

**PAGES
MISSING**

SPECIAL
FEATURE

SPRING AND EXPORT NUMBER

THE SCIENCE
OF RETAILING

CANADIAN GROCER



**NATIONAL
CASH
REGISTER**
PROTECTOR OF PROFITS.
THE "SILENT" PARTNER



**W. T. BENSON & CO'S
PREPARED CORN
FOR CULINARY PURPOSES**

This most delicious of all preparations for
INFANTS FOOD, UDDINGS, CUSTARDS,
and superior to any similar preparation
offered to the public; has taken First Prizes
at all Canadian Exhibitions, Philadelphia, 1876
and Superior to any similar preparation
ever offered to the public; has taken First Prizes
at the International Exhibition, London, 1862

GUARANTEED PURE
International Exhibition, Philadelphia, 1876
AND AT THE
International Exhibition, London, 1862

Manufactured and Refined by the
EDWARDSBURG STARCH COY.,
CARDINAL, ONT., CANADA.
OFFICE:—MONTREAL, QUE.

CANADIAN GROCER

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

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

Toronto: 10 Front St. East.
New York: Rooms 1109-1111, 160 Broadway.

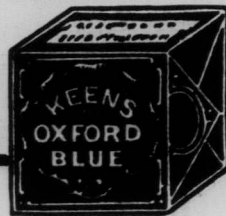
Winnipeg: 511 Union Bank Building

VOL. XXIV.

PUBLICATION OFFICE: TORONTO, MAY 27, 1910

NO 21.

KEEN'S OXFORD BLUE



No grocer can afford to be without this world-famed blue. It's in steady demand by every practical housewife, and stands out pre-eminent as a satisfaction-giver.

See to your Stocks.

For Sale by all the Canadian Jobbing Trade.

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

Agents for the Dominion of Canada

Benson's "Prepared" Corn and Edwardsburg "Silver Gloss" Starch

Drive these tandem! They are the leading laundry and cooking starches in Canada, and are noted for their purity and ease in handling. In demand by every housewife who knows! Tell those who don't.

For sale by every jobber.

EDWARDSBURG STARCH CO., LIMITED

ESTABLISHED 1858

53 Front St. East, Toronto, Ont.

Works: Cardinal, Ont.

164 St. James St., Montreal

MACLAREN'S



IMPERIAL



OLIVES



A Rolling Stone Gathers no Moss, Neither does
Dead Stock on the Shelves Gather any Profit.

SELL

MacLaren's Imperial Products

Watch Your Satisfaction and Profits Increase



MANUFACTURED AND GUARANTEED PURE BY

MacLaren Imperial Cheese Co., Limited
TORONTO

To Maintain and Increase Permanent Trade

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

We Know of no Safer or Surer Way

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

The Best Only

Always the Best

It Pays to Watch This Page

ARTHUR P. TIPPET & CO.

MONTREAL

TORONTO

WHITE SWAN BAKING POWDER

CONTAINS NO ALUM

and is the highest class baking powder known to science.

Your Customers

will fully appreciate its superior quality.

You

will make a handsome profit return.

DON'T PAY FANCY PRICES



WHITE SWAN COFFEE

is packed in handsome one-pound tins.

Each of which is sealed with the Government approved form of warranty as to its purity.

MANY LEADING GROCERS

have worked up a large trade on this coffee and thank it for making their coffee department more profitable than ever before.

If You Have Not Handled It

try one case—it will do for you what it has done for others.



WHITE SWAN

PERFUMED 100% POWDERED

LYE

is without doubt the most profitable high class Lye on the market. It is fully guaranteed and you will find it an easy seller.

Each tin contains 25 per cent. more Lye than usually given

Remember :—" 100 per cent. Lye can be equalled but not surpassed."

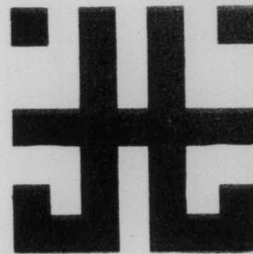


How About LITSTER'S?

Purity first, because that's the basis of health, and such absolutely reliable quality as you can thoroughly recommend.

The LITSTER name is a guarantee of purity and satisfaction. If you want your customers to come back, and send their friends, give LITSTER goods all the prominence you can and push them constantly. Plenty of encouragement as regards profits.

*The
Litster
Mark*



*Guarantees
Purity and
Satisfaction*

Send to-day for handsome illustrated booklet telling all about the LITSTER mark—what it means and where to find it.

We're doing a record business in Jelly Powders, Salad Dressing Powder and Half-Minute Puddings, and if *your* trade in them isn't growing, there's something wrong. Hundreds of dealers express themselves as thoroughly well pleased with the measure of satisfaction LITSTER'S goods are giving and you cannot lose by handling and pushing the line.

PURE GOODS
LITSTER'S Baking Powders, Half-Minute Puddings, Flavoring Extracts, Jelly Powders, Salad Dressing Powder, Coffees and Spices.

THE LITSTER PURE FOOD CO., LIMITED

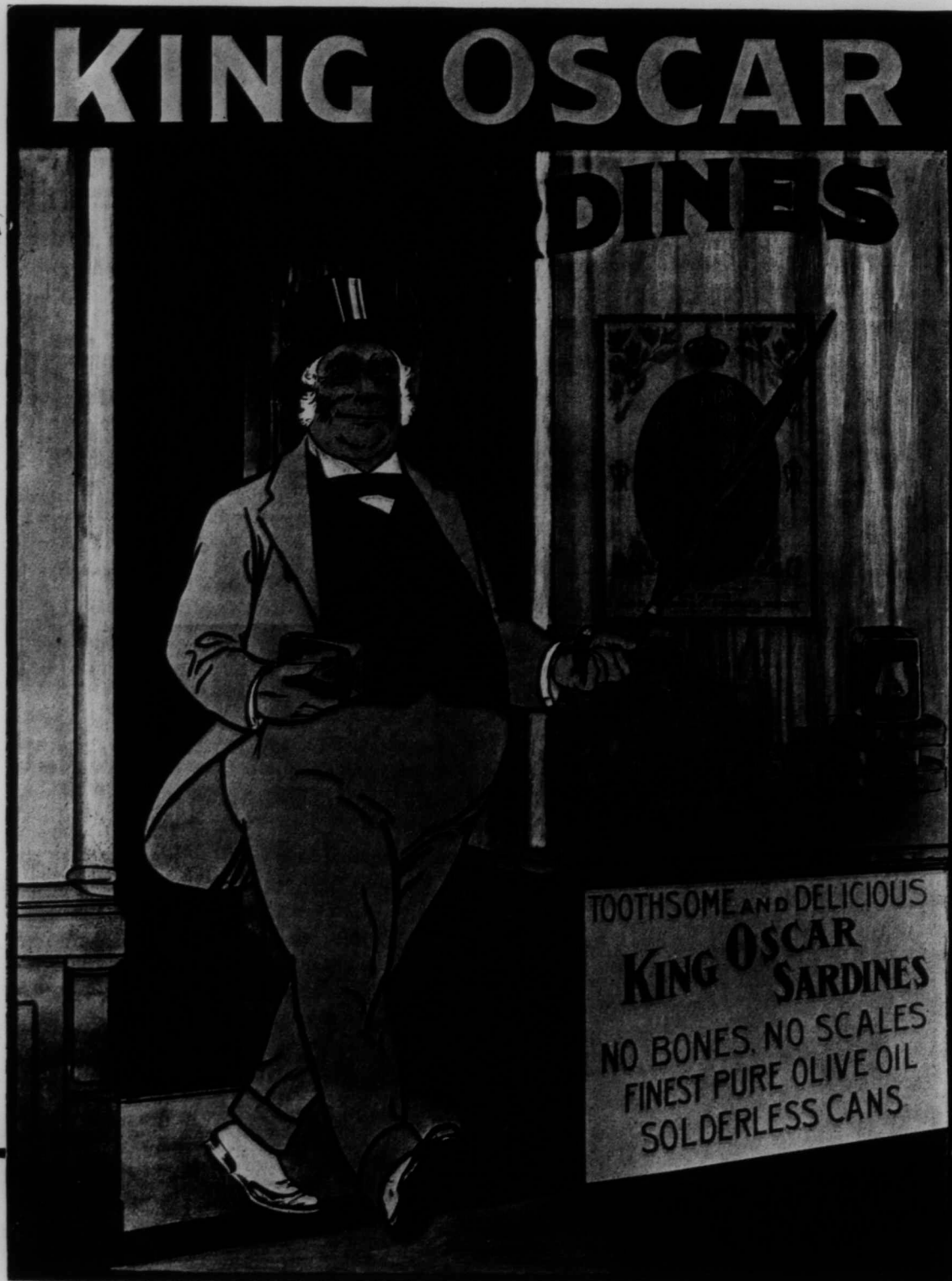
1297-1301 Queen St. West

DONNELLY, WATSON & BROWN, Limited
CALGARY and VANCOUVER

TORONTO

H. H. LIVINGSTONE, Manager Eastern Agencies
MONTREAL

This Attractive Poster is now
===== on The Boards =====



It will be used extensively and cannot fail to increase the already large demand for **King Oscar Brand Sardines**, which are packed right, attractively gotten up, sell rapidly and leave a good margin of profit. Take advantage of the advertising by giving the King Oscar Brand Sardines a prominent place in your store.

It pays best to push BORDEN'S BRANDS



THE ORIGINAL

Scientific Grocers are pushing Borden's Brands of Condensed Milk and Evaporated Cream, because they have by far the strongest selling points.

They are absolutely pure—long experience, perfect equipment and rigid sanitary regulations assure it.

Your customers recognize them as standard, and have thorough confidence in their quality.

They give you a fair profit, and they keep moving steadily, with never a complaint from your trade.

These are The Borden Brands:

- "EAGLE BRAND" CONDENSED MILK.
- "GOLD SEAL BRAND" CONDENSED MILK.
- "CHALLENGE BRAND" CONDENSED MILK.
- "PEERLESS BRAND" EVAPORATED CREAM.

MADE IN CANADA

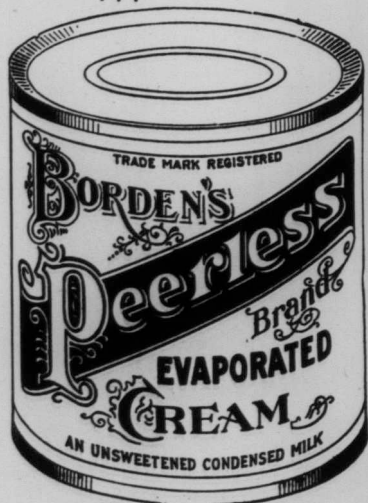
Borden's Condensed Milk Co.

Established 1857

Originators of Condensed Milk and the Largest Manufacturers of Milk Products in the World.

William H. Dunn, Montreal and Toronto

Mason & Hickey, Winnipeg, Man.



UNSWEETENED

Shallcross, Macauley & Co., Calgary, Edmonton, Vancouver and Victoria, B.C.

King
rapidly
King

THE CANADIAN GROCER.

T h e S e c r e t o f T r u e B u s i n e s s E c o n o m y

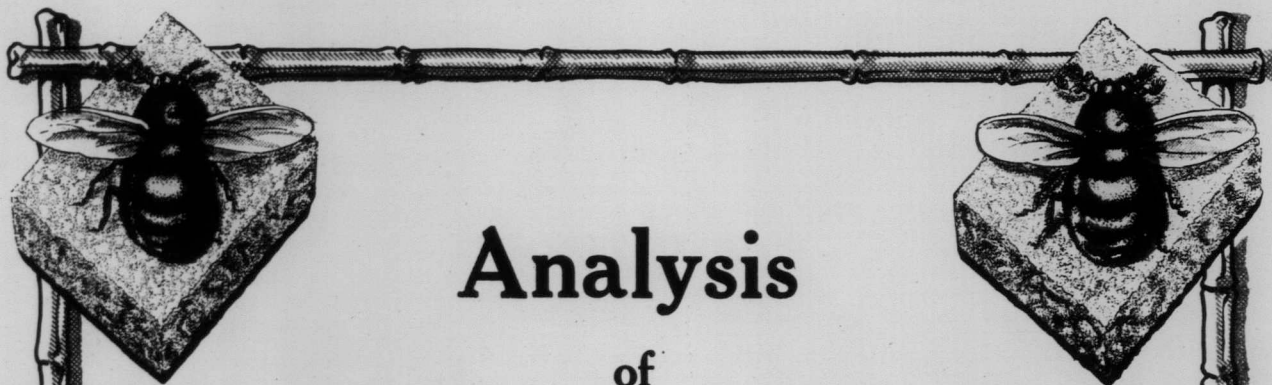
lies in handling guaranteed brands
which give to grocer and consumer
highest and most lasting values.

In Tea

Blue Ribbon, absolutely
pure, is the standard
brand, featured by all
successful grocers.



**The Blue Ribbon Tea Co., Limited
Montreal
Canada**



Analysis

of

**ST. LAWRENCE
EXTRA
GRANULATED SUGAR**

The Standard of Purity

Laboratory of Provincial Government Analyst.

Montreal, 22nd February, 1909.

I Hereby Certify that I have drawn by my own hand ten samples of The St. Lawrence Sugar Refining Co.'s EXTRA STANDARD GRANULATED SUGAR indiscriminately taken from four lots of about 150 barrels each, and six lots of about 450 bags each. I have analyzed same and find them uniformly to contain 99.99/100 to 100 per cent of pure cane sugar, with no impurities whatever.

*(Sgd.) MILTON L. HERSEY, M. So., LL. D.
Provincial Government Analyst.*

The St. Lawrence Sugar Refining Company,
Montreal LIMITED



**Wagstaffe's Fine Old
English—**

—Pure Jams, Jellies, Marmalade and Sealed Fruits
are the Best.

**1910 Pack will be Prepared in Copper
Kettles, Boiled in Silver Pans and Packed
in Gold-Lined Pails.**

We are making progress in every branch by studying the health of the people. We have our own chemist, who tests everything coming into the factory. All fruits are tested for their acid properties, and just the right proportion of sugar added. The only fruit-preserving factory in Canada on this principle.

Before buying new season Strawberry, Raspberry, or any other kind, see Wagstaffe's.

WAGSTAFFE LIMITED

PURE FRUIT PRESERVERS :: :: HAMILTON

THE CANADIAN GROCER.

"PRIDE OF CANADA"

Maple Syrup and Maple Sugar

"Absolute Purity"



There's a Guarantee of Purity to Pass on to Your Customers—

Ours are brands made in the maple groves, right where the sap runs from the trees—pure, and lots of it. So we use it, *only*. No temptation to adulterate.

Our sap is supplied by members of our Association composed of farmers owning maple groves in the famous Eastern Townships, the finest maple district in Canada. Each member has a personal interest in our packing absolutely pure maple products.

We have a reputation to maintain—we will ever keep that fact before us.

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

"PRIDE OF CANADA."



Innumerable Government tests have proved our claims. Never has a sample of our brand been found adulterated.

Quality always uniformly good.

The Maple Tree Producers' Association

WATERLOO, QUEBEC

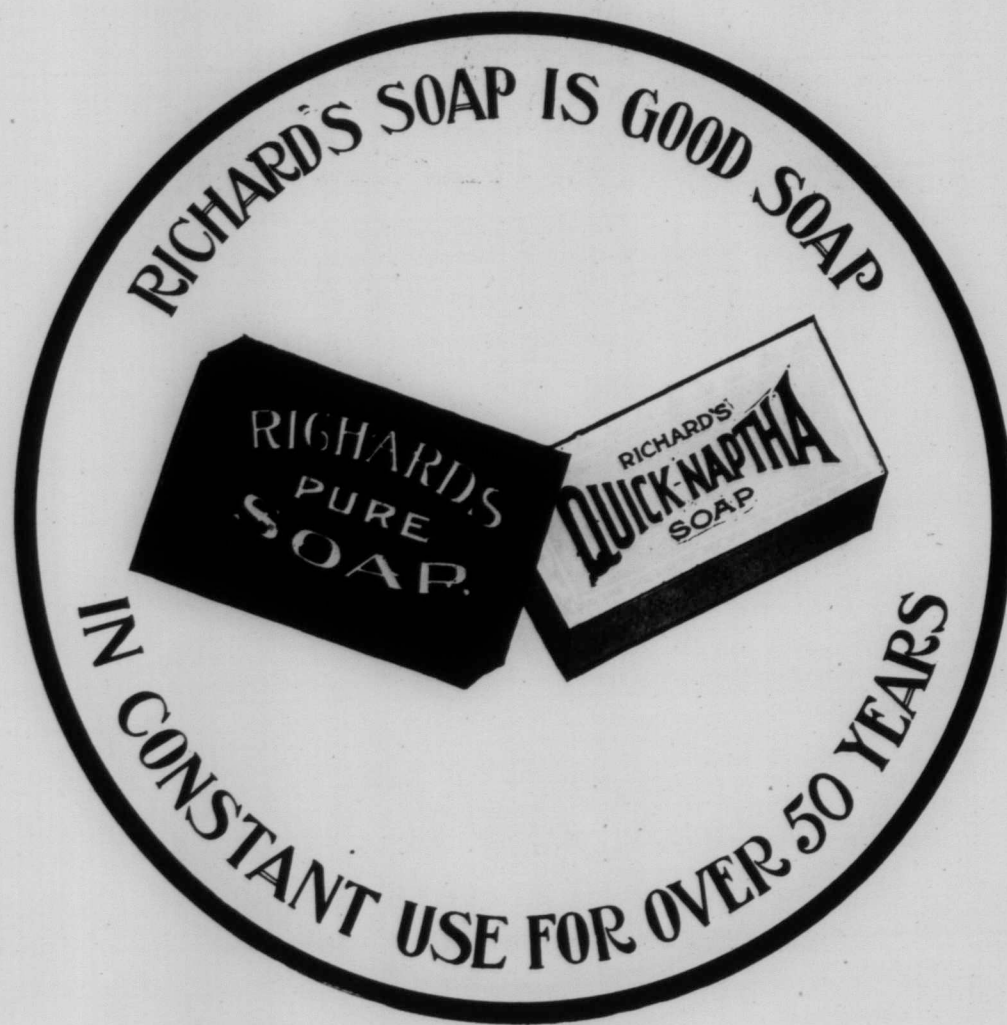
LIMITED

Montreal Office: 58 Wellington St.

Toronto Office: 512 Dundas St



Advise us promptly by mail (if one of our representatives has not called recently) of anything you need or are likely to need in our line, and see how thoroughly we have anticipated every possible requirement. This business has grown through deserving to grow—nothing has come by chance. We aim to fill all orders same day as received, with the assurance of absolute satisfaction with every shipment.



Here's the complete line:—Richards Pure Soap, Quick Naptha Soap, Snowflake Soap Chips, Neutral Soap Chips, Ammonia Powder, 100% Pure Lye, Toilet Soaps.

Agent for Toronto and Hamilton:—A. Hutchinson, Omand Mfg. Co., 76 Colborne St., Toronto
Home Office, Woodstock, Ontario

The surest safeguard

of your reputation for handling only "quality" goods lies in stocking the well-known

Sterling BRAND

FOOD PRODUCTS

Every improvement which modern skill and experience suggest is embodied in our up-to-date, sanitary factory, and the ingredients used are the purest that money can buy. Boost your Summer Trade with the following lines:—

"STERLING" Lime Juice, Sweet Pickles,
Jams, Marmalade,
Mixed Pickles, Catsup,
Crushed Fruits and Fountain Supplies, Jellies and Flavouring Extracts,
Sauces and Relishes.

O-EAT-A PICKLES and "S.B." SAUCE.

Write for Prices.

THE
T. A. LYTLE CO.,
LIMITED

Sterling Road,
TORONTO

Handle our
BULK
PICKLES.

They pay you well!



THE CANADIAN GROCER.

2,000,000 Packages Each Week!

The Best Tea
at any price
is always Lipton's

Sold in
Air-tight Tins
Only

THAT'S THE WAY

in which a discerning public in this and in every other
civilized country of the globe shows its confidence in the tea
that is always the best at any price—

LIPTON'S TEA

When you realize that thousands of Grocers are every day making money by
featuring **LIPTON'S TEA**, you are certainly losing money if you do not **stock,**
display and recommend it.

Our exceptional facilities are your guarantee of best quality, expert blending and
skilled packing, and there's a liberal margin of profit for the dealer
in handling **LIPTON'S!**

Feature **LIPTON'S!** There's money in it for you!

THOMAS J. LIPTON

75 Front Street East
TORONTO

Scientific Retailing

The first step is to carry stock that sells, and that sells as much from the quality that is in it as from the "push" the manufacturers put back of it.

Pure Gold Food Products

(Trade Mark Registered)

do not represent the **whole** sum of scientific retailing—but every "scientific retailer" will welcome the selling opportunity these goods offer.

For instance :—

Scientific Buying consists, among other things, in not overbuying. You can't overbuy Pure Gold goods because you can return unsold goods at any time and get your money back.

Stock Keeping—It is particularly easy to keep up your stock of Pure Gold Goods—it's such an active stock that it is before you daily.

Store Arrangement—Arrange Pure Gold goods within easy reach—you will have to reach for them often in a day.

Display—Pure Gold packages are so neat and so compact that they dress any shelves.

Advertising—We are doing that—lots of it. Tie our campaign to yours by mentioning in your advertising the fact that you keep Pure Gold goods.

Salesmanship—It is good salesmanship to tell your customers about Pure Gold goods. They will buy them of you if they know you have them.

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

PURE GOLD MANUFACTURING CO., Limited

TORONTO

Tartan

BRAND

SIGN OF PURITY

To nearly every grocer who reads this advertisement "Tartan Brand" represents something real—something that plays an important part in his business every day in the year. It is a brand that has become standardized with the trade throughout Canada, because it is, and always has been, backed up by goods whose quality never varies—it is always dependable, always the best.

Then Balfour, Smye & Co. always endeavor to give a better service in every way than any one else is able to give. They generally succeed.

"Tartan Brand" + Better Service is a strong combination. Every grocer needs it.

"Tartan Brand"

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

EVERY PACKAGE OR TIN FULLY GUARANTEED BY

BALFOUR, SMYE & CO.

Importers, Packers, Wholesale Grocers

HAMILTON, ONTARIO

OUR MAIL ORDER SERVICE IS JUST WHAT YOU NEED.

Phone 596 FREE TO BUYERS

SANITARY CANS

**RAISE THE STANDARD OF QUALITY
OF ALL CANNED GOODS**

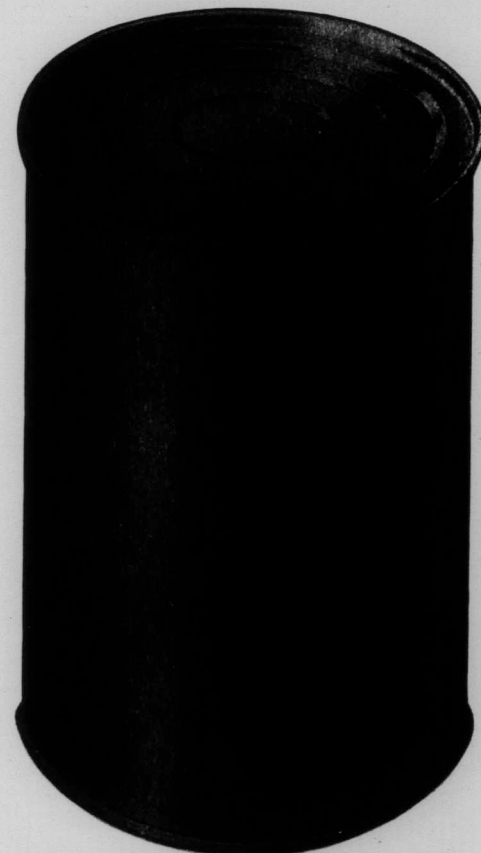
Sanitary Enamel Cans Preserve the Flavor and Color

**of Strawberries, Red Raspberries, Black Raspberries,
Blackberries, Blueberries, Sour Cherries, Beets, etc.**



Entire End Open for Filling

Sanitary
Cans
Sealed
without
Solder
or
Acid



Sanitary Can Sealed—"Bottom like the Top."

SANITARY CAN COMPANY, Limited

NIAGARA FALLS - ONT.



It Comes to Canada with a Great European
Reputation



FROU-FROU

THE WORLD'S GREATEST WAFER

In the quaint old town of Mydrecht, near Amsterdam, Holland, is situated the biscuit factory of the Firma, Wed. B. Van Doesburg, who owns and operates one of the most valuable trade secrets of this age—for the manufacture of a filled wafer now famous on both sides of the Atlantic. Its name is FROU-FROU. It is conceded by experts to be the *master-piece of the baker's art.*

FREE OFFER!

We want every grocer in the Dominion to "**Taste the Taste of Frou-Frou.**" You may do so by simply sending us your name and address, on receipt of which a sample tin of this Dainty Delicacy from Old Holland will be forwarded free, together with prices and name of nearest wholesaler.

Frou-Frou is packed in 10-lb. and 5-lb. tins, as well as fancy decorated tins—the latter in the form of a miniature trunk, with views of old Holland. Our price-protection plan ensures a handsome profit for the retailer.

"Taste the Taste of Frou-Frou"

Canadian Distributors:

MacGregor Specialty Company

TORONTO

JAPAN TEA



The new season is now in full swing and jobbers can always secure their requirements advantageously from

S.T. Nishimura & Co., Montreal and Japan

Brands of Flour That You Can Rely On During The Hottest Weather

"More Bread
and
Better Bread"

**PURITY
MEDALION
THREE STARS
BATTLE**

Daily Capacity, 7,000 Barrels

Western Canada Flour Mills Co., Ltd.

Toronto Montreal Winnipeg St. John, N.B. Goderich Brandon

HEAD OFFICE: TORONTO

¶ You've got to use discrimination in buying flour for use in the hot weather—otherwise you'll have inferior batches—and displeased customers.

¶ "Soft" wheat flours are too weak—lack the staying qualities necessary to resist summer heat. They ferment far too rapidly—and you know what that means.

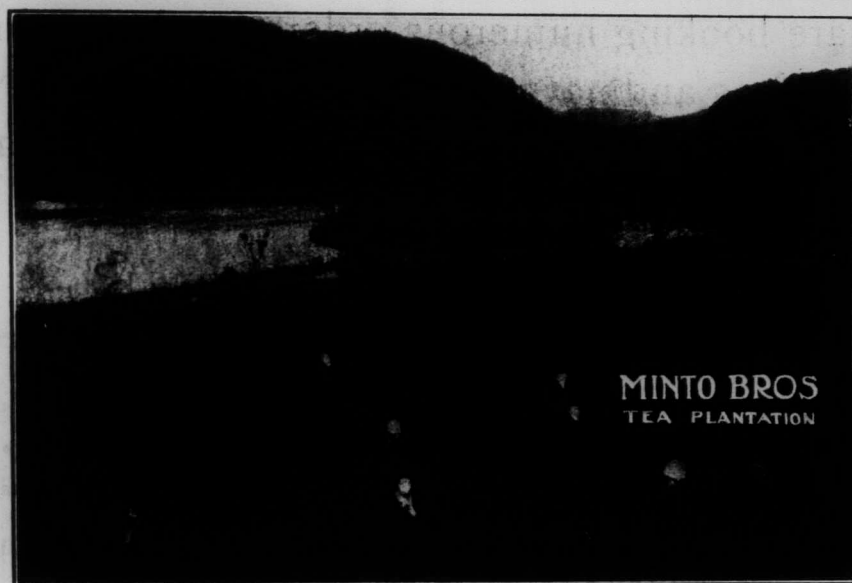
¶ Imperfectly milled and improperly aged "hard" wheat flours will cause you trouble too. They lack the required degree of gluten-elasticity to resist fermentation. They haven't enough body. The hot weather exhausts them. Instead of getting big, bulky loaves, you are presented with small, puny affairs.

¶ To avoid those hot weather troubles use Purity, Medalion, Three Stars and Battle flour. Perfectly milled from the highest grade of hard wheat—and properly aged. They will stand by you and do their duty during the hottest days—and at all seasons. They have the body and the strength. Summer heat cannot exhaust them. They have that elastic, gluten quality that resists too rapid fermentation. Large, fresh, snowy-white loaves, of matchless flavor, are the result when they are used.

¶ Make up your mind to save trouble and expense this summer. Buy Purity, Medalion, Three Stars, Battle—the trustworthy brands.

MELAGAMA

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C
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MINTO BROS.

Direct Importers, Packers and Blenders

Toronto and Buffalo



One of Our Direct Shipments from Ceylon on the Way to the Steamship

TEAS FOR IMPORT

We are booking numerous orders for direct shipment of New Crop Teas and have already contracted for several car-loads, which will be sent forward as soon as the markets and other conditions are most favorable.

Have no hesitation in asking for Standard Samples and quotations. Our values will speak for themselves

R. SIMPSON & CO.

— TEA IMPORTERS —

Corner Gore and Hughson Sts., - - Hamilton

PHONES 3541 - 3444.

(Formerly of Guelph)

“QUALITY COUNTS”—

What Does It Signify in the Maritime Provinces?

Every first-class grocer in the Maritime Provinces knows the deep significance of “Quality Counts” as a business principle. Most of them are familiar with “Quality Counts” in another association too.

They know it as the motto of a wholesale grocery house whose service lives steadfastly up to its motto.

That is why their patronage has helped to build up our wholesale grocery business to a foremost position in the Maritime Provinces.

An opportunity to prove what our “Quality Counts” methods can be made to mean to *you* is all we ask.

G. E. BARBOUR COMPANY, Limited

St. Stephen, N.B.

St. John, N.B.

Woodstock, N.B.

The world's breakfast
"MEAT OF WHEAT"

Do your customers
a good turn by in-
troducing to them

"MEAT OF WHEAT"

It's a money maker for you

The Western Milling Co.
TORONTO

Are you interested in

RICE

We have received our spring shipments

CAROLINA

JAVA

JAPAN

PATNA

RANGOON

SIAM

Send us your orders—

EBY-BLAIN, LIMITED

Wholesale Grocers, TORONTO

ASK FOR

"TRIAN" BRAND

It is the line of goods noted for its quality.

We are agents for

TETLEY'S TEAS

and shall be pleased to forward price lists on application.

Special Attention Given to All Orders, Thereby Ensuring

PROMPT SHIPMENT.

Our new Branch at WEYBURN will be complete about July 15th, which will enable us to ship from this point.

CAMERON & HEAP, LTD.

Wholesale Grocers

Regina : Fort William : Kenora : Nipigon



THE best profits you make are the steady profits on the regular sellers. No line of cereals sells so surely and as easily as

Quaker Oats Quality Products

This Company makes everything in cereal foods that is good.

Here are a few of them:

Quaker Oats (regular package)
Quaker Oats (family size)
Quaker Toasted Corn Flakes
Puffed Rice
Puffed Wheat
Saxon Wheat Food

Quaker Corn Meal
Apitezo
Scotch Barley
Schumacher Granulated Hominy
Schumacher Pearl Hominy
Pettijohn

Etc., etc., etc.

The best for you and best for your customers.

Made in Canada

The Quaker Oats Company
PETERBORO, CANADA



The Quality that Pleases People and
Builds Your Reputation

Cane's Woodenware

"Quality before everything" is the spirit that dominates present-day merchandizing.

Your customers expect you to recommend the best; to use your expert judgment in helping them to get the best value for their money.

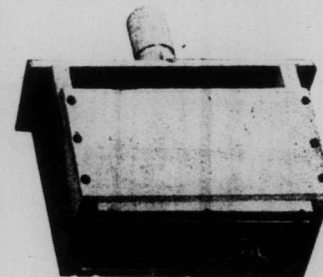
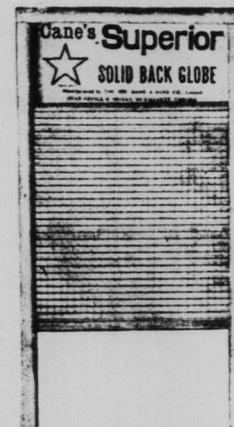
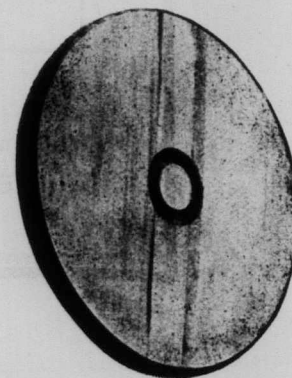
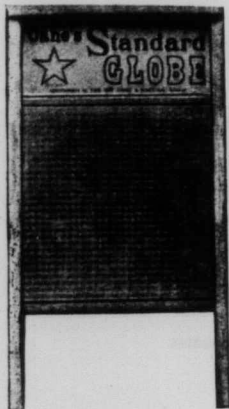
When buying woodenware they want you to sell them goods that you know will give them the best service.

Recommend Cane's Woodenware. Since 1876 we have been specializing in this line.

Our goods prove absolutely that no similar line in the world surpasses Cane's Woodenware in soundness of quality and attractiveness of finish. Very few can even equal Cane's.

Ask your Jobber for Cane's

THE Wm. Cane & Sons Co.
Limited
Newmarket - - - Ontario





DID YOU ever, personally, taste pork and beans of such quality as these? If you have not sampled Balaklava Brand then request us to forward you a sample tin.

We claim that

Balaklava

BOSTON

Baked Beans

are the premier Pork and Beans in Canada. Only the choicest hand-picked Canadian beans, with tender, corn-fed pork, are used. Uniformly delicious—because scientifically baked in steam ovens—and whole—these beans possess a “nutty,” mealy flavor which is altogether their own.

Packed attractively in standard tins. Obtainable with or without tomato sauce.

***What Will Please YOU
Will Satisfy Your Customers.***

PROCLAMATION:

BALAKLAVA BAKED BEANS are packed under a Special Warrant, issued on the 17th day of February, 1910, by the PRIVY COUNCIL, and approved by HIS EXCELLENCY THE GOVERNOR-GENERAL OF CANADA.

Your wholesale grocer can supply you with Balaklava Beans, if not—

EASTERN CANNING
PORT CANADA
Agents wanted in unrepresented districts throughout

SARDINE PROFITS

You already sell our brand if yours is one of Canada's bright retail grocery stores, for it has been proved that



Balaklava

Sardines

give the dealer larger profits—and more quickly, than the average sardine. Being sold at a popular price, and possessing distinctive features of excellence, they move speedily, assuring you of a quick turnover. Repeats are the rule, too.

A bright, firm box of fish is what the purchaser finds on opening the tin. Scientifically packed in pure salad oil, the work being done in a modern, hygienic factory close by the fishing grounds.

This is the brand you can safely recommend to your trade as highest value.

Display Balaklava Sardines in your window for a few days and watch them go.

**Price Will Make the First Sale—
Quality Will Assure Repeats**

Have your jobber send you a trial case to-day—
or write our nearest agent if you cannot be
supplied in this way.

EASTERN CANNING COMPANY
NEW BRUNSWICK
Sole agents in unrepresented districts throughout the Empire.

When you sell a Customer
ordinary Coffee you have to
make the whole sale. Chase
& Sanborn's High Grade
Coffees are half sold when
you put them on your shelves

CHASE & SANBORN
Montreal

WHEN you buy your Canned Goods,
see that you get those packed by
Dominion Cannery, Limited. Quality
is guaranteed. You take no risks.

Leading Brands :

“Aylmer”
“Little Chief”
“Log Cabin”
“Simcoe”
“Delhi”

ETC.

DOMINION CANNERS
LIMITED
HAMILTON.

DONNELLY, WATSON & BROWN

AGENTS Limited

Agents for the

Famous Kootenay Jams

Mr. Grocer, do you stock the famous "KOOTENAY" Brands of Jams, Jellies and Marmalades?

Although on the market less than one year, the enormous demand clearly demonstrates that they are the finest and most delicious the market affords.

Only luscious, ripened, British Columbia fruits and cane sugar are used in the manufacture of the "KOOTENAY" Jams and Jellies.

They are as pure and wholesome as Home-made goods, and have the advantage of being selected from the choicest fruits in the most fertile districts of British Columbia.

Packed in 5 and 8 lb. tins.

1-lb., $\frac{3}{4}$ -lb. and individual glass jars.

Donnelly, Watson & Brown, Limited

Calgary, Alberta

Sole Agents for Alberta and Saskatchewan



FACTORY AT LONDON

WAREHOUSES AT MONTREAL, OTTAWA, HAMILTON, KINGSTON, WINNIPEG, CALGARY

**This Enormous Plant is the Result
of 50 Years' Experience in Making**

JERSEY CREAM SODAS

**and hundreds of varieties of Fancy
Sweet Biscuits and Confectionery**

Established in 1858 by T. McCormick in a very small shop, about 12 by 18 feet.

Now, look at the picture of the largest biscuit and candy factory in Canada, owned and managed by his three sons.

The factory is also the most modern on this continent — is thoroughly ventilated and kept scrupulously clean.

Pre-eminently the best.

McCormick's Biscuits are made from Best Blended Flour, First Quality June Creamery Butter, Fresh Sweet, Whole Milk, Pure Sugar, etc.

All materials are analyzed by an expert chemist and therefore McCormicks are in a position to guarantee the Purity and Quality of their biscuits.

No other biscuit factory in Canada employs a chemist to insure wholesomeness of its biscuits.

Continental Reputation

Great numbers of discriminating American women-visitors to Canada have pronounced McCormick's Jersey Cream Sodas vastly superior to the American crackers. They have even insisted on the factory shipping a supply to their grocers, stating that they were willing to pay the duty, if by so doing they could enjoy such a luxury.

We have appreciated the confidence and assistance of the Grocery trade in Canada in placing our biscuits before the consumers and hope still further to merit your approval in our present efforts to assist your sales of our biscuits by advertising them extensively amongst the consumers. We hope you will keep on hand a good supply of

McCORMICKS

**Jersey Cream Sodas and
Fancy Sweet Biscuits**

THE CANADIAN GROCER.

UPTON'S

Jams, Jellies

and Marmalade

YOU

are protected when you handle these lines,
because the name UPTON on each label stands
for Purity and Quality and is your safeguard!

Looked at any way you choose Upton's is the best
proposition for you. You are selling the best fruit in
the world—Canadian fruit—put up by Canadians who
are experts in the business. Your customers get honest
value, and you reap a sure profit that's "worth while."
Upton's never "stick" on your shelves because our
extensive consumer advertising has created a regular
and increasing demand for these goods.

Upton's will assist to build up the best of rep-
utations for you, because they are "quality"
goods which never fail to satisfy.

ORDER UPTON'S FROM YOUR JOBBER



The T. Upton Company, Ltd.
Hamilton, Ontario

The Perfection Cheese Cutter



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

Get one and see how it attracts customers.

It pays for itself every three months.

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

There is no other "just as good."

Accurate, Simple, Durable.

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

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

Manufactured only by

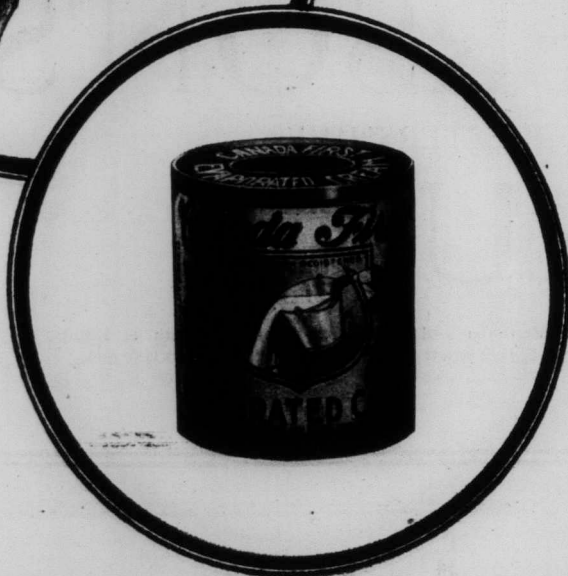
**AMERICAN COMPUTING CO. of CANADA
HAMILTON, ONT.**

SOLD BY WHOLESALE GROCERS EVERYWHERE

"Canada First"

**Evaporated Cream
Unsweetened**

**and Condensed Milk
Sweetened**



These two celebrated brands are manufactured in Canada by Canadians and are guaranteed by them. All milk is inspected in our Model Sanitary Receiving Room and cans thoroughly washed and sterilized before being returned to the dairymen.

IT PAYS

TO ENCOURAGE HOME INDUSTRIES!

**The Aylmer Condensed
Milk Co., Limited**

AYLMER

ONTARIO

S
Salade





ROWAT'S PICKLES

Like Rowat's Olives and all other Rowat products, possess an individuality that gives them a value all their own, and makes them a splendid line for the grocer to feature. Sole packers:

Rowat & Co.
Glasgow - Scotland

Paterson's Sauce is now owned by Rowat & Co. It is sufficiently well known to require little comment, and it is quite unnecessary to suggest the advisability of keeping up your stocks.

PATERSON'S WORCESTERSHIRE SAUCE

Canadian Agents: Quebec, Ontario, Manitoba and the North-West, Snowden & Ebbitt, Montreal; Halifax, F. K. Warren; St. John, F. H. Tippett & Co.; Vancouver, C. E. Jarvis & Son.



The Best Value the Tea Market has to Offer

Flavour and purity cannot be excelled.



Stock it, sell it, and watch the rapid growth in your tea sales
Samples and particulars on request

Ram Lal's PURE Tea Co, Limited

266 St. Paul Street, MONTREAL, Canada



***Interest in the Tail of the Comet
just now is keeping some people up nights, but
the Tale of CANNED GOODS will keep all
GROCERS interested during 1910.***

WE WISH TO ANNOUNCE TO
THE TRADE that we are in a
position to handle a greater volume
of business this season than ever before.
We pack a full line of high-grade Fruits,
Vegetables and Side Lines and are in a
position to look after your interests no
matter how varied the assortment required.
Communicate with us before booking your
order. Invest two cents and be convinced
that we can save you Dollars.

ESSEX BRAND
IS KNOWN TO ALL THE TRADE

Essex Canning & Preserving Co.

Essex, Ont.



From \$200 a Week in 1834 to \$400,000 a Week in 1910



That has been the growth in Customs receipts for goods brought in through the Port of Montreal.

It was in 1834 that our business was established. It has developed likewise.

We are here to-day to supply you with the best in groceries, from pure Cream Tartar in 10-lb. boxes, to Canned Goods by the carload, and you can count on us to deliver the goods when you want them. Everything but Liquor and Tobacco.

The stability of a long established house, coupled with progressive modern methods, enables us to serve you satisfactorily.

Send a trial order to

Mathewson's Sons - Montreal

Wholesale Grocers and Importers
Packers of Quaker Brand Salmon

P.O. Box 2360

2

Seize this Opportunity!

2

There are splendid possibilities ahead for you,
Mr. Grocer, if you will handle and recommend

2 in 1 Shoe Polish

No Polish has a more rapid or steady sale than "2 in 1," a result due first to its superlative merit, and second to the remarkable demand for "2 in 1" created by our extensive consumer advertising.

Why neglect to keep a liberal stock of "2 in 1"? It's a strong year-round



seller all over this continent.

The unexcelled quality, in addition to the fact that "2 in 1" cannot injure leather in any way, guarantees satisfied customers.

"2 in 1" gives a quicker, brighter and more lasting shine than any other polish on the market.

REMEMBER

2 in 1—The World's Best Shoe Polish

REFUSE SUBSTITUTES

This Polish contains no Acids, Turpentine or other injurious substances. Try it with a match!

The F. F. Dalley Co., Limited

Buffalo, U.S.A.

Hamilton, Canada

London (Eng.) Branch, 42 Bloomsbury Square, W.C.

2

2

A 1 SAUCE

This sauce has been delighting the palate for 100 years, and is still giving a zest and relish to the plainest and richest fare.

As a merchant you are interested both in quality and profit. You'll find both satisfactory.

A1 Sauce will repay you well for any trouble you may go to in giving it prominent display and asking your customers to try it. Sample it yourself, though, first.



GENERAL AGENTS:

THOS. O. BAXTER, 27 Front St. E., Toronto

H. HUBBARD, 27 Common St., Montreal

R. T. TINN, 337 Hastings St. W., Vancouver

We also make a full line of Meat Extracts, Essences, Soups and Potted Meats

BRAND & CO., Limited, Purveyors to H.M. the King **London, England**

Crosby Molasses Co. Ltd.

Direct Importers of

Molasses and Sugar

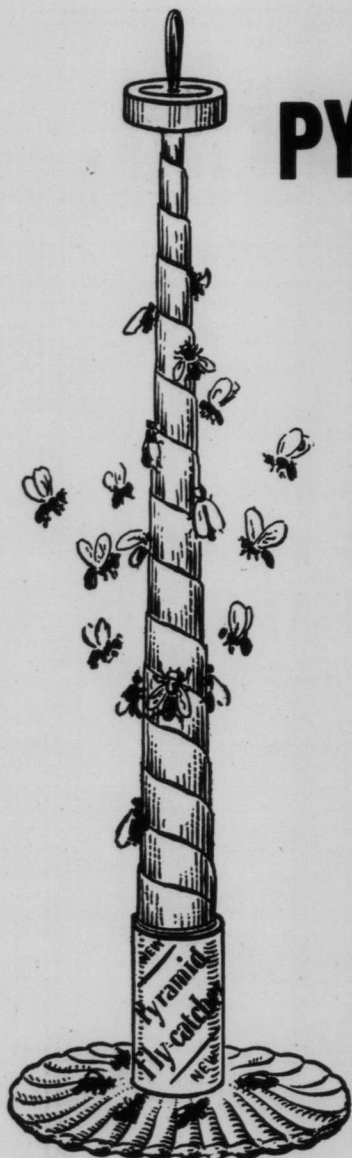
St. John, N. B. - - - Canada

REPRESENTATIVES—D. S. Robertson & Son	-	OTTAWA, ONT.
D. S. Robertson & Son	-	KINGSTON, ONT.
Alex. Wills	- - -	MONTREAL, QUE.
Mitchell & Whitehead	- - -	QUEBEC, QUE.
R. S. McIndoe	- - -	TORONTO, ONT.
Frank Hurley	- - -	WINNIPEG, MAN.

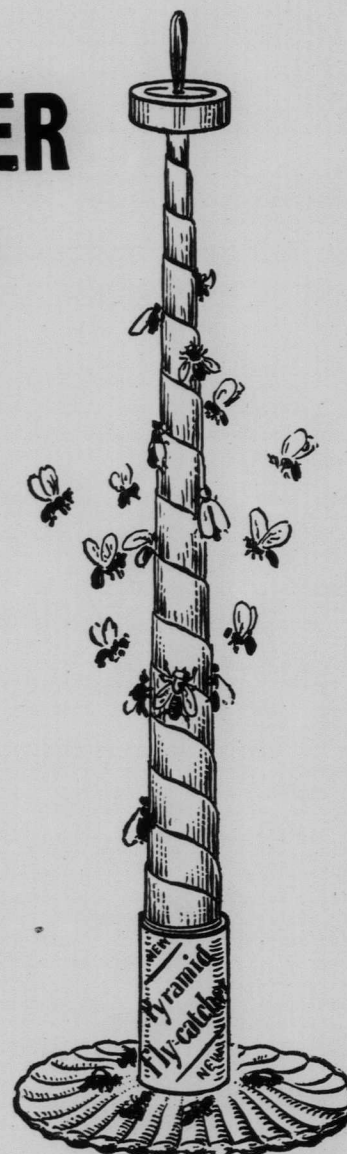
THE CANADIAN GROCER.

SELL AND RECOMMEND

PYRAMID-FLY-CATCHER



Made in Germany
Sold Everywhere



Made in Germany
Sold Everywhere

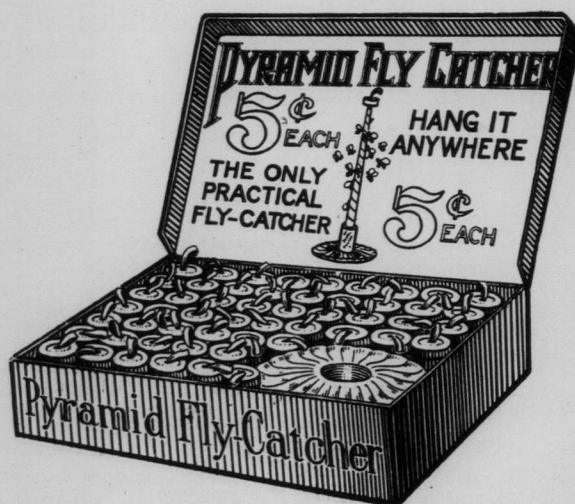
THE PYRAMID does not interfere with flat fly paper, because it appeals to the medium and better classes of your trade. They do not like fly paper because of its annoying features. The Pyramid is just what they want.

**Price, \$3.50
per hundred**

CASES CONTAIN FORTY CARTONS
OF FIFTY PYRAMIDS EACH

TO DEALERS—If you want to test the most satisfactory Fly Catcher on the market, write for Free Sample and state who is your wholesaler.

**Place your order now
to ensure early delivery**



Hang it up and forget it
Catches more flies than
any other device
Hang it anywhere

Never drips
Will not tangle
It attracts the flies
Great improvement on
flat fly paper

WM. H. DUNN, Import Agent and Wholesale Distributor **Montreal and Toronto**

AGENTS—Carvell Bros., Charlottetown, P.E.I.; C. E. MacMichael, St. John, N.B.; J. Leslie Lovitt, Yarmouth; J. B. Renaud & Co., Quebec; E. H. Bowen, Sherbrooke; Marks-Clavet-Dobie, Port Arthur; Masson & Hickey, Winnipeg; Edmonton Distributing Co., Edmonton; Donnelly, Watson & Brown, Calgary; Andrews & Nunn, Vancouver.

The West India Co., Ltd.

ST. NICHOLAS BUILDING

MONTREAL

THE CANADIAN HOUSE OF

SANDBACH, TINNE & CO., - LIVERPOOL, ENG.
SANDBACH, PARKER & CO., - DEMERARA, B.G.

AND WITH AGENTS AND CORRESPONDENTS IN ALL BRITISH WEST INDIA ISLANDS

WE SOLICIT ORDERS AND ENQUIRIES FOR ALL
DESCRIPTIONS OF WEST INDIA PRODUCE *

Sugars	Molasses	Cattle Food
Cocoa	Coffee	Arrowroot
Pimento	Ginger	Nutmegs
	Etc.,	Etc.,
	Etc.,	Etc.

Prices furnished on application. We shall be glad at all times to furnish complete information regarding exports and imports, freight rates, customs duties, etc., etc.

We shall also be pleased to consider proposals *re* representing Canadian firms in the West Indies and Demerara. If you have anything to sell in these colonies our services are at your disposal.

Our Demerara firm has for many years been doing considerable trade with Canada. They are agents for the Pickford & Black line of Canadian Mail Steamers, and also for Elder, Dempster & Co.'s Steamers, and are particularly well placed for the handling of Canadian business.

Your Correspondence Will Be Promptly Attended To

WEST INDIA CO., LTD.

From Top to Bottom

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

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

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

Can be had from any wholesaler from ocean to ocean

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

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

Lots of 5 gross, \$13.40 per gross

Delivered to any railway station
from Halifax to Vancouver.

Terms:—Net 30 days.

Agents in Canada

**HUDON, HEBERT & CO.
LIMITED
MONTREAL**

The most liberally managed firm in Canada



GLASS and PORCELAIN

Windows
Mirrors
Show Cases
Lamp Shades
Chimneys

METALS

Brass
Nickel
Copper
Tin
Silver
Gold

Celluloid
Marble Work
Wood Work
Oilcloth
Painted Surfaces



The Modern Specialty House

We represent manufacturers of the highest reputation only
Fancy Grocery Department

Cerebos Salt Co.
Cerebos Salt

J. Bromley & Son
Coffee Essence

J. Farrow & Co.
Mustard

Biet Fils, Aine & Barral
"Red Seal" Olive Oil

B. Fouga
French Vegetables

DiNola & Gentile
"Lion Brand" Macaroni

Midland Vinegar Co.
H.P. Sauce

Stavanger Pres. Co.
Crossed Fish Sardines

Midland Vinegar Co.

H.P. Sauce

Stavanger Pres. Co.

Crossed Fish Sardines

Talpe Freres

"Acme" Brand Peas

Carey & Co.

Fancy Almonds

E. Piton

Glace Fruits

Gill & Duffus

Acme Walnuts

Clarke, Nickolls & Coombs

Confectionery

Clarke, Nickolls & Coombs

Pure Jams

Ed. Maurer

Bahama Pineapples

Cunningham & DeFourier

Table Delicacies

W. G. PATRICK & CO., Importers

Toronto, Ontario

Montreal, Quebec

As Supplied
to
His Majesty
The King



As Supplied
to the British
House of
Commons

"Stower's" Lime Juice Cordial

Few persons would purchase plain Lime Juice if they once tried a bottle of STOWER'S LIME JUICE CORDIAL, which is all ready for use, blended just right to suit the taste of the most fastidious, and so convenient.

LIMEJUICECORDIAL is one of the most popular drinks. It is delicious—quenching thirst—keeps the blood and digestive organs in an excellent state.

STOWER'S LIME JUICE CORDIAL is prepared from the freshly squeezed juice of the Lime Fruit, with every impurity carefully removed. It will not ferment and is sweetened with the best refined loaf sugar.

NO MUSTY FLAVOR

Order now and be in time.

ARTHUR P. TIPPET & CO.

SOLE AGENTS

SALT

Send for
complete list of
Laid Down Prices

All grades, in
every size package

Peerless
Service Assured

Verret, Stewart & Co., Limited
Montreal

plied
ritish
of
ons

lial

JUICE
prepared
squeezed
fruit, with
fully re-
ferment
with the
gar.

Timely Suggestions for the Merchant who Wants Excellent Values

We desire to call the attention of merchants desiring to secure particularly choice lines at attractive prices to the undermentioned specialties:—

“Le Soleil” Brand Imported Canned Goods (Malines)

Much above the average in quality, a full range of canned vegetables that always please, even the most exacting customers. We are prepared to quote you on any lines you may desire. Here are a few of the leaders:

Asparagus	Cotes de Celery	Epinards	Bottom of Artichokes	Flageolets	Carrots
		Haricots	Macedoines	Peas	
Julienne Soups		Choux de Bruxelles		Puree of Tomatoes	

“Minerva” Olive Oil (Marseilles)

Packed in Marseilles, France, by H. Boule & Co., experts of many years' experience. The only olive oil brought into Canada with an official guarantee of purity as a result of official analyses. Your customers will find Minerva Brand absolutely the best.

Lecourt's Mushrooms (Paris)

Here now is another specialty well worth talking about. This firm is one of the most famous packers of mushrooms in the world. Very reliable and careful to pack none but the choicest mushrooms. Quality always uniform. You should have a stock.

La Savoreuse Lemonade (St. Yorre)

Very choice. Bottled at St. Yorre, near Vichy, by an old established house. A Vichy lemonade of particular virtues. Splendid line for summer trade. Makes a fine drink on a warm day.

Vichy Water

We are fortunate in representing some brands of Vichy water of superior quality. Our principals own some of the best springs, such as Source St. Nicholas, Source La Neptune, and Source La Sanitas, where our natural and sparkling Vichy water is bottled, as well as Vichy Lemonade.

Duffy's Apple Juice and Grape Juice (Rochester)

It is time now that you should be ordering your summer lines of soft drinks. There is always a strong demand for such lines as Apple Juice and Grape Juice. These goods are guaranteed by Duffy & Co., Rochester, and again by us. So you cannot go astray in ordering them. Now is the time to advise us of your requirements to ensure prompt shipment.

You can be quite sure when you order these goods that you are ordering the choicest the market offers, for our experience and exceptional facilities for buying advantageously are serving you.

For further information, prices, etc., you may write us, or wire or telephone at our expense.

SOLE AGENTS

Laporte, Martin & Company, Limited
Wholesale Groceries, Wines and Liquors, MONTREAL

THE BEST KNOWN BRANDS

Which have successfully stood the test of time in CANADA.

We are favored with the privilege of representing in Canada the most important Wine, Spirits and Grocery firms, manufacturing firms whose brands have a world-wide reputation and whose goods are strictly first-class and up to the sterling reputation enjoyed by these firms. Our prices deserve the attention of all careful buyers, as much as our brands, in the different lines we handle, deserve the keenest and most favorable comment from all refined consumers.

Peruse our list, make your selection and get our quotations.

Ph. Richard	Cognac	Brandies.
Mitchell Brothers	Glasgow	Scotch Whiskies.
Mitchell & Co., Ltd.	Belfast	Irish Whiskies.
J. P. Wiser & Sons	Prescott	Canadian Whiskies.
Herman Jansen	Schiedam	Gold Finch Gin.
G. Pims & Co.	London	Old Tom Gin.
Real Companhia Vinicola	Portugal	Port Wines.
E. Bartissol	Portugal	Port Wines.
Diez Hermanos	Jerez de la Frontera	Sherry Wine, "Favorite."
Fenech Artells & Co.	Tarragona	Mass Wines.
Garrett & Co.	Malaga	Malaga Wines.
Companhia Vinicola Del Norte	Spain	Spanish Claret Wine.
Vigneau & Cambours	Bordeaux	Claret and Sauterne.
Morin Pere & Fils.	Beaune	Burgundy Wines.
Frederick Krote	Coblentz	Rhine and Moselle Wines.
A. Sarrazin & Javilliers	Dijon	Dijon
Kunkelmann & Co.	Reims	Piper-Heidseick Champagne.
Union Champenoise	Reims	Cardinal Champagne.
Bouvet Ladubay	St. Hilaire, St. Florent	Duc De LaGrange Champagne.
Jules Pernod	Avignon	Absinthe and Kirsch.
Cazalis & Pratt	Marseilles	French Vermouth.
Gondran & Fils.	Marseilles	French Vermouth.
P. Garnier	Enghien les Bains	Liquors and Cordials.
Miller Brewing Co.	Milwaukee	High Life Lager.
Miller Brewing Co.	Milwaukee	Extract of Malt.
W. E. Johnson & Co.	Liverpool	Bass Ale and Stout.
Huntoon Spring Water	New York	Sun-Ray Table Water.
Belfast Mineral Water	Belfast, Ireland	Ginger Ale and Soda.
Chateau Rene Robert	St. Yorre near Vichy	Robert Soda Vichy.
Chateau Rene Robert	St. Yorre near Vichy	La Savoureuse, Vichy Lemonade.
Source La Sanitas	St. Yorre near Vichy	Sparkling Vichy Water.
Source St. Nicholas	St. Yorre near Vichy	Natural Vichy Water.
Source St. Nicholas	St. Yorre near Vichy	St. Nicholas Vichy Lemonade.
Source La Neptune	St. Yorre near Vichy	Natural Vichy Water.
Source La Capitale	St. Yorre near Vichy	Natural Vichy Water.
Duffy & Co.	Rochester, N. Y.	Apple Juice.
Duffy & Co.	Rochester, N. Y.	Grape Juice.
Duffy & Co.	Rochester, N. Y.	Champagne de Pommes.
Duffy & Co.	Rochester, N. Y.	Apple Vinegar.
Blanc & Fils.	Valence Sur Rhone	Alimentary Pastes.
H. E. Boulle & Cie.	Marseilles	Minerva Olive Oil.
Societe Anonyme "Le Soleil"	Malines	Canned Vegetables.
La Savonnerie "Le Soleil"	Marseilles	Castile Soap.
A. & L. Lebucher	Paris	Lecourt Mushrooms.
Societe des Usines Remy	Louvain, Belgium	Remy famous Rice Starch.

For all information, write, phone or wire at our expense.

Agents: LAPORTE, MARTIN & CO., LIMITED

Wholesale Groceries, Wines and Liquors, MONTREAL.

THE CANADIAN GROCER.

W. H. ESCOTT

WHOLESALE

GROCERY BROKER

WINNIPEG

SELLING:

Quaker Oat Co's Cereals

Wm. Cane & Sons Co's Woodenware

Dominion Molasses Co's Products

Canned Food Products of all Kinds

California and Mediterranean Dried
Fruits, Nuts, etc.

We cover Manitoba, Saskatchewan and
Alberta and make a speciality of car-
load business.

OFFICE AND TRACK WAREHOUSE

141 BANNATYNE AVE. EAST

CORRESPONDENCE SOLICITED

THE CANADIAN GROCER.

CRYSTAL

FOR
PURITY AND PROFIT

the up-to-date grocer finds

CRYSTAL SUGAR

the most reliable of his staple articles

Dominion Sugar Company
Limited
WALLACEBURG
ONT.

SUGAR

Guarantee  **of Purity**

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

Baking Powder

Cream Tartar

Allspice

Cloves

White Pepper

Black Pepper

Nutmegs

Gingers

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

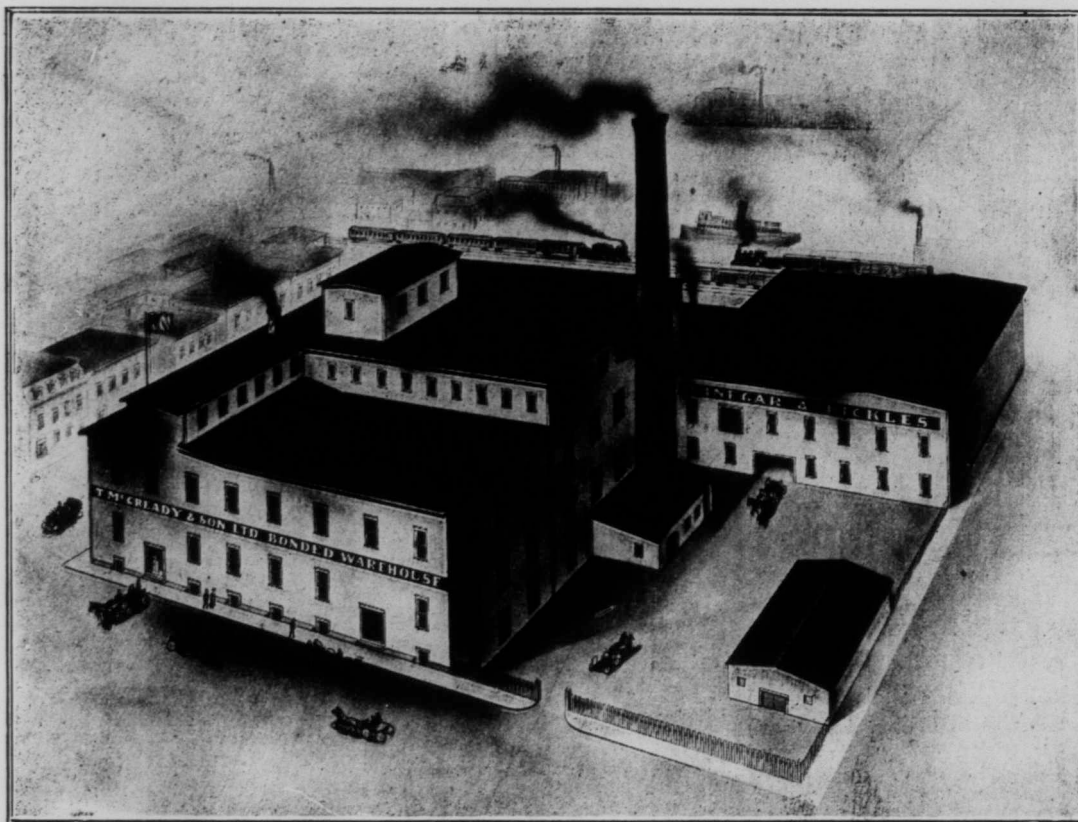
S. H. EWING & SONS

96-104 King Street, Montreal

Phone: Bell Main 65 and Bell Main 155

20½ Front Street East, Toronto

Phone Main 3171



McCREADY'S UP-TO-DATE PLANT

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

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

Also Grinders of Spices
Cream Tartar, Icing Sugars

Packers of Fruit Juices
and other Specialties

Our products are known and sold throughout Canada.

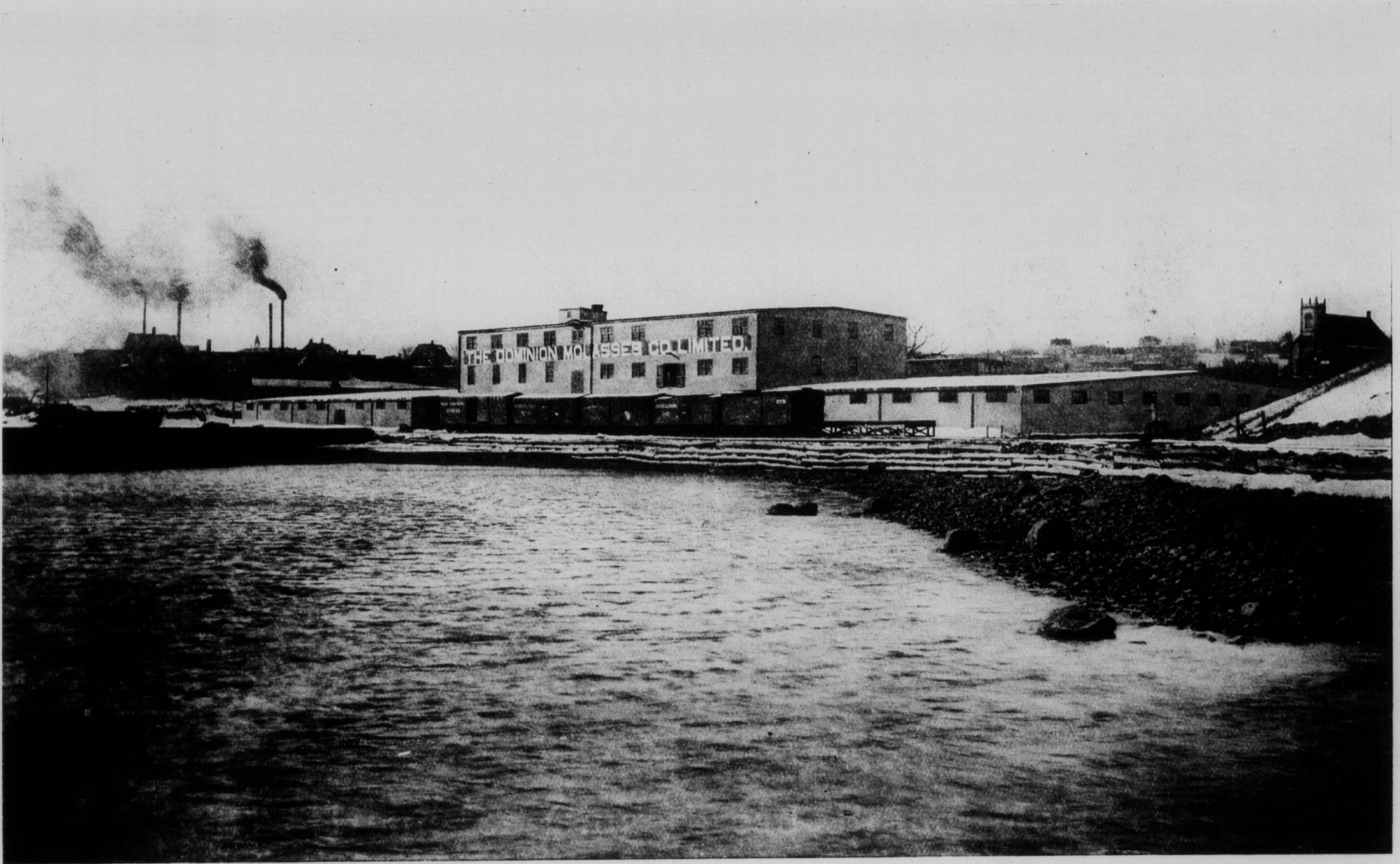
Thos. McCready & Son, Limited

St. John, N.B.

Canada's leading bonded pickle and vinegar factory

The Home of Gingerbread Brand Molasses

THE CANADIAN GROCER.



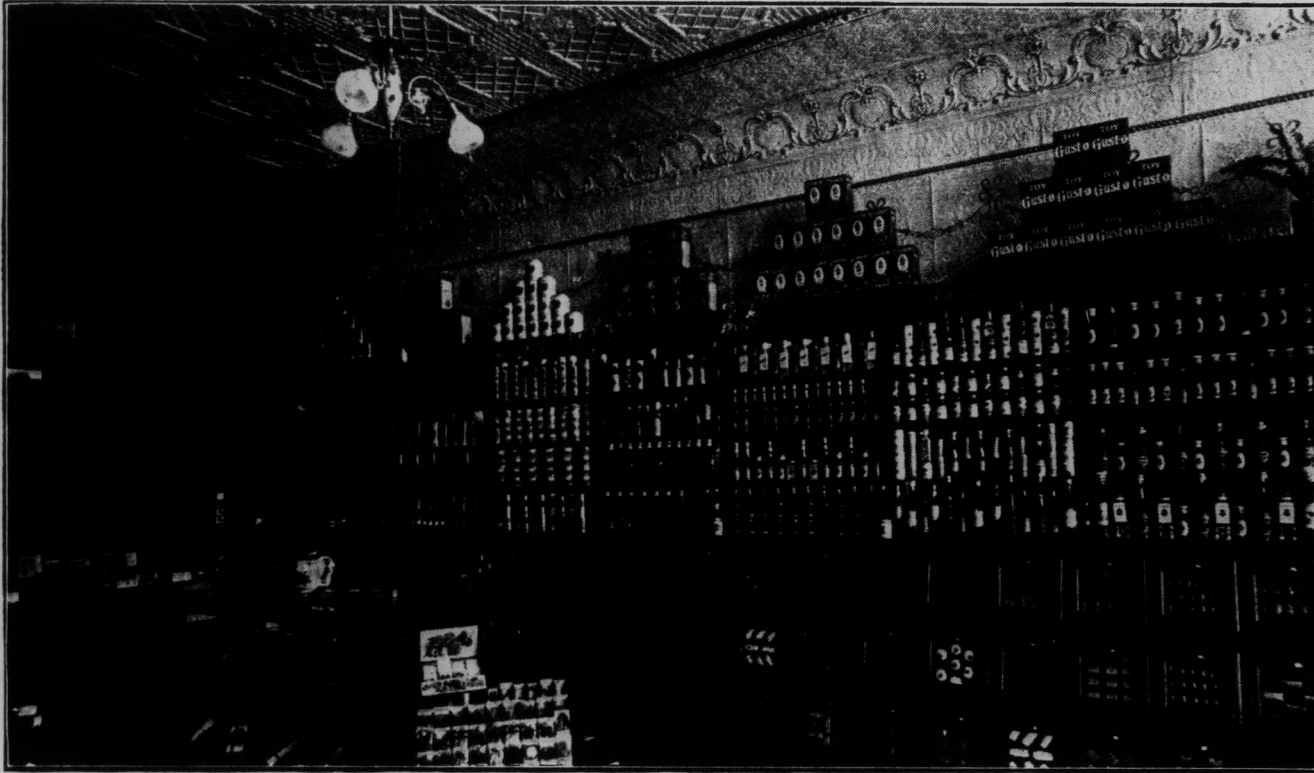
WAREHOUSES AND CANNING PLANT—DOMINION MOLASSES COMPANY, LIMITED, HALIFAX, N. S.
STORAGE CAPACITY, 14,000 PUNCHEONS

ANT

it Juices
pecialties

ted

The Public Demand Grocery Stores of Sanitary Construction



Ceiling Plate No. 444 used in this Store

The time is passing rapidly when intelligent consumers—those whose trade is profitable and desirable—will purchase food products in a slovenly store.

The grocer of to-morrow will need to be a scientific merchant—a pure food specialist—and public opinion will make it absolutely necessary that his store be a model of cleanliness, and constructed so as to be perfectly sanitary.

The walls and ceilings of the stores the public like to patronize are never made of wood or plaster, simply because these materials soon become dirty, cracked, discolored, unsanitary; and it is almost impossible to keep them clean and attractive.

“Metallic” Ceilings and Walls

are not only highly desirable in the modern grocery store, but they are a *real economy, outside entirely of their influence on sales*. They are handsome in appearance; never become discolored or cracked; can be cleaned by wiping with a damp cloth. They are perfectly sanitary; they will last as long as the building, and are absolutely fireproof.

Metallic Ceilings and Walls are our specialties. We carry a large stock in appropriate designs. Write us for estimate, giving shape and dimensions of ceilings and walls to be covered.

The Metallic Roofing Co., Limited

MANUFACTURERS

TORONTO and WINNIPEG

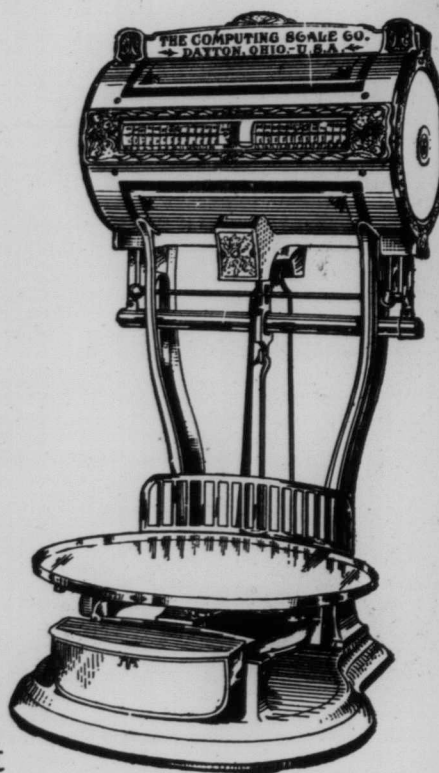
**No Poises
to
move**

**No Weights
to
lift**

The Scale that pays for itself!

THE DAYTON SCALE

will, in a very short time, more than pay for itself by doing away with the continual petty losses occasioned through error and overweight



In addition the "DAYTON" is of inestimable value in strengthening the confidence of your trade, because in dealing with the grocer who uses a DAYTON, the public know they are not subject to loss by mistake. Fitted with Automatic Thermostadt, which regulates the scale in any temperature.

Sold on easy monthly payments; no interest charged. Every scale is fully guaranteed.

Send postal card for free demonstration.

We make a liberal allowance for your old computing scale. Get our figures at once.

MADE IN CANADA BY CANADIANS

The Computing Scale Co.

OF CANADA, LIMITED

164 King Street West,

:

Toront.

**Shows
Weight
and
Value**

**Scale
always
level**

Over 60,000 satisfied users

Time Saved is Money Gained

¶ You will be interested if we can show you how to keep accurate accounts of any transaction in your business with only one writing.

¶ That's just precisely what is accomplished by the McCaskey Account Register System. At the same time it reduces the possibility of error to a minimum and abolishes absolutely all liability of dispute with customers. It also eliminates all loss through forgotten charges; facilitates collection; checks over-crediting; takes care of C.O.D. sales; cash on account; produce and exchange sales; and shows you instantaneously the exact state of any of your accounts at a single glance.

The McCaskey Account Register System IS SIMPLICITY ITSELF

¶ You enter all credit orders in a counter check book. After adding to it the total shown on the last slip filed, you give the duplicate slip to the customer and the original slip you file in a spring clip under that customer's number. Thus every account is up to the minute all the time without any copying or posting. Twenty accounts are visible at a single glance and every account consists of the only documents admitted as evidence in a court of law—the original entries.

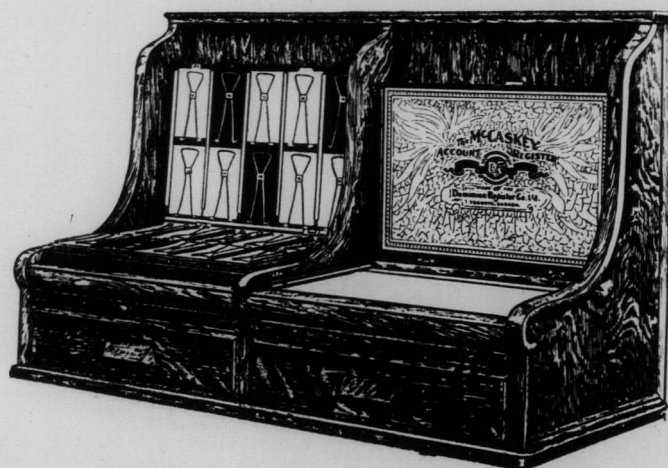
¶ This is only an outline of the system. We want to send you an illustrated catalogue showing the system from A to Z. You will be amazed at the ease and cheapness with which you can keep accounts with the McCaskey Account Register.

The Dominion Register Co., Limited

96 to 104 Spadina Ave., Toronto, Canada



ONLY ONE
WRITING
REQUIRED



THE CANADIAN GROCER

Every Drop Costs Money!

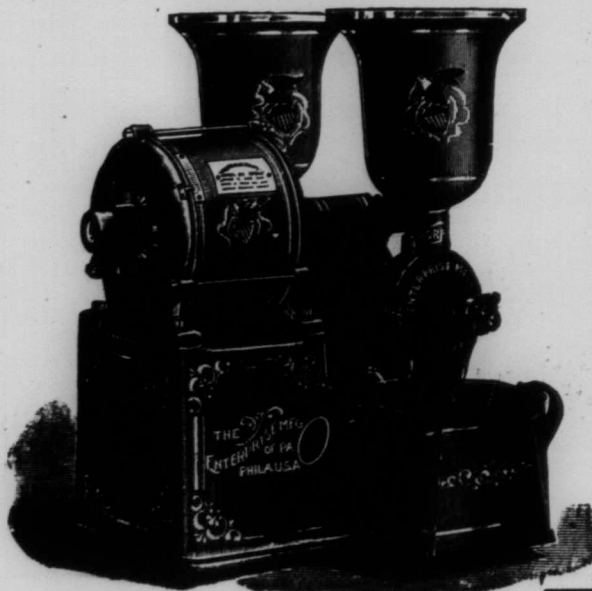


ICE BILLS are an *outright loss*. Keep that loss as small as possible by using a **McCray Refrigerator**. The **McCray Refrigerator** uses *less ice* than others and at the same time gives *efficient refrigeration* because it has *BETTER INSULATION* (keeps warm air out and cold air in) than other refrigerators. Think this over! *INSULATION* is the *secret* and you can only get McCray Insulation in a **McCray Refrigerator**. We printed our "Catalog No. 66" especially to tell you *how* McCRAY GROCERS' REFRIGERATORS work and *why* they save ice. It makes every point of the refrigeration question so plain you cannot fail to understand it. Send us a postal with your name and address and ask us for "Catalog No. 66." We'll send it FREE.

McCray Refrigerator Company

131 LAKE STREET, KENDALLVILLE, INDIANA

"Enterprise" Economy



An Enterprising grocer, who does things *right*, uses an "Enterprise" Electrically-Driven Coffee Mill

The right way is also the cheapest way in the end. It always *pays*. Take the experience of the Philadelphia grocer who grinds 15,000 pounds of coffee a month with an "Enterprise" Mill electrically-driven at a cost for current of \$3.00.

He bought the Mill as a great convenience—a time and labor saver, and an up-to-date attraction for his store. Its economy astonished him.

Look through our catalogue and you will find Mills of any capacity, any power required, for direct or alternating current. Your local power supply company will co-operate with advice and assistance.

The Mill illustrated here is No. 08712, fitted with $\frac{1}{2}$ horse power motor for alternating current. Capacity of each iron hopper, 6 pounds of coffee. One Mill is fitted with grinders for granulating, the other for pulverizing. Granulates 2 pounds of coffee per minute, and can be regulated for fine or coarse grinding while mill is running. If you haven't the catalogue showing all our Mills, write for a copy to-day.

The Enterprise Manufacturing Co. of Pa.
Philadelphia, U.S.A.

21 Murray Street, New York

544 Van Ness Ave., San Francisco

Berkel's Improved Slicing Machine

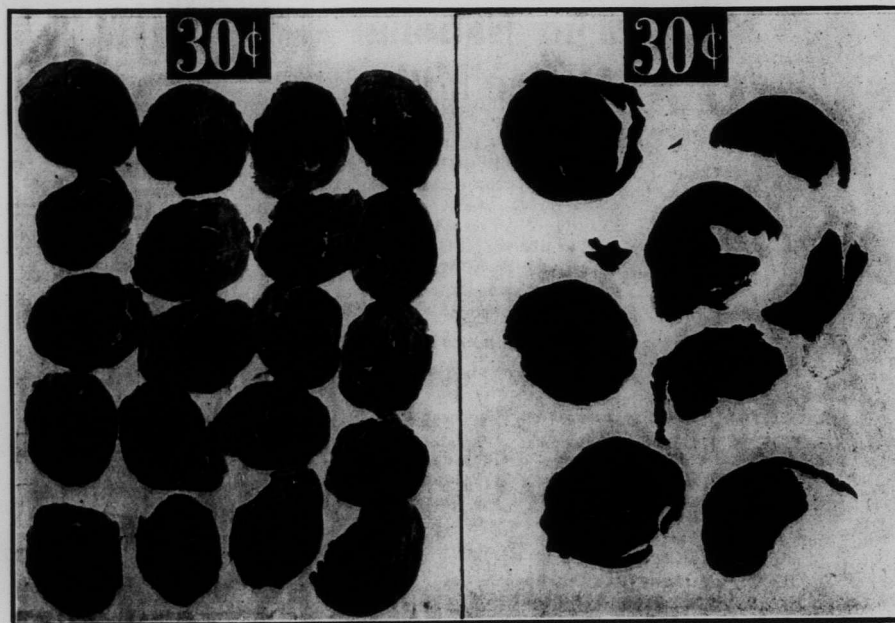


BERKEL'S Latest Improvement Patent Knife Guard to protect operators from accidents by thoughtlessly getting their hands against the circular knife. The only slicing machine in the world that has this protection.

BERKEL'S is the machine with the **Patent Automatic Sharpener**, by means of which the keen cutting edge on the knife is constantly maintained. The only machine with an automatic sharpening device. Simply press the Carborundum wheel shown in the cut above the knife downward and it strikes the knife edge at just the proper angle, a few turns of the wheel and your knife has an edge like a razor.

Will Slice Boiled Ham and Bacon Down to the Last Ounce

We call attention to the photographic production of two plates of boiled ham, there is just **one pound** of ham on each plate, it was all cut from the same piece, the **eight** slices on the right hand plate were cut with an ordinary knife, while the **twenty** uniform slices on the left hand plate were sliced on a slicing machine. This is an average result. The difference can be more or less marked according to the skill and time given the hand cutting, however the machine **never can vary**, the customer is **always protected** by dealing where there is a **BERKEL'S Improved Slicing Machine**. Dried Beef can be sliced thinner, quicker and better on **BERKEL'S** than any other made. The **BERKEL'S Improved Slicing Machine** is now used by Grocers, Butchers, Department stores, Delicatessens, Hotels, Restaurants, Hospitals, Educational Institutions, Steamship and Railway Companies, Charitable Institutions, Penal Institutions, the Army and Navy, Soldiers' Homes, etc. **BERKEL'S Improved Slicing Machine** can be set to cut **automatically** (14) different thicknesses, from 1-40 of an inch up to $\frac{3}{4}$ of an inch, "it cuts **bread or meat** equally well," requires no skill to operate and will slice **perfectly** more meat or bread in **twelve** minutes than the most expert cutter can slice by hand in an **hour**. While it is a hand machine, for several years many packers, as well as grocers and marketmen who do a large sliced meat business, have been running their **BERKEL'S Improved Slicing Machines** by mechanical power. Enough pieces of bacon can be put on this machine to cut 300 slices a minute. This should be of interest to those who put up bacon in boxes, glass or tin cans.



PLEASE WRITE FOR CATALOGUE

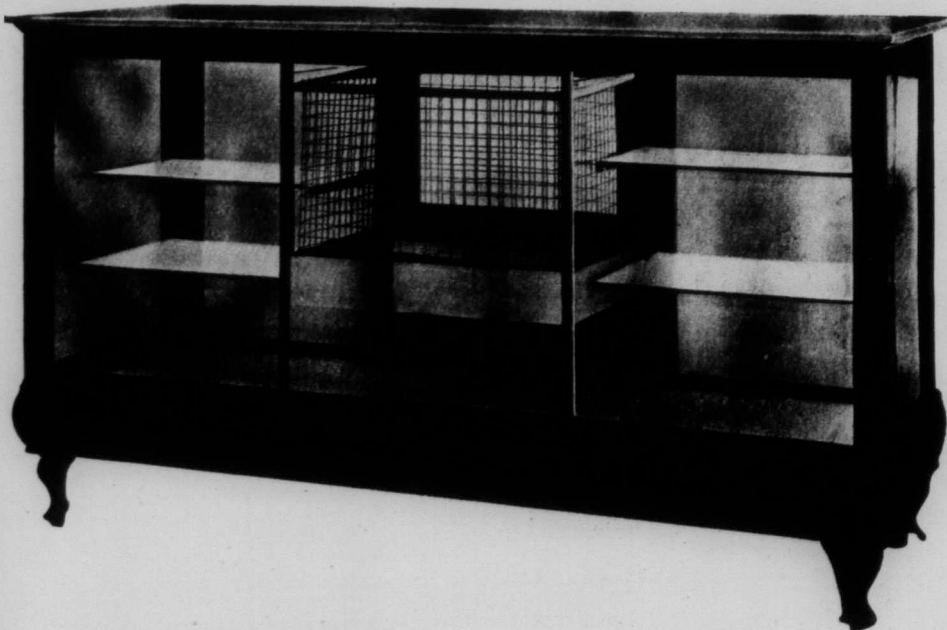
CANADIAN SALES AGENT: **The W. A. FREEMAN CO., Limited, Hamilton, Ont.**

A vital problem solved

The problem of economically preserving every description of perishable merchandise has been solved by the merchant who is using an

Arctic Refrigerator

No other refrigerator so effectively promotes a continuous supply of **cool, dry air**, and its scientific construction guarantees the perfect preservation of perishable goods with a very moderate consumption of ice. Specially suited for Grocers and Butchers.

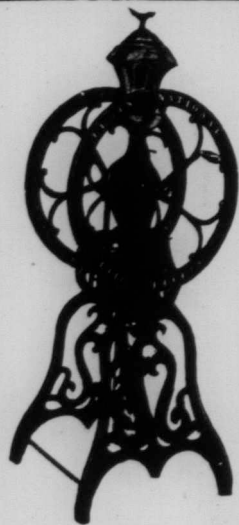


Write for Catalogue and Details.

John Hillock & Co., Limited - 154 George Street, TORONTO

Western Agents:
RYAN BROS, Winnipeg

Eastern Agents:
WOLF, SAYER and HELLER, Montreal



An exclusive special feature of
THE Elgin National Coffee Mills

is the adjuster by means of which the mill can be regulated, when running, to grind coarsely or finely. Every ELGIN NATIONAL has steel grinders, and is a very attractive piece of furniture (apart from its profitableness) in any store.

A high-grade mill at a

LOW COST

Ask any of the following Jobbers for our Catalogue:

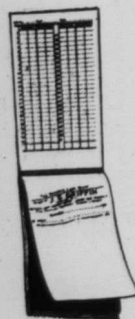
- WINNIPEG—G. F. & J. Galt (and branches); The Codville Co. (and branches); Foley Bros., Larson & Co. (and branches).
- VANCOUVER—The W. H. Malkin Co. Ltd.; Wm. Braid & Co.
- HAMILTON—Jas. Turner & Co.; Balfour, Smye & Co.; MacPherson, Glasco & Co.
- TORONTO—Eby, Blain, Ltd.
- LONDON—Gorman, Eckert & Co.
- ST. JOHN, N.B.—G. E. Barbour Co.; Dearborn & Co.
- REGINA, SASK.—Campbell Bros. & Wilson
- MONTREAL—The Canadian Fairbanks Co.

MANUFACTURED BY

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

Better Service. No Advance in Price

COUNTER CHECK BOOKS
To Suit Any System



Write for samples, or telephone repeat orders at our expense.

F. N. BURT COMPANY, Limited
TORONTO and MONTREAL
Phone Main 2511 Phone Uptown 5962

In the Rush and Fret of Business



the most skilled accountants are hopelessly outclassed by a child, assisted by the HAINER BOOKKEEPING MACHINE.

The machine that instantaneously tells you what any customer owes you at any given minute, that invoices, receipts, registers the cash, places seven safeguards over it, and over the credit five, that automatically records the day, the hour and the minute of every transaction and BANISHES AFTER WORK.

Mr. Grocer:

Your energies are needed to develop your business, to study its ceaseless demands, the changing tastes, the problems of over and under stocking, the prompt sales of perishables, the individual preferences of your customers, the intricate magic of a restless market. Every element of business-building demands a clear judgment, a keen perception. To exhaust those energies with the worries of accounting means, at best to you, STAGNATION.

Why Not Feed Your Worries to a Machine and Put Your Brains Really into the Business?

The HAINER BOOKKEEPING MACHINE is a cash register, an autographic register, an account register, and a time-recorder in one machine.

IMPORTANT! An account is filed or found in the sectional register of our machine in from one-half to one-tenth of the time required upon any other account register, selling, in many cases, at a much higher price than our complete machine. MAKE US PROVE THIS.

Note the three detached accounts here illustrated. When an account is running, the total, up to the minute, is always in the space following the name. When paid, the space is blank. No index, no tumbling pages or partitions—no searching. You have simply to LOOK.

WRITE TO-DAY FOR BOOKLET "B"

Bookkeeping Machines Limited

424 Spadina Avenue, Toronto

VANCOUVER

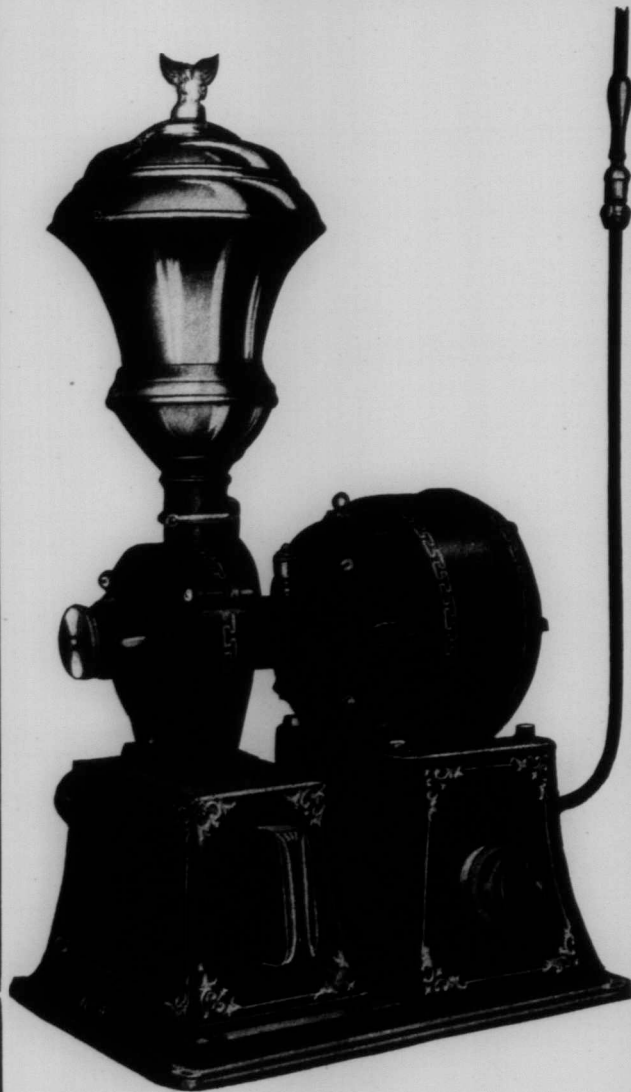
WINNIPEG

MONTREAL

Can place a limited number of Good Practical Agents.



The Ideal Mill for the Grocer



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

Coles' Electric Coffee Mill

has no peer at any price.

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

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

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

AGENTS:

Chase & Sanborn, Montreal
Todhunter, Mitchell & Co., Toronto and Winnipeg
Young Bros., Vancouver, B.C.

NO SPRINGS



MADE
IN
CANADA

After 9 Years' Test and Its
Adoption by the World's
Greatest Merchants

The Toledo Scale

Is Now the Recognized Standard.

1. It is Automatic.
2. It contains No Springs.
3. It is always reliable—not affected by temperature.
4. Guarantees Honest Weight.
5. Pleases Customers and Brings Trade.
6. Saves Money, Time and Labor.
7. Is Most Beautiful and Attractive.

105 Styles and Sizes
for all kinds of Stores
PRICES \$40 UP.

70,000 Now in Use

J. G. McGrorey & Company use 100 Toledo Scales in their various 5c. and 10c. stores, and say:

"The Toledo Computing Candy Scales in use in our various stores have proven to date eminently satisfactory."

"The figures given out by our Mr. Shaw in his statement of November 5th would indicate that the scales in use in our Washington Store are saving us about 75c. per day per scale and are giving to our trade correct weight on every draft."

—J. G. McGrorey & Co.

Scales of all makes taken in exchange
rebuilt and for sale cheap
Send for Catalogue, Free

**Toledo Computing
Scale Co.**

Makers of Honest Scales
TOLEDO OHIO
OFFICES:
Toronto, 335 Yonge St.
Winnipeg, Edmonton, Calgary



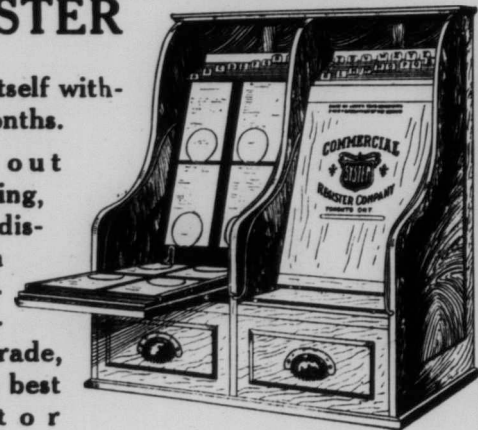
MADE
IN
CANADA

NO SPRINGS

THE COMMERCIAL REGISTER

Pays for itself with-
in few months.

It cuts out
Bookkeeping,
prevents dis-
putes with
custom-
ers, in-
creases trade,
and is the best
collector
known.



Send postal for catalogue and testimonials
of Canadian Merchant users that you know.

COMMERCIAL REGISTER CO.

178-180 Victoria Street - - Toronto, Ont.

Test and Its
the World's
merchants

do Scale
sized Standard.

ic.
Springs.
iable—not affected by
onest Weight.
mers and Brings
Time and Labor.
iful and Attractive.

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ds of Stores
\$40 UP.

do Scales in their

various stores have

MADE
IN
CANADA



RINGS

ICIAL



estimonials
u know.

CO.

onto, Ont.

Effective



Economical

The Effective
Preservation—

—of your
Perishables

No Grocer or Butcher can afford to do business with-
out a **EUREKA REFRIGERATOR.**

The Eureka Patented System

is an absolute guarantee against **dampness** and **foul air**. Goods will keep fresh in a Eureka longer than in anything else made. This Refrigerator is used by the leading merchants in all parts of the Dominion.

WRITE FOR CATALOGUE

Eureka Refrigerator Co., Limited

56 Noble St., (Near Queen St. Subway) Toronto

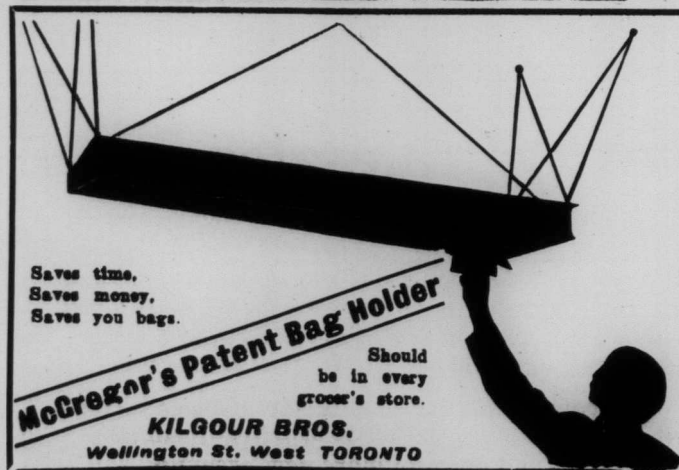
NOTICE TO MANUFACTURERS

We have sold out our warehousing and forwarding business and are now prepared to handle two or three additional high-class lines selling to the Western wholesale grocery trade.

R. B. Wiseman & Co.

123 Bannatyne Avenue East **WINNIPEG, MAN.**

Reference—Bank of Ottawa, Winnipeg



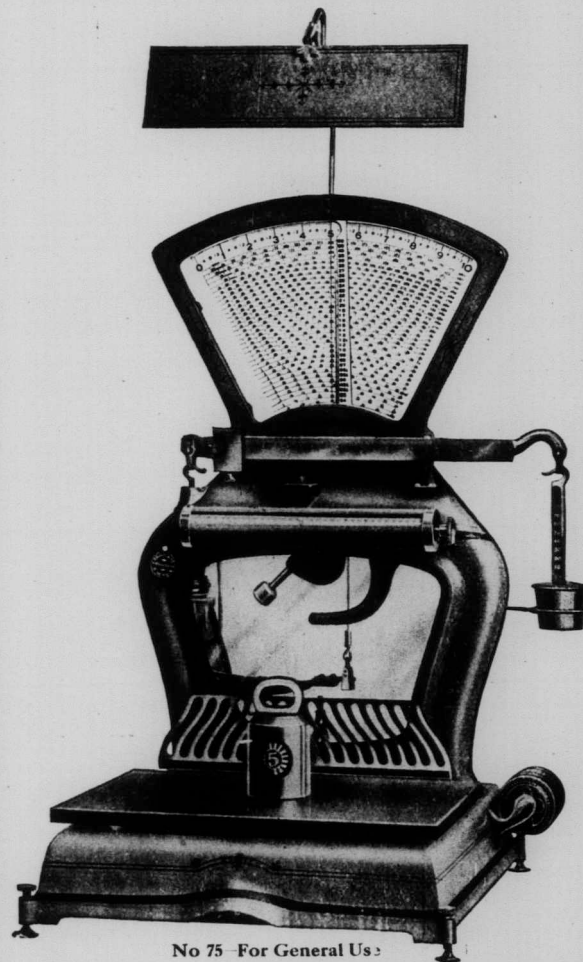
Saves time.
Saves money.
Saves you bags.

McCregor's Patent Bag Holder

Should
be in every
grocer's store.

KILGOUR BROS.
Wellington St. West **TORONTO**

Stimpson Improved 100-Pound Automatic Scale



No 75—For General Use

Weights and Computes to 100 Pounds

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

Stimpson Automatic

Drop us a card **TO-DAY** and get
full particulars.

STIMPSON COMPUTING SCALE CO.
DETROIT, MICHIGAN



**For Your Store—
A Necessity, Not a Luxury**

An Embossed Steel Ceiling is not merely an expensive "decoration." In any modern retailing establishment it is a money-making, trade-drawing, actual necessity.

It greatly assists your fixtures and displays to present an attractive interior, goes a long way toward making your building fire-proof and adds tone to your store and business. Cannot crack, warp or fall down, is unaffected by heat or dampness, and after the first coat of paint requires no further attention. The cost of a "Classik" Ceiling is reasonable, and it may be applied without serious interruption to business. If your store needs one, why not get it now?

Send sketch and measurements of your ceiling for prices and Catalog "A," showing hundreds of designs.

The Galt Art Metal Co., Limited
Galt, Ontario

WINNIPEG-DUNN BROS.

Galt "Classik" Ceilings



DUST IS A GENERAL NUISANCE

BUT IT CAN BE AVOIDED BY USING

DUSTBANE

on sweeping day. "Dustbane," moreover, disinfects the room and restores carpets and rugs to their original freshness. The women swear by "Dustbane" when once they have used it. Get them on your side by selling "Dustbane." There's money in it for you.

Dustbane Manufacturing Co.
Boston, - Mass.

Canadian Factories: Winnipeg, Manitoba, St. John, N.B.

Ask Your Wholesaler for These Goods



QUALITY

When anyone wants a high-class household refrigerator they always buy the Ham & Nott make. Our grocer refrigerators are made on the same principle. That means the best.

Sold by leading hardware dealers, or write to us.

HAM & NOTT CO.
Limited
BRANTFORD CANADA

To the Manufacturer or Wholesaler—

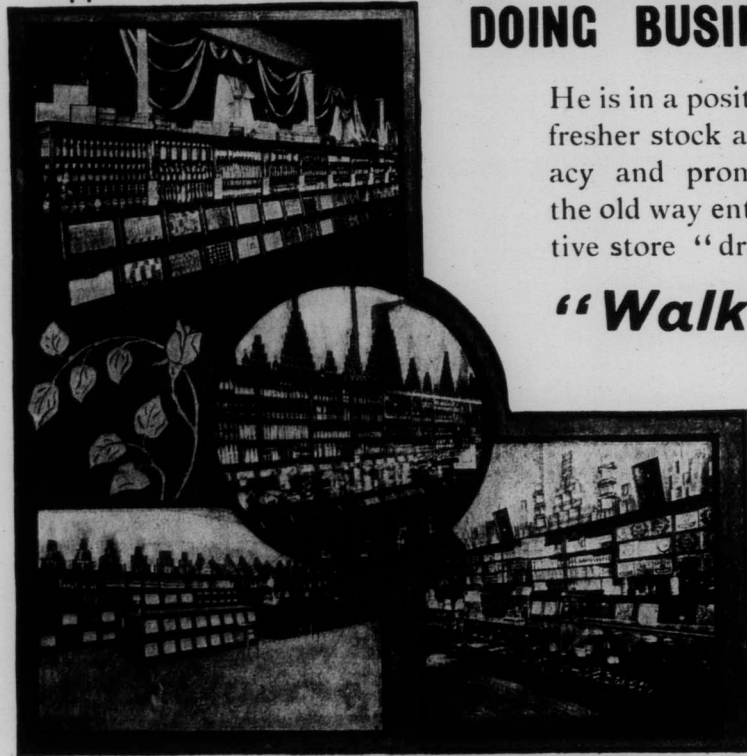
If it were possible to employ a traveller who could call on 7,000 of the best dealers all through Canada every week, what salary would you figure he'd be worth—even supposing he did nothing more than go in and shake hands with these dealers, under such circumstances they'd be glad to see him.

Would he be worth \$200, \$300 or \$500 per week? Many a house would pretty nearly let him fix his own salary.

Equip an advertisement in the Canadian Grocer with a verbal handshake for every dealer in Canada, and a frank, brief, pointed talk about your goods and you add a traveller to your staff who will make 7,000 calls a week for you at a salary of \$4 to \$8 a week—less than you would pay a first-class stenographer.

Of course this traveller won't displace any of your regular salesmen, but he will help them to sell more goods and open up more new accounts.

**THE GROCER WITH MODERN STORE EQUIPMENT
HAS A DISTINCT ADVANTAGE OVER COMPETITORS
DOING BUSINESS IN THE OLD WAY.**



He is in a position to give his customers cleaner and fresher stock and to handle his orders with accuracy and promptness at much less expense than the old way entails, while a clean, bright and attractive store "draws" customers and "holds" them.

"Walker Bin" Fixtures

Will do this—and more - for you. The Walker Bin System covers every requirement of the modern grocery trade.

Write for Illustrated Catalogue.

Walker Bin & Store Fixture Co.
BERLIN, ONTARIO LIMITED

**"BANNER"
1910
The Cold Blast Lantern**

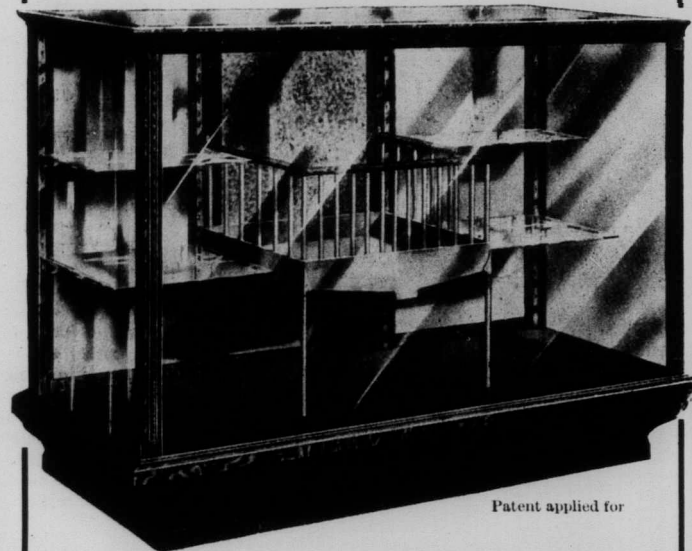
New		Patent
Lift		Automatic
Air-Chamber		Lock
Tubes		Patent
Screw-cap		Double
and		Seamed
Handle		Oil-Well

For Sale by all Jobbers

Ontario Lantern & Lamp Co.
LIMITED
HAMILTON, ONTARIO

Pays For Itself The Hadley Silent Salesman Refrigerator

Displays—does not cloud up.
Keeps clean and sells Meats, Vegetables, Butter, Etc.



Patent applied for

Built on Up-to-date Refrigerating Principles

With Plate Glass outside and 26 oz. glass inside, air-tight space between. Metal Ice Pan with drip to bottom of case beneath floor. Ice Pan removable in winter to use case as a regular Silent Salesman. Polished Plate Glass Shelves. Mirrors in doors. Bottom of Case and Ice Door lined with improved Sanitary Metal Tile, in small white squares. Made with Bevel Glass or Polished Marble Top.

In use now by Progressive Grocers and Meat Dealers. Sold on easy terms or with liberal cash discount. Send postal for illustrated folder with full information. Manufactured only by

THE S. HADLEY LUMBER CO., LIMITED, CHATHAM, ONT.
Show Cases and Specialties

an expensive
ishment it is
ty.
ys to present
making your
and business.
d by heat or
uires no fur-
g is reason-
interruption to
it now?
ng for prices
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ALITY

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lass household
or they always
Ham & Nott
Our grocer re-
rs are made on
principle. That
is best.

by leading hard-
alers, or write

HAM & NOTT CO.
Limited
TORONTO CANADA

ian Grocer
in Canada,
r goods and
make 7,000
\$8 a week—
ographer.

ace any of
hem to sell
nts.

A Money-Saving Hint to New Brunswick Dealers

How Promptness and Freights Make Us the Proper Firm to Supply You

You know how annoying it is to have goods delayed when you have given A RUSH ORDER

Our Specialty is quick despatch, and with storage depots at Fredericton, Chatham and Woodstock, we can reach all points with a minimum of delay. Then, again, in many cases we can make you a freight saving, as your order will be filled from the point most advantageous to you.

Promptness and Freight-Saving are two Important Considerations

Try us with a wire or phone order at our expense

A. F. RANDOLPH & SONS Wholesale Grocers

Travellers
Telephone Orders
Daily at noon
to nearest depot

Branch:
CHATHAM

Head Office:
FREDERICTON

Branch:
WOODSTOCK

All Orders
are Shipped
Same Day as
Received



BOWSER

Self-Measuring Systems

For Handling

Kerosene or Gasolene

Emphasize one feature that is important
above all others in the general store -

CLEANLINESS

From the slopping and dripping of faucets and funnels, the porous boards of the floor near the oil supply become soaked through and through, making the appearance unsightly and unclean. In any store under the old method of handling oil, this condition exists - it cannot be avoided. The merchandise stored near such a place is easily contaminated. After drawing oil the least odor from hands or clothes is absorbed by the paper used to wrap up merchandise, which quickly becomes in-

fectured with the disagreeable and nauseous taste of oil.

The only system that will remove these objections is one that will hold the oil in a tank absolutely leak and evaporation proof, measure the oil accurately into the customer's can with neither spilling nor slopping, dispose of unclean measures and funnels, and one in which the flow of the oil is instantly cut off the moment the desired amount is drawn. All of these features and more are found in the Bowser Adjustable Measure Oil Equipments. They will meet any conditions and requirements, being made in more than fifty different styles.

If you are interested, you need only drop a card, asking for Bulletin 5, and you will then receive full information.

S. F. Bowser & Co., Ltd., Toronto, Ontario

Avoid that Needless Loss

Modernize your method of handling credit customers. Adopt the plan that has proved itself successful all over America.

Allison COUPON BOOKS

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

HOW THEY WORK



A man wants credit. You think he is good. Give him a \$10 Allison Coupon Book. Have him sign the receipt or note form in the front of the book, which you tear out and keep. Charge him with \$10 - No trouble. When he buys a dime's worth, tear off a ten-cent coupon, and so on until the book is used up. Then he pays the \$10 and gets another book. No pass books, no charging, no lost time, no errors, no disputes. Allison Coupon Books are recognized everywhere as the best.

For Sale by the Jobbing Trade Everywhere.

Manufactured by

ALLISON COUPON CO., Indianapolis, Ind.

COOK'S FRIEND BAKING POWDER

Has Been Over 50 Years a Leader
Because :

W. D. McLAREN,
LIMITED
MONTREAL

It conforms to Pure Food Laws the world over; it is made from Pure Grape Cream of Tartar and contains no alum or other dangerous or questionable acids.

The BEST ought to be good enough for your customers, especially when it costs no more than other brands of unknown quality, and is equal to imported powders at double the price. Made in Canada and Not by a Foreign Trust.
No Premiums Always Uniform

s the

DER

and Wood-
ses we can
ous to you.

rders
ipped
Day as
red

edless Loss

ethod of hand-
rs. Adopt the
ved itself suc-
erica.

COUPON BOOKS

simplify collections,
eliminate arguments
for themselves many

WORK

A man wants credit.
You think he is good.
Give him a \$10 Allison
Coupon Book.
Have him sign the
receipt or note form
in the front of the
book, which you tear
out and keep. Charge
him with \$10 - No
trouble. When he
buys a dime's worth,
tear off a ten-cent
coupon, and so on
until the book is used
up. Then he pays
the \$10 and gets
another book. No pass
books, no charging,
no lost time, no
errors, no disputes.
Allison Coupon Books
are recognized every-
where as the best.

rade Everywhere.

l by

Indianapolis, Ind.

High-Class Specialties at Popular Prices

Balaclava Sardines

(New pack will be ready shortly.)

Branson's Coffee Essence

Ahead of all others.

Champion's Pure Malt Vinegar

In bottles or in bulk.

Chinese Starch

Claus. Andersen's Norwegian Sardines

King Corn Starch

Nation's Blancmange Powder

1-lb. and ½-lb. tins.

Nation's Custard Powder

1-lb. and ½-lb. tins and 5c. packets.

Nation's Egg Powder

½-lb. tins and 5c. packets.

Princess Milk

St. George Evaporated Cream.

Coffees, Spices, Olives, Lime Juice, Soft Drinks, Etc., Etc

IT PAYS YOU TO SELL THEM.

If you haven't seen one of our travellers, a post-card will bring you our price list.

GREEN & CO.,

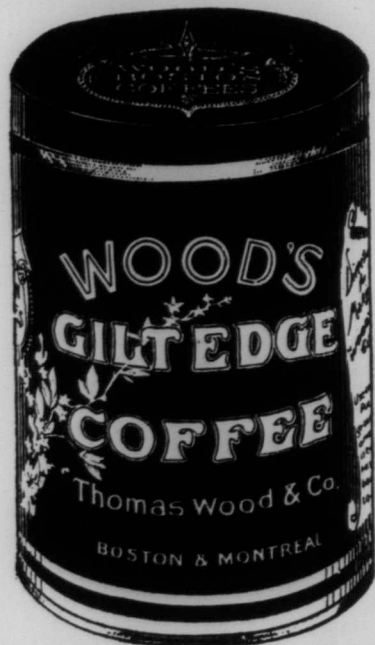
136 JOHN STREET,
Phone Main 7625

TORONTO

Thomas Wood Company Limited

Importers and Jobbers,

428 St. Paul St., Montreal



"May Queen"

"Primrose"

"Golden Rod"

"Fleur-de-lis"

Packed only in half-pound
tin cubes.

THE BEST THE WORLD AFFORDS

THE CANADIAN GROCER

PERRIN'S

RED LABEL

PACKAGE



20 CENT TINS

GRAHAM WAFERS

DELICIOUS GOODS, HANDSOME PACKAGES

"My Cash Sales have certainly increased wonderfully"

Office of

F. W. FLUCKE

GENERAL MERCHANT

MACDOWALL - SASK.

To the B.C.C. Co.

Dear Sirs:—I should have sent you the enclosed order before and would therefore ask you to rush shipment of same as I am needing them badly.

My cash sales have certainly increased wonderfully, and as people are very particular about getting every Coupon coming to them I give the Crockery full Credit for the increased Cash Sales!

Please quote me by return for Dinner Sets and Tea Sets, and full sets complete, and state number of pieces for the blue and gold, and green and gold.

Yours truly,
FRANCIS W. FLUCKE

The above extract from a brother Grocer's letter has interest for every dealer! and it's no more than we can do for you! Our proposition is a sensible, reasonable and feasible one, and aims at encouraging QUICK cash sales. And the cost is quite insignificant compared with the benefit that MUST accrue to your store.

Every red-blooded Grocer wants to increase his cash turnover. Will YOU give our proposition a trial? Read what one delighted merchant says.

Drop us a postal card for information

The British Canadian Crockery Company, Limited

25 MELINDA STREET, TORONTO

W. H. DWYER CO., LIMITED

WHOLESALE DEALERS AND EXPORTERS OF

Hay and Grain

Head Office—Metropolitan Life Building, Ottawa

Montreal Office—302 Board of Trade Building, Montreal

CORRESPONDENCE SOLICITED

ESTABLISHED 1890

Are You Selling “PERFECTION” Evaporated Cream?

If you are you know its good quality—what a handsome package it is, and how great a demand there is for it!

But if you haven't been selling it—well, you just want to stock up with it at once, for it is a veritable grocers' gold mine.

Manufactured by

The Canadian Condensing Co.

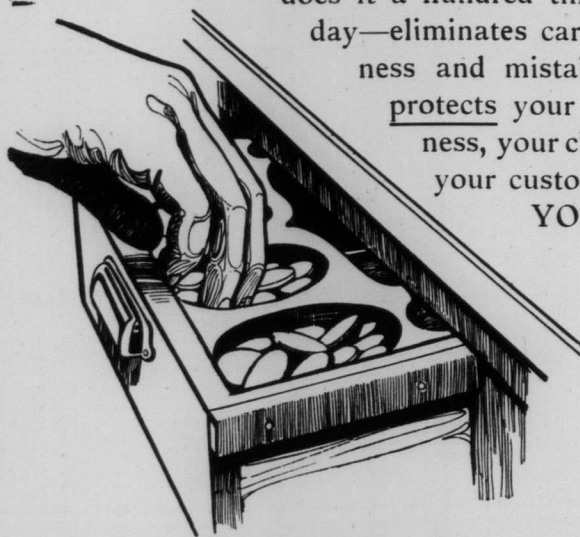
Limited

Chesterville, Ontario, Canada

The True Science of Retailing

has its best exponent in **The NATIONAL CASH REGISTER**

The true Science of Retailing consists in guarding your profits—and that's a harder matter than merely selling the most goods for the highest price. Remember what the old Dutchman said—"any fool can make money, but it takes a wise man to keep it." That's where the National Cash Register does its work—saves your profits—and does it a hundred times a day—eliminates carelessness and mistakes—protects your business, your clerks, your customers, **YOU!**



How many mistakes in your cash to-day? No man can tell unless each clerk's sales have been separately itemized and every cent, in and out, checked by the mechanically correct National Cash Register System.

Over 825,000 merchants in every part of the Globe are using the National Cash Register—because it saves them money. How about you? Remember—No one ever yet bought a National—it pays for itself over and over again in any business.

Is your cash handled this way?

The open cash drawer is a menace to your profits. Your help may be as honest as the day but mistakes will happen!

You will save time and money by trusting to our great guarantee—it has never been equalled.

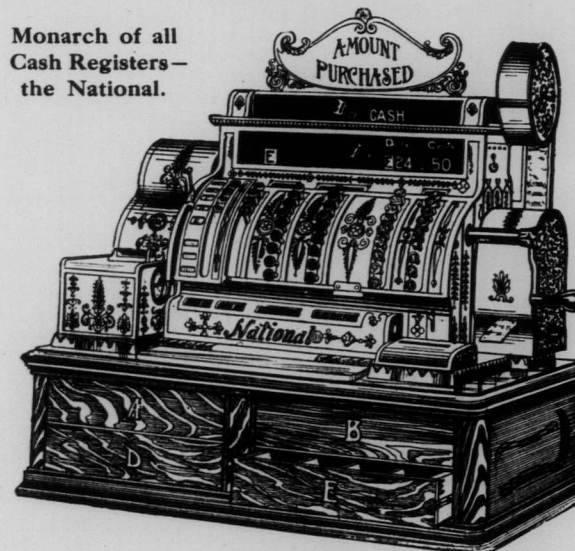
"We guarantee to furnish a better Cash Register for less money than any other house in the World."

That Guarantee means just what it says!

Let's show you that the National can save you money. Send for literature.

The National Cash Register Co.

286 Yonge Street, Toronto



F. E. MUTTON, Manager for Canada

WE ARE PLEASED TO INTRODUCE

Randall's

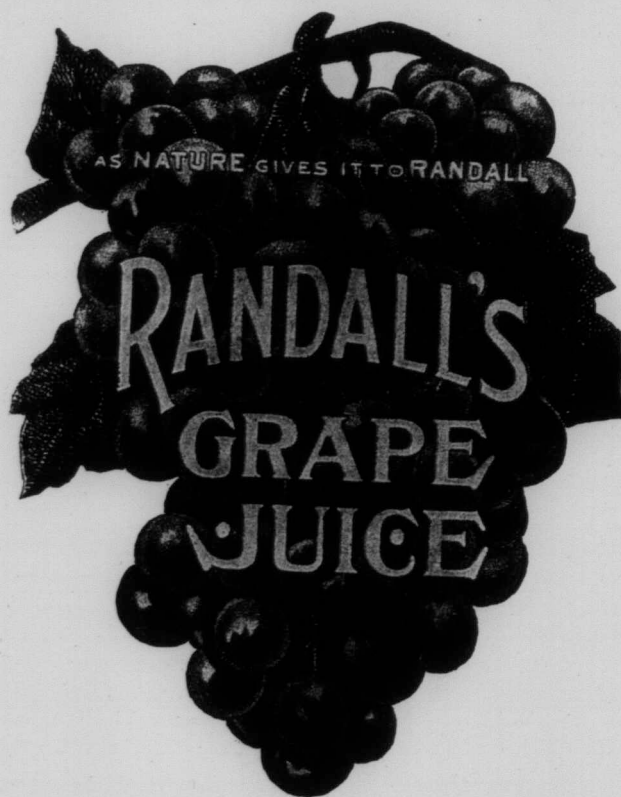
Pure Grape Juice

Carbo Grapo Syrup
(CONDENSED)

Grape Ale Syrup
(CONDENSED)

Cases 2 dozen pints at
\$4.75 per case.

(N.B. The condensed Syrups with the addition of soda water or water will make at least 12 drinks to the pint bottle.)



RANDALL'S is one of the leading brands of Grape Juice in the United States—after years of experimentation, the manufacturers have discovered a simple and natural process of preserving and bottling the juice of the Concord Grape, resulting in a beverage possessing all the bouquet and zest, all the tonic and invigorating properties of a fine wine, which is absolutely non-alcoholic—hence its enormous sale in the U.S.

To supply RANDALL'S GRAPE JUICE products to the *Canadian* public in all their purity and excellence and at a reasonable price, a company with Canadian fruit growers as directors, has opened a factory in Canada and the trade can now be supplied.

These goods will sell—will sell now—order a case from your jobber to-day. Price list on application to

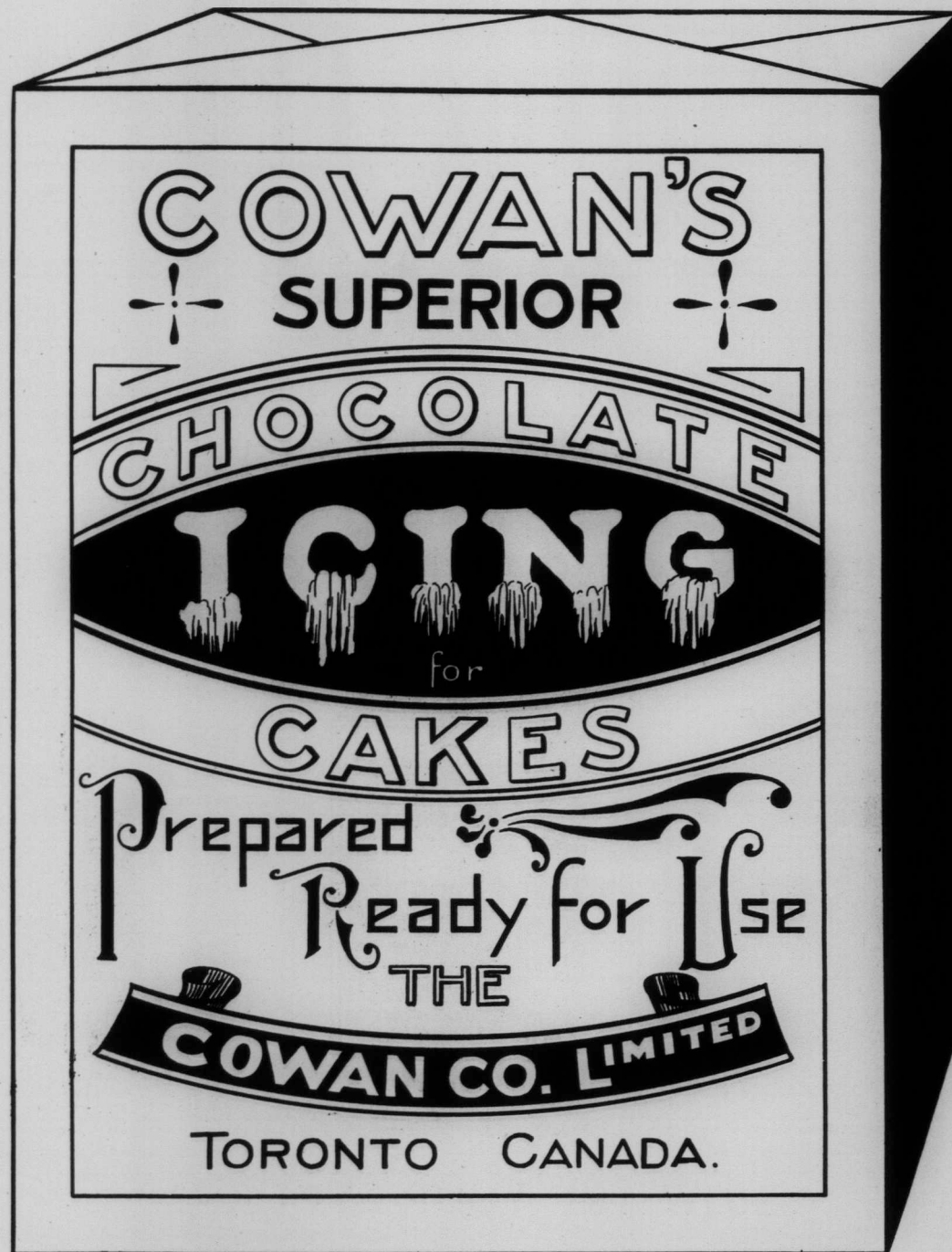
RANDALL GRAPE JUICE CO.

JORDAN, ONTARIO

Limited

C. L. MARSHALL & CO., Toronto, Representatives

Representatives wanted at all jobbing centres.
Write to-day.



Are all your customers using it? Mention Cowan's Cake Icings to all who make cake! Requiring no eggs and no cooking, they make summer work easier and cooler. Directions on package. Eight delicious flavors. Easier, better and more satisfactory in every way.

THE COWAN CO., LIMITED :: TORONTO

“Shirriff’s” Goods

Experience has proved that a reputation for handling Quality goods is a grocer’s best asset.

Shirriff’s Goods are of the very highest quality. They are absolutely pure.



Shirriff's
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Marmalade



Shirriff's
Jelly
Powders



Shirriff's
Concentrated
Fruit Essences

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Imperial Extract Company

8, 10, 12 Matilda St.

Toronto

Ontario Representative,	R. B. Neil.
Western	“ H. F. Ritchie.
Eastern	“ W. H. Lyne-Usher.
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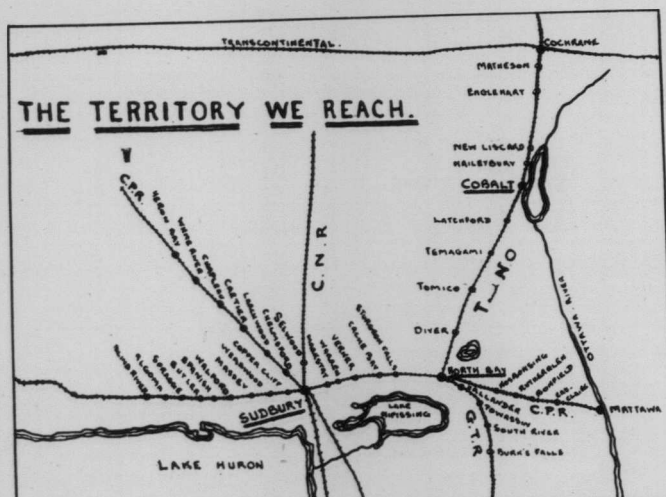
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Canned Meats

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To Northern Ontario Merchants



WE are well situated to supply your requirements from our warehouses at North Bay and Sudbury, and can **SAVE** you the freight you would have to pay when buying in the older parts of the province. We can also promise **YOU** the promptest delivery.

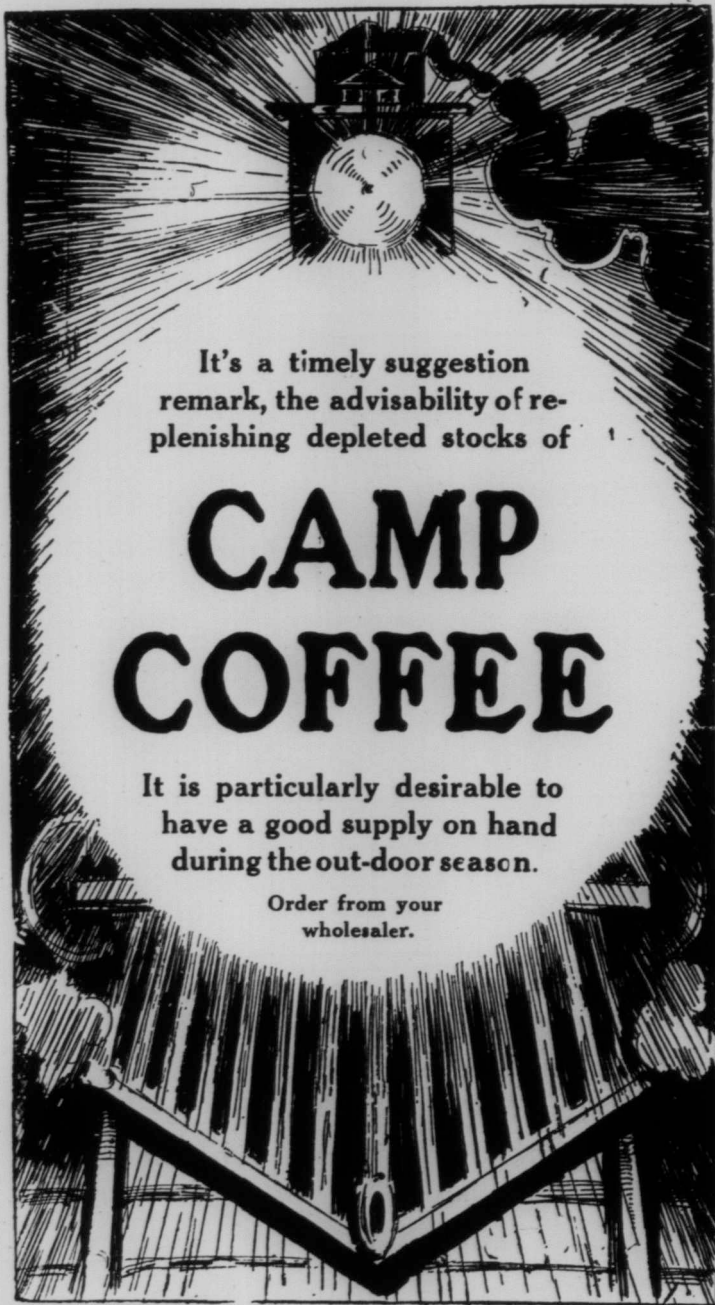
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Time is Money.

A. J. YOUNG, Limited

Wholesale Grocers and Provision Merchants

NORTH BAY : and : SUDBURY



It's a timely suggestion
remark, the advisability of re-
plenishing depleted stocks of

CAMP COFFEE

It is particularly desirable to
have a good supply on hand
during the out-door season.

Order from your
wholesaler.

AGENTS :

ROSE & LAFLAMME, Limited
MONTREAL TORONTO

WARNING!

Crescent



Brand

SODA-CRYSTALS (WASHING SODA)

Foreign Soda Crystals—and some of English manufacture—are being extensively offered for sale in this country which are grossly adulterated with Glauber-Salts (Sulphate of Soda), a cheap product which is not only entirely useless for washing purposes, but is even likely to injure the fabrics with which it comes in contact. The Adulterated Soda-Crystals, although nominally lower in price than BRUNNER MOND'S PURE SODA CRYSTALS, are in reality much dearer owing to the large quantity of useless and injurious matter which they contain.

BRUNNER, MOND & CO., LIMITED
WINN & HOLLAND, Agents
MONTREAL

The average consumer is every day becoming more and more discriminating, and demands that the food products offered shall be pure, wholesome, and—above everything—free from any contamination.

WETHEY'S CONDENSED MINCE MEAT

Wrapped and packed
in sanitary packages

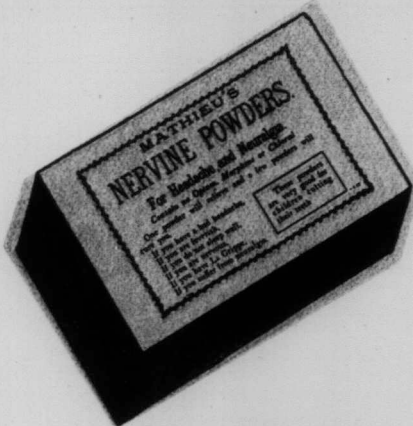
SOLVES THIS QUESTION

Quality Unexcelled.
Three dozen to a case.

Absolutely Dust-proof.
All jobbers.

J. H. Wethey, Ltd.
ST. CATHARINES, ONT.

THE DEMAND FOR MATHIEU'S NERVINE POWDERS



Mathieu's Nervine Powders
25 cts. a Box

is greater in the Spring and Summer than at other times.
The best "something" for headaches, sleeplessness and neur-
algia is

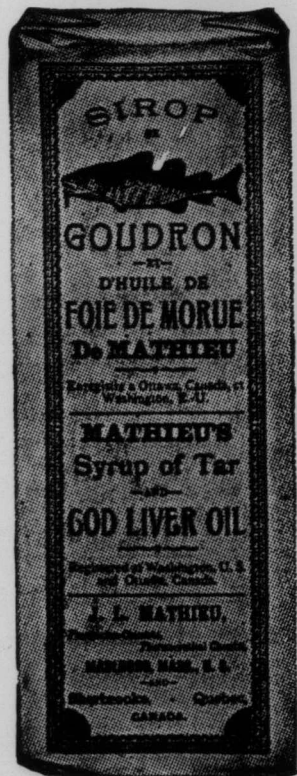
MATHIEU'S NERVINE POWDERS

They are absolutely dependable, so that every dealer can
recommend them.

They are absolutely safe, so that every sufferer can use them.

The dealer will find that they bring return trade, give a
good profit and have a continuous demand.

Mathieu's Nervine Powders taken in connection with
Mathieu's Syrup of Tar and Cod Liver Oil in case of colds
inducing fever with pains, remove the pains.



Mathieu's Syrup of Tar and Cod
Liver Oil
Large Bottle, 35 cts.

MATHIEU'S SYRUP OF TAR AND COD LIVER OIL

has become so thoroughly established that dealers who do
not carry it are losing the advantage of a persistent steady
sale to customers who know just how good it is for colds
and their train of evils—grippe, pneumonia, etc.

These two remedies are sold all over Canada—they are
known everywhere—testimonials are pouring in from all
parts of the Dominion, both from customers who benefited
by them and from dealers whose sales have been exception-
ally large.

How is your supply?

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

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

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



Add your Salesmanship
to our advertising of

Campbell's SOUPS

Our big, strong, convincing advertisements in the leading national magazines reach and influence YOUR CUSTOMERS and cause a demand for CAMPBELL'S SOUPS which it will pay you to supply. LET PEOPLE KNOW YOU SELL CAMPBELL'S SOUPS and you'll be rewarded by an immediate increase in sales. We'll help you with window dressing material, neat cards and banners, and by mailing our Menu Book to customers whose names you send us. Not only will it pay you to recommend CAMPBELL'S SOUPS because of the splendid profit, but your customers will find them so good, so economical, so nutritious, they'll always buy them. WE GUARANTEE CAMPBELL'S SOUPS to SATISFY. If a customer doesn't like them for ANY reason return her money at our expense.

Joseph Campbell Company
Camden, N.J.

"21 kinds.--Look for the Red-and-White Label."

The Greatest Yet

Twenty weeks of 1910 have come and gone and we want to thank you for your co-operation in making them by far the largest in our history. There is a peculiar satisfaction in making this announcement, for it tops the achievements of eighteen years. Many times the bigness of the past has been overshadowed until now we pause as we contemplate the bigger bigness possible in the future.

"SALADA"

THE RECORD OF THE LAST MONTH

With the week ending April 30th, our sales increased 27476 lbs.					
"	"	"	May 7th,	"	" 21684 "
"	"	"	14th,	"	" 57219 "
"	"	"	21st,	"	" 39606 "

over the corresponding weeks of 1909,—A total increase of 145985 lbs. in four weeks.

Feature "SALADA" in your store, recommend it to your customers—become a partner with us.

The "Salada" Tea Co.,

**TORONTO and
MONTREAL**

SPECIAL
FEATURE

CANADIAN GROCER

THE
SCIENCE
OF
RETAILING



The Canadian Grocer

Established . . . 1886

THE MACLEAN PUBLISHING CO., LIMITED

JOHN BAYNE MACLEAN . . . PRESIDENT

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PUBLISHED EVERY FRIDAY

SCIENTIFIC RETAILING.

This is an age of science.

The men who have made outstanding successes in the world's business arena are those who have been able to see into the future and who have judged conditions on a scientific basis.

That erratic aerial wanderer—Halley's comet—which has just left us on another long journey through space was predicted 75 years ago by men of science—men who have been thorough and exact in their calculations.

So must merchants who look for the best results in their business be scien-

tific. They must be familiar with every phase of retailing; they must be scientific in their buying and selling; in their bookkeeping and in their advertising; their delivering, displaying, weighing and collecting accounts.

The age demands such men, and these are the men who, with probably a few exceptions, will be the real Canadian retail grocers of the future.

How is this scientific knowledge to be secured?

It must be got from close application to the business and a study of the conditions surrounding it. This demands a review of the successful methods of successful merchants whether by reading, personal visits or by experience during apprenticeship, and it demands a watchful eye on the markets.

Scientific retailers have minds of their own. They use them and particularly when it comes to buying.

Be men of science.

WHY SUGAR ADVANCED AGAIN.

Sugar advanced ten cents on Monday last. This forward step was not unexpected; indeed it was generally looked for and The Grocer some time ago called the attention of the trade to the conditions under which nothing but higher prices could well have been anticipated.

The same conditions are still at work. The fruit season gives promise of being up to the average and there is a strong likelihood that it may be unusually heavy. At the least, this should afford better opportunities to the masses to lay aside a large stock of preserves.

There is added to this the fact that the visible supply of sugar is greatly less than that which was on hand at this time last year.

Europe's supply has become exhausted and raw sugar is decidedly firm. Under these conditions it is easy to grasp the fact that sugar at the new price is valuable and within a few months its value should be increased.

EFFECTS OF RUBBER CRAZE.

The big financial centres of the world are "going crazy" over rubber. How far reaching this will be is difficult to determine, but at the present time it is affecting the tapioca and sago markets.

Rubber plantations are supreme in countries which produce all three and reports indicate that the sago palm is being displaced for rubber trees by the natives and owners of such groves, whose eyes have all been turned on rubber production.

Advances in tapioca and sago prices are already being experienced by the trade.

Tea men fear that the same may soon apply to the tea markets and many attribute the recent firmness to the attention being given to rubber.

Just how long this will last nobody knows. And in the meantime grocers will likely have to pay more for their tapioca and sago and perhaps a few other things.

SALESMANSHIP THAT SELLS.

Salesmanship is a big question. Some possess the fundamental principles of salesmanship and many think they do who don't.

Scientific salesmanship is rare for the simple reason that few salesmen develop their latent abilities to the proper extent.

You have often wondered why you couldn't sell a certain customer an arti-

ele she inquired about or that you considered she should purchase.

Lack of salesmanship was probably the reason.

To be a scientific retail salesman one must first know the goods he sells; he must be a judge of human nature and must form his opinions of individuals rapidly; he must be posted on seasonable goods and their usefulness; he has to suggest but he must be careful to keep within proper limits.

The day is coming when only retail store salesmen who have developed their latent abilities to the scientific stage will be considered valuable.

But this much must be realized; it is not salesmanship that simply provides a customer with the goods she asks for.

THE MAINTENANCE OF PROFITS.

At the end of the next quarter of a century will there be any price cutting in the grocery store?

Let us consider the present conditions and the progress that has been made by trade evolution—if any has been made—before we answer this.

Years ago few merchants knew anything about price maintenance. They did not study buying and selling or the allotment of profits; they did not figure on the expense of maintaining and operating a business.

What is the result? To-day there are few standing grocery businesses that were established 50 or 60 years ago.

But the trade is being educated through organization, and an interchange of each other's methods and ideas through trade papers. To-day the question of price maintenance and adequate profits is a big problem.

The feeling against price cutting is growing and now-a-days there are but one or two offenders in an ordinary Canadian town.

About a month ago a price cutter in a small town failed for the second or third time and he wants to compromise at 20 or 30 cents on the dollar. His competitors lay it to his neglect in maintaining prices and are annoyed that he should get out of his difficulties at 20 cents on the dollar.

Yes, the tendency is toward the maintenance of profits and the scientific grocer in the year 1935 will get his just profit in every case.

LOOK TO ASSORTMENT.

The majority of Canadian grocers have frequently been reminded that people send to the mail order house for goods which they do not carry.

To remedy this they will have to stock a better assortment and be prepared to supply all demands. It is a well known

fact that many stock up too heavily in certain lines and neglect to stock at all in others. This is frequently what causes many to send out of town for their goods.

It would be better to buy carefully in all. Spread the amount set apart for buying purposes over a wide area, get the assortment and, if other conditions are equal, the catalogue houses will attract little of the trade.

PROTECTING PROFITS.

Retailers have often passively suffered through having the wings of their profits clipped on certain articles.

Prices to them advance while they do not advance their prices to the consumer. Naturally they are losing money on such goods in comparison to their former profits.

Of course, if the price to them is raised a little on one or two articles the difference would be slight; but if the wholesale prices of several advance, a year's business will be shorn of a large sum in profits.

A retailer is entitled to a fair profit on his outlay for his risk and work in serving the public and to a great extent it's his own fault if he doesn't get it. He can control the situation if he wishes and there is no reason why he should work for nothing. That he should make a large profit on one article and a small one on another is not fair to either—all of which brings us back to the question of maintenance of prices.

If the wholesale price goes up let the retailer follow suit and obtain his just margin. But then co-operation is required to bring about the desired result.

This is what the scientific grocer is doing and what he will do in the future.

STOP THE HARD LUCK STORIES.

The man who has no hard luck story to tell is one who is making, or is sure to make a success. If you hear a man start in to tell you about his troubles you immediately think, "Well, if he only would stop to listen to mine he would find out what hard luck really is."

The truth of the matter is, we all, to a more or less extent have "hard luck." More often it is misnamed and should be called plain "misjudgment." In fact, if a man were perfect in every particular of judgment there would be no hard luck for him.

The best way with such troubles is to keep them to ourselves. It does no good to anyone to tell them to his neighbor, and often starts him on a career of news spreading, which will in the end do him harm.

If troubles are thick use the head to nullify their effect.

RELY UPON YOURSELF.

The power of perception and ability to read human nature has much influence upon your work in selling to the consumer. This power and ability comes intuitively. It will not make its appearance suddenly, like a flash of light, or that which we term a presentment. If you wait for it to make its appearance in that way you will be grievously disappointed. It comes only through close association with the consumers, making its appearance in so gradual a manner that you are not cognizant of it and do not actually realize the possession of it.

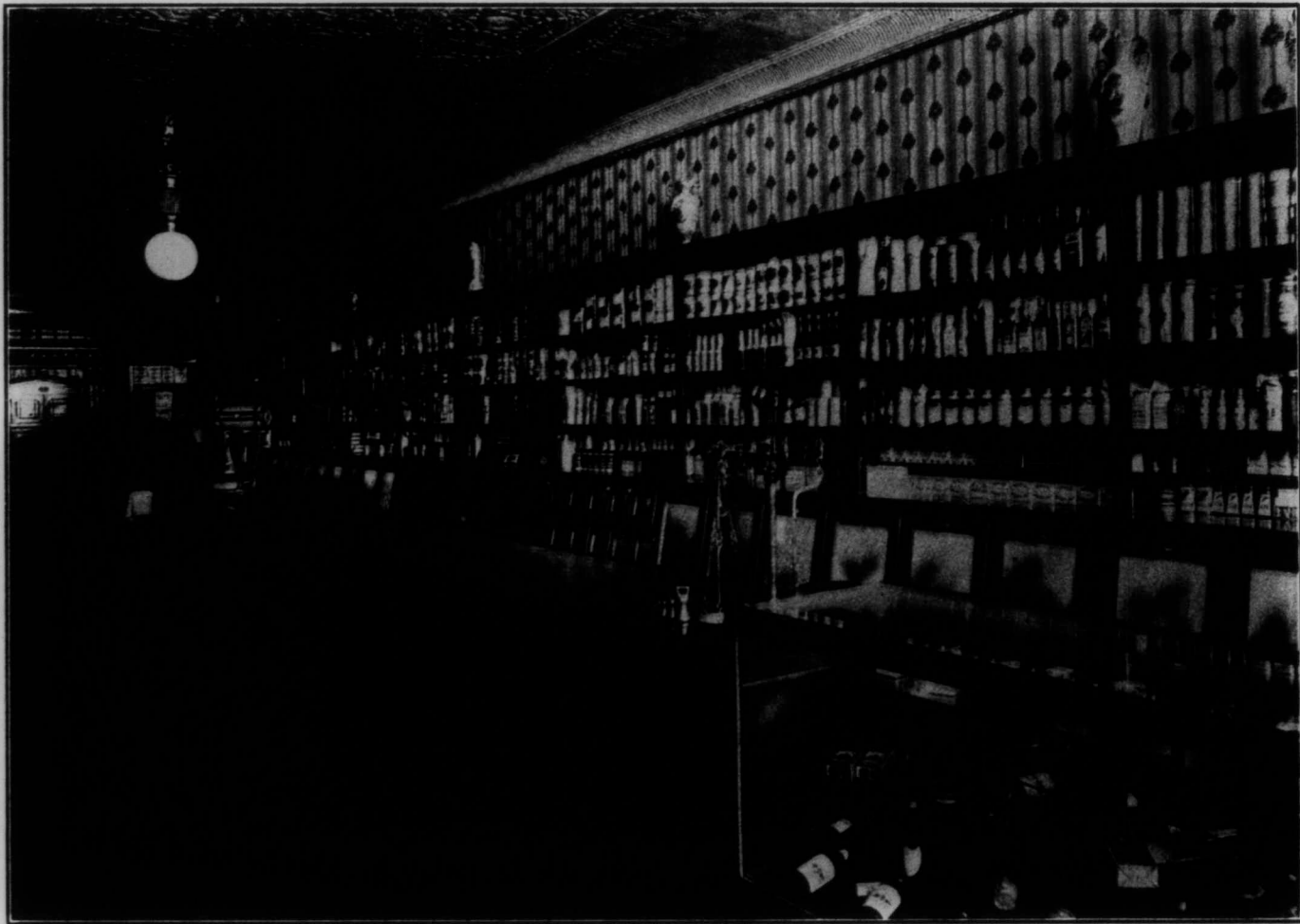
The salesman is an observer; he knows things; he knows what the people eat; what they speak; their desires, wants and needs. Remember, the key to the whole situation is in being able to present your goods to your customer in the same light in which he sees it.

To most successfully guard against failure in selling to the consumer you should rely wholly upon yourself, believe nothing you hear until you are able to learn from personal observation that it is true; never take anything for granted, but find out for yourself whether it is so.

If you are told that certain parties have placed their orders, don't accept the bald statement, but see them yourself; if that the trade is held or controlled by another party, prove it. No trade is held or owned, as the consumer is an independent operator, and buys where he thinks he can do the best. No manufacturer or merchant can possibly cover a territory and sell to every one. There is always room for one more.

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An Attractive Store Interior Showing Neat Shelf Arrangement, Spice Receptacles and Metallic Ceiling — Benson Bros., Guelph, Ont.

Practical Methods Used in Retail Grocery Stores

How a Modern Meat Slicing Machine Saved \$60 in One Year — Preventing Losses in Buying Goods—Retail Salesmen's Methods for Holding Customers—A Merchant Who Visits for New Ideas—Suggestions for Displaying Goods in the Store—Grocer With Inventive Mind Who Devises a New Silent Salesman—Edmonton Merchant Checks Annual Loss of \$225.

Meat Slicer Saved About \$60.

Regina, Sask., May 27.—Pennies make dollars and little slices make the whole ham. If, therefore, frequent losses of pennies amount to an appreciable sum, as it assuredly does, then by the same principle continued losses of thin slices of ham finally mean the loss of a considerable piece of that ham. A local grocer was surprised by the figures which were presented to him at the end of the year showing the saving he had made by the purchase of a meat-cutter.

He estimated that he was losing about one pound in ten according to his former system in which he used a big butcher knife. He realized that his method was not according to the latest idea and fully appreciated that the butcher-knife method was costing him money and robbing his cooked ham and bacon sales of quite

a percentage of the profit that should have been his. He estimated that he lost one pound in ten according to the old method, which with a yearly business of 1,000 pounds meant a total loss of one hundred pounds. Now, he paid about 25 cents a pound for the ham and did not get that money back. There was also a loss of 35 cents which he should have got had he sold the ham at a gross profit of 10 cents. This was a total loss of 60 cents a pound or a loss of sixty dollars for the year on that 1,000 pounds purchased.

It may be stated that this loss is occasioned in various ways known to every grocer who has sold cooked ham and had to cut it with an ordinary knife. The machine itself saved practically its cost the first year although of course there was still a slight loss in the ends which

is bound to result unless a special market is secured for them. However, the cutting machine proved its worth and the butcher knife is now used to cut kindling wood and to throw at marauding cats.

Vegetable Buying to Stop Losses.

Montreal, May 27.—“It is astonishing,” said a large Westmount retailer, “how often lettuce and other green vegetables and garnishes have to be thrown out through not keeping. The remedy is a simple one but works beautifully.

“Do not buy quite as much as you estimate you will need. That sounds rather foolish, but the times when you actually run short will be few and even then you can take the order and pick it up from your neighbor. The loss is so complete when once the article wilts

that the other way will be found to prove much more profitable in the end.

"Of course if every one started in on the same principle it would complicate matters, but it is only the "live" ones who will read this in The Grocer, so there will be others left to carry the oversupply for us."

Doesn't Oversell a Customer.

Sherbrooke, Que., May 27.—"A common error of judgment," said recently a retailer here, "is made by many grocers in selling a customer really more than he knows he can afford. It has a double effect. The customer in paying the bill thinks it over and probably decides the store is too expensive for him, or holds down his grocery bill in the future, paying more attention to it than he would have under ordinary circumstances, and thus eliminates the buying of some things he would otherwise have bought.

"It also makes him a little suspicious of the grocer, if he sees he is continually trying to force things on him, and taking it from all points of view, the policy is bad."

Vegetable Spray Sells Goods.

Winnipeg, May 27.—A novel vegetable rack has been recently installed in the store of R. L. Waugh, Winnipeg. It is a circular fountain of heavy galvanized metal. It has four circular racks and tapers off from the bottom, the smaller rack being at the top. Running from the floor through the central stand is the water pipe, through which the water flow comes out of a small nozzle and dashes against a flat piece of metal at the top.

This creates a water mist, which showers out and sprinkles the vegetables all round the racks. It is a perfect imitation of a fountain, and is attractive to watch. The fact also that it keeps the store fresh and cool is an asset to its usefulness. The main thing about it is that it sells goods. Fresh vegetables are always lying under the moisture, and present an appetizing appearance.

Invented a Silent Salesman.

Bowmanville, Ont., May 27.—A silent salesman of his own invention occupies a prominent place in Thos. White's grocery store. Along the outside edge of the counter he has placed a row of small glass honey jars which present the appearance of a long glass tube divided into sections. The jars are arranged end to end, held on the edge of the counter by round bands fastened to the counter and each contains a sample of goods in stock.

Sugar of different grades, teas, coffee, spices, raisins, currants, candy and many other lines are shown. This ar-

rangement combines simplicity, neatness and cleanliness and while the jars are attractive they are not in the way. They are stretched along the counter's edge and each has a small label thereby increasing the effectiveness of the ideas. They are in such a position that they cannot fail to attract attention and the plan was carried into effect at a small cost.

Checked a Loss of \$225 a Year.

Edmonton, Alta., May 27.—"It dawned on me all of a sudden one day when I was weighing starch, tapioca, spice, currants and raisins that I was losing money every time that pan went down and parcelled up the goods for my customer whom I hoped at least considered me liberal," said a local grocer a short time ago when asked his explanation for the new computing scales he had purchased.

"The average customer imagines that you are cheating her if you do not fill the pan until it goes down with a bang. If you begin taking out some of the goods to balance the scales she puts you down as being a miser. Well it struck me that I had played the role of the good fellow long enough. I was willing to give my customers the full value of their money, but I did hate to cheat myself. Even when I did take some of the goods out of the pan I knew that even then I was giving the customer more than he was paying for. It took a long time for that idea to get firmly planted in my mind. I had not thoroughly understood the old scales or I was careless. I'm not sure what it was but the next time a computing scale man came around I appeared to be but little interested. I wanted him to explain it in every detail and I bought this and will have another one of these days."

This grocer is doing a business of about \$35,000 a year. That is how he is rated and he figured out a statement of the money he believed he had lost during one year with the old style scales. He averaged his daily business at \$125, of which \$50 or 40 per cent. was done over the scales. He roughly estimated his average weighing at a value of 20 cents. He therefore had 250 weighings during the day. His scales were none too delicate. They were the ordinary scales found in a very ordinary store, but if placed alongside a standard scale he knew his would make a showing against him. Thus considering everything he figured that he was losing one half an ounce on each weighing. On a day's work he was losing 125 ounces or 7½ pounds. Allowing 300 days to his working year he was losing considerable. His average pound was worth about 10 cents; his daily loss therefore was 75

cents. During his working year therefore, he lost about \$225.

These were big figures to him and he was willing to knock off a sum to allow for his rough valuations which he at first thought were giving every advantage to the old scales. But even with the reduced sum he was losing far too much. It would pay for a couple of computing scales and his own investigations really turned his attention from his old scales which he keeps in a dark corner of his storehouse as a memento of other days.

Not only did he lose \$225 by overweight, but he would have been ahead \$450 with his present scale.

Keeping Out of the Rut.

Moncton, N.B., May 26.—"Often lack of success is due to the fact that one has fallen into a rut and is doing business the same way as fifty years ago," said a Moncton retailer the other day. "The grocery trade, in common with every other business enterprise, has progressed, and unless the dealer has progressed with it, reduced profits and losses are certain. It is recommended that any dealer who finds that he is falling behind examine his business and himself as carefully as possible, with the view of discovering where his lack is. Perhaps his customers, for example, have changed. If they have this would necessarily mean that tastes, wants and purchasing potentialities have all changed. Often these changes come about so gradually that they are imperceptible, yet they make a vast difference in the business and sometimes reduce profits to the losing point.

"Such a condition is easily remedied. Get busy and get up to date. If you are far behind, if your trade is slipping away from you, make a rigid examination and determine where you can make a change. Sometimes a slight improvement or change will lead to important results in modifying discouraging conditions, and occasions will rise in which one or two slight changes of this character will start the business in other direction."

Front and Rear Delivery.

Ottawa, Ont., May 27.—There are those who maintain that the delivery of goods from the front of the store is an advertisement since the name on the delivery wagon attracts some notice and the wagon as well, providing it is well laden with goods.

Others contend that delivery wagons should only be brought to the rear of the store for various reasons.

F. W. Forde belongs to the latter class. He maintains that women coming in and out of the store are inconvenienced by the driver carrying out boxes of parcels, bringing back empty boxes, etc.

When done by the front door there are usually several boxes of parcels lying on

the floor just inside the door and these are often in people's way. If they are left on the counter they inconvenience the salesmen and salesladies in doing up parcels.

Mr. Forde has two stores here. He visits both every day regularly and attends to his own books. In this way he keeps a close tab on how things are going along.

Visits for New Ideas.

London, Ont., May 27.—“A grocer is no different from any other business man and if he keeps his nose to his books from one week's end to another his vision will become narrowed to such an extent that his own trade is bound to suffer.”

Thus spoke one of the trade from a neighboring town while in London recently and he explained his point.

“Even the farmer,” he said “is not content to follow the methods which he was taught as a lad. Agriculture has to-day reached its proper level, and is conceded an art. Colleges have been erected to enable the tillers of the soil to learn the latest ideas and farmers hold meetings where they discuss their respective methods and each benefits from the experience of the rest. In almost every trade the same principle is being followed and in the grocery business the scope for improvement is as great as any of the other lines. New ways of doing business, labor-saving devices and general advanced notions are found in the progressive stores in the larger cities. Wherever I find no ideas suggested by our local merchants I endeavor to secure an excuse for a business trip to the city just to keep abreast of the times.

“A whole town can fall into a rut by its merchants being satisfied with their old methods when they know that in other places grocers are pursuing advanced ideas. When I pass attractively dressed windows here I feel their influence and I always go home with a number of plans that I know I can adopt in my own windows. I find the grocers in the city are delighted to impart the information I may be seeking. A day spent once in a while after this manner is by no means wasted, at least I never begrudged the time, as I also had some other business to attend to at the same time. But I have seen a few men in my own town, grocers and others, who seem to be afraid of losing something if they are away from the store for a day.

“The three methods I follow to keep up with the best of them is to read my trade paper, talk with other grocers and by occasional trips to get ideas by actual observation. Anything rather than to fall into a rut or drop behind the times.”

This grocer apparently considered it necessary or dutiful that he should get away from his business now and then and he, at any rate, is satisfied that his system is an intelligent one and that it brings the desired results.

Are Samples an Asset?

Quebec, May 27.—“In answer to the above question I would say emphatically yes,” said a local retailer. “As to why I think so there are several reasons. First they form a good advertisement in two or three ways. They show a customer that we keep such a line of goods, that the article is good (if it is), and they bring people to the store to obtain them.

“In the second place it is an asset to the store that manufacturers think enough of them to send the samples. That may be only a personal satisfaction, but it is a fact that the more a man thinks of his business and the more pride he takes in it, the better it usually becomes.

“Taken altogether samples are a decided advantage. To my mind it is the

best way to start out a new line and I only wish more of it were done.”

Against Buying in Quantities.

Vancouver, B.C., May 27.—The question of buying in large quantities and getting the cash discounts is one that deserves much thought declares a Vancouver grocer.

“You may get a fair discount on a large bill of goods,” he said, “but still you may be getting more goods than you want for the time being.

“In such a case you are only tying up your money when interest might be accruing on it in the bank and that interest might be even greater than the discount.

“Or the money might be used in getting a better assortment which is always desirable in any business; but when it is tied up in surplus stock one simply has to wait for buyers in that particular line or sell off at a loss or small profit.

“I believe,” he added, “that that is what causes half the price cutting we hear of all over the country.”

He advises that merchants be careful in buying large quantities of one particular article at one time.



This Grocer Takes an Occasional Trip to the Large Centres For New Ideas.

Use Proper Sized Paper Bags.

Port Hope, Ont., May 27.—“Every opportunity for an economy should be carefully looked after in a well regulated paying grocery store,” says a local retailer. “It is true that from an economical standpoint bags are not a very important consideration, but added to the slight advantage thus gained there is the important point of care, good taste and a desire to nicely arrange things. A customer does not appreciate carrying home a small quantity practically rolled up in a capacious bag. Clerks should see that all sizes of bags are in convenient places and should also be experienced enough to select the right bag.”

Having thus expressed his opinions he added, “It’s only a trivial matter when you look at it in one light, but there is a serious side to be reckoned with. If you are careless in one matter it breeds the same spirit in others.”

To Prevent Gifts to Favorites.

Montreal, May 27.—A plan is under consideration by Walter Paul, the owner of two large retail stores here, to do away with the favoritism often shown by clerks to certain customers. By the term “favoritism” is meant the giving of a little extra value for their money.

There is no doubt that a certain amount of this is going on in every store where clerks are hired.

The scheme is simply this. The stores will be cut into departments and one man will have charge of each. At the end of the year a small percentage of the profits will come to him from his department. It is thought that this will make him keep his eyes open for mistakes, intentional or otherwise, in serving customers with his particular line. Whether or not the scheme will succeed is as yet undetermined, but there is no doubt of its success in other lines of business.

Why not use such a plan in the modern grocery, however small? The percentage will make any man more careful when it means money in his pocket.

Takes Pride in His Displays.

Montreal, May 27.—A good method of getting window displays that “work” is being used by a local firm. The clerks, about twenty in number, are offered a small prize for any window dressing idea that meets with the approval of the proprietor. This keeps them all reading good trade papers for ideas and using their spare time in working out something for the good of the business instead of idling. An incentive, even if small, is needed to keep up a continued interest in the welfare

of the store. Where a good window dresser is not available some such scheme as this is essential to keep up the interest and pride of the employes in the store.

The Scale Versus the Dozen.

Ottawa, Ont., May 27.—The preference to selling goods by weight on a more advanced scale than has generally been done has a number of advocates here. Among them is W. York, past president of the Retail Grocers Association.

Mr. York believes in selling ciscoe herring by weight. His reason is that a customer buying herring by the dozen usually makes her own selection from the barrel—providing it is handy for her—and she doesn’t hesitate to secure the biggest. If the grocer selects them for her she looks askance at them should there happen to be two or three smaller than the others.

On the other hand if they are sold by weight no one can object. It doesn’t matter then whether the large or small herring are taken from the barrel—the rate is all the same.

Mr. York also believed that selling eggs by the pound was the proper method. There were too many small eggs he maintained, to give satisfaction to close buyers. They often caused dissatisfaction and occasionally led to the loss of a customer.

A Trained Girl in Charge.

Brandon, Man., May 27.—A Brandon grocer, who has had over twenty-five years’ experience in the business, is of the opinion that the confectionery branch of the trade should be considered as distinct from the others, because, he claims, it is not many grocers who make it as profitable as they might. For instance, he says, that as a rule grocers buy fine confectionery in too large quantities. He buys by weight, and, of course, sells by weight, and no allowance is made for deterioration or loss of moisture. Then, too, the goods are weighed out carelessly as a rule, whereas no scales can be too delicate in weighing confectionery.

“Many lines of chocolates,” he says, “will turn white in hot weather and it is best to keep stocks low during the summer, and buy particularly carefully at all times in package goods.”

He keeps a girl behind the confectionery counter and has her well informed as to the essentials of the trade. He argues that the trade, if it is worth consideration at all, is worth having a special saleslady to devote all her time to that department. It is not good business for a grocery clerk to wait on a child who has a few cents to spend,

when there are customers in the store impatient to be served.

Why Clerks do Not Progress.

Quebec, May 27.—“Do you know,” said a Quebec grocer the other day, “if some of my clerks would only wake up to the realization of the importance of work—the necessity for the use of their brains and their hands—they would be astonished at the rapidity with which they would be promoted, and at the increase in salary they would receive.”

There’s more than one grocer who feels just the same way. And, unfortunately, there are too many clerks who might be classed with the mass to whom the grocer’s remarks allude.

Continuing, this retailer stated that he had to be down when his store was opened in order to ensure its being properly cleaned—although he had several clerks. More than once, he said, he had been obliged to turn down a clerk who had asked for an increase, simply because he was not earning more than he was paid, and frequently not that amount.

“What I want to see in my clerks,” he finished, “is an ambition to amount to something more than mere automations—passers out of groceries asked for by customers. I want them to use their heads, to figure out how they can save money and make money for me, and in so doing advance their own interests. When they are doing their best along these lines they will be making more money with me than ever they have before—and it will not be necessary for them to ask for higher wages.”

Special Clerk on Confectionery.

Winnipeg, May 27.—There are a variety of ways of handling confectionery in vogue, but few of them are profitable. It would seem that the point upon which A. E. White, manager of W. H. Stone & Co., Winnipeg, puts emphasis, is one that would bring results.

It is to increase the selling power of the goods. To do this the display feature is the most prominent one. Every week the most attractive window made from confectionery goods is put in and this system has proven a success. The public have been taught to look for that window and they have never been disappointed. Next to the design of the whole display, the ticketing of goods is a feature of the window selling agency. Every article in the window is priced. This not only brings people inside, but it saves time over the counter. The bartering is all done outside between the window and the customer.

A special clerk is delegated to look after the decorations both of the window and interior confectionery display, and with him it has become a well developed science. In this store, as a result, the confectionery business is a leading asset to the general business.

Unique Door-opening Device.

Bowmanville, Ont., May 27.—Thos. White, a grocer of this town is somewhat of a genius. He has arranged a simple contrivance by which standing behind his counter he can open his store door by simply pulling a string. If a customer is leaving with an arm full of parcels it is a thoughtful practice to open the door. Mr. White does this, but he simply rubs his Aladdin's lamp—pulls the string—and the customer passes out, the door closing of itself. Or a person may be entering and to his astonishment as he approaches, the door swings open as if by magic.

The string runs over pulleys from the rear of the counter and by an easy action the door is opened by a gentle pull. The string is scarcely noticed as it stretches along the ceiling. The idea is of special service to customers and thereby is an acquisition to his conveniences.

Extra Salesman on Saturday.

Emerson, Man., May 27.—An Emerson grocer who has an exceptionally heavy trade on Saturdays engages an extra clerk for the afternoon and evening. This clerk is on other work during the week and is glad to get the opportunity of increasing his weekly income by working the last hours of the week. The grocer on the other hand is glad to get him and can always depend on him coming to the store at one o'clock on Saturdays. He pays him well and gives him special charge of the farmers' trade, which is heavy on that day.

Special Clerk to Put Up Orders.

Winnipeg, May 27.—Charles Waring, manager Robinson & Co.'s grocery store, Winnipeg, believes the only way to keep the deliveries regular and systematic is to have clerks specially delegated to put up orders, and have them ready for the wagon when it returns for the next load. Not only does it facilitate the delivery, but it leaves the other clerks free to wait exclusively on customers. He argues that a clerk cannot come away from putting up parcels to wait on a customer, and wait on her properly. He is itching to get back and finish putting up that order from which he was forced to come away.

There should be a clerk, he claims, to take orders and another to put up those orders. It is two distinct lines of work, and must be treated as such if the whole business is to run smoothly.

Clerks Must Wear Clean Aprons.

Peterboro, Ont., May 27.—Cleanliness is a big asset to a grocery business. The average housewife is a stickler for clean floors, white linen, etc., and it pleases her to see the same scrupulousness displayed by others. R. C. Braund, a general merchant of this city while showing care with regard to his entire store, particularly demands of his clerks that they wear clean aprons. He provides them and also has them washed frequently, advising his clerks that he likes to see them used. While cautioning them not to be careless and purposely dirty the aprons he would rather see them discarded while only a little bit dirty than retained until they are unsightly.

"It doesn't cost much to have them washed," he remarked on one occasion, "and they pay for the work by the good impression they create."

Avoiding Friction in the Store.

Sherbrooke, Que., May 27.—"One of my worst troubles," said a local retailer, "is to keep my men down to rivalry from a purely business standpoint. In other words—the rivalry of salesmanship. Little jealousies creep in, particularly where a man deserves and gets a raise in salary, while some of the others do not, who perhaps have been longer in the store. It is very hard to make such men see wherein they are behind. Usually that is the reason they are behind."

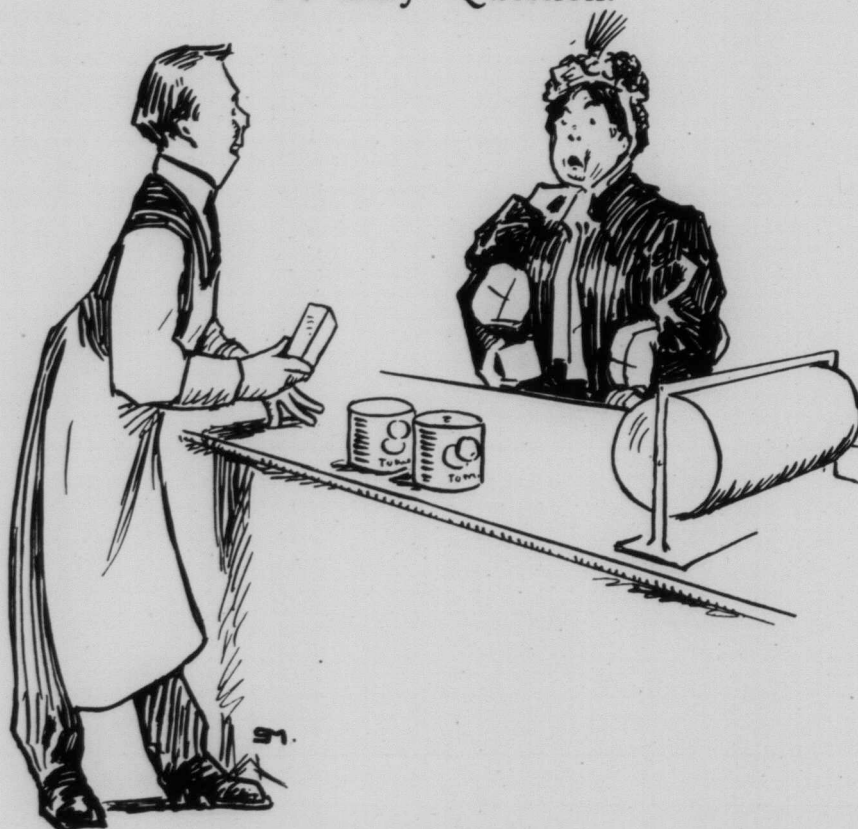
"As much as possible such feelings should be avoided. The pay envelope should be filled by the proprietor himself and the men warned against foolishly crowing over less fortunate ones. It hurts the store, and every effort should be made to keep unity in the employed body."

Want Book Guide to Buying.

Winnipeg, May 27.—Charles Christie, Winnipeg, manager for A. R. Christie, finds it valuable to keep a book handy at the office desk, in which the names of all articles are written that run out of stock. All the clerks know where this little book is, and when an article is found to be missing, when a customer is being waited on, the clerk jots it down in the "want book." This is found to be a handy, practical method of keeping the stock up and well under control. It not only insures against serious shortages, but it is a check upon too heavy buying, when it is known that the goods can be secured conveniently at a few hours' notice. When the traveler enters, the grocer can tell him at once what he wants, and what he does not want by immediately consulting this little book.

It serves, by the way, as a reminder to the traveler that the grocer depends upon this book for his needs and what the book says is decisive and final. For this reason alone the book is valuable.

A Silly Question.



"Shall I Wrap These Up?"

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Buying.

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The Pure Food Problem

The Effect of Food Standards on the Retail Trade

They are Being Instituted in Canada For the Purpose of Preventing Fraudulent Practices—Retailer Responsible For the Sale of all Bulk Goods—Compound Goods to be Allowed Subject to Label Conditions of Adulteration Act.

When Food Standards come into effect in Canada what will be the results so far as the retail trade is concerned and how will they be enforced?

What part will they play in scientific retailing and how will the consumer be affected?

To secure replies to these and other questions relating to Food Standards, a representative of The Canadian Grocer recently made a special trip to Canada's capital to talk to the man who knows more about them than any other in Canada—Dominion Government Analyst, A. McGill.

He says: There is little fault to be found with the food offered in Canada so far as the health of the people is concerned.

But that so far as fair dealing is concerned, there are great frauds perpetrated against the pockets of the people—that was the reason why it was decided we should have Food Standards.

To promote scientific retailing the grocer must be absolutely certain that he is buying pure goods when he asks for pure goods. He can then be positive about what he is selling.

But in the case of pepper it was different. Pepper is one of the most largely adulterated spices, the principal adulterants being nut shells, coconut, ground olive stones, buckwheat waste, flour and starch. None of these can be considered very harmful to the health, but when a retailer buys pure pepper from the wholesaler or a consumer buys it from a retailer, they should know whether they are buying "pepper" or pepper and nut shells.

"Lime juice ought to be the juice of the lime fruit," said Mr. McGill. "But as shown by Bulletin 197, it is adulterated by the addition of water. Also a considerable amount of the lime juice offered for sale consists of an addition of tartaric acid.

Example of a Food Standard.

"Bulletin 192 shows that copper (bluestone) has been used in the manufacture of some French canned peas for coloring purposes. With regard to copper in peas there is a difference of opinion. Some hold that the use of copper is dangerous in any amount. All are agreed that it should not be used

above a $\frac{1}{2}$ grain per pound—71 parts per million; the standardization of peas making the amount of copper permissible not more than 71 parts per million would put an end to the trouble as the standard would be fixed.

"In cases where such materials are used in excess of the standard, an illegal act will have been committed."

The enforcement of Food Standards will be done according to the present Adulteration Act. The retailer is directly responsible for what he sells except in cases where the goods are in sealed packages—in that case he is simply a handler of them. He is responsible for all bulk goods he sells.

"But in order to protect himself," said Mr. McGill, "he can get a guaranty from the manufacturer as to the purity of the goods, but manufacturers wouldn't guarantee any broken in bulk."

"Who will enforce the law?" was asked.

"The Inland Revenue Department will enforce it. There are 16 inspectors working throughout Canada, who are sending samples of articles they collect regularly to the department where they are examined and judged."

"Will compound articles be permitted?"

How Compounds Will be Allowed.

"Compound articles will be permitted subject to label conditions as set forth in section 24 of the Adulteration Act," was the reply.

Section 24 reads:

Notwithstanding anything in this Act contained, no food or drug shall be deemed to be adulterated in the following cases:—

(a) Where any matter or ingredient not injurious to health has been added to the food or drug, in case such matter or ingredient is required for the production or preparation thereof as an article of commerce in a state fit for carriage or consumption, if the same has not been fraudulently added to such food or drug for the purpose of increasing the bulk, weight or measure thereof, or to conceal its inferior quality, and each package, roll, parcel or vessel containing every such article of food or drug manufactured, sold or exposed for sale is distinctly labelled as a mixture in conspicuous characters forming an inseparable part of a general label thereon bearing the name and address of the manufacturer;

(b) Where the food or drug is a proprietary medicine or is the subject of a patent in force,

and is supplied in the state required by the specification of the patent;

(c) Where the food or drug is unavoidably mixed with some extraneous matter in the process of collection or preparation;

(d) Where any articles of food not injurious to the health are mixed together as a compound, and sold or offered for sale as such, with each package, roll, parcel or vessel containing such articles distinctly labelled as a mixture in conspicuous characters forming an inseparable part of a general label bearing the name and address of the manufacturer.

"I contend," said the analyst, "that the word 'compound' should be printed on the label in just as large type as any other word on the label and if I have my way it will have to be.

"No grocer should sell a customer anything but pure pepper, when pepper is asked for, without telling her that it is not pure."

"If the word 'compound' has been printed on the label in type of the regulation size, would the retailer then have to tell the customer that it was a mixture and not pure pepper?" he was asked.

"No I should think not," he said, "but if a customer took home say a can of cream of tartar and there saw the word 'compound' on the label she would not likely deal with that retailer again if he did not explain that the cream of tartar was a compound and not pure."

Pure Foods in the U. S.

Mr. McGill intimated that the great quantity of notices of judgments relative to the Food and Drug Act of the United States issued recently bore ample testimony to its strict enforcement in that country. A considerable number of these judgments relate to the adulteration and misbranding of peppers, vanilla extracts, lemon extracts, baking powders, vinegar and catsups.

It was also noted that the major number of the defendants acknowledged their error and were willing to have judgment entered against them with fines.

"We are progressing as rapidly as possible taking into consideration the importance of the issue," said the Chief Analyst, "and we hope that before July we will legalize the standards in milk and its products, meat and meat products, grain and its products and beverages."

Knowledge of Food Composition Needed in Buying

Practical Man Says This Allows a Retail Grocer to Buy Intelligently and Therefore Scientifically—Too Little is Known About Ingredients of Foods That Pass Over the Counter—Mistaken Idea Regarding Chemicals.

By Charles Adams.

Chemistry, either nature's or performed by the hand of man, enters into the formation of every food product we know, in some form or other.

It would be impossible in a single article to do more than touch upon some of the everyday performances of the chemist in his work of food preparation.

This article is simply intended to give the grocer a few facts he probably has not happened upon before, and to clear up a few little-understood matters with regard to the chemistry of food.

For instance, take jelly powders. Every grocer now-a-days carries them, but how many know much of their preparation?

Take an ordinary bone; place it in hydrochloric acid. The lime is dissolved out and gelatin remains. The lime and acid form a substance useful to the cold storage man, making a brine which can be pumped through his pipes at a low temperature. Usually it is made in a different way for this purpose, but the substance is the same.

The gelatinous matter is purified and dried, when it is fit for the market. Sometimes a flavoring is added where desirable. Confectioners make large use of it in their products. It is to be noted that there is little difference between common glue and the gelatin of commerce, the distinction being in the amount of purification. Glue is, so to speak, a poor relation of the high-grade gelatins.

Gelatin has so many grades and prices that one simply has to watch results as compared with prices. The difference in grade simply means that one has been through additional purification. This fact applies equally to jelly powders. One will be found to make more jelly than the other, and a comparison, both of price and work done, will readily enable the grocer to select the best article for any given price.

With the gelatin as a basis, some additions are necessary to produce the final product, the jelly powder. One of these is a fruit acid, which is wholesome and refreshing, and usually is obtained direct from the fruit itself. Occasionally a chemical substitute is used, which is fully as wholesome, but does not give such a smooth taste to the powder. The

incentive is, of course, economy, as the price of the artificial acid is about half the other.

Aniline Dye to Color.

The coloring used is generally an aniline dye. There is a fairly general prejudice against dyes of any description in foods, but it is a much mistaken one. An aniline color, when purified, is perfectly harmless, and the quantities used are infinitesimal, owing to the great coloring power of such dyes.

With these three ingredients, gelatin, coloring matter, and fruit acid, the powder is complete, and is then prepared for commerce in the packages sold over the country — a perfectly harmless and wholesome household article.

Grocers Should Study Goods.

When the man behind the counter reaches up to the shelf and hands a customer a package, say of strawberry jam, how much does he know about the real contents of the package?

Take the druggist, who is directly responsible for seeing that the proper ingredients are in what he sells—he has to make a thorough study of his stock in trade, even to taking a long course in drug study. Yet the average grocer of to-day knows little of what he sells, other than the price at which he bought and the price he asks.

Should you not, Mr. Grocer, also make a careful study of whatever enters your store?

Should you not have a practical knowledge of the goods on your shelves, in order to talk and sell your groceries intelligently, know where they come from and, in a general way, how they are produced?

Take for example the strawberry jam above mentioned. The writer has seen in jam factories large quantities of low grade figs, more or less questionable apple pulp, barrels of glucose and bottles of artificial flavoring. These materials were to be made up into jam, and strawberry jam at that.

Now if of good quality, all the foregoing articles have a distinct food value, their only fault being the masquerade under another name. It is not necessary to wholly condemn the fig mixture, but a study of prices will soon show you whether you are getting true strawberry jam or a substitute.

It should be absolutely essential to you to know what you are selling. Then form your own policy, whether to stock up with both pure and the mixture, selling it as two grades, or to only handle the one line. It depends greatly on the class of custom you cater to. The customers should know what they are buying, and it will pay in the end, both morally and financially. The customer, who has absolute faith in the honesty of his grocer, is very hard for a competitor to take away.

Composition of Baking Powders.

There is a popular idea that any baking powder other than those made from cream of tartar and soda is injurious. But I claim that powder made from alum, acid phosphates and soda is quite as wholesome. After it has done its work the former has as a residue a chemical known as Rochelle Salts, a well-known aperient. Of course, the quantity is minute in an ordinary loaf of bread.

In the case of the alum powder, the residue consists of phosphate of soda (a true food), sulphate of soda, and hydrate of alumina, which latter is entirely insoluble, and passes through the system unchanged. Furthermore, the quantity of residue left from a baking powder, is so minute that the point of a penknife would hold all that a table full of people could eat at a meal.

Hints on Buying Spices.

Every grocer should know that when he is offered, say ground cloves, at about 2-3 the price of the whole article there must be "a nigger in the woodpile" somewhere. It most assuredly cost something to grind cloves, and naturally the price should be at least slightly higher than that asked for the whole, yet most grocers will accept the salesman's word that the stuff is pure, when he should know that such cannot be the case at the price.

If every grocer either ground his own spices or stated his determination to have pure ground spices, and pay the price necessary to get them, there would not be the necessity there now is for a new pure food law. There would be little trouble with the customers, once the situation was made clear to them, and the higher price would be paid willingly, as the spices would go just that much farther.

Pepper, especially, is frequently adulterated, and many samples of this spice have been analyzed, which contained not more than 25 to 30 per cent of real pepper.

So many articles of commerce are imitated in this day and age, with inferior stuff or adulterated, that it behooves the

grocer to watch his business carefully in order to safeguard the good name of his trade, as well as the health of his customers. Good food means much more than good medicine, inasmuch as an ounce of prevention is worth several hundredweights of cure.

Chemicals With Food Value.

The fear of "Chemicals in Food-stuffs" is not so well grounded as most people think. Any chemical found in foodstuffs is practically always a "food" chemical. For instance, tartaric acid is made from the juice of the grape; citric acid from the juice of limes and lemons; apples contain an ether known as Valerian, which can be reproduced artificially, quite identical with that made in nature's workshop. The same applies to many substances which are called artificial. Vanilla is now being made artificially, and is chemically the same as the product of the vanilla bean.

Nature, nowadays, is greatly assisted in her work by the addition of certain "chemicals" to the soil, in order to supply her with the material necessary to build up a perfect grain, fruit or vegetable.

In the instances where treated food-stuffs require chemicals, as the acid of a jam or jelly powder, the baking powder of self-raising flour or prepared pudding, these chemicals are simply what nature supplies, are always carefully selected, analysed, and tested by the manufacturer before he allows them to go into his goods, and moreover, so accurately is this work done that most people, accustomed to the slipshod methods of the ordinary household, would be astonished at the care taken and the expense incurred to turn out a perfect and uniform article.

Where Careful Watch is Needed.

It is not the chemicals in his goods that the grocer should watch, but the actual cheapening of the goods by the use of fillers, which may be earthy, vegetable or watery. Chemicals, as a rule, cost too much to be used as adulterants. Certain seeds and woody material, however, which are not pepper, cloves or cinnamon, make good imitations of these spices, and the grocer should train himself to know when they are offered him in place of the genuine.

A simple method is to obtain some samples of pure spices and compare with those offered. The color is usually quite different.

As an example of a so-called chemical adulterant, borax is put into laundry starch. It is not only harmless, but I think it improves the action of the starch greatly, for laundry purposes. It costs

fully as much or more than the starch and requires the labor of blending in addition.

Just a final word with regard to baking powders. There is a substance, a very decided "chemical," obtained from the purification of coal gas. This is carbonate of ammonia. The processes of its manufacture are so complete and perfect, that it is, in its finished state, a wholesome, and absolutely pure article. Its great value lies in the fact that, while apparently a solid white substance, it is in reality a combination of two gases, carbonic acid and ammonia, and when heated takes on the gaseous state. It raises dough perfectly and when bread is baked the gases have evaporated entirely, leaving behind no residue in the bread.

This substance is an ideal baking powder, but is so unstable a combination that it can only be used by large bakeries, where its value can be properly utilized.

Use Knowledge in Buying.

In conclusion, it may be well to emphasize some of the points in this article as applied to the retail grocer. First, learn all you can regarding your stock and its methods of preparation.

Use that knowledge in buying your goods and in talking them to your trade, and don't condemn an article because of chemicals without first making a study of the why and wherefore of it. There would be little necessity for the present pure food agitation if the grocer had insisted on buying pure goods and had educated himself to distinguish clearly between the harmful and beneficial.

A MANUFACTURER'S ADVICE.

"There is a lack of enterprise in pushing one's business," said a large manufacturer recently. "Sometimes the proprietor allows himself to become interested in other things and to a certain extent neglects his regular trade. It may be that he has a nice horse he likes to drive. It is possible that he has an automobile, or he may have more or less fondness for a ball game. All these pleasures are legitimate, and when moderately indulged in are beneficial. But neither these nor any other diversion should be permitted to take one's attention from one's business so completely that it will lack the inspiration and spirit of progress which the proprietor alone can impart. Indulge in diversions moderately and do not permit them to intrude upon your trade affairs.

"Failure to advertise is responsible for many failures and discouragements. Advertising is an important department of modern business and cannot be neglected without serious injury to trade. Purchasers of any variety of commodity will go where dealers have enterprise enough to advertise. Vigorous and judicious advertising has been known to mark the turning point between failure and success, and in more than one instance has made a store that was losing immediately begin to gain and ultimately yield a good profit. Advertise judiciously, advertise vigorously, advertise continuously. It may make the difference between a losing venture and a profitable investment."

MAKING PARTNERS OF EMPLOYEES

By Kendall Banning.

A business office in New York's financial district for several years has had the reputation of attracting efficient employes and retaining them for long periods—as long as the office required them. The partners of the firm put all employes on a profit-sharing basis, and the profits have been sufficient to hold them. The scheme is simple.

At the beginning of each year, the firm makes up a "budget" or estimate of expenses for the coming twelve months, based on the amount of business transacted during the year just closing, plus the ratio of increase that may reasonably be expected. Each employe, from office boy to manager, is promised, as a bonus, all profits in excess of this amount, up to ten per cent. of his salary. Profits in excess of this ten per cent. revert to the firm. The result is that everyone connected with the firm takes a personal interest in bringing in new business.

This method has proved so effective that the firm has shown a consistent

growth each year. So confident is the management of exceeding the "budget" that it has made a practice of setting aside, on the books, ten per cent. of each employe's monthly salary check. This amount is retained in the bank until the close of the year. Then, if the business warrants, checks for the ten per cent. on the entire year's salary are turned over to the employes. Thus, a salary of \$3,000, for example, is paid in monthly instalments and, at the end of the year, if the "budget" has been duly exceeded, an additional check for \$300 is paid to the employe, who thus becomes a partner in so far as he actually participates in the profits of the firm.

The plan is of obvious advantage to the employe; it gives him a substantial stimulus for effort. It is of advantage to the firm because it enables it to retain its employes. It capitalizes their social and business connections to the extent of attracting patronage. Every employe is, to a limited extent, a partner—and a salesman.



Why a New York Grocery Lived Seventy Years

Seventy Years Ago the New York City Directory Showed Names of 571 Retail Grocery Stores—To-day There is Left But One Which Has Been Doing Business Continually and Under the Same Name — The Reasons for This Analyzed—May be Adapted to Present Businesses.

By E. M. Woodley in "System."

Two grocery clerks were about to start in business. They regretted that they knew so little about the other grocers of their city, New York. Their friendly employer, interested, offered this advice:

"Don't trouble yourself about them. Not more than three or four of them, right in your neighborhood can possibly be your competitors. Confine your attention to them."

The two young partners discussed this advice.

"I wouldn't start in business," said one, "if I really believed I'd be so insignificant that only three or four groceries would consider me a rival. I'm going after every one of the 570 in this city."

This was seventy years ago, in New York city. Three years before, this young man had come up from the country and had gone to work in Benjamin Albro's little grocery at 268 Grand Street. Two years later the second youth became a clerk in the same store. And a year later the second opened a grocery of their own at 35 Carmine Street—the five hundred and seventy-first grocery store in New York.

Studied the Competitors.

One of the partners had been storing up ideas during his apprenticeship. But

working hours of five-thirty to ten leave little time for outside investigation. Now, in spite of his old employer's advice, he began to study the other fellow. For the next few months he spent all his spare time visiting grocery stores in the guise of customer.

His final conclusions he stated to his partner:

"I haven't yet found a store that does things right. In the first place, these New York grocers are not good buyers. They go on the principle that they can work the stuff off, even if they do get a lot of undesirable goods. When they buy, they have no standard.

"In the second place, they don't make their stores attractive. The people must have groceries, and they buy where they find it most convenient; but there isn't a store in the lot that offers any particular incentive to attract customers from outside its own little district.

"In the third place, they don't all treat their customers right; some misrepresent, adulterate goods, make promises without any intention of keeping them. They hustle to sell goods, but they let their customers look out for their own interests. They don't get into the right touch with people."

So here, at the start, the partners, Joseph Park and John M. Tilford, laid

down the principles that have governed the business for seventy years. And within a year or two of that beginning, the store did have among its competitors a large number of groceries. Over a considerable portion of New York the people had learned that this store was a desirable place to trade when a particular quality of goods was imperative, or when some special service was necessary. And now this store competes with nearly every grocery in the metropolis, for the name of Park & Tilford is on nine branches.

Believed in Personal Touch.

How did the New York buying public acquire this information?

The partners' scheme was personal touch. Refusing to consider their territory limited to a few square blocks about their store, they sent men out to ask for trade, to talk to the housewives. In this way, they demonstrated first that their store was more than a local institution. And for sixty-five years afterward, this was the way they conducted an ever-expanding advertising campaign. This is the way they conduct it to-day; for while they now use printer's ink their printed advertising is built on and adapted to their old method of personal touch.

The five chief essentials of acquiring publicity by personal touch, as defined by the management, are these:

First—Quality of goods handled.

Second—An attractive store, but not "repellently attractive."

Third—Quality of the men who are to come in contact with the firm's customers.

Fourth—An adequate and aggressive system of personal contact.

Fifth—Absolutely reliable service.

The methods by which these principles have been carried out are here analyzed. And a policy and methods which have built up the one business which has survived for seventy years, must afford ideas and suggestions that every merchant can apply in his own business.

The first point—quality of goods handled—was one of the most difficult the original founders had to attain. Having announced this essential as one of their standards, they found they had to fight for it. As buyers, they quickly got the reputation of being cranks.

Testing and Inspection System.

Unable to sell inferior goods to this firm, certain dealers saw the opportunity to build up a trade in superior goods. The standard was fixed for them to reach and they began to match it. Then, the firm is no longer on the defensive.

To-day the head of the firm carries this principle to its utmost. He refuses to handle goods on experiment, and, having established brands which he knows to be uniform and reliable, he is extremely slow to change. If there is experimenting to be done, it is not the firm's customers who are asked to do it. Belief here is that the steady expansion of a business, is synonymous with the greatest conservatism in this respect. The theory of the house is that one of the surest mediums for favorable publicity is a reputation for reliability of product. It reasons that a business house might better put a customer to inconvenience by not carrying a specified article, than to sell such article in an unsatisfactory condition.

To uphold such uniformity of product, a fixed system is needed. The manufacturers and wholesalers who supply the house are kept up to standard by a system of purchase inspection in which there must be no element of chance.

All goods are checked immediately upon their receipt for quality and quantity. If there is anything about the goods that raises even the possibility of doubt on the part of the testers or inspectors, the articles in question are sent to their respective floors, where they are again carefully examined by special experts.

All general lines—staple groceries, canned goods, coffees, teas, raisins and every other food product except brands

of prominent manufacturers advertised by brand name—are mercilessly examined, and must meet quality of previous grades or original samples submitted, and must rank finest in their respective grades. If not, they are rejected. The same careful examination is made of specialties—cigars, for instance.

The firm realizes that high quality cannot be secured merely by the request of the buyer. The inspecting and testing system must supplement the mere policy.

There is another element, too, that enters into this matter of buying high qualities—keeping price down. The mere buying of high quality is no advantage to the merchant unless he can buy for the same price that another house pays for inferior quality. Expertness and a knowledge of markets enable close buying. An official of the house thus states it:

"Buying heads must be expert in their lines. They keep in active touch with all products, and by comparison of samples of finest qualities submitted by many houses, plus their own knowledge, can

This depends first on the people to be attracted. A grocery window filled exclusively with table luxuries, within the reach of the rich only, might make a pleasing display from an aesthetic standpoint, but it would not attract a more general business to the interior of the store. A shoe window showing only patent-leather goods would scarcely draw the man who wanted a pair of heavy water-proof shoes.

If a house has only the one class of customers, and wants no others, then the show window becomes simplified. But if it has various classes, the question is one of determining what sort of window will attract buyers as a whole. The window trimmer must put himself in the mental aspect of the average person outside who pauses to see the display. If this person is a rich man, will he be impressed with the fact that here is a store where he can procure not only the luxuries he desires, but the more modest necessities, as well? If he be a man of the average, will he be frightened away by the sumptuousness of the window?

Although catering to the high-class trade of New York, the firm looks to the upper well-to-do class for a large percentage of its support. It is apparent, therefore, that a really attractive store, from the standpoint of business making, must not appeal to one class to the exclusion of the other.

The same truth applies to the interior of the store. It is far from the purpose of the business to make the stores museums of high priced articles. Experiments along both these lines have demonstrated in dollars and cents the drawing power and repelling power of interior store arrangement. A happy medium has been found to lie in the blending of various classes of goods, so that all prospective buyers would be attracted.

In deciding these questions, the rule is adopted to make the firm's stores a reflection of the truth. The firm sells both classes of trade and a store, like a person, may carry too boastful an atmosphere.

Cleanly Handling an Attraction.

Another element to the attractive store, often neglected by grocery houses has been considered: punctilious cleanliness. Not only is it the object to display the goods attractively, but to handle them attractively.

Cheese, for example, is cut on a marble counter, and is wrapped in oiled parchment paper, without being unnecessarily handled. Oiled paper is placed against the butter and the cut portion is turned on paper and wrapped without coming in contact with the hands. Knives are cleaned constantly, scoops continually burnished, and other imple-



Cleanliness in Handling Goods Over the Counter is Made a Feature in This Store.

determine whether the goods being obtained are indeed the finest. Then as to prices: the daily market reports are carefully followed, and confidential reports received daily from brokers and other houses."

The firm considers its retail selling price quite as important as the buying price: to charge more than a price prevailing throughout the city, is considered an offense equal to selling inferior quality—an offense that operates directly against the firm's policy.

The Personal Touch in Displays.

In attaining the second essential to publicity by personal touch—an attractive store—a long study in effects has been made by an analysis of the question:

"What is the real definition of an attractive store?"

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THE CANADIAN GROCER.

ments and receptacles kept immaculately. In the bottle-washing room, after being cleansed, every bottle must pass inspection before a gas jet. And this policy of spectacular cleanliness is made to take in the employes who handle goods.

This is really part of the third essential—quality in the men who are to come in contact with the firm's customers. And the firm's employes are the medium for reaching the fourth essential—an adequate system of personal contact. In extending business through personal touch with the public, the firm looked beyond mere amiability and diplomatic handling of people. The system was also aggressive, creative, business-building.

To-day the firm's personal-touch business getters are of two classes—solicitors of new customers, and solicitors of the daily order from existing customers.

Between seven-thirty and eight o'clock every week-day morning, this quiet but aggressive power is set at work among the homes of New York.

The Order-takers and Solicitors.

This staff penetrates to the kitchens of the metropolis. To-day the most exclusive homes open to them. But this end has not been easily achieved. If the aggregate history could be written of the seventy years of battling for business by

this laborious personal touch, the sum total of discouragement and rebuff would be enormous.

The solicitors of new trade are an organization by themselves, devoting all their time to this work, while the other class of solicitors—the order-takers who visit customers already secured—are called upon at times in the double capacity of taking orders and canvassing neighborhoods for new customers.

Solicitors do not carry samples, but take out the general catalogue as a guide and argument. In this catalogue a system of grouping is followed that begins the list with things used for breakfast and ends it with desserts. The reader goes through the articles in logical sequence, without a confusion of products. An index also supplements this arrangement. As fast as the solicitors turn in the names of prospects and customers, catalogues are mailed to them. New accounts are very closely followed up, both by correspondence and personal calls; the idea is to develop the legitimate purchasing ability of each customer to its maximum.

In the selection of solicitors the greatest care is maintained. They are classed as salesmen, subject to all the requirements of a difficult art. They are required to know the firm's goods as ac-

curately as a road salesman should know. Any misstatement is an unpardonable offense.

But this securing of business by personal touch is only the beginning in the firm's system of extending publicity by its intimate and satisfying contact with customers. Having obtained the order or secured the new customer, the next step is to fill the order—fulfill the promise on which it was gained.

The firm always felt that this was the most important function of a business. Many houses neglect it; often extraordinary laxity is manifested.

Delivery System in Service Most Important to Customers.

The purpose has been to give the delivery system the rigidity and elaborateness of a railway train schedule—and probably better lived up to. Here, too, perfection is maintained by a rigid inspection system.

This delivery system serves a daily average of about 25,000 separate orders in New York, not including the extensive mail-order business. The Seventy-second Street store has made deliveries in one day of 3,500 orders. Each store maintains its own delivery organization, with its exact routes and time-tables. How precisely these routes are laid down



An attractive store in display and arrangement, the second essential of retailing success, is shown in this view of one branch

is shown by the following schedule of a wagon operating in Brooklyn and Greenpoint:

"Beginning at Houston Street ferry, to Grand Street, to 51 Broadway, to Kent Avenue and Eighth Street, Wilson Street, Penn Street, Flushing Avenue, to 750 Park Avenue, to 708 Green Avenue, to 567 Putnam Avenue, to 202 McDonough Street. Turn to 1710 Fulton Street, to 465 Halsey Street, from 502 to 836 Hancock Street, 517 to 850 Madison Street, 703 to 854 Gates Avenue, 780 to 980 Lafayette Avenue, 449 to 1089 Broadway, to 543 Grant Street, to 50 Bushwick Avenue, to 200 Graham Avenue, from 215 to 500 Driggs Avenue, to 980 Lorimer Street, to 825 Manhattan Avenue, from 1 to 250 Greenpoint Avenue, Java Street, Eagle Street, to Greenpoint Avenue, to Twenty-third Street ferry."

This one wagon repeats this trip, continually. At any given point on the route, the housekeeper, when she learns the schedule, need not trouble herself with fretful watchings.

This delivery system is augmented by a corps of special delivery boys, maintained at each store, to fill emergency orders received by telephone or in person.

"A trained and pleasant-mannered solicitor is a definite force in securing for us the right sort of publicity," said an executive of the house. "But the cheery voice of the delivery man, as he deposits his bundles on the kitchen table, at the time prescribed, is far more potent as an agent for future business."

Working on these principles, the business grew rapidly, not as a department store grows, but by a closer, more intimate personal touch with the people. The policy was the reverse of that of a department store—the reverse of concentration.

From the beginning the firm went to the people, sought them out in person and wove its business among them. In 1847 the business had outgrown its original quarters, and a larger establishment was opened at Ninth Street and Sixth Avenue. Here the headquarters remained for more than ten years, when the first Broadway store was established. Between that time and this, new stores have been opened to keep pace with the northward growth of New York.

The well-knit and effective organization of the house has been a factor in its success. But only as it has carried out the right policies. And so of the greatest significance to every merchant and worthy of study are the five factors that have made this success, because they are absolutely known to be the causes of the growth of this business.

No printer's ink advertising was done until five years ago. Not that this disparages advertising. For as a store official said, "Our success would doubtless

have been much greater and earlier had we advertised all along."

And yet these retailers have always advertised: they have kept in touch with the public. They have carried quality goods and given good service—and have told the buying public about them. They

have gone out looking for the buyer and forced this story on him—they have made good on this service.

That is advertising. And it is just as ready for you and usable by you, no matter what or where you retail, as the columns of your local paper.

Some Straight Talks to the Slovenly Inclined

Bold Comparisons Between the Retailer Who Courts Failure and the Man Who Carries on the Ideal Business—An Instance of How One of the Latter Class Has Climbed From Zero to a Turn-over of More than \$40,000.

By T. H. Mortimer.

What do you think of your business, Mr. Grocer? Are you in it simply and solely to grind out a daily existence as well as you can or are you following it with your every energy and thought centred upon it because you know and realize that to wrest success from it in the truest sense of the word, calls into play all your ability and concentration of attention and action?

Probably you belong to the first class and you are grouchy and disgusted because you have not been reaping as large a profit as you expected. Perhaps you belong to a middle class in which is listed the grocer without initiative, whose business is running smoothly, thanks to the locality or some other reason,—certainly not because of any strenuous efforts you have put behind it. Those grocers who can be catalogued in the third list may be considered the pride of the trade, for it has been due to their efforts that the modern grocery business has been advanced and elevated from the level of the little store of olden times at the cross roads to modern establishments run on scientific principles.

Millstones About Their Necks.

Did you ever stop to ponder upon the vast difference between the farming methods of some penurious tiller of the soil who became anchored on an eastern farm and tied himself to it in a futile effort to win more than a mere living, and the westerner who has hundreds of acres under cultivation — becoming wealthy in a few years?

The easterner barely made ends meet in his first twelve months and thereafter it was but a repetition year after year, similar to the existence of some grocers whose businesses have become millstones about their necks, forcing from their breasts all hope of success and the energy necessary to attain it.

Yes, it is a far cry from the one-horse grocery store that is found today in striking contrast to the thriving establishments that breathe the progressiveness and cheerfulness of the proprietor.

Some one has said that a man's business is as big—or as little—as his

mind; at any rate the success of a grocery business depends almost entirely upon the grocer himself. He must first comprehend that he is dealing in a business that demands his very best endeavors.

The Necessary Requisites.

It might possibly be called a game and as such requires the science of salesmanship, the shrewdness necessary to buy well, the personality that wins customers and the care that holds them; the artistic temperament to arrange windows and interior effects to give the best results and a dozen other accomplishments, all of which unite in the person of the ideal and successful grocer.

Is it any wonder that there are failures? The real wonder is that there have not been more businesses shipwrecked when the question is looked squarely in the face.

A Concrete Instance.

The writer knows a grocer whose cheerfulness is proverbial. If business is dull at any time, instead of brooding or getting "in the dumps" he turns his attention to re-arranging his goods, and in various ways brightening his store, improving labor saving devices, or possibly going over his books, thus keeping in close touch with his office work.

And he is not a slave to his work by any means. Although he began with a few dollars and is now rated at about \$40,000 he finds time for holidays every summer, follows the news of the day and is a close reader of his trade journal. As a grocer he is almost of the ideal type and his success has been largely due to the fact that he realized that his business demanded careful and scientific attention to details, progressive ideas such as are followed by the most prominent members of his trade, and above all a love for and trust in his business. While he may have felt blue at times when he sat down to think over situations that were annoying, still, when he returned to work the next morning his customers found him as cheerful as ever. A man like him spells success from the very beginning.

Grocer Tells How He Changed from Credit to Cash

The Difficulties he Had to Overcome and His Methods in Doing so—Used Circulars and Newspaper Space and Presented a Strong Argument—Granted no Favors Even to Sure Pays—An Increase in Business.

By Stanley Williams.



STANLEY WILLIAMS.

The merits of a grocery business run on a cash basis, as compared with one run on the credit system, are constantly under review. There are advantages to be cited in either system, but until one adopts the cash system it seems hard to realize what a different business it is.

At the request of a representative of The Canadian Grocer I will endeavor to explain how I changed my credit business to a strictly cash basis. I might also state that I have had several letters from grocers of other towns asking me to explain to them how I effected the change and the results of the new system.

First of all, I would like to go back to when I started in business. When I purchased my stock from R. J. Goring, I opened up accounts with all of his customers that he had found to be all right. Any with whom he had trouble I simply dropped.

Now the question of how I was to increase my trade presented itself to me. To whom to give credit and whom to refuse was the great problem. I was very careful as I had been in Sarnia six years and knew a good many people.

But what in most families is the method pursued? A monthly account is opened, all items desired are ordered from the solicitor, no attention being given to the price or quantity received and no account being kept of the cost. The housekeeper has little idea how much the orders amount to.

The monthly bill is presented. It is much larger than the customer expected. Then in a good many cases we hear this: "I can only give you half of that today, but will make it up next pay day."

If the account were \$30 and a customer paid \$15, can she pay \$45 next month? How often we get \$5 on a \$50 account accompanied with an order for \$8 worth of groceries to be charged. And then grocers will say that you can sell a family more groceries on credit than you can for cash. Very true, but is there any object in selling a customer more goods than he or she can pay for?

I have yet to meet a grocer who does not complain about the credit system and how hard it is to collect accounts.

Conference With the Clerks.

On the first of October last, I discussed the question with my clerks, and told them my plans. I secured their opinions on the matter, then framed up a strong argument in favor of the cash system. I first used my space in the daily newspaper, and cards in my window announcing the fact that the business would be cash after Nov. 1st. Then in a day or two I mailed five hundred letters to customers and people whom I thought would be interested in the cash system. I sent them the following letter:

Sarnia, Ont., Oct. 10, 1909.

Mr.....

Dear Sir:—As a customer and friend of ours, we know you are interested in what we do, and in our well-being. Therefore, we like to take you into our confidence. What we are going to tell you about we believe is as much to your interest as ours.

In the past this store has been liberal in extending credit. Most of our customers, like yourself, paid promptly. Others did not. We lost what they failed to pay. Now, we have determined that on and after November 1, 1909, we shall sell for CASH ONLY—that means the payment of the money when the goods are bought or cash on delivery. No credits; no bookkeeping; no collections; no disputed accounts to lose us friends. We've placed the date far enough ahead so all our customers can easily adjust themselves to the new plan.

Here's where you'll be benefited: We're going to take what we lost on bad accounts heretofore, and what we paid for collections and bookkeeping, and deduct it from our cash prices. Every time you spend a dollar here you're going to get several cents worth more than we or anyone else could give you under the credit system. It means saving to you, saving to us, and no bad debts.

We honestly believe you'll welcome the change. You'll get more for your money and have a better command of your finances. There will be no bills to pay for "dead horses." We'd like to have a talk with you about this. Come in and let us explain more fully.

We thank you very much for the trade you've given us, and are sure we'll have better opportunity to serve you than ever heretofore.

Yours very truly,

STANLEY WILLIAMS.

Then as I met and dealt with customers. I took the first opportunities to explain the new system, and why we were adopting it. I also risked my life so far as to visit some 250 in their homes and was told nearly that many times that it was impossible for them to pay cash. They never had to pay cash and could get all the credit they wanted elsewhere, etc. To make it brief, I asked the railroad employes especially to do two things for me and then I would be satisfied.

1st.—To keep the money they intended to pay me on account, whatever amount it might be, and pay cash for one month.

2nd.—To come and tell me after paying cash for one month that they had reason to feel that the benefit wasn't mutual, and I would give them a receipt in full for their account.

Now, we had customers who were usually a year getting their back accounts paid up. But now they are paying as they go and how nice it is for hard-working men to know they haven't their money spent before it's earned.

All Treated Alike.

We had a number of customers who were just as good as cash, would pay the first time they were down-town, or every week or every two weeks, whatever the case might be. They thought the cash system was adopted for the other fellow, and not for them. The

WILLIAMS GOOD THINGS TO EAT : : :

AFTER NOV. 1ST.—CASH.

Honest debtors pay dead beats' debts. Book-keeping and collecting are expensive, not saying anything about the fellow who skins out and leaves you for anywhere from \$5 to \$40.

WHO PAYS FOR HIM ?

Not the merchant, he knows from experience that credit business can't be done without losses. So he allows a fair sum for bad accounts in his expense account.

It's the honest, hard-working customer who pays for all he gets. Why should he pay enough extra to make up for the fellow who don't try to pay. He won't at our store after Nov. 1st. For we'll sell for cash.

THAT MEANS LOWER PRICES.

Stanley Williams

Cor. Victoria and Lochiel Sts.
PHONE 239.

Newspaper Ad. Announcing Change of Methods in Selling After a Certain Date.

great question in my mind was: Can we let some few continue the old system? It was a bold step to take, and one which required a great deal of courage, but after due consideration, I decided to treat all alike, rich and poor, then no man could say to me, "You gave my neighbor credit, and refused me."

The new rule was strict. All goods had to be paid for at the counter or on delivery. All orders telephoned were marked C.O.D. on the top near the address. The driver carried his own change, and after each load was delivered he turned in the amount of the bills on the C.O.D. file.

We lost some of our best customers, as they simply refused to pay on delivery, and the driver returned the goods. I might say we had six orders returned on the first cash day. This was the trying time to see the good customers go who could pay cash if they chose to, but here is the one point I wish to emphasize: I have every reason to believe that if we had given away to special customers and let them continue the old system, our trouble would have never ceased. But the very fact of us refusing people with money, spread rapidly, and was our first big boost. People knew then that we meant the contents of our announcement when we said that after Nov. 1st—CASH.

Economical people realize to-day that there are heavy losses with the credit system and they appreciate that expenses connected with collecting, book-keeping and bad accounts must come out of the profits, and they know who pays it—not the merchant, as he knows when he is figuring his expenses, that he must allow a fair amount for this.

Brought Inquiries From Customers.

So they came to our store to see if we could show them advantages that the credit man couldn't.

Our trade has increased in the four months since we adopted the cash system 20 per cent. over the corresponding months of the previous year.

A word about the C.O.D. orders. Customers tell the delivery man that they are more than pleased that he collects at the house. A good many want to pay cash and with the convenience of the phone, and the driver having all necessary change, it saves them walking down town.

To increase your business under the credit system simply means to take a chance on a few more customers. If you open up ten new accounts and lose one, you simply increase your book accounts and you get the pleasure of doing the extra work. But under the cash system, you sell every one, rich and poor. The more goods you can sell the better, and every night you either have the

money, or the goods on the shelf, and how much easier would it be to sell your stock than to sell your book accounts?

Now, there are many more good strong points about the cash system that I feel merchants should find out for themselves,

fine chinaware. She was so well pleased with the excellence of the goods that she felt inclined to buy some. The grocer, however, who understands human nature, and who has a keen sense of fairness, refused to take her order, for the reason that he did not show her through the store for the purpose of selling her goods.

She was so pleased with the treatment she received, that she remarked to her friend after they left, that she never saw such nice goods before, and she would like to have some, but, "would you imagine," she said, "that Mr. — would not take my order, because he showed me through his store as a friend of yours and not as a person who came to buy?"

"This is certainly a surprise to me. In most of the stores you are afraid to look at anything for fear you will be insulted if you do not buy. I was never treated so kindly in any store. No wonder you like to deal there. Before I go away I will go in to buy, for I want some of that chinaware."

The kindness on the part of this grocer and his perfect fairness to this lady resulted in a \$75 order, and a regular customer every time she repeats her visits here. It pays to be courteous, and not to appear sometimes too keen to sell to a person under certain circumstances.

ALWAYS AN OPPORTUNITY.

Do not lose advertising opportunities—they come to all of us. Here is an illustration.

Brand new dollar bills or most anything in the way of new money arranged neatly about a show window attracts attention. A dollar hat man in Milwaukee recently placed six or seven new dollar bills in his window and was foolish enough to leave them there after he closed up at night.

The store was not on a well-lighted thoroughfare, and one night some fellow put a brick through the glass and got away with the new bills and a hat. Next morning the hat man put up a card which said:

"The man who threw this brick is a thief, but no more so than the man who charges you \$3 for a hat we sell for \$1."

And a colored woman had this comment to make:

"Ain't dat foolish to bust a good window just for to make a advertisement!"

Some employers remember, but a larger number forget, that the clerk has the same right to want a desirable boss as the boss has to want desirable help.

WILLIAMS' GOOD THINGS TO EAT . . .

"You Economical Home Keeper"
Do You Want to Save Money

If you do, call at this store and let us explain to you the working of

The Cash System

Without taking into consideration our specials with every dollar you spend here, we would like to present to you an order from one of our cash customers, and have you compare same with prices you pay at the credit stores.

Customers' Order	Credit Store Prices	Our Cash Prices
25 lb. Queen Flour	75c	70c
1 doz. Fresh Eggs	30c	27c
1 peck Choice Potatoes	15c	13c
1 peck Parsnips	15c	10c
1 lb. Sliced Breakfast Bacon	22c	20c
1 lb. Sliced Cured Ham	22c	20c
1 lb. Cheese	16c	15c
1 lb. Select Raisins	10c	07c
1 lb. Best Sliced Raisins	13c	09c
1 lb. Laundry Starch	10c	08c
1 lb. Long Sugar	16c	08c
1 lb. Tapioca	10c	07c
1 dozen large Oranges	40c	28c
1 doz. large Lemons	25c	20c
1 qt. Select Oysters	18c	16c
1 lb. Christie's Arrowroot	25c	17c
1 Globe Washboard	25c	17c
1 large Galvanized Tub	\$1.00	90c
1 gal. Best Lamp Oil	18c	15c
	\$ 5.24	\$ 4.35

Now, then, if this difference which in this case is 89c looks good to you, and you use that many groceries each week, why come and trade at the Cash Store, and thereby make your hard-working husband a present of a saving of \$45.25 a year.

"Yours for Cash"

Stanley Williams

Corner Victoria and Lochiel Sts.
"The Home of Good Groceries"

Ad. Giving Special Prices When Cash is Paid and a Comparison With Credit Prices—Reduced From 2-Col. Wide.

such as the way we get business by our "specials," which we advertise in the paper. We have two specials for each day of the week, but we just give them to the customer who buys \$1 worth or more of other goods.

Secured a \$75 Order and a New Chinaware Buyer

Galt, Ont., May 26.—There are many ways in which a merchant can use tact in getting new customers. Very often it happens that merchants appear so anxious to obtain new customers that the prospects decline to buy in their stores at all.

Here is an example of how a grocer's idea of fairness brought him extra business, which is but one actual occurrence: A woman from a distance accompanied her hostess to the store, and while she was making her purchases, the proprietor, to whom this woman was introduced, showed her through his store. As they went along, he pointed out some of his

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The Proper Handling of Credits Protects Business

Retail Merchant Claims That 'Cash and Credit' is the Ideal System if Right Methods are Used—Maximum Limit for a Particular Account is Suggested—Getting on Friendly Business Terms With a Customer and Holding His Trade.

By B. H. Thomas.

Is there a grocer behind a counter today who can boast of a fairly good business and who at some time in his career did not stop to ponder upon the question of discontinuing the credit system and of re-establishing his affairs upon a strictly cash plan?

If there are any who have not been worried over this problem and the perplexities connected with it they may count themselves extremely fortunate for they have escaped one of the worst features of the grocery business.

Bad debts! That is the skeleton that rattles every time the average grocer opens his little safe and takes therefrom his ledger that he may once more study the situation. As he pores over the pages of figures in the quiet hours of the night in the hope of arriving at some solution of this problem that has been worrying him for months, too frequently the words stare out at him in their bold black type—Bad Debts.

At the end of an entry a page and a half long he finds that Brown owes him \$134.58. He knew it was there. He could turn up the page with his eyes shut, for it seemed that every time he looked for an account this and many others like it seemed to present themselves with annoying recurrence.

He asks himself for probably the fiftieth time "How did I ever let them pile up that much?" And as he stares vacantly for the moment at the pages, his fingers buried in his hair, he suddenly recalls the draft that the boy had left that afternoon for the last consignment of canned goods. Brown is not the only offender, although he is the worst. But the others might as well have taken the same amount. What signifies a few more dollars' worth of goods added to bills of these lengths? He falls asleep at night with the solution as distant as ever and perhaps in his dream, Brown, Jones, Smith and other delinquent customers appear in fantastic shapes carrying off his store on their shoulders.

He rises next morning cheery and bright under the influence of the weather for instance, and dashes into his preparations for the day's work when his mind recalls that dream and his old troubles return to plague him for another day.

It is after being worried in this manner that hundreds of grocers have given serious consideration to the question of establishing a cash system, resolving to

profit by the experience they have passed through.

They Abused the Credit System.

They have failed to make a success of the credit system. They have allowed it to be abused by Mrs. Brown and other customers of the same kind but, worse than that, these grocers have been parties to that abuse. "He that contemneth small things shall fall by little and little," may be well applied to trade.

That bill of \$134.58 was not accumulated in a month nor yet in three. It is not necessary to go into details to show how it did grow, for that is doubtless a fact within the knowledge of the average grocer. The question is how to prevent it.

If a grocer has a good system of collecting accounts he will show no desire to adopt the cash plan in preference to the method he is following.

Credit Limit on Customers.

Here is one way of safeguarding a business against the evil of bad accounts. John Smith, a mechanic, comes into a grocery store, gives an order for a list of articles and asks for credit. The proprietor in a tactful manner enquires as to his identity, where he is living, etc., and finally asks Smith if he may be considered a customer. The grocer then explains that he has a credit system that has proved satisfactory to his other customers. A certain limit is placed upon the credit to be given each person for their mutual convenience and protection. Smith agrees and places his limit at \$25 a month.

The grocer has an account or credit machine in addition to a cash register and enters Smith's name on a ticket in the register with \$25 at the top. The order is written on a duplicating pad and one half is placed in the book-keeping register.

The other is sent with the articles to Smith's residence with a holder for the slip. The customer should be informed that this should be placed in his kitchen or some such place.

Total Always up to Date.

The first order amounts to \$4.15. Mrs. Smith calls a few days after and makes a \$2 purchase. On each slip the top line is stamped "Brought forward" so that the figures will be in the dollars and cents columns. The grocer turns up his register to the John Smith file and on the new bill writes \$4.15 in the "brought forward" place. The whole

is added up and shows clearly that Smith is indebted to the grocer for \$6.15. This second slip is placed in the register, on top, and the other goes to the Smith home where it is placed in the holder. Thus the business goes on. Smith and the grocer each know their relations to one another at all times. On pay day the former says to his wife, "Well there's that bill, I guess you'd better pay it before it gets any bigger."

It may be nearing the end of the month and the Smith purchases are coming close to the limit. The grocer would scarcely hold out for a few dollars but Smith fixed the limit which he kept within during the first month and as he now threatens to exceed it his family will naturally be more careful.

These figures and this case exemplifies the system in a general way. The limit may be \$10 or it may be \$50. It may be monthly or weekly all depending upon conditions; for if Smith is paid weekly it is advisable that he pays his bills weekly, and so on.

Makes Customers Sure.

Under a systematic credit system the grocer is sure of his customers. They are not wandering around buying where ever they take the fancy. Some grocers have found that on pay night Smith has a number of bills to pay but he may not have enough money to pay all of them at once or he may have sufficient to meet them but will have only a small remainder. The butcher is nearest on the way up town and he is paid first. Then the boot man and on down to grocer who may be last and thereby receives only part payment.

By the system outlined the grocer and Smith have been simultaneously keeping their books and each knows how he stands with respect to the other. Smith knows to the cent the amount of his grocery bill and before leaving home he has decided to pay it.

Some customers like to keep account of their purchases and have a hook on which to place the bills. It often happens that one is lost and becomes forgotten. The rest is totalled and Smith goes down to pay his bill only to find that he owes more than he knew.

"Well here are all my cheques," he says, and often amounts have been questioned and sometimes the customer refuses to pay for one order charged against him. Under the credit or account register system this is impossible for if Smith misses one bill, he notes by the next that one is missing and not only remembers it but asks for a copy of it when another order is given.

The system creates a friendly and business relation between the grocer and his customer. This mutual understanding eliminates 90 per cent of the evils

Preventing Losses in a Retail Credit Business

A Book-keeping System in Actual Use by a Retail Grocer Which He Claims Serves Him Well—Every Credit Customer Gets Her Total Account Up-to-date With Every Bill of Goods—Separate Check-book for Each Regular Purchaser—A Check on Large Accounts.

By H. R. Daniels.

Generally speaking, the success of any system or method in connection with the modern retail store must be measured, first, with regard to its influence on the and labor, must be the ideal one, and this is precisely what we claim for our system of keeping accounts. Close observation on the part of the

that may arise through the credit system.

By exercising tact the grocer will not offend his customer in any way and if the latter is desirous of paying for his goods he will want them paid regularly in order that his account will not get beyond him.

Different From the Usual Method.

Under the ordinary way an account is let run dependent upon Smith calling to pay it.

He generally does not know the extent of his indebtedness and other bills have to be paid. The result is that he owes his grocer \$40 or more before he realizes it. He is not only surprised, but he may be angry that it should be let run so long. The system explained harmonizes relations with good customers and those who object to the system are generally not worth holding.

There are, of course, some customers of excellent standing to whom it may not be wise to suggest a credit limit. This must be decided by the particular grocer as must other special cases.

The average customer prefers the credit system. Suppose you are going to open a store and two towns are under your consideration. In one the grocers are doing a cash business in the other the credit method predominates. In which of these do you think you would meet with the greater success? In the former town you should soon have a flourishing business, because, as it has been pointed out before, the cash grocers have in most cases a wandering and uncertain trade, whereas in the other town the grocers are holding their customers by the credit system. If your credit system is systematized and under control you are not going to lose much money. What is meant by the credit system is of course, cash and credit, which I claim to be the ideal method if properly handled.

THE SELECTION OF MEN.

By H. Gordon Selfridge.

Many serious questions must be considered in selecting men. Honesty is one—a matter, perhaps, to be decided only by records. Loyalty is another. Unlike honesty, this is easily cultivated, if as easily sacrificed in a day. Enthusiasm is important. In some places it is frowned upon—regarded as bad form. Yet only by stirring up a man's enthusiasm are the fires of his energy kept alive. If a young man feels he wants to go deeper into the business all the time, to give it additional thought, energy, and intelligence, to damp his enthusiasm is to kill his value as an employe.

Dresden, Ont., *May 21,* 1910

M. r. *Jno. Jones*
Bought of **R. HEYLAND**
GENERAL MERCHANT

To	Past Account	2	40
"	Bread		20
"	1 bag Potatoes		60
"	3 can corn		30
"	3 lb. Bacon		75
"	Jelly Powder		25
		4	50
	By Cash	2	00
	Balance	2	50

KEEP THIS BILL FOR REFERENCE

Page From R. Heyland's Counter Check Book Showing How He Brings Forward Balance of Past Accounts—Mr. Heyland Devised His Own System.

growth of the business, and secondly, by the amount of work involved. Obviously any plan which will promote the former with a minimum expenditure of time writer has confirmed the impression that much profit is annually lost to the average retail store through defective book-keeping. This loss may be direct, as in

room to christen the cash—and, before he gets home, a big share of his money is converted into tanglefoot. There's financial stringency in that household for a week or two afterward; accounts pile up, and debt gets a lead on that particular family that it will take maybe a month to wipe out.

Merchants Partly to Blame.

“But the most complete, effective and best equipped dead beat factory is that run by the merchants themselves. Not all of them—not so many of them as a few years ago—but still enough of them to convert well intentioned people into slow pays and furnish lots of work for me and my kind.

“Suppose a man goes into Watson's store—you know Watson, a generous, whole-souled, well intentioned fellow. The man buys something, finds his pockets empty, and says: ‘I'll settle on Saturday night, sure.’ What does Watson answer? Why, he just laughs, like a whole-souled jay that he is, and says, cheerfully: ‘Don't bother yourself, Mr. Jackson. Any time will suit me.’ And Jackson, when pay-day comes and he sees something he would like to buy, just takes Watson at his word, puts off paying, forgets all about that little fifty cents, and feels sore when Watson reminds him, if Watson ever does remind him, and swears up and down that he paid it the following Saturday night, as he promised he would.

“I can show you in my safe a stack of little accounts incurred in just that way.

“The next step, of course, is to add a second item to the first. Then comes the running of a regular account. Some merchants encourage people to run accounts, laughingly assure them their credit's good, open-heartedly tell them to take anything in the store and settle when they're ready. The people who buy on credit buy more freely than those who pay cash, and as a result of encouraging credit buyers, a larger bulk of business is done.

Fixed Time for Settlement.

“And it's all the merchant's fault, in not emphasizing the fact that the goods bought on credit must be paid for, and in conveying the contrary impression that any old time will do for settling up.

“If I were a merchant and doing a credit business, I'd never let an article go out of my store on tick unless there was a fixed day by which settlement must be made. Probably I'd put things more politely, but I'd see that my meaning was perfectly clear. My patron would get his monthly statement of account punctual to the day; in fact, I

think for the ordinary wage earner a weekly statement every pay-night would be a splendid innovation. And it would be a pretty warm day that I'd let the impression creep out that money didn't count with me.

“Long credits may mean a larger bulk of business; but the gain is sometimes a loss, owing to the large percentage of bad accounts which creep in. The merchant who insists upon cash, or else upon regular, monthly settlements

up. I've met with more difficulties from people with pretensions and with money in the bank. I have accounts here against people who could pay to-morrow, if they wanted to.

“If a fellow who owes money shows any disposition to meet me half way—to do something—I make it a practice to give him the chance. I say: ‘If you'll call every week at my office, I'll let up on you and quit dunning. Of course, if you don't pay so much, I'm on your



Not Infrequently Does the Collector Get His "Calls" From Those Who Allow Their Accounts to Run Too Far.

may not do so much, but he's doing the customer a mighty good turn, and his net profits are more.

Methods of Handling Them.

“So much for the making of dead beats. Now, as to handling them.

“That's just a question of individuality. The collector must be able to read his man—or woman, for lots of them are women—and select his treatment accordingly. Slow pay is a disease with different phases. Some you may drive, others you may lead. Some yield at the first assault; others require a long and tedious siege. If you understand your debtor, you'll find out his weak point all the quicker, and can concentrate your attack upon that one point.

“The really troublesome people aren't the poor people, the class who are hard

trail again.' It pays a collector to have an office, and office hours just for such cases as that. He is able to offer to the man who is willing to do something toward settling a consideration in return—the consideration being, of course, that the collector ceases to haunt his door. And I do not try to conceal that I am a collector. That helps, with a good many. They agree to make weekly payments, rather than have the neighbors know that the collector is after them.

“Then there are the people who dispute the correctness of the account. What can I do? I just tell them to go straight to the merchant and arrange with him; that if they don't, I'll be around next week as usual. Just before my weekly call I drop in, see the merchant, and enquire. In nine cases out of ten, Mr.

the case of uncharged items, or indirect, as in the case of a dissatisfied customer who is prejudiced against the store by the feeling that her account is incorrect.

After much experimenting with various systems we have evolved a plan which practically eliminates these objectionable features, and which, in itself, is the essence of simplicity.

Our method is to employ an individual check-book for the account of each regular customer. The best book for this purpose is a fifty-page one, as this greatly reduces the size of the cabinet, besides being less expensive. The book itself differs in no wise from the ordinary counter book, excepting that the words "Past Account" are printed at the head of each slip. The customer's name is neatly printed along the edge of the book, which is filed alphabetically in the cabinet. This can readily be constructed by anyone possessing a little ingenuity.

The divisions to receive the books should be large enough to permit of the easy entrance and withdrawal of same. The sheets which form the sections should be made of tin cut by the tinsmith, and fitted into slots previously made with a thin saw in the frames. A space should be left in the lower right hand corner for an indexed file to contain transient accounts.

How it Works Out.

Now, as to operation: Suppose that John Jones requires a bill of goods. We take his book from the cabinet (which should be conveniently located behind the counter), and turning to the last entry, note the balance, if any. If a debit exists it is entered on the new slip as "To" past account, if a credit "By." The order is then taken and the bill balanced in the usual manner.

No Disputing of Accounts.

Thus it will be noted that the customer gets a full statement of his standing with each bill of goods. Disputing of the account is impossible as the acceptance of the bill each time is equivalent to an acknowledgement of same. This we have found to be a splendid feature, as frequently, under the old way a customer would come in to settle a bill of some months standing, and upon being told the amount, would dispute it. Then again we have found that this method has a tendency to hold down large accounts, by acting as a constant reminder to the customer.

Another valuable feature is the automatic handling of the accounts, the books being fully posted and balanced when the order is taken. The result being a tremendous saving in time and labor, to say nothing of the advantage of always

having the accounts ready when called for.

For transient accounts we use the regular counter checkbook. The slips are torn out and placed in the indexed file before referred to.

In conclusion we would state that we have had the above system in operation for some months, and find it admirably adapted to every contingency and recommend it to any merchant doing a credit business.

A Collector's Troubles With Slow and Poor Pays

Slipshod Methods of Some Merchants Who do Not Keep Their Books Properly—The Peculiar Classes of Customers That the Collector Meets—Why There are Dead Beats and How to be More Careful With Them.

By Victor Lauriston.

"There is no one thing so strikingly different from another thing as the actual work of a debt collector is from what the average person thinks it is.

"Lots of merchants even, who ought to know, look upon Mr. Slow Pay as a sort of armed citadel, which it is my duty to overpower and loot by open assault. They look upon all 'dead beats' and near dead beats as of one of three familiar types—the man who can pay and won't pay, the man who can't pay and would pay, and the man who can't pay and who wouldn't pay if he could. But really, there are not two debtors in the whole wide world precisely alike. In collection, as in everything, the human element counts for much; and emotions play as a big part in the problem of paying or of dodging payment as in any other walk of life."

So spoke the Collector. It was his 'At Home' day, which he spent in his little, dingy, second storey office waiting for those who had arranged otherwise to call upon him and cash in their weekly dues. Naturally, he had plenty of time to converse.

"I am handling accounts for a majority of the merchants in town," he added, thoughtfully, "so I ought to be in a position to say.

"Why do people become dead beats? Well, there's a variety of reasons, but when you get down to rock bottom, it's largely in their bringing up. Of course, some are born dead beats. It's in their blood. You might as well try to eradicate the disease as dodge Halley's Comet if it's coming this way. But the born kind are the exception; and it's the made variety with whom I strive the hardest and accomplish the most.

Causes of the Dead Beat.

"There are lots of things at the bottom of dead beatism. Early home training has a lot to do with it. It may strike you as curious, but the very people from whom collecting is the hardest are those who have never been taught and don't appreciate the value of money. They get it—they spend it on things they

don't need—and the grocer, the baker, the candlestick maker and all the other store chaps who have been jays enough to give them credit, have nothing to do but whistle for me.

"Then, of course, there's bad habits. This isn't any temperance lecture for now and then I have temperance people among my best customers—people who contribute so much to the church that they haven't anything left to pay their honest debts. And, just speaking of temperance, Watson, the grocer, told me of one case the other day.

"There's a very religious minded family just wild on missions. The husband's a day laborer and his wife sequestrates about half the family income for the benefit of Chinese and Japanese missions. This family has had a standing account with Watson for ten years, and he swears it's never been less than \$100, and usually is nearer double that amount.

"Well, last week when the account reached high water mark, Watson dropped a polite note to the wife, the head of the house, asking her to let him have something on account. Next day she came trotting in with a promissory note which she wanted him to endorse. He thought this was better than nothing, and was just putting his name across the back when she paralyzed him by saying:—

"I'm so sorry we can't pay that account of yours, Mr. Watson, but we've pledged ourselves to give \$50 before the end of the month for a missionary to Burmah, and we've only got \$25, and we thought seeing how you've always been so good to us, you wouldn't mind endorsing a note for us so we can raise the other \$25 from the bank, and—"

"Well, Watson doesn't remember any more after that, except that he closed right up then and there.

"Now that's an extreme case. But where there's one case like that, there's a hundred where the shoe is on the other foot. A man gets his wages, invites a couple of friends into the nearest bar-

Debtor hasn't shown up. It's a fair assumption then that the "dispute" is all a bluff. Firmness is needed, and firmness is called in.

"You can never tell just when you are going to strike gold or silver in this collecting business. I have haunted slow pays for months without realizing a cent; and then, just when I'm on the point of surrender, they pay up. There's evil in the best of them and quite a bit of good in the worst of them, and precious few that you can't induce to respond if you strike the right chord.

Conscience at Work.

"The other day I called on a woman across the track. I was out that way on other business, else I wouldn't have wasted the time. I had haunted her for weeks. She had the reputation of being a confirmed dead beat, and she had through all that time lived loyally up to her reputation. My call was chiefly for the cruel satisfaction of worrying her a little.

"I haven't the remotest conception that you're going to give me any money, Mrs. Blank," I told her, and it was the truth. "Why," I added, "they all say that you couldn't pay them if you would and you wouldn't if you could."

"She flared up in a moment.

"Who says that?" she demanded, red as a lobster when it is boiled—and she was just boiling, and no mistake. "Who's been saying that about me?"

"Why," I answered, "all the merchants in town say it. Pete Wilkins, the hardwareman, and Watson, the grocer, and—why, they've all got accounts that aren't worth the paper they're written on."

"Well," she fairly screamed, "you just tell them all that I'm an honest woman, and—how much is that account?"

"I told her. And right then and there she dug down into her pocket book.

"Here's five dollars," she said, "and if you come around next Monday morning I'll give you the rest."

"And she did it—confirmed dead beat, too.

"There was another woman I had to deal with—had a small account against her from Wilkins, the hardwareman, for \$5.50. She declared she'd paid it all but 67 cents. Wilkins said she had paid just 67 cents. I told her I would bring young Wilkins over, and go into the whole matter with her. Wilkins didn't want to come, but ultimately he accompanied me there. He went over the whole account, reminded her of the time she paid the 67 cents, just what she said and what he said. And then she let loose.

"I never heard such a torrent of abuse in all my born days. She called him pretty nearly everything in the air above and upon the earth and in the waters under the earth, told me I was no better, and wound up by telling us both to get out of the house. Then, to finish off, she flung in something insulting about his sister. He was raging, but I managed to get him out of the place without any blows.

"Just wait," I said. "When she cools off she'll feel ashamed of herself, and she'll pay that account. You'll have your money inside of a week."

"He pretty nearly swore at me. But I had given the woman too much margin. Inside of two days she called at the store, as nice as could be, handed him the money, and got her bill receipted. In a little while she'll be dealing there again, even if he insists upon cash. Troublesome conscience—that's all.

Tragedy of Bad Bookkeeping.

"Probably the ghastliest feature of all this business is the way in which some of the merchants send in their accounts. The fellow who hasn't any system of rendering accounts, who allows an account to drag along six months or so, and never goes after his customers except when he himself is pressed for money, is bad enough; but as a rule he has his books straight, and everything down in black and white. But he's not a patch on some chaps, who haven't the remotest conception of what bookkeeping means.

"I have accounts handed me that would be laughed out of a court of law. Not infrequently there will be only one date from beginning to end, and that the date when the account was last paid up and the merchant started out with a clean sheet. Again, for a six months' account there will be maybe half a dozen dates. Some grocers' accounts in my safe, charge families with buying thirty pounds of butter on a single day in June—though they make up by not charging for more butter till August or September. Again, the entry, 'To Goods bot' will cover a \$5 or even \$10 item which should be recorded in detail. Often the details and the total don't agree, three dozen eggs at 28 cents a dozen, coming out 86 cents, or maybe 76 cents—these careless grocers cheat themselves as often as they cheat their customers. If I total an entire account, my figures often fail to agree with the merchant's.

"It's all due to a mingling of slipshod methods and actual ignorance. Probably the only book is a ledger; or if there's a daybook, ledger entries are made only once every other month. The

grocer, in the hurry of waiting on a bunch of customers, forgets to make any entry at all till several hours afterward, or maybe next day. Then, memory proves fickle, though he does his best. When a man doesn't know whether he's sold Jones two pounds of butter or three, what is he going to do? And if he errs on the safe side and makes it three, what is Jones going to do when, as a matter of fact, the purchase is only two pounds?

"And, often as not, such people forget to give credit for payments on account. A man will drop in and pay his bill; the merchant will wipe the amount off the books, mentally—but it still stays there, in black and white. The customer gets his bill, declines to pay, I am called in, there is a dispute—and, if the matter is ever straightened out, I get the blame.

Use of Counter Check Books.

"Counter check systems are doing a lot to educate the slipshod and ignorant men behind the counter; but when a man is at bottom careless, the most scientifically devised system will be worse than useless. It's one of my painful duties to straighten out the kinks which such misfit merchants have made.

"There's only one certain cure for it all," concluded the collector, "and that's—but here! If I go on boosting the cash system, the shelf will find one more occupant, and that occupant, minus a job, will be Yours Truly."

And, with a regretful grunt, he turned to greet a weary housewife who wandered in with her weekly instalment.

PHILOSOPHIES OF LIFE.

Man comes into this world, says a philosopher, without his consent, and usually goes out of it against his will, with the trip between exceedingly rocky.

When he is little, the big girls kiss him; when he is big the little girls kiss him. If he is poor, he is a bad manager; if rich, he is dishonest. If he needs credit, he can't get it; if prosperous, every one wants to do him a favor.

If he is in politics, it is for graft; if he is out of politics, he is no good to his country. If he does not give to charity, he is stingy; if he does, it is for show.

If actively religious, he is a hypocrite; if he takes no interest in religion, he is a hardened sinner. If he is affectionate, he is a soft specimen; if he cares for no one, he is cold-blooded. If he dies young, there was a great future before him; if he lives to old age he missed his calling.

Claims That Selling for Cash Means 30 Days Net

Writer Maintains This Interpretation is the More General One—Thinks That no Business Can be Successfully Conducted on the Cash-Down Method—Looking After Accounts to Prevent Losses.

By H. D. McMullen.

There seems to be somewhat of a mistaken idea among some of the trade as to what is meant by the term "cash." As defined by ordinary dictionary definition, it simply means that cash is paid at the time of purchase for an article.

The broader meaning, however, of anything up to 30 days, is the better, and more generally accepted one. Credit simply refers to anything allowed to exceed this limit. With this kept in mind the question of cash, as against credit, becomes much simpler.

It seems to be the universal experience of retailers, as well as wholesalers, that no business can be successfully conducted on an entirely cash down basis. This is peculiarly true of the average retail grocery store. The reason for this is plain. Women form the large proportion of buyers, and most of their buying is done from day to day as articles are needed by the household.

To pay cash down for all these small items would necessitate a fairly large sum of ready money being kept in the house, which is not at all necessary, and forms a source of temptation to burglars.

Business men like business methods, and the accepted method for payment of accounts is by check at the end of the month. A good proportion are regular in seeing that these accounts are cleared up monthly. If everyone did so there would be no reason for this article. It is perhaps impossible to make all men equally careful in this regard, but there are some points by means of which the grocer can help himself, without hurting the feelings of any of his customers.

How Troubles Arise.

Often it is the case that the man who owes the bill has never even seen it. It has been addressed to his wife, who, perhaps, is somewhat careless about financial matters, and she tosses it to one side, thinking it is nothing for her to bother her head over. In this way two or three months may pass before the grocer plucks up enough courage to ask for his account direct. The average man is rather naturally annoyed to have a bill two or three months overdue, which he has never seen, and asks with some show of temper, why it had never been presented before. It puts the grocer in a pretty hard place.

Either he must say he has sent a statement several times, which is the truth, or that he didn't want to be continually bothering him about it. In the first case the man either thinks him a liar, the statements never having reached him to his knowledge, or, suspecting the truth, he has given his better half a short talk on finance, with the grocery bill as an example.

As a result the unfortunate grocer stands a good chance of losing the account. Remember, it is chiefly the women who decide where groceries shall be bought, and any offence to them, however slight, usually has its direct effect on the quantity of goods they buy of you.

The solution of this problem lies in the fact that—as far as the money part goes—it is the business man with whom you usually deal. This in itself suggests the remedy. Send all bills direct to the man unless otherwise instructed. Good business men appreciate the necessity for keeping down running accounts, and will not be found any more unreasonable than you are yourself.

Watch the Statements Closely.

So many grocers have a deadly fear that they will lose a good account by sending in too many statements, that they go to the other extreme and after the first, do not send another for two or more months. This will, in the end prove disastrous to any business. Money is lost every day those accounts are overdue. A personal call and a friendly suggestion that the bill may have escaped a man's notice, will do more to keep on good terms with him than letting his bill run six months.

If an account is to run over thirty days by previous agreement, it is only fair that interest should be charged. No bank will be found that loans money without interest, and no one has a right to leave the grocer holding the bag, so to speak, while he is using the money that should go to square his month's bill with him, unless he pays for such accommodation.

Every grocer who has been long in the business has had at least one chance offered him to buy up a lot of necessary goods cheaply for cash, when he was not able to collect sufficient of his back accounts to take the offer. Money will make money but the cash must not be simply on the books. It must be in

the bank, or some similar depository, where it can be used at an instant's notice.

Preference for Cash Business.

In a recent conversation, one of Montreal's largest retailers made the statement that he would rather have \$1,000 counter cash business than twice that amount of long time accounts. By the time collection expenses, stock depreciation, and the general, somewhat intangible loss, due to money tied up, had been taken into account, the extra profits were more than eaten up.

Country merchants should have little difficulty in making their collections, as most business in smaller centres is conducted on a cash basis. Farmers in recent times, are, as a class, ready to pay cash down for what they buy. Also country merchants and their customers are usually personal friends socially—a state of things practically impossible in a large city. In such a case it is much easier to make a little personal appeal if necessary. Accounts are smaller, thus are much more likely to be immediately settled.

Taken as a class it is certainly the city grocer who has to be particularly careful about his accounts. His customers are mostly strangers to him, as far as personal knowledge of their reliability is concerned, and they have so many interests that do not touch people somewhat isolated, that a "poor little thing" like a grocery bill is often forgotten unless—the grocer looks after his business.

STORE CHARACTER.

It takes years to develop a distinctive store character. Has your store one? It is not a matter of such moment in what line you develop it, but your store should be pre-eminent in at least one thing. To have the "best" and always the best in any one line will give you an anchor by which to hold the buying public. This can never be done in a month or a year. It has to be fostered and advertised continually from year to year, and even then you must be always on the qui vive that no one takes it away from you.

Rigid examination of all one's tendencies and a determination to do business regardless of untoward conditions will generally be sufficient to remedy any difficulty which may arise in a retail grocery business. Outside influences may be made beneficial, but it is the work done inside that is, after all, most potent in modifying the conditions that reduce, or destroy, profits.

Merchants Underselling the Mail Order Houses

Why Dealers Located in Country Districts Can Generally do This and the Advantages They Have in Advertising—List of Retail Prices Showing That a Village Merchant Can Undersell the Catalogue Stores—Some Scientific Methods That May be Used.

By Wm. Bryans.

It is an undisputed fact that the mail order houses in the larger centres are fast growing rich with the enormous trade which they are receiving from all parts of the country, that by right belongs to the home merchant. It is also well known that this trade has been growing larger of recent years and will likely continue to expand unless the smaller merchants who are suffering, determine to keep the trade at home. A considerable amount of the trade of the mail order houses comes from the smaller towns and villages and consequently the merchants in these places suffer to a great degree.

But the merchants who have suffered most are those who have done nothing to combat the somewhat trying circumstances. If the mail order houses are enticing away their customers, it is wholly their own fault.

Some of the merchants have tried to do something to keep this trade at home, but only a small percentage have started at the work with a determination to win out. If all had made up their minds to win and kept persistently at it, they would now be enjoying a much larger patronage. A great many have the idea that loyalty to the town should keep the trade at home. But it will not. People will buy where the prices are lowest, quality and service considered. Many merchants who have suffered have waged campaigns in which they appealed to the people in mottos such as "Trade in your own town," and "We help pay your taxes," and many others that have proved useless. If you want the trade, you must appeal to the business instinct of your customers, showing them that you can sell as cheaply as the mail order houses, and impressing the fact so clearly in their minds that it will not wear off.

Country Merchant's Advantage.

It is a fact that most merchants in the smaller towns can underprice the mail order houses. The mail order houses may sell a few articles below cost in order to bait the public, but taken straight through the home merchants have them "beaten to a standstill." If they have not there is certainly something wrong. The expenses of the mail order house are enormous. They pay out thousands for merely issuing their catalogues each year and all the other expenses which they have but which the local merchant has not, must

be met; and certainly the people who deal with them must pay them. In the small town, rent, wages and many other items which soon count up are much lower, and if the prices are not right, the merchant wants to take a look into matters and find out what is wrong.

Another great advantage the home dealer has over the mail order house is the fact that he can show the goods. The mail order house says: "I will sell you a pair of boots like this picture." The home merchant says: "I will sell you this pair of boots for—, look at them, feel them, take them home and wear them and if they are not all that I claim for them, you may have your money back."

But the only way to combat this is by showing clearly to the people that you can sell as cheap as or cheaper than the mail order house. There are a few who through obstinancy will always deal away from home, but if you can show the people of your town that you can sell the same quality goods at the same price, you are bound to get their trade. But the fact that I wish to clearly impress is that "you must show the people."

Using the Same Weapons.

As you cannot personally meet all mail-order buyers or get them into conversation on this subject, the only way is by judicious advertising in the local paper. Most people read the local paper and most of them read the advertisements. It is by extensive advertising that the mail must order man gets his business and you must fight him in the same way.

But in order to convince others that prices are right, you must first be convinced yourself. This ought to be an easy matter if you compare catalogue prices, freight added, with your own. The next step is to firmly make up your mind that you can and will show the people of your town and thirdly, you must persistently stay at it until you have fully accomplished your object.

It is not meant that a merchant should spend all his profits on advertising, but a small amount of money will go a long way if the arguments you present are well worded and to the point. Throw yourself into the work with enthusiasm. Put your very thoughts before the people in plain common sense language. That is all

that is needed to procure the desired result.

There is certainly a grand opportunity. Before people look at the catalogue house goods, they must pay down their money. If the goods are not satisfactory they have them on their hands while the mail order house has the money. It is true that people will accept goods from mail order houses that they would not from the local merchant. Show them that it costs a mail order house more to sell a dollar's worth of goods than it does you, merely mentioning the fact that it costs some mail order houses more than \$100,000 a year to issue their catalogue and that this must be added to the prices.

The mail order houses have handsome and also expensive cuts in their catalogues, accompanied by fine descriptive language in order to lead on the prospective buyer.

Ask your customers who helps pay their taxes? Who trusts them when they haven't the money and helps them when they are in hard times? Who takes their produce from them and gives them goods in return, just the same as if it were cash? Certainly it is not the mail order house.

Submit a schedule similar to the following which was taken in a village not one hundred miles from Toronto; it works out the same in your own town:

	Mail Order Price in Toronto.	Freight.	Total Mail Order Price	Price in Village 100 miles from Toronto
New Orleans Molasses, 1 doz. cans	\$1.10	05	\$1.15	\$1.10
Tomatoes, 1 doz. cans	1.00	07	1.07	1.00
Soap, Box	4.75	21	4.96	4.85
Raisins (Val.), 28 lb. box....	2.25	06	2.31	2.10
White Beans, Bushel	2.25	11	2.36	2.15
Flour, 1 cwt.	3.50	09	3.59	3.40
Heavy Printed Linolium.				
Per yd.60	03	.63	.55
Corn Starch, No. 109			.08
Peas, per can09			.08
Ragoon Rice, lb.05			.05
Shelled Almonds, best lb.....	.45			.40
Evaporated Peaches, lb.13			12½
Pineapple, can15			.15
Peanut Butter, small15			.13
Evaporated Apples10			.10
XXX Cider Vinegar40			.35
Natural Wool Underwear Suit	2.00			2.00
Boys' Hockey Toques25			.25

You will see that prices are equal without freight, etc., added and in some cases a little lower.

A Wonderful Concession.

Some of the mail order houses pay freight on goods amounting to \$25—sugar, cereals and some other articles excepted—but any merchant would allow a customer a fair discount if he bought goods, with sugar and cereals excepted, to the amount of \$25 and paid cash.

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A Spring Seed Window Dressed by Kirk Bros., Bracebridge, Ont., Grocers.

To Increase Business Through Window Displays

Ideas of First-Prize Window Dresser in The Grocer's Christmas Competition—Too Many Lines Should Not be Shown at One Time—Effect of Motion and Show Cards.

By E. J. Kirk.

If the same regularity and careful attention is attended the trimming and keeping of good show windows as are given other details of an average grocery business there is no reason why a marked improvement in trade should not be experienced.

A merchant often, rather than exert himself in changing the display which has been before the people possibly a month, will set to work an inexperienced boy. The business suffers a loss, as a result of a poor arrangement of goods, since the character of a grocery store is judged materially by the manner in which goods are handled and how they are displayed to the public. The matter of good display should hold no small place in the every-day work connected with any grocery store.

Many a business has been cultivated and increased from mere nothing to immense proportions, by constantly keeping before the people, by way of show window displays, a class of inviting goods which tempted a housewife to give her first order. There are instances

where very humble starts have been attempted, when the merchant had very little more stock than would fill a large window.

The constant persistency with which his attractive displays of groceries was held before the people gradually made him famous with the buying public.

Courteous and careful treatment of the customers and their wants are essential features in the holding of trade, but when by its attractiveness the window has succeeded in inducing a new customer into the store it is doing the good work for which it was intended.

a grocer should first choose a class of seasonable goods. Avoid showing too many lines at once, as this is confusing to the eye and often ruins the effect of a well-arranged window.

It is possible, though, to make up a variety window, with very good effect, but great care must be exercised in the blending. A mixed display might be made up of goods, such as ham, eggs, lard, canned vegetables, pickles, cheese and greens, but such lines as teas, cer-

eals, confections, onions and soaps, should never be placed together.

By giving each class of groceries on the shelves and in the warerooms in their turn and season a prominence in the windows, and making a strong feature of each line displayed, it establishes in the memories of old and young the names of all special lines a grocer carries and gives a favorable impression of the business methods.

The writer would suggest, in stores where electric power is available, the running of motion displays. They are no doubt the most effective. Some little object moving in a window will arrest the attention of both young and old.

The ordinary fan motor can be used to good advantage, and one can save power rates by attaching a wire from one of the electric lamps. The fan motor will run any light display and is to be found in nearly any grocery store.

Show cards are the chief factor in making prices prominent, and to the writer's mind for planning a nice window they are indispensable.

window. He should take the time to dress it for his window affords him a good advertising medium. In regard to advertising the June-bride seasonable goods in the newspaper it has already been pointed out in The Grocer that some of the trade arrange special sales. They select a list of articles which are

required in every home and offer the entire lot at a bulk price.

If a particular store adopts the practice of maintaining the show windows according to the season with special arrangements from time to time the receipts in the office should show appreciable advances if other conditions are favorable.

quire from hotels where the best fruit can be purchased and they are sent to Wellwood's.

But the window comes first in originally creating the desire for their fruit. The owner has to pay a very high rent every year and as he depends entirely on his window and the reputation created by backing it up in allowing only quality goods to leave the store, he necessarily sells a lot of fruit.

Brief, pithy window cards are used regularly, these being written by Mr. Brown. Since comparatively high prices are charged—and Mr. Wellwood finds the people he serves are quite willing to pay them to insure fresh, sound fruit of the best possible quality—not many price tickets are used. But whenever anything of special value is on sale they are invariably made use of.

One of the features of the window usually is the use of attractive baskets filled with assorted fruits. Many of these—which range in price from 50c up to \$6 or \$7—are sold as gifts for sick people, birthdays, the "best girl," and picnics.

It will be observed that there are drapings in the illustration shown. These were special last week in view of the death and funeral of King Edward VII. All such special occasions are taken advantage of.

The store interior is always attractive in harmony with the window. It may be also stated that Wellwood's make it a point to get fruit for sale that is out of season.

The Window the Sole Asset of High Class Fruiterer

This Merchant Would Have to Give Up Business if He Could Not Use His Window—Location Has Considerable to do With Amount of Trade Secured—Baskets of Assorted Fruits Displayed Regularly.

It is an absolute fact that the store window is a money maker.

There are few merchants, however, who will go to the extent of saying that if they didn't dress their window they might just as well go out of business.

That is what Wellwood, the high class Toronto fruiterer, claims.

His window is dressed every Monday and Thursday by a professional window artist, J. H. Brown. It is dressed to sell goods and it does.

Mr. Brown stated recently: "We sell only the goods that are shown in the window; if we want to run off any line we display it and it sells."

To gauge properly the general value of this window, one must be apprised of the conditions under which Wellwood sells fruit.

His store is on the main street and in

the business centre; in view of the fact that it carries only high quality fruit it has little competition and it is seen by practically every person who walks up or down the side of the street it is on.

Thus its position is a big feature in making sales.

Apart from these conditions, however, the Wellwood store dresses windows that are always "high class pictures." They have the varieties of fruit with which to do it, the good taste to make a distinctive window and to know how to attract passers-by.

The store, too, has gained a reputation among the best families in Toronto by always giving them the best goods. No fruit is allowed to leave the store unless it is known to be absolutely sound.

It has also gained a reputation among visitors and tourists—these people in-

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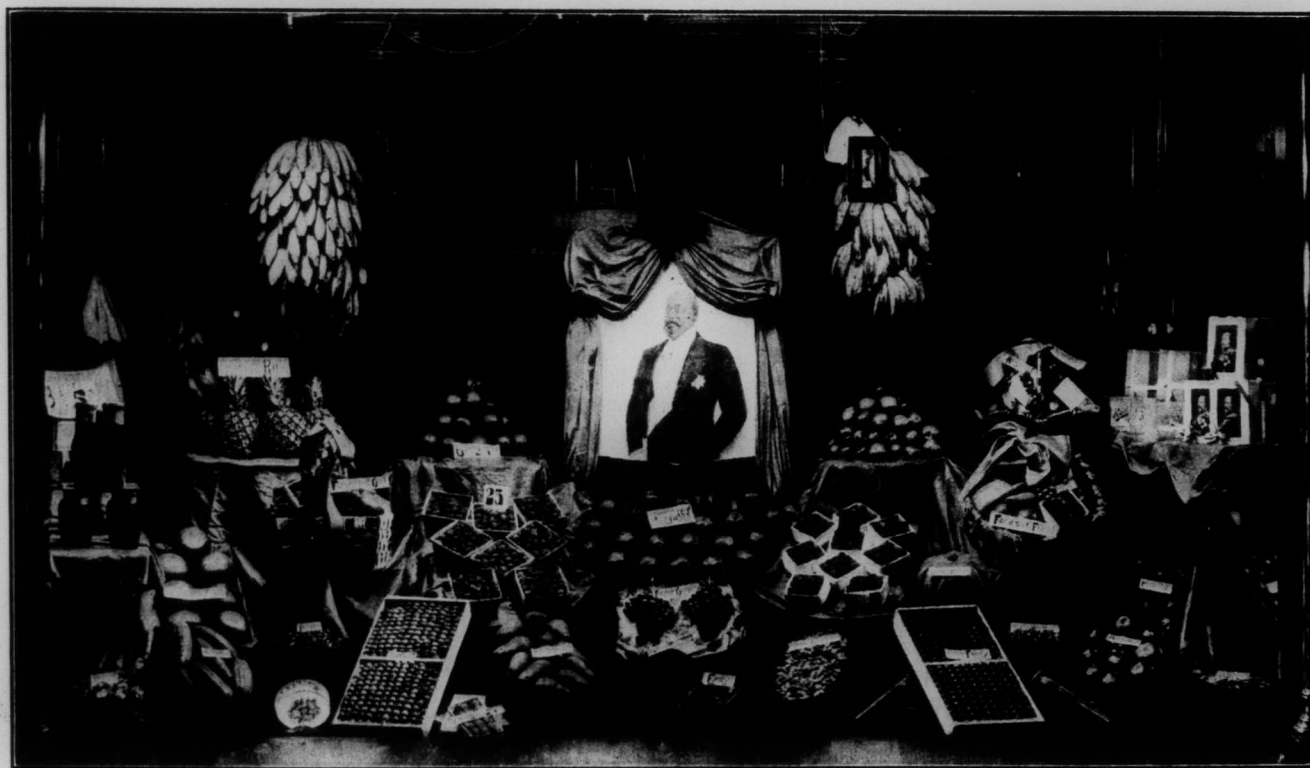
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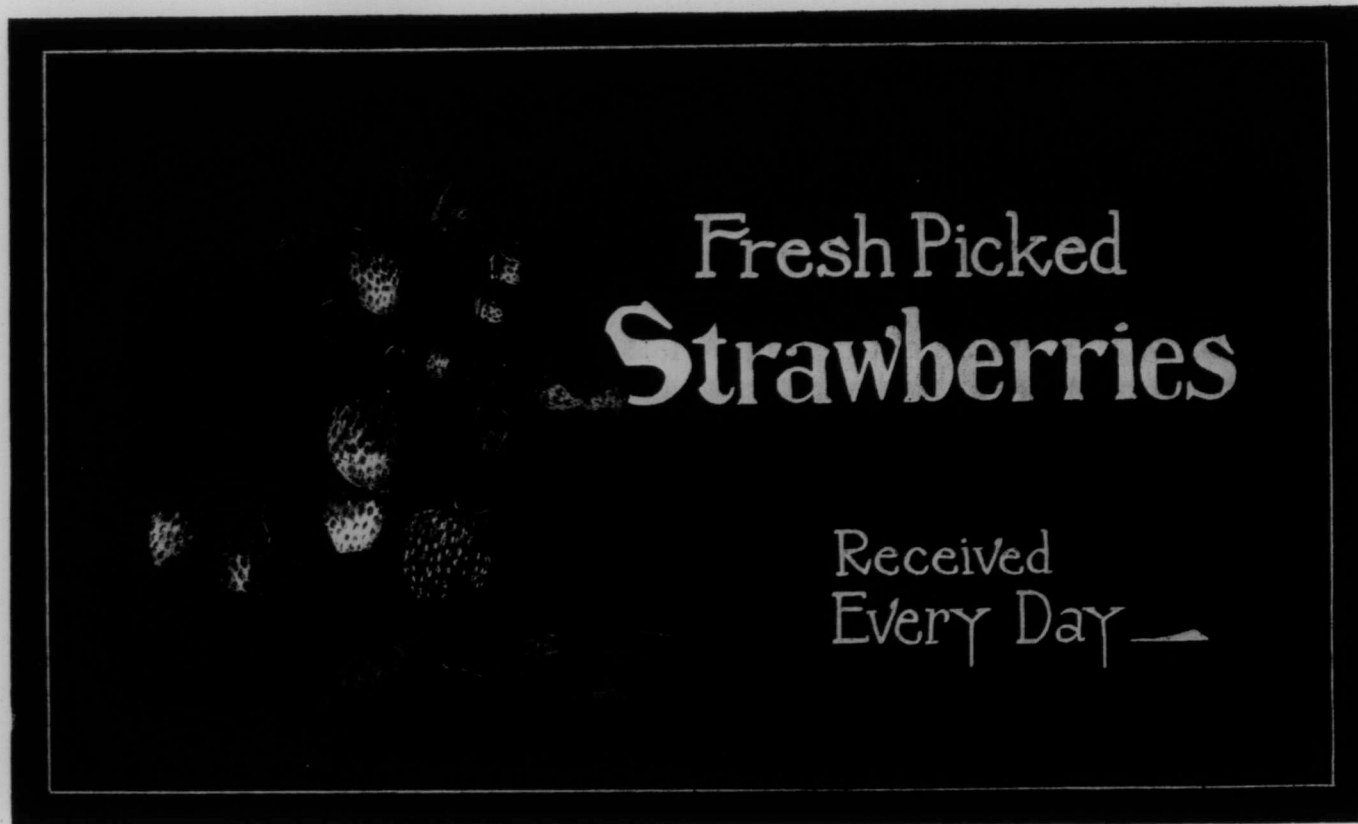
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Last Week's Display in a Window Which is Responsible for Greater Part of a Firm's Business.



A tempting strawberry window card, the original of which is 12 x 19 inches—This, as well as the other show cards shown here, is the work of the author of this article—J. L. Wyckoff. He does all his own lettering and some of the art work as well; he is handy with the brush and retouches many pictures which he secures from magazines, catalogues, etc.

Good and Poor Show Cards and Effects of Each

Writer of Them and Believer in Their Value if Properly Presented, Gives Specific Instances, Backing up His Contention—Their Relation With Price-Tickets—The Essentials to Closely Observe in Writing Cards in Order to Make Them Effective.

By J. L. Wyckoff, London, Ont.

Are you getting all the profit you should from your window display?

The mere fact of displaying a certain line of merchandise in your show window and placing a card upon it, is not all that is necessary to make your window trim a big success. Your other advertising should co-operate with the window; every possible means should be taken to create a desire in the mind of a possible customer to possess your goods; instil the fact into the mind of your salespeople that the goods on display in your window are the ones you want especially pushed.

Get them enthused over the articles displayed in the window, and a mere suggestion to the customer of the article on display will, usually make a sale. Why? Because the customer has probably read your advertisement in the newspaper or other form of advertising, which you may be using, saw the goods displayed in your window, and finally

upon entering the store the suggestion of the clerk "creates the desire to possess the goods."

The window trim should be changed at least once a week and show different price goods each time; if you advertise and display high priced merchandise one week, follow it up the next with a lower priced article and in this way your window display and advertising will appeal to all classes of people.

When the Sale is Over.

If you are having a special sale of a certain article try the above plan of co-operation between your advertising and your salespeople and you will be greatly surprised with the result. But here is one point to be remembered—the moment the sale is over, clear up the remnants and put them back into stock at regular prices. Don't allow the special price, if there was any, to drag on after the time specified in your

advertisement. If Mrs. Brown should want more of the same article the morning after the sale, quote her the regular price—this will impress the fact upon her that she was getting good value and in this way you educate the public to know just what a "special" means in your store.

Extra Business From Show Cards.

The show window and interior of the store could be made more attractive to the eye of the customer by the use of neatly written show cards, and price tickets that give the price and tell

Special

Our Regular **25¢**
40¢ Box
Chocolates

A Neat Price Ticket Made for a Special Confectionery Sale.

something about your merchandise in plain, readable figures and letters.

These cards could be made by the salesman in his spare time, or a certain time each day or week could be set aside for this sort of work. The greatly increased business which would be derived from a liberal use of cards and price tickets would amply repay for the time spent.

A Believer in Price Tickets.

People are mostly interested in the price. No matter whether a high price or a low one is quoted, it is the price which usually draws the trade; if the article has not a price card attached, the chances are that the customer will not bother to ask, but on the other hand if the card is on the article, she will notice it and if the price suits she will buy. The merchant should take every means to get this chance sale and the most inexpensive method is to have the different articles on display marked up with plain easily read price cards.

Hints on Writing Cards.

There are three essentials that are necessary for the most successful show cards. The first is to have the inscription short and with convincing arguments that can be read at a glance by every passer by, and therefore, written in a plain easily read alphabet. Avoid as much as possible fancy letters as these are more difficult to read than the plainer ones.

Secondly the grocer should be very careful of the composition of the card. This is very important. Good spacing and layout will make an attractive card even if the letters are not accurately drawn.

The third, and perhaps the most important, is to be sure that the card is clean: erase all pencil and finger marks with a sponge rubber or if the rubber will not take off all the marks, dip the rubber in a little powdered pumice stone and rub the soiled places lightly, but be careful not to rub the letters with the pumice or the paint may come off as well.

There is nothing that does more to spoil the effect and selling power of an attractive and artistically trimmed window than slovenly and carelessly made price tickets and show cards.

Some Noteworthy Experiences.

When on a recent visit to Toronto I spent one morning noting the effects of different window displays had upon the passing public. In two particular instances I was greatly struck with the artistically trimmed windows of two confectionery stores and from an advertising and selling point should have been winners.

In the first display noted there was one thing which marred and lost sales for that store—and that was the appearance of the price cards. Every ar-

upon the passing public, I stood for fifteen minutes at the curb in front and venture to say that out of a possible seventy-five that looked in that



An Attractive Card for a Coffee Display—Reduced from 16 x 19 inch size.

ticle displayed in that window had a price card attached. But the cards were so dirty with finger marks by continual use that instead of creating an appetite for the goods, an opposite effect was produced.

Dirty Cards Repelling.

At this point there were scores of people passing every minute and in order to note the effect this display had

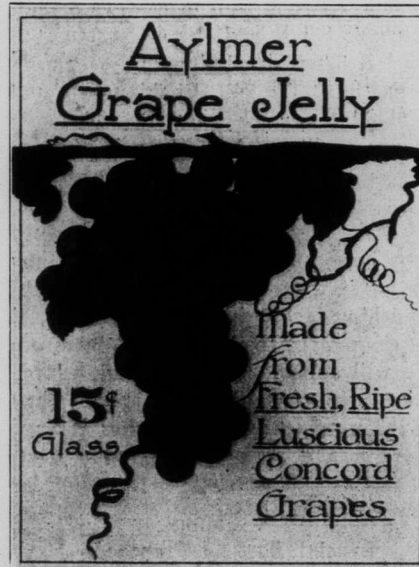
window only one went inside—the others looked at the display and then passed on.

It was not the poor quality of the goods that did not appeal to the public for the quality was the best. In my opinion the reason was just some dirty price cards stuck on some high-grade confectionery. This window display had the same effect as some nicely cooked food served up on a dirty dish would have on a person's appetite, and there is no doubt that others seeing that window received the same impression.

Going further along the street I came to another confectionery store. There were not as many cards used in this window as in the previous case, but those used were neatly made and judging by the number of people going into the store after looking at the window display, they must have well repaid the management for the time and trouble spent on those cards and on the window trim.

The Conclusions Drawn.

These two instances are given just to illustrate the importance of the appearance of the price card. It either makes or kills the selling power of a window display. In the first illustration it would have been better not to have had any cards at all than to use dirty ones; and the second case proves that neatly written cards will sell the goods.



Show Card and Price Ticket Combined; Note the Enticing Wording—"Made from Fresh, Ripe, luscious Concord Grapes."

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More Business Done in Summer than in Winter

Methods a Montreal Retail House Follows to Strengthen its Summer Trade — Watches Camping Parties, Clubs, Week-end Parties, Emigrant Trade and Transients — Have to Employ More Men During the Summer Season—Suggestive Scientific Hints.

It is refreshing to hear of a retail grocer doing more business in summer than in winter, especially after hearing the numerous complaints about the slack summer season, the difficulty of keeping the clerks busy, etc.

Fraser, Viger & Co., Montreal, are doing such a business. The volume is such that additional men have to be taken on for the summer months, and even then longer hours are necessary to fill all the orders.

The secret lies in having carefully studied summer trade, and then experimented until the proper combination was arrived at to obtain that trade. It has taken years of study and development to arrive at the present stage.

Here is their claim: During the hot months all who can afford either the time or money or both, leave the towns and cities for the country, or a summer resort. It is rather an unusual thing for such a resort to have a high-class grocery. As a result, with proper methods of packing, shipping, etc., it is not at all hard for a grocer to retain his customers even if they emigrate to a cooler spot for a holiday.

With this basic fact in mind, Fraser, Viger & Co. started a campaign to hold the camping trade, first of their own customers, then gradually acquiring new ones through making a specialty of that class of trade, and from this beginning has sprung a summer-resort mail order business of large proportions, which is at its best from May to September.

An account of their methods in building up this trade will undoubtedly prove of value to every live grocer, as there are possibilities for all to hold at least a fair portion of their regular trade in the slow season.

Watch Five Separate Items.

According to Alexander Davidson, manager of Fraser, Viger & Co., their summer trade is subdivided into five classes. These are, in order of importance, camping parties, clubs, week-end parties, emigrant trade and transients. Of course, these are exclusive of their regular city trade, which follows the normal course in summer and which drops off considerably.

As to the first class, it is composed largely of old customers, who have a hamper packed to take with them and then send follow up orders as needed

through the holiday. Week-end parties come in this same class, and have proved good trade producers.

The club trade has been a gradual mail order development through the advertising provided by furnishing camps, etc., and becoming known as people who make a specialty of selling high-class goods by mail.

The emigrant trade consists of packing baskets for emigrants who are going across the continent, and is, of course, peculiarly a sea port trade. The method of obtaining such trade is to have some of the dock hands send the emigrants who inquire for such a place, to the store. This has been practised by the aforementioned concern for some years.

Transient trade is procured in a similar way through hotel men. Of course, time is necessary to build up a business of this kind, but the class of trade is so high, that it is a profitable and growing business.

Some of the methods pursued are perhaps new to most of the trade. A specialty is made of preparing and packing hampers of all sizes and varieties. These hampers are largely made by the Indians in the Chateauguay region. They sell anywhere from \$5 to \$8 each, but are refilled time after time, and thus in the end are not so expensive. A new hamper is being made by a German concern. It has a zinc lining and a separate compartment for ice. In this meats and perishables can be kept for 36 hours without spoiling. In a camp it is often used as a refrigerator, and thus may be almost said to pay for itself.

Fraser, Viger & Co. have made such a specialty of camp supplies that they now outfit them entirely. Tents, blankets, fishing tackle, in fact anything used in a camp, even to the cots and furniture they will supply, and are doing a large business in these lines already. They issue a catalogue, which makes it easy to order, and as a special inducement, will prepay express charges on any order from \$25 upward.

Special Baskets Prepared.

For week-end excursions a special line of baskets is necessary. Some of the requirements are candy, fruit, crackers, cheese, etc.

During the season melons form a large

item in this out-of-town trade. They have been sent to London, England, several times, and have arrived in first class condition.

In conclusion, it is a fact that instead of laying off men or letting them take holidays all summer, more men have to be taken on and holidays are postponed until after the rush is over, which means late in the fall.

A special department has had to be organized to handle the orders, and special shippers have to be taken on to make sure that the goods are perfectly packed.

Of course, not every grocer has the same opportunity that Fraser, Viger & Co. have, but there is the chance to hold a portion at least of one's customers and to gradually build up summer trade, until it does more for you than barely pay expenses.

GETTING CONFIDENCE.

Inspire confidence in your customers and you have won half of the battle. The grocer who has the most customers is the grocer whose goods give the most satisfaction. Do all in your power to let your customers feel that they are receiving value for their money. The most successful men state that there is no surer method of building up a good business than by this simple but necessary plan.

It simply calls for honest dealings and in this regard the following advice given by a large fruit grower is applicable to those who are connected with any business in which they are dealing with the public:—

“Honesty in the display of samples is not so much good policy as an absolute essential to success. Sticking steadfastly without a hair-breadth deviation to the principle of displaying the fruit ‘as it is’ with no monkeying or tampering with samples, no topping, dressing, throwing out of rots or artfully concealing ugly little nests in the boxes has in one short season built a foundation of confidence among the buyers that with every succeeding year will become a greater and greater asset to the shippers.

“The man who fools an auction buyer with a doctored sample is fooling himself a great deal worse. He has made an enemy for keeps where he might have made a friend. He makes a few cents more than he ought at one sale, to lose a great many more cents than his fruit—not he—deserves at many subsequent sales. With his own fist he blacked his own eyes. The auction buyer whom he has stung never forgets and never forgives.”

Effects of the Policy of Giving Short Weights

It is the little things that count in was rarely. The most of his customers

life. Did you ever know that this was first discovered by a grocer of the old school, who was prone to one of the failings that are here and there met with, even in this enlightened age? He was a short-weight-artist and because he fooled some of the people some of the time he became a hardened sinner and imagined that he could fool all of the people all of the time. One day he was having a big bargain sale in sugar in accordance with the announcements which he had sent throughout the neighborhood in the daily paper.

'Nineteen pounds of the finest ground' for a dollar—and sugar was dearer then than it is now—had been hurled in big type into every house several days before, and the good housewives were eagerly waiting for the day. They were preparing for the preserving season, which would soon be in full swing.

This grocer worked hard all the previous day, filling up the big bags, but instead of giving exactly 19 pounds he kept to himself out of each bag one quarter of a pound. Sometimes, however, he gave the exact amount, but it

took the greatest delight in spreading the report that the grocer had cheated her out of a half a pound of sugar. One neighbor passed it around to another, in the course of casual conversations, and that $\frac{1}{4}$ pound grew in proportions to two and three pounds, and estimation for the grocer sank proportionately.

Weighed the Sugar Herself.

But there was one woman who had scales in her house. No one knew why, not even herself, but it is likely she had secured them out of mere curiosity, it being her great failure—as with the majority of her sex. She found that she had received a little less than 18 $\frac{3}{4}$ lbs. She was not angry at the loss of that amount of sugar. Had she spilled it out of the bag she would not have thought of it.

But she was annoyed by the fact that the grocer had actually duped her—had received part of her money for nothing. That day she called at his store and in a firm tone—suggesting winter time and ice—asked for her bill, paid it and departed without scarcely answering the remarks of the grocer. She met a neighbor and related the story to her and

took the greatest delight in spreading the report that the grocer had cheated her out of a half a pound of sugar. One neighbor passed it around to another, in the course of casual conversations, and that $\frac{1}{4}$ pound grew in proportions to two and three pounds, and estimation for the grocer sank proportionately.

The grocer did not go broke just then but he was not held in the same high regard as previous to his big bargain sale in sugar. Slowly rumor did its work. That little word passed around, aroused suspicion that he was doing the same in respect to his other articles, and he sank from his high position, as a leading merchant to the level in which it was doubtful whether he was making money or not.

The Grocer is Blamed.

It is strange that anything done by clerks or employes is always blamed against the grocer. All these little things—they are countless in number—mitigate against a business just as little acts of carefulness, thoughtfulness, kindness, gentlemanliness, etc., all help to create a feeling of sympathy for the store and help to build up and cement a strong flourishing business.

What a Mailing List Will Do to Increase Trade

Every retailer, no matter how small or great his business, or how few or numerous his customers, should have a mailing list comprising all the names of those who trade regularly as well as those who trade with him occasionally. For convenience sake it might be well to divide the names of those who are regular customers from those who trade spasmodically, but at all hazards have a complete mailing list.

This can be had at very little cost to the merchant if he will only take time to compile the same as he goes about his other work. For instance if a regular or spasmodic customer calls at the store and the name and address is not known to the retailer, he can easily gain these facts by engaging the customer in conversation, which will make it necessary for him to give up this desired information, and by casually writing the name on a paper at hand the merchant has the information desired without the knowledge of the customer. At leisure these names can be compiled and finally a complete mailing list of the trade is at one's finger's end. It would then be well for the merchant wishing to be real aggressive to get a list of the persons living in his com-

munity and who do not trade with him. This will make three lists, which can be used to very good effect if the dealer is so inclined.

How to Interest the Public.

The merchant can use circulars in addition to newspaper advertising to place his proposition before his trade. Those who are trading with him regularly will come perhaps without spending additional money to secure their business. A letter now and then merely to show appreciation would be well, but upon the ones who come occasionally and those who do not come at all he can afford to spend a little cash now and then to open up trade relations with them.

The quotation of special prices, well worded invitations to call and inspect new lines, or old ones about which the customer is not familiar, improvements in the store, special sales in the various departments and a thousand other things can be used as pretexts for writing the trade and every time they receive a letter they either consciously or unconsciously are drawn near your place of business.

There are a great many merchants sitting on their counters and store boxes whittling and complaining about the

mail order house stealing their business when these mail order concerns are securing the trade by no stronger process than the ones enumerated here. They simply keep up a line of correspondence with the consumer, calling attention to their stocks in a thousand ways and in this manner keep up a friendly relation between the consumer and the mail order house.

Mr. Farmer is led to believe the mail order people are his friends on account of their friendly way of treating him. Some even form the idea that they would be received with open arms and readily recognized if they were to call at the office of the mail order house, so strong is the fictitious friendship built up between the mail order house and the consumer.

If the mail order concerns can create this feeling among so many thousands of customers, is it not possible for grocers knowing most of the trade personally, and they knowing you to be honest in everything you say and do, is it not possible for you to produce even a greater feeling of friendship between your trade and yourself if you will make the best use of the advantages offered you by these more aggressive methods?



Copy That Brings Results



The Methods of a Successful Retail Advertiser

The Canadian Grocer Prize Winner For Two Consecutive Years Gives His Ideas—Comparisons Between Poor and Effective Advertising — Condemns the Cutting of Prices and Advertising the Fact to Sell the Goods—The Headline Has Much to do With the Effectiveness.

By Forsyth Jr., Dartmouth, N. S.

The question that agitates every merchant's mind is, does advertising pay? Well, it can undoubtedly be made to do so. In a newspaper of a recent date I noticed the advertisement of one of our most up-to-date Halifax grocers, offering delicacies suitable for the New Year's dinner. The space will cost, I have no doubt, \$100 per year, and I have no hesitation in saying that the only man who makes anything out of such advertising is the publisher.

Another merchant I know of (not a grocer), comes out frequently with about half a page of exciting head-

lines followed by a list of prices about half the ordinary price of the goods he sells, and about two or three times annually has a closing out sale. If this man gets any profit out of his advertising I do not think it will be for very long.

Another uses a cut supplied by a company perhaps a thousand miles away, and fills in a few words of his own; the cut would be equally suitable for gimlets, gooseberries or godly books. I do not believe this attracts much business.

Thos. Edison was once showing some

person through his workshops and the visitor on seeing several hundred unsuccessful inventions remarked, "Then all this has been wasted." Mr. Edison said: "Oh, no, I now know of several hundred ways not to do it." So the next best way to knowing how to do it is to know how not to do it.

I have been frequently exasperated by ad. critics telling how to advertise. Boiled down it amounted to about this: Get some very low prices on a few lines and advertise them in strong attractive language and watch the crowds come. I have never thought it much

Read our Advs. They are Profitable Reading.

Keep an eye upon Our advertisements and see if you do not find some useful suggestions—a change of diet is good and our adv's will suggest many possible changes at no additional cost.

Tongues AND Sounds

Have you used them, a delightful fish diet. Cooked the same as codfish.
9c a pound, 3 pounds 25c.

Codfish

We have some of the nicest Codfish than it has ever been our good fortune to handle.
Have a codfish dinner, soups are far too high and fish is wholesome.
When making fish patties put the fish through a meat chopper. The difference it will make in the patties is remarkable.
Cod per pound 8c.

Rice

We would like to impress upon you the great value of rice as a food stuff. It is highly nutritious, very wholesome and palatable and capable of being prepared in a variety of ways. As a slight inducement to a greater use of this valuable food we are offering
6 pounds for 25c.

Lima Beans

There must be many people who have never eaten Lima Beans or else they would be in much more general use, for to once use them is to appreciate them.
They are about the size of a 2c piece and when properly cooked swell to 3 or 4 times that size. Let them soak over night in cold water and put on to cook early in the morning, let them cook very slowly so they will not break and when soft drain and serve with butter, pepper and salt, they are most delicious.
Per pound 10c.

Coffee

Our Ground-while-you-wait coffee is a delightful beverage.
Per pound 35 and 40c.

Kindl'g wood

Hardwood

It might interest you to know that you can always get Kindling wood from us. Per 100 bundles 50c.
We also take orders for dry Hardwood.
Per cord \$4.50

50c = for = 25c.

We have decided to continue our Jelly sale one week longer.

**10 Five cent packages
Jelly Powder FOR 25c**

Kerosene Oil

We sell Mayflower Oil at 20c per gallon.
A four gallon tin for 95c.

Mackerel

Are you fond of corned Mackerel? We have some beauties. Very appetizing for breakfast or supper.
Per pound 10c
They weigh 1 1/2 to 2 pounds each.

Hard Tack

So-called more properly No. 1 pilot. It is very nice to eat "raw" if your teeth are good, but soaked over night in cold water and fried in pork fat or butter and sprinkled with sugar or Golden or Maple Syrup, it is excellent.
4 pounds 25c.

Cabbage

We have just got in some nice cabbage, the outside leaves all removed.
Each 10c.

Kraut

Many people with whom Cabbage does not agree can safely eat Kraut. Ours is choice. Try a quart or two boiled with sausage and let us have your verdict. Per quart 5c.

Oranges

This is the Orange season, they will be cheaper this year. You should be feeding your family on this fruit now.

VALENTIAS, 2 dozen 25c.
JAMAICAS, per doz 20c.
" large " 30c.

Apples

Wouldn't the family enjoy having a barrel of Apples when they could dip in just when they felt like it? Could you spend a dollar or two to better advantage?

No 3 Bishop Pippins \$1.60
No 2 Baldwin 1.60
No 1 Red-rose 2.50

Per peck 20 and 40c.

Fan Matches

You can increase your comfort even in such a trifling thing as the use of matches. We have a match called the "Fan" it lights instantly, no waiting. It gives off no stifling smoke or smell. It is perfectly safe as it can be lighted only on the box. It costs per package of a
Dozen boxes, only 5c.

Oatmeal

Do you ever use Oatmeal for Oatcakes, Oatmeal Snaps or Gruel? We have some that is exceptionally fine and floury, get some and try baking oatcakes.
Per pound 4c.

Tea

Forsyth Jr's Famous 30c Tea did not JUST HAPPEN. It is the result of years of careful study by an expert, one who has given his life to the profession. It consists of eleven different teas each one in just the right proportion to make up a harmonious whole, in other words a perfect blend. And you get the result of all these years of training for
30c lb.

If you keep a cow or sheep, hogs, horses or poultry you should feed them on

Pratt's Food,

25, 30, 50c., \$2.00 and \$3.50 per package.

FORSYTH JR. The Man Who Makes Good His Ads.

A Good Sample of Forsyth, Jr., Advertising Illustrating Points Brought out in the Accompanying Article—reduced From Half Page Space.

of a trick to sell 25 lbs. of sugar for a dollar and to spend money advertising the fact that I was doing so only seemed to be burning the candle at both ends.

My object has been rather to sell more goods at regular prices and I believe sensible advertising will do this.

The Objects of Advertising.

Advertising may be roughly divided into two classes:

First—A statement of something that you have for sale that will serve as a reminder to any person wanting the article.

Second—A description of articles calculated to make the reader want or think he wants them.

I enclose what I consider a good example of the first class—a horse for sale. It is as follows:

NOTICE—For sale a horse which is a mare, and is ten years old, weighs 980 pounds and will be sold for 6½c a pound if one purchaser takes the lot. She is a good worker and her faults (if any) will be gladly narrated by the neighbors. Forsyth Jr.

This advertisement did not (yet) sell the horse, but it brought enquiries, which is about all that an advertisement of the kind could be expected to do. It is worded in such a way that a person reading the first line would finish the ad. whether he was interested in a horse or not; and if he heard a friend enquiring about a horse he would be sure to remember that he had seen one advertised.

But while this will do once in a while for groceries, the second class is more frequently in demand. I believe it is a fact that the great majority of people are living upon a far too limited menu which could be very largely increased with benefit to the grocer and the customer and without very much additional expense. Here is the opening for the grocer. Suggest things people are not using much of and could use to advantage. Suggest ways of cooking them. Practice describing your goods and their possibilities. Read advertisements; they are the most interesting part of most magazines. When you find an advertisement that grips you, that makes you want to buy something you have no need for, study it. Do not be afraid to copy it; very few of us are original. Those of us who think we are, are mostly deceiving ourselves, and the next best thing to being original is to know a good thing and to appropriate it to our own use.

Always Mention the Price.

Before you start to write your advertisement, take a good look around your store and make a list of the goods, (seasonable goods) you want to advertise, and then get away from every-

body where you can have an opportunity to think. Describe them as well as you can, but do not be too wordy, and don't omit the price—which need not be a cut one.

If you have a good leader to offer, so much the better. I have spent some money upon cuts and have had a good number free from manufacturers, but I rarely felt that I could spare the room for them, always preferring to fill the space with what I had to say.

It is a good plan to note carefully what the manufacturer has to say about his goods. You can frequently get a much better description than you could make yourself. Carry a book in your pocket to jot down ideas that may occur to you, happy phrases and the like. Do not be too economical with your space.

Try to specialize on one line.

READY MADE SHOW CARDS.

"Some one hath said, the staff of life is bread"—you need good butter, too, try ours—you'll want more.

We solve that perplexing problem of 21 meals a week, and something different for each meal.

It makes no difference whether it be vegetable, fruit, or fish, you will find our—canned goods the perfection of canners' art.

Wise buyers think not of what they pay—but of what they get for what they pay—these will satisfy both ways—

'Twas not evaporated cream that made Milwaukee famous, but our evaporated cream is a mighty famous thing.

These extracts are not the watered stock kind—but strictly pure and extra strong.

Our pickles and olives are a relish for the dullest appetite—even epicures can find no fault with them.

We keep you well—doctors look after you when you are ill.

It's pure, that's sure—that's the reason we offer — to you.

Yours for perfect health.

We please the palate at popular prices—hence are always busy.

Buy to-day—to-morrow never comes. These to-day, special—.

Appetizing eatables that bring the perfect joy of a contented stomach.

C-B-4-U-Buy—We would rather show you than tell you, then you'll realize what values these are.

Everybody wants the best, our eatables stand the test, try them and see.

The first order recommends the second—that's why we are always busy.

Stirring values in good things—Order early—Order now.

We point the way to better things in food products and save you money, too.

Toothsome, tempting things are always found here—"the kind that tastes like more."

You want the best, not the cheapest.

THE PERSONAL ELEMENT IN BUSINESS.

The personal element is an important factor bearing upon the success of the man who is dealing with the public. The grocer is included in the list, and from the fact that all his business is done with the public, he should be up with those in the front rank. To him, the following talk, which a large business house has recommended to its travellers, and other employes may be applicable:—

You must, of course, know your stock of goods—but yourself—how about that factor in the problem?

You will never do yourself justice as a salesman until in cold blood you have taken stock of yourself. Take pencil and paper to-day and write down in the — and + columns your good and bad points as a salesman.

Why? Because you ought to use your good points to the limit, and begin a systematic campaign on overcoming your faults.

Let's get down to cases. Are you industrious, optimistic, thorough, quick, observant, patient, always courteous, tactful, clear in expressing your thoughts, able to concentrate?

Do you always keep your temper, talk too much or too little?

Do you gossip, exaggerate, or bluff?

Are you loyal to the house?

Now about your health. Can you improve it? Are you sleeping enough? Do you eat sensibly?

Do you exercise regularly?

Now, let's be brutally frank and talk about personal appearance. Are you as immaculately clean as your job will allow your hands and nails, clothes and shoes to be?

I'm not preaching. This is a chat about an inventory which I take myself periodically, and I never do it without finding that I must keep building up where my defenses have fallen away.—By R.N.S.



vertiser

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Oatmeal

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Oatmeal Snaps or Grud?
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se and floury, get some
baking oatmeal.

Per pound 4c.

Tea

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ST HAPPEN. It is the
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art, one who has given his
the profession. It consists
in different teas each one
the right proportion to
up a harmonious whole, in
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it the result of all these
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30c lb.

ou keep a cow or sheep,
horses or poultry you
l feed them on

att's Food,

l, 50c., \$2.00 and \$3.50
per package.

His Ads.

Article—reduced

Advertising Key-note to Quebec Grocer's Success

Pays Personal Attention to Newspaper Copy—Good Circulars Pull Business if Properly Distributed—Plain Windows Effective, While Well-lighted Night Displays Sell Goods.

"I make no secret of the key to my success in the grocery business; it may seem curious to you that I should do a business of such volume in this rather poor location, but, when you know how it is done it is not surprising. I have built up my business, held it, and will continue to hold it—by advertising."

There is a grocer in Quebec city who has ideas of his own, and this is one of them, which he related to a member of the staff of *The Canadian Grocer* not long ago.

He is one of the leading grocers of the province, and his name is Elzear Turcotte.

Mr. Turcotte's name is not unfamiliar to readers of *The Grocer*, for illustrations of his store, and some description of his methods have appeared ere now, but his ideas on advertising will be new to readers, and undoubtedly will contain many grains of wisdom worthy of consideration by successful grocers, as well as the ambitious who hope to reach the goal.

"When I started here seventeen years ago," said Mr. Turcotte, whose store is on des Fosses and Grant Streets, "there was a large consuming public in the vicinity, but the gradual intrusion of manufactures has resulted in nearly all my old customers moving to other sections of the city.

"I realized when I started that advertising was essential, and I did not hesitate to spend money in this way when I had it. The first year yielded me sufficient to allow of a small investment in advertising and I commenced. I have kept it up ever since.

Attention to copy le

"I advertise in numerous ways. The daily papers, English and French. I utilize every issue, running generally, a six inch ad, which I find suits my purpose admirably. I give special attention to the preparation of copy, attending to it myself, and endeavoring to tell the public something every time, I impress upon them the fact that they can get the best, and save money, at Turcotte's. In view of the fact that they come here to buy, from all over the city, I believe I am justified in concluding that the advertisements are effective. I do not believe in the policy of letting the newspaperman look after copy unless he does it well. I find that I have to prepare all my advertisements in order to have them satisfactory—I cannot leave the work to my clerks, even much as I would like to.

Circulars Pull Business.

"Periodically I circularize the people residing within a certain radius of the store. An attractive piece of literature, telling a direct story, and offering special inducements, is prepared and sent around. This pays me.

"Another advertising idea which I have found most profitable is through the medium of my windows. You will be surprised to learn that I am not a great believer in artistic displays—perhaps because I have not the time to dress my windows elaborately, for I have ten of them. But I find that I can always sell goods by simply making a display, very plain, but showing just what I have inside. Price tickets on the goods are most helpful, in my opinion.

Night Window Publicity.

"And speaking of windows, one of the strongest methods of advertising, one of the most profitable, and, at the same time, most frequently neglected, is through the use of electric lights at night. Now, every night, as soon as it gets dark, every one of my ten windows is brilliantly illuminated—and the lights are on till there is nobody passing. Day after day I find that people come into the store to purchase goods they have seen the evening previous in the windows. You may have remarked that it is rather dark on some of the streets hereabouts. This was an opportunity for me. My store extends a block in length on either street, and I figured that if this portion of the street were well lighted, through my window lights, people would pass my store in preference to taking the dark streets. This is what they do—and I secure much publicity of the best kind at a very small cost."

Mr. Turcotte keeps thirty clerks busy, and has a delivery system which covers the city thoroughly, and his success makes his remarks of particular value to the merchant on the look out for suggestions that have been tried and proved profitable.

QUESTIONS MERCHANTS WILL DISCUSS.

At the Annual Convention in June of Retail Merchants' Association.

The eleventh annual Ontario Provincial Convention of the Retail Merchants' Association of Canada, will be held in Kingston, Ont., on June 21st and 22nd. With the special act of incorporation

passed during the session of Federal Parliament just closed and with the legislation to regulate trusts and combines recently introduced by Hon. McKenzie King, the executive claim they now have opportunities of improving the retail trade of Canada. Future happenings will tell. Among the subjects that will be discussed during the convention are the following:—

"The advantages to be gained by supporting the merchants of your home town."

"How farmers can make their farms more attractive and valuable by co-operating and understanding the aims and objects of the retail merchants' organization better."

"How the local press can be made more valuable to the retail merchants, and why they should support its advertising columns."

"The injurious effect that the bargain counter advertisements of the Toronto dailies have on the growth of the cities and towns."

"The cause of the increased cost of food products from the practical standpoint of the merchant who knows the conditions."

"Why Co-operative Stores are commercially unsound."

Every merchant who has a trade grievance will have an opportunity of presenting it.

The Kingston retail merchants are making preparations for entertaining the visitors.

E. M. Trowern, 21 Richmond St. West, Toronto, is the secretary of the association, and is sending invitations to the various secretaries who will issue a general invitation to their members to be present.

NEEDS TO BE EDUCATED.

Mr. Honey Mooner (at lunch)—
"Dearie, there's something the matter with this tea; it's hardly lukewarm."

Mrs. Honey Mooner (apologetically)—
"Yes dear, I know; but, you see I couldn't risk having it any warmer. The box was labeled 'Gunpowder Tea.'"

Never forget that every statement you make in writing an advertisement is sure to be tested. A lie is always wrong. It is not even excusable in an advertisement. A lie will be detected, and the house which tells it will be held responsible. There is, furthermore, no sense in lying about your goods. It is not necessary in order to sell them. Even exaggeration is foolish. The very purpose of your ad. is to induce people to come in and look at the goods—and if there is any mendacity they go away not only disappointed but disgusted.

Make the Newspaper Ads. Newsy in Style

Criticisms of Advertisements Submitted, Given by The Canadian Grocer's Ad-Writing Specialist—Place as Much Value as Possible on Any Special Offering—Feature Certain Goods With Their Prices.

By W. F. Ralph.

It is good policy to try to instil news value into retail grocery advertising, and the lines handled in a grocery store readily admit of the introduction of this feature. The stock of a grocery store consists of articles that are used daily by the people and the qualities of which are ever present in their minds.

As an instance of this quality of news interest consider the small ad. of Smith & Ball. In this case the advertiser has utilized his opportunity to feature potatoes at a special price. A special price on a staple article invariably excites the interest of housekeepers. There is nothing else about this little ad. that is particularly attractive, at a casual glance. But the word "potatoes" with an unusually low price attached is, in

itself, sufficient to draw the interest of the buyer.

This ad. contains another news feature that does not seem to have been made as much of as it deserves—the offer of three herrings with every twenty-five cent purchase. The ad. might easily have been improved by giving this item a little better display. This could be done by omitting the present headline and the items appearing immediately above and by inserting a rule box. Within the box could be placed the matter referring to the offer with a simple headline like "Don't Miss This."

The item concerning shirts and overalls does not add to the attractiveness of the ad. and these goods could be emphasized more forcibly by forming part of a special ad. devoted exclusively to the non-grocery lines handled by Smith & Ball.

The same firm has submitted a half page Christmas goods ad. which suffers chiefly from being overcrowded and by the lack of any special features, specially displayed. Probably none but those whose time hung heavily on their hands would attempt to read right through an ad. so solidly set. The large space used could have been made much more attractive by omitting one half the lines mentioned and giving the other half better display.

The advertisement of the Good Co., Lethbridge, Alta., reproduced here occupied twelve inches double column, and appears to lack in points of particular interest. The subject matter of the ad. admits of considerably more snappy treatment. To begin with the headline seems a little too long and is rather of too general a nature to occupy the most prominent place in the ad. Suppose the ad. writer took as the basis of his headline the fact that a carload of new goods has been received, and opened up his ad. something like this: "More Dainties From the East;" or, "Eastern Delicacies for your Table." Follow the headline with a brief paragraph something like this:

"Another carload of high class groceries has been received the contents of which awaits your attention in our store. Come down soon and make your selection while the stock is most complete. Just as an example of what we can do to help you in giving your table that dainty

variety which is always desired by the bright housekeeper, note this list:"

Then follow along with a selection with names and prices displayed in black-face type.

The paragraphs concerning butter, coffee, tea, vegetables and ice-cream are

Good Quality and Good Service at the Lowest Possible Prices is what you Get at This Store

We have just received another CAR LOAD of HIGH CLASS GROCERIES from the East, consisting of PREMIER CANNED GOODS, all varieties HEINZ'S pickles, soups, olive oils, etc., etc. Gallagher, Holman & La France's Fancy Hams, Bacon and Lard; New Brazil nuts; WAGSTAFF'S JAMS, JELLIES AND MARMALADE; Fancy Coffee put up in 1 lb. and 3 lb. fancy tins; our Special Blend Ceylon Tea in bulk; and a number of other articles.

The following are a few prices on these fancy lines:
Premier Sliced Peaches in large tins. These are something choice and taste just like fresh peaches. Price per large tin 35c
Premier Raspberries in 2 lb. tins, ea. 30c
Premier Red Pitted Cherries, 2 1/2 ea. 30c
Premier Strawberries, 2 1/2, ea. 25c
Premier Sweet Potatoes, large tins, ea. 25c

HEINZ'S GOODS

Fancy Sweet Midgots, in 19 oz. bottles, ea. 50c
Fancy Chow Chow, medium size bottle, ea. 35c
Fancy Soups, in tins, small size, ea. 15c
Fancy Soups, Tomato, medium size, ea. 25c
Fancy Olive Oil in 3 oz. bottles, ea. 65c
Fancy Olive Oil in 15 oz. bottles, ea. \$1.15

GALLAGHER, HOLMAN & LA FRANCE'S HAMS, BACON AND LARD

These are the finest goods we have ever had in the cured meat line. Try a sample order and see what they are like. If you do not agree with us on the quality, you can return them and get your money back. The price is also low when you consider the price that pork is worth now.
Hams, whole, per lb. 25c
Bacon, whole, per lb. 28c
Pure Hog's Lard, 2 1/2, ea. 75c
Pure Hog's Lard, 5 1/2, ea. \$1.25
Pure Hog's Lard, 10, ea. \$2.45
Boiled Ham, sliced, per lb. 40c

CLOVERHILL FRESH MADE CREAMERY BUTTER is expected in tomorrow morning. We guarantee every pound of this butter fresh made. Owing to the scarcity of butter and the raise in price by the creamery we still have to charge for the balance of this month, per lb. 45c

We will have other brands, at per lb. 40c
Remember we can only get a limited supply of Cloverhill butter now and in order to be assured of getting it you will have to place a standing order for this butter.

NEW LAID EGGS arriving daily, price per dozen 25c

Extra Quality Coffee in Fancy 1 lb. and 3 lb. Tins

We are safe in saying that this coffee is the finest quality coffee sold in the city and while we charge absolutely nothing for the tins you would have to pay from 25c to 50c each for these tins without the coffee. Every tin is hand painted and they are very serviceable after the coffee is taken out of them.
Price per 1 lb. tin, ea. 55c
Price per 3 lb. tin, each \$1.50

Our Special Blend Ceylon Tea

This tea is equal and usually better than tea you buy in packages at 50c per lb. Our price per lb. bulk is only 40c

We are receiving daily shipments of FRESH FRUIT AND VEGETABLES direct from the growers. These goods are always sold at the daily market prices. Remember that we are the fruit men of Lethbridge.

Good's Delicious Ice Cream

is manufactured on the premises in large quantities daily and we sell both wholesale and retail. No order too large for us.

THE GOOD CO.

HIGH CLASS GROCERS AND DELICATESSEN MERCHANTS AND WHOLESALE ICE CREAM
PHONE 525 PROMPT DELIVERY

A Lethbridge, Alta., Newspaper Ad. Reduced From Double Column Space.

pretty well written and displayed and could not be improved to any great extent either in appearance or in manner of expression.

Is there a waste of paper and twine in your store or are you using the most economical sizes of both in wrapping parcels?

Customers who are treated in a short and snippy manner by the salesman will be pretty apt to make short and snippy purchases.

POTATOES 28c A Bushel

We have a very fine sample of Rural New Yorkers and other brands of potatoes that are equally as good. All sound and warranted free from frost that we are offering at this ridiculously low price for quick clearing. You can't buy at the market at this price. Order a bag by phone 83

Cooking Onions 25c peck
Dutch sets at 10c quart
Potato sets at 10c quart

Here is a Treat for the Working Man

With every 25 cents spent at our store on Friday and Saturday and all next week we will give 3 large herrings that will be enough for a family of four persons. Meat is high so don't miss this offer.

Working shirts and overalls from 50c up. Special Oilskins pants and coats for teamsters and milk route men.

New Florida Cabbage and Celery.

SMITH & BALL

The store that makes good their ads.
Phone 83

An Ad. From a Picton, Ont., Daily Newspaper.

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Employes Giving Away the Business Secrets

Injuries Caused by the Talkative Clerks — Often Responsible for Losing Good Store Customers—Necessity of Merchants Using Care in Selection of Clerks and of Educating Them Along Scientific Lines.

By W. E. Mantony.

"Talk business," is a business axiom, but there's a right way to talk business—likewise a wrong way.

It's years ago, but even to this day I can never pass a corner grocery without thinking of the man who poured three or four city lots and a couple of houses into one, and the girl clerk who told us all about it. The man was once a farmer, and the farm bought him his city lots. His store was bright and clean—at Christmas time, and maybe once in the spring; and he used to dun his debtors whenever he needed the money, but not otherwise. A girl clerk with a tongue a yard long often did the dunning.

Evidently on this occasion she felt that in dunning she was sinning horribly against good taste, and that so flagrant an offense as asking for her employer his just due demanded something by way of apology or explanation.

"Mr. Douglas is horribly hard up, you know," she gushed, "and he really needs the money or he wouldn't ask for it. He's had to turn back a couple of drafts already this week, and there's a note to Tomkinson for \$210 coming due to-morrow."

The lady of the house expressed her sympathetic concern, coupled with the hope that now the spring was coming on business would pick up.

"Oh, I don't imagine it will," candidly confessed the girl. "Mr. Douglas has never done much business there. It doesn't seem as if the location were good, or something. He's been going behind right along. Why, he's lost three lots and two houses trying to run that grocery. He'd sell out only the stock is so run down, and the business has got to be so small that nobody feels like taking it because it would be just like starting new and building it all up again."

This was just one customer. Imagine that clerk dunning five or ten every day, and gushing in like manner to every one of them. Advertising—well, it just advertised the luckless Douglas into insolvency, whither he was speeding fast enough anyway. For, when all is said and done, the average buyer, odd though it may seem to the casual looker-on, prefers to patronize the successful business man and shuns commercial communion with the failure. It's doubtless, instinct, with a little layer of logic piled on top, the logic being that the grocer who goes into the hole

does so because of shoddy methods, and shoddy methods imply shoddy goods.

In a long experience with clerks of all sorts, in all lines of business, I have never met a clerk who approached that one in capacity to divulge to all the world what should be business secrets. Hence, she must have been the astounding exception that, by striking contrast, emphasizes the good judgment which as a general rule characterizes the clerk's words in discussing his employer's business.

The Banker the Only Exception.

Nevertheless, the horrible example is one that every clerk in just beginning should hold steadily before his mind's eye. For every clerk is a putative business man, who may some day, and bably will, conduct business for himself. And one of the first essentials of a successful business is the ability of the Man Behind to keep a straight face and tight-sealed lips when troubles threaten. To his banker in times of financial stress as in all other times he should disclose his business affairs with the utmost frankness, because the banker has interests kindred to his own, can usually advise him wisely, and in any event can be counted upon for secrecy. But the banker is the one exception to the rule.

The average young clerk is enthusiastic. Every day he enters into the possession of new facts regarding the business in which he has embarked and the firm with which he is connected. In his anxiety to pose before his friends as one well informed, the temptation is all powerful to disclose all he has learned each day to admiring friends before he seeks his weary pillow. As rapidly as the mysterious book of business opens before his eyes, he longs to read off everything revealed by its pages to those who are interested in him and his work. The naturally reticent clerk can tell how, time and again, he has confided to some one facts which, a moment later, he would with better judgment have sealed in his own breast. And if the clerk with good judgment experiences and surrenders to the temptation, what must befall the clerk whose judgment is in whole or in part a missing quantity?

Giving Away Business Secrets.

Down east I knew a young man who held and still holds a job as bookkeeper in a retail store. In a small city the bookkeeper not infrequently

does a turn at clerking now and then, and when the monthly accounts are made up trots around town with them—partly for the sake of the airing, partly because there's no one else to do the work. The music of his own voice is dear to this clerk; and I have known him, after collecting an account or even after merely presenting the bill, to sit down in the debtor's kitchen or parlor as the case may be and impart a wealth of information regarding the accounts he has to collect, the debtors who pay slowly and those who pay quickly, what excuses they give and what is their probable reason for getting behind. If the debtor isn't shrewd enough to infer that his failings will likewise be narrated at the next port of call, then he is far denser intellectually than the average of the great army of debtors, and if he doesn't see that clerk depart with a more or less healthy frown against the man who employs him, he isn't human.

The fact that where merchants' association collection departments and the accompanying delinquent lists are maintained the information these departments secure is limited strictly to members, should be a pretty good guide of conduct for the clerk who has to do with his employer's accounts. Trade etiquette and the prospect of similar return favors justify one merchant keeping his fellow merchant informed regarding the non-paying idiosyncracies of the people who buy from him, but whether John Smith is a dead-beat or not is none of the general public's business.

It might, theoretically, be better for all concerned were the contraction of debts constituted by law an absolutely public matter, just as are the proceedings of a police court. But the whole trend, alike of legal decisions and of business practice, is in the direction of secrecy.

BRINGING BACK CUSTOMERS.

Perhaps it is a little brightening up that the store needs. Unless watched carefully the interior of the store will become shabby and more or less forbidding. No one likes to purchase goods at a mussy or dirty store, and this observation applies with especial force to a grocery store where a considerable portion of one's food supplies are obtained. Keep everything clean. Keep it bright. Keep it arranged in an attractive way. The extra effort required doesn't amount to much and the effect is almost incalculable. Customers will return again and again to a clean, well kept and attractively arranged store, when they will never go back to one that presents the opposite appearance. The influence of this particular of business is more far reaching than seems possible, and for many years never had any attention devoted to it.

A Score of Practical Suggestions for the Clerk

Leaks in a Grocery Business Which Can Easily be Averted With Closer Attention—Judgment in Buying Counts for Much—Hints on Arranging Stock, Weighing Goods, Sweeping, Etc., Given by a Clerk.

By A. H. Atkinson.

Attention to the smaller details of a business decides to a great degree, the success of the enterprise. Perhaps this is more true of the retail grocery business than any other. At any rate many grocers are daily losing money in ways that might easily be averted if they instructed their clerks to attend closely to the small store leaks and watched them themselves.

Grocers claim that they cannot weigh 100 lbs. out of a cwt. of sugar. As this is one of the most staple articles and as the profit is generally small, much attention should be paid to it. There is a tendency to give overweight, and in many establishments too large a quantity of the sugar is spilt over the counter and floor in the process of weighing.

Sugar should be weighed in spare time so that there will be no occasion to spill any or to give overweight. Sugar, too, should always be stored in a dry place so that there will be no loss on account of the sugar hardening or sticking to the bag.

Another article the clerk should be careful of, is the paper bag; more so as they are given away. The different sizes should be arranged in a rack so that there will always be the required size on hand and that there may be none scattered about the floors. It should always be remembered that goods look smaller in quantity when placed in a large bag, and there should always be a roll of paper of short width in which to wrap the smaller parcels.

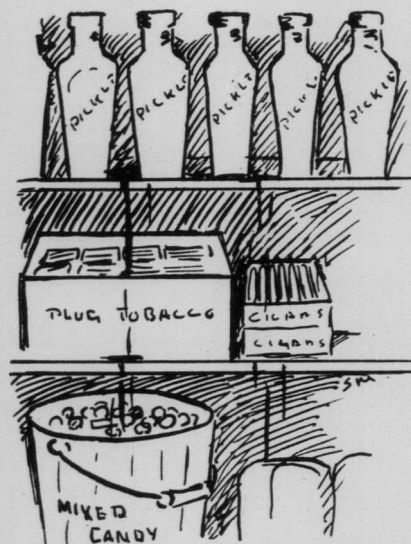
If a grocer handles oranges and lemons but does not sell large quantities, always keep them wrapped as they are much more liable to spoil with the wrappers off. This fruit, too, should be placed in a prominent place in the store, so that it will be turned over quickly and if a case of oranges or lemons with some spoilt is received, always pick the fruit over, removing the bad ones, otherwise they will spoil the fruit which they touch.

Care of Smoked Meats.

Smoked meats should always be wrapped in air tight paper as they dry out a great deal if exposed to the air. Keep the surplus stock in a cool place. For cheese, the new glass cheese cases are more preferable than the old upright cases as the cheese will not dry out as quickly.

Inattention to stock causes enormous losses in many grocery establishments. Not only are many articles spoiled by lying a long time on the shelf, but nearly every article in a grocery shop deteriorates with age. Special precaution should be taken to place old goods to the front where they will be sold first.

Goods such as yeast cake that is especially affected by lying on the shelf a long time, should not be opened until the old stock is completely sold out. Be sure and place goods that sell only part of the year in a place so that they will be all sold before their season is over. Judgement should be used in purchasing goods when the selling season



Clerks Should be Careful Where Bottled Goods are Shelved—The Vinegar From a Broken Pickle Bottle will do Much Damage to Goods Underneath.

is about over. It is better to buy a small quantity and sell it all than too much and have part left on your hands.

Scientific Management.

In order to successfully manage a grocery store, a grocer must keep his stock complete and still not overbuy and have goods become old before sold. Buy articles that sell slowly in as small quantities as possible, even if the price is a little more. One can usually get a shipment of groceries in a day or so and it is not therefore necessary to overload. A grocer should keep his stock fresh.

If you keep your sugars and cereals in barrels, always see that the covers

are on, as they keep them clean from dust and dirt from the counter. A good cover may be made by tacking ordinary cotton over a hoop that will fit over the top of the barrel.

Any line which is at all liable to leak from the vessel it is in, should be placed on the bottom shelf and away from other goods.

We find that grocers still continue to place meats and butter together in the refrigerator and this in many cases spoils the flavor of the butter. Butter should be wrapped in extra large oiled paper so that it is completely shut off from the air.

Grocers who handle coal oil should take great pains to have it placed by itself so that it will not damage other goods, and to keep it well covered as coal oil evaporates a great deal in a short time.

If package tobacco is handled it is well to always keep a jar with a sponge in it, well filled with water in the case. A juicy vegetable or apple if placed in the caddy with chewing tobacco, will keep it soft and moist.

When goods are placed in the cellar, they should always be put on a platform, as dampness will make wrappers on goods look old and in some cases spoil the goods.

Brooms ought to be displayed brush upward in racks made for the purpose to keep them in shape and so that the corn will not become broken.

Hints on Sweeping.

Another thing to which I might draw the merchant's attention is sweeping—the grocer's daily task. Nothing makes goods look worse or more unsalable than being dust covered. In sweeping the broom should be drawn along the floor and not sprung out in a manner that shoots the dirt ahead and raises the dust. There are also many sweeping compounds made now that make sweeping easier.

Although the smaller items count a great deal, perhaps there is nothing as important as judgment in buying and close attention to the stock.

Keep on friendly terms with your store neighbors. Take time to visit around among them a little. It will pay you in more ways than one.

The politeness of the salespeople in a store ought not to be five dollar or ten dollar politeness, but the politeness that is born of common courtesy.

Where one man has succeeded by sheer good luck ten have succeeded by sheer pluck and in spite of plenty of ill luck.

It is all right to be sociable and chatty with a customer, but be sure you know how much of this to mix in with the business talk without spoiling a sale.

KEEP CUSTOMERS.

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Salesmanship and its Relation to Retailing

The Salesman is Born Not Made Says One Retailer—Development Comes With Opportunities—Methods a Retail Salesman Uses to Sell the Goods—Where the Other Fellow Falls Down—The Value of Judgment and Personality.

By Frank Mather.

Some men are born endowed with brilliant faculties which elevate them to positions impossible to the average mortal.

Music has had its grand old masters; literature too, painters and sculptors there have been whose sublime achievements will perhaps never be equalled. In the development of electricity, it has been the privilege of but a comparative few to fathom its possibilities and to perfect them. In mechanics, in the conquering of the air, in every walk of life there have been the favored few possessing a peculiar adaptability which the rest of men have designated genius.

Salesmanship may be catalogued in the list of arts and its importance to-day may be entirely attributed to the great strides that have been made in business. Recent years have resounded with an unbroken echo of the word 'system' which has wrought amazing changes in business methods and the present century prides itself upon its advancement in this regard.

An Important Link.

But in the completed chain connecting the manufacturer to the consumer, no link requires more careful attention in its forging than that representing the salesman. To-day, perhaps, there is a traveler trying to sell battleships to Brazil; another is selling locomotives in Chili; a third is talking binders in Russia; another is pushing canned goods in Montreal and still another is selling general merchandise in a small store at Hogg's Corners.

A manufacturer said recently that he was at his best in attending to that part of the business but he feared that he would soon be insolvent had he to do the actual selling.

But, while pointing out the important part that salesmanship plays in the great game of commerce this is intended to deal with its potentialities in only one branch—the grocery business.

"The salesman is born, not made," was the opinion expressed by a prominent grocer when asked his views recently. This does not preclude the possibility of a clerk becoming a valuable man behind a counter. If it did grocers would find themselves with but few assistants for the ranks of "to the manor born" salesman are at present not over populated.

Becomes an Early Issue.

Salesmanship sprouts in boyhood. Reverting back to your school days you can

remember the lad who always had more trinkets than others. He did not get money from home to buy them for his parents in almost every case needed every cent for household necessities.

The necessity of depending upon himself cultivated and strengthened his natural bent. If he had a knife it seemed to be sharper and more useful than others. Had he an alley it would almost win marbles itself. His tops seemed to spin longer and in fact everything he possessed seemed different to similar articles owned by other boys. He was continually trading and bartering and invariably received the long end of the deal.

The average successful grocer is a fair salesman. If he is not, he deserves commendation for steering clear of the rocks of failure. Realizing the importance of good salesmanship he should impart his ideas to his clerks if only for the selfish reason that his business will be strengthened thereby.

"I first try to get my clerks interested in my business," I heard a merchant say the other day. "The deeper interest they show the more valuable they are. It probably means that they should be paid more and it is also a matter pertaining to themselves for they will secure a closer insight into the grocery business.

"To secure their enthusiasm I take them at times into my confidence. It may be that I will get a good suggestion now and then, but it particularly creates a kindly feeling that must be engendered to build up a strong business."

Actions Louder than Words.

"There is no use in preaching to them. Action count every time. Instead of saying: 'I want you to take as deep an interest in the business as if it were your own,' do things from time to time that will keep the enthusiasm alive and keen.

"I tell my clerks the cost of practically every article and I have found it profitable. For instance a woman asks for butter of a particular kind. Now, if you have another butter that is equally good but which returns you a better profit it is surely worth while telling the customer that it is good butter, that it is a cent cheaper and that she will find it satisfactory. Do not misrepresent. If it is inferior tell her so or don't mention it. Give her the butter she asks for rather than run the risk of displeasing her by not being candid.

"Butter is simply an illustration. It represents almost every article in the store. Don't give this liberty to a new clerk. Wait until you are satisfied that he is worthy of the trust. Once he is allowed to suggest in this way, however, you will find that he will take greater interest because it enables him to test his salesmanship. Suggesting is a practice that should not be followed too often and careful judgment must be exercised.

"A good salesman, however," went on the grocer, "naturally possesses the faculty of judging rightly.

"A customer will be pleased if she finds that she can secure a class of goods that is not of inferior quality but is a trifle cheaper than the kind she has been getting.

"Know your goods. To suggest in the manner referred to demands that the clerk knows exactly what he is talking about. Having satisfied himself he should be cautious. Ask an intimate friend to try the cheaper kind and if opinions agree then it is safe to suggest.

"Some grocers do not tell the cost price to the clerks. I intimated to mine that this was a privilege, and I have never regretted this step, in fact I am satisfied that it is a good one.

Bonus to Encourage Clerks.

"Encourage the clerks. They will appreciate it and it will be an incentive to do better. I have adopted the practice of giving a bonus at the end of the year. It is reckoned according to each man's sales. It helps to foster enthusiasm. Besides it is advisable to hold out a financial inducement. Clerks are only human, anyway, and this is but another form of encouragement.

"I allow the weekly half holiday during the summer months and in the matter of hours I try to be as considerate as possible. When clerks are bringing suggestions to you; when they prevent waste about the store and remain of their own accord after hours or take it upon themselves to keep the windows well dressed you can then feel satisfied that they have the proper interest.

"But to teach them tact, good common sense, patience, cheerfulness, the art of accurately judging a person's character so as to deal with him or her in the right way, is difficult.

"These are natural gifts, but of course must be developed. The true salesman possesses them all.

"Salesmanship is a big broad subject. Why there is one part—I call it hypnotic suggestion—that alone is of utmost importance. Some clerks have the method of suggesting articles with the result that nine times out of ten the original order is doubled or trebled and the customer departs pleased that she was thus reminded. Another clerk tries the same thing and fails. He might even name the self same articles but wouldn't make a sale.

Could Sell Mud at Times.

"I remember talking to a traveler one day on this subject and he remarked, 'There are times when I could sell mud if it were decently labeled.' I was glad he was carrying a good stock otherwise

more than one grocer would have suffered for he certainly knew how to sell and he never loaded me up either."

The grocer thus concluded, "To be a good salesman you must know your goods, and know their prices. You should not have to ask some one else; you must love selling them; you ought to feel that you would rather get five or six good orders than have your supper; you must know how to suggest extra articles and know when to stop. Then you are only beginning. After that it depends upon your personality. You may acquire the necessary tact and judgment but without personality the trade will hardly point to you as a natural salesman.

Essentials to Salesmanship in a Retail Store

Handling Various Customers and How to Obtain Their Permanent Good-Will—Knowledge of the Goods Required and Methods of Securing It—The Kind of Salesmanship That Attracts and Sells More Goods.

By H. D. McMullen.

The requisites for a good salesman seem to be practically the same, no matter what line of business one enters.

Recent conversations with men who were pointed out as the two best salesmen in their respective stores, threw a little new light on this large and already much discussed subject.

In the first place there was a considerable outward difference in the methods of the two. The first was a well educated man, with a good address, polished manner and a general talking ability. Perhaps his usual line of conversation would not appeal to the average hard-headed business man, but it must be taken into account that the majority of customers are women, as far as the retail grocer is concerned.

The man must evidently have been a good reader of all the latest "best six sellers," or at least if he wasn't he had read mighty thorough reviews of them. It was not often he spent sufficient time to talk of such matters, but when he did it always had a good effect. He talked well about his goods, and nearly always managed to sell the highest grades kept in the store. He did not sell to so many more customers than the next man, but his customers were of the wealthier class, to whom he evidently appealed, and their orders were worth several smaller ones.

As far as actual working knowledge of the store stock, there were a couple of his fellow clerks who could have given him points and then left him behind. He was there to sell as much as he could, and his performances in that line proved that he was of the stuff of which sales-

men are made. He relied on his personality for making customers, rather than on the store, its goods, and his knowledge of them.

True Type of Salesman.

The other man referred to was really the truer type of grocery salesman. He knew just where everything in the store was, knew a lot about the history of each article so far as its manufacture and source were concerned; he even had at his fingers' end recipes for preparing delicious concoctions from his wares. A suggestion here and there from him helped his customer with her buying, and it was all done rapidly yet not hurriedly. There is a great difference, by the way, between these two words. Speed is an essential in a modern store, and yet to hurry a customer is the worst of judgment. Conversation about the weather, etc., have no need of being indulged in. There is plenty of material for the necessary conversation in suggestions as to what to buy, how to prepare it, and any number of other points having a direct bearing on the sale. A customer will think more of the salesman if he shows a thorough knowledge of his trade and has helpful suggestions ready for her than if he attempts to interest her in something entirely foreign to the business in hand. There may be an exceptional man who can make use of such conversation to promote sales but he is the exception, and not the highest type or salesman at that.

Personal acquaintances are on somewhat of a different plane. With them, topics of mutual interest are perfectly

in order, but the large percentage of custom is from strangers or acquaintances made in the store.

There are many elements which go toward making a salesman. Perhaps the most important one is to know what you are selling, its price, where it is kept in the store, and its uses. If you know every article in the store well enough to make an interesting talk about it, you have the most important element for your position.

Perhaps the second requirement is a memory for names and faces—know your customers when they enter the store and address them by name, and you have gone a long way toward making a friend and steady buyer.

The ability to talk to the point, which in many lines comes first in the list, is probably not deserving of better than third for a grocery salesman. It is of the greatest service in pushing new or additional items. The man who can convince a customer she wants certain goods she isn't sure she does want is a valuable man to his employer. But to do so he must know the goods, and he must have a knowledge of his customer to a certain extent. Given these three requisites a man should be able to keep his sales well above the average, even if he has only those three.

A Strong Point With Women.

Personal neatness is of great assistance, and in fact the untidy clerk is an unnecessary adjunct in the grocery business. Cleanliness appeals to women in a marked degree, and the man who looks after this detail has a much better show than the one who doesn't. To go into a store and be waited on by a clerk who hasn't shaved for a couple of days, and has forgotten to wash his hands that morning, gives a bad taste to the customer and the poor, inoffensive goods usually take on a suspicious appearance.

Politeness in all things is essential. It is really a part of all the other requisites. A surly, ill-mannered clerk will lose customers for their very fear of having to be waited on by him. No grocery can afford to have a man who does not always show the proper attitude toward a customer.

There is no need of being servile—simply a placing of the customer in the place she should be, that of the buyer. You wish to have her buy. Then it is ridiculous to imagine you will help matters by trying to show that you got out of bed on the wrong side that morning. Ordinary, every day civility is all that is necessary.

Ideas of Others Valuable.

A careful study of one or more good trade papers will always help the salesman. The exchange of ideas carried on

by such a medium gives a new light on an old subject and helps over many an awkward place. There is always something more to be learned about your business. Never forget that. Talk to the older men in the business and you can always pick up some hint that will help.

A general study of prevailing market conditions is a necessity to the ambitious salesman; and who isn't ambitious? Very often such study will enable one to give his employer a timely hint about the prospect of a rise or reduction in price of some article. Remember that no one is infallible. Even the best men in the trade sometimes make mistakes, and the man who saves such a mistake is going to be better looked after than the one who doesn't.

In conclusion just remember that the store's welfare means yours and that anything you do to advance its interests is going to help you and, vice versa, anything injuring the store injures you, and you can't go far wrong.

TURN-OVER ONCE A MONTH.

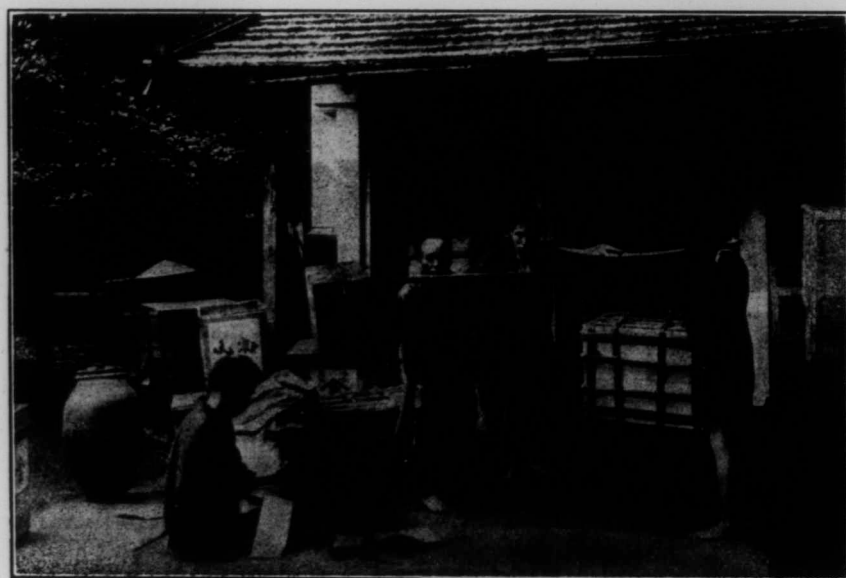
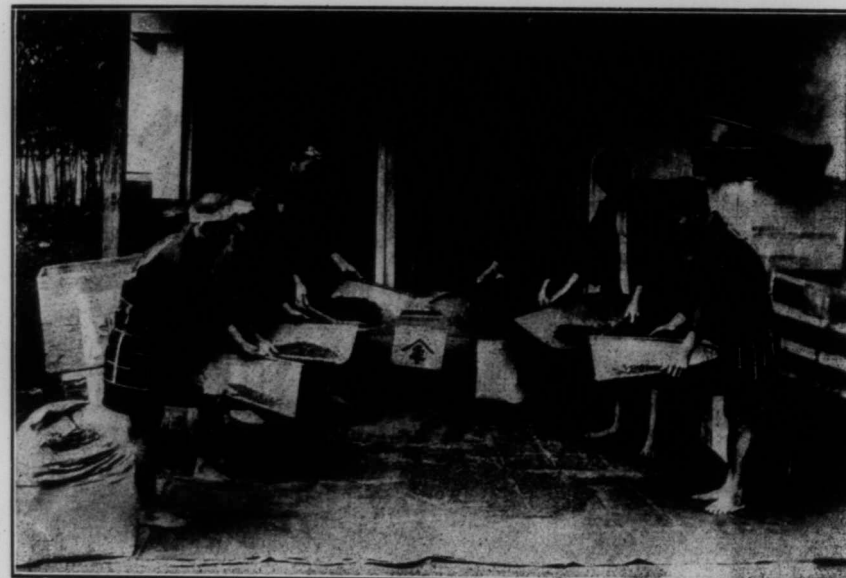
What may appear to be an innovation in retailing, is the endeavor of H. E. Weldon, Winnipeg, to turn-over his stock as far as possible once each month—twelve times a year. Those who have practised for years a turn-over of three or four times a year until they have made themselves believe that it is impossible to do otherwise, will no doubt be interested in Mr. Weldon's policy. The main part of the management which Mr. Weldon depends upon to carry this out is the buying. Being in the same city with several wholesalers, it is not necessary to order such a quantity of any lines of goods that cannot be sold out within thirty days. As a consequence he buys in small lots, and in this way finds no difficulty in taking the regular discounts, and never allows the wholesaler to have any credit.

Mr. Weldon admits that the complete monthly turnover is not realized yet, but believes that as business grows, and the matter of stock control becomes a finer science, that it can be accomplished.

Because one has always done things a certain way is no excuse for continuing to do them in that way after it has been proved wrong.

Try imagining yourself in your clerk's place and see what kind of an employer you are making. The good employer gets the good service from his clerks.

The service of a clerk must pay a profit just the same as the goods sold must. If you are paying a clerk a salary equivalent to all the money he makes for you, where do you come in?



TEA PICKING IN JAPAN.

No. 1.—Sealing raw tea leaf just brought from the field; No. 2.—Fanning light leaf off; No. 3.—Weighing package of temporary cured tea.

Getting Full Value From the Store Telephone

How it Should be Used to be Made a Profitable Investment—Its Relation to Salesmanship—Should be Attended to Only by a Careful and Capable Person—The Limit Which Must Not be Exceeded—Retailer Predicts Big Future for it in Scientific Retailing.

"Taking orders over the telephone has grown to such proportions in the grocery business that it is admitted one of the most important departments, and as such demands an attendant who will get as much business as possible out of this convenient invention."

J. F. Holloway, proprietor of a grocery store at 1265 King St. West, Toronto, felt that he was voicing an opinion that was shared by the progressive grocers throughout the country when he said that.

"Everybody realizes the rapidity with which the telephone has spread its influence, until to-day we are dependent upon it in countless different ways. In our business it has made itself felt particularly during the past few years, and I believe it is really in its infancy.

"If the rate can be reduced and placed within the reach of the masses it is impossible to estimate the extent to which it will be subscribed for. In any case the telephone is not going to lose its hold on the people and we can take it for granted that the present growth will experience no diminution.

Reduced to a System.

"The adoption of the telephone as a business channel in the grocery trade followed in the natural order of events, although it has taken time to reach its present development," he said. "Every morning at a particular time we telephone to the most of our customers for their daily orders.

"Of course, we make previous arrangements with them in this regard, for some do not wish us to call every day, while others desire two services a day. This is a small matter and is easily adjusted.

Getting Big Orders.

"A clerk calls at the residence of those who are without telephones, according to the long established custom, but I believe that of the total number of orders received in a day the telephone brings in about two-thirds of them. For several reasons customers prefer to 'phone in their orders. Since they are paying for the service they want to get the value of their money from it. It is convenient to them and altogether from their standpoint is, I suppose, to be desired. The telephone having come into such general use it is obvious that the person receiving the orders must be thoroughly capable.

"When a customer sends in a list of goods, there is a great possibility of her ringing off without any suggestion from the salesman of articles she may need. The clerk will ask: 'Now, is there anything else you need to-day?'

"'No, I think not, thank you; Good-bye.'

"In almost nine cases out of ten there are other things she needed, and intended to ask for but overlooked or forgot when asked for her order. It is right here that the possibility of losing business arises. Under the old system your clerk was at the rear door of a residence or in the kitchen, and if he knew his business, it was a rare occasion that the customer remembered when it was too



"She should be thoroughly familiar with all the goods in the store, the prices, the quality, etc. She must be tactful and should possess as keen a sense of salesmanship as any of the clerks."

late in the afternoon that something had been neglected. The important point under the telephone system of present day methods is to prevent the customer ringing off before the clerk has suggested articles in the same manner as under the old way on the rear doorstep. If this is not accomplished there is a strong possibility of the grocer losing a certain amount of trade every day from each customer through the telephone system. In that event the new way would prove a detriment to the grocer rather than a boon. Of course, if the customer recalls an article she needed, as a general rule, she immediately phones.

"But there is still the morning suggestion problem.

Capable Girl Answers Phone.

"With book-keeping systems simplified to a great extent a girl is not encumbered with them and in fact has a certain amount of spare time. For a num-

ber of reasons it is desirable that, if at all possible, she should receive the orders. As a first requisite she should possess a pleasant voice.

"There is a quality to particular voices to which one likes to listen in contrast to those which grate on the ear, creating a feeling of aversion. This is a minor point, but details are important in business.

The Gift of Salesmanship.

"If your book-keeper is taking the orders, she should be thoroughly familiar with all the goods in the store, the prices, the quality, etc. She must be tactful, and to get the most out of her position should possess as keen a sense of salesmanship as any of the clerks. When she has obtained an order and the customer begins to think of other things the girl should suggest along this line, 'We have fresh strawberries in this morning at 15 cents,' or 'fresh vegetables,' or 'Do you need any canned goods?' or 'Have you run out of cereals?'

"The right person can cover considerable ground, and do it in such a way that the customer is not bored.

"The clerk should have sense enough to know when to draw the line. But as regards that old time question, 'Is there anything else, to-day?' it should be an unknown quantity, for the usual answer is a hesitating 'No,' which really means 'Well, I can't think of anything just now.'

An Important Question.

"The right person at the grocery end of the line can be of great service both to the customer and employer, and if the office girl is trusted with the work she should be capable. If she is the saleswoman you want, she is worth paying a good wage, for in other positions she would receive a good remuneration and have shorter hours.

"If there were a school to train girls in this work she should be a graduate, although in most cases the business sense is inborn and needs but a little direction.

"The telephone question is certainly an important one and demands careful attention in order that, while the customer is getting the convenience, the grocer will not lose any business.

"There are grocers who receive the telephone orders themselves, but the particular method employed depends upon the individual grocer's personal ideas and doubtless many plans are followed with gratifying results. In any case the question is of such importance that it is worthy of the grocer's most careful attention."

Annual Turnover More Than Thirteen Times Stock

Basis on Which Montreal Grocery Firm Works—Gross Profit Between 20 and 25 Per Cent. With Net Profit About 7 or 8 Per cent.—How the Store and Cellars are Laid Out and the Equipment—Quick Delivery System for Phone Orders—Business Methods Used.

Fourteen years ago two young men, cousins, collected \$400 each and using the total \$800 as their capital, started a grocery business in Westmount, Que. The start was made in a tiny store 15x30, at 4122 St. Catherine St., which they occupied for only one year.

Little improvement was effected by their first move. The second store was little larger than the first and no better situated. However they stayed there until 1900, three years, and were successful. In fact so much so that when, in that year a chance occurred to buy the fine corner property, 4120 St. Catherine St., 25x110, just opposite their original stand, they were in a position not only to do so, but to build a fine store on it in addition. In the new quarters business grew by leaps and bounds. In 1902 the quarters had become far too small, and it was found necessary by the partners to buy the adjoining lot, also 25x110 feet, thus making the finished store 50x110 feet.

As the business grew it was soon found to be more economical to house delivery wagons and horses in a stable of their own, so the partners acquired a lot immediately back of the store and put up a fine fireproof building 50x50, in which are full accommodation for the eleven horses and seven wagons now used.

As to the firm itself, it is as before

stated composed of two cousins, Thomas C. and George A. Dionne.

In a recent conversation with the former regarding their success and to what it might be ascribed, he said that "it was the result of personal supervision combined with careful buying, and a large turnover at a comparatively small margin of profit."

Turnover Thirteen Times the Stock.

Regarding the latter part of this statement he gave the following data: "We carry a stock of only \$15,000 and yet our turnover last year was fully \$200,000. The largest stock we have in the store during the year is naturally at Christmas, and that was only \$20,000, so you can see at a glance what I mean with regard to the amount of turnover. It is a poor month when we cannot turn over as much as our entire stock."

In reply to a question on the margin of sale Mr. Dionne said: "From 20 to 25 p.c. is all we attempt to make on the goods, and we find this gives us net seven to eight per cent. on our annual turnover of \$200,000—in other words \$15,000 a year."

Their Store Equipment.

In the beginning of the business the partners had no assistants. All the work was done by themselves. Now they employ a staff of thirty; there are five phones in the store. The horses

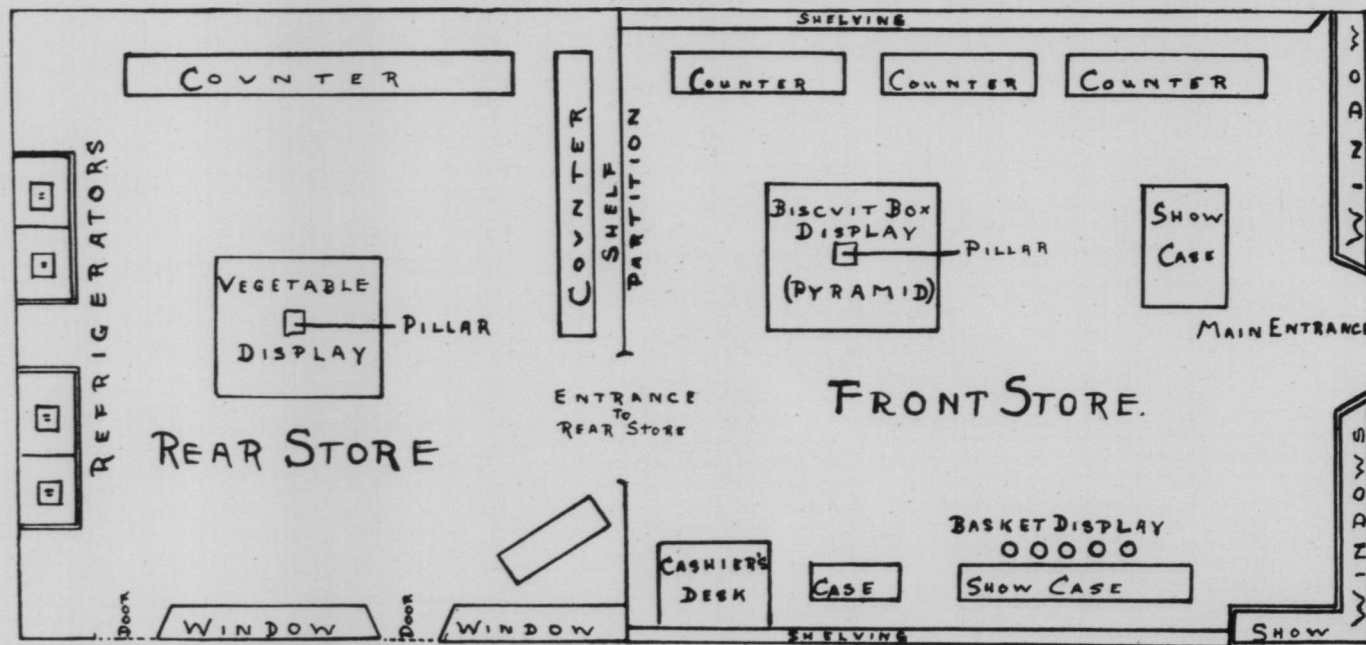
are eleven in number and the wagons, seven. This is certainly a change from the original \$800 start.

A cashier is employed who receives all cash for sales, thus avoiding chances of mistakes among the clerks, to a large extent.

The business, as far as possible, is conducted on a cash or seven day credit basis, but of course, catering to the best class of Westmount trade, it is impossible to insist on these terms, so a good many thirty day accounts are carried.

There are a large number of points about the store which are unique. The most important which strikes an outsider is the roominess. The interior arrangements help to intensify this impression.

Probably the accompanying sketch will show how this is accomplished better than any description. Great use is made of the shelving space, but goods are kept well out of the central part of the store except for one large central display, which is changed from time to time. The scattering of a few show cases helps to give the idea of roominess, and yet with no sense of poverty, or lack of materials for filling up the store. The shelves, loaded with all varieties of eatables in profusion, entirely counteract any such impression.



Front and Rear Store Plan of Dionne & Dionne, Westmount, Showing Relation of Counters and Silent Salesmen to Entrances.

There is an air of comfort and room about the store, which is seldom seen.

FISH AND MEATS ON DECK.

The front section of the store is devoted entirely to the regular grocery trade, while the rear part is a fish and meat market. Most of the vegetables are also sold in the back, as the refrigerating rooms are there.

Of these refrigerating rooms there are two—the one used for meats and fish, the other for fruits, vegetables and butter. They are large, each being 10x10 and are capable of storing considerable of the stock of these articles kept by the firm. The remainder is kept for them by the cold storage concerns.

The Cellar Enlargement.

One of the most systematic and in many ways perfect cellars is under Dionne & Dionne's store, that can be found in Montreal. The rooms are large in the first place, lighted throughout by electricity, and in them everything has its place.

There are two different sections. The one for vegetables and perishables of all sorts is kept in a somewhat colder condition than the other part by the simple expedient of having the two refrigerating rooms spoken of previously, just above it. In this section are arranged bins of varying sizes to hold the different vegetables. They all face the centre of the room and enable the clerk to obtain quickly what he has come for. In the larger cellar everything has its place. Imported goods are in one section, canned goods in another, broken packages of all kinds in another, and so on.

A unique feature used which is seldom seen, is a barrel rack. A heavy wooden stand, almost a partition, is equipped with arms running out like the top arm of the letter K. These arms are so placed that an opened barrel will be held between them and yet be at an angle sufficient to keep the contents from rolling out. They are placed at such a height that other barrels, unopened can be placed under them, which device also places them at just the right height for their contents to be most readily accessible. They are great space economizers, for, as every grocer knows, the barrel is about the bulkiest package in his store room and takes up a great deal of valuable room.

Plan of the Stables.

A word is certainly due the model stables in use by this store. They have cement floors throughout their two stories. The walls are one foot of solid masonry and the doors are covered with heavy sheet metal.

On the second floor are the stalls and fodder. The horses mount by a corrugated pathway which winds up through the central portion, and is wide enough

for two abreast. On the main floor are kept the wagons. Windows are plentiful, and there is a light, comfortable, and healthful air about the whole building.

As to the growth of the business, it has been little short of phenomenal. Politeness to any and every customer in the store, no matter what their appearance of wealth or otherwise, may be, is insisted on by the proprietors. Speed is also commended, and suggestions for economies in time are often put forward by the clerks. The general appearance of the store is a matter of pride to both employer and employe and pains are taken by all to keep it looking right at all times.

Up-to-the-Minute Phone Service.

The phone service is a feature. Special wagons are kept for phone orders and prompt deliveries insure satisfied customers. The five phones are busy most of the time. Energy and push are self-evident factors in the store's success. In that atmosphere a customer unconsciously feels that it is not fair to waste the clerk's time, and thus selling is greatly facilitated.

Staple Articles Handy.

Those articles, such as tea, sugar, coffee, etc., which are included in most orders are placed right at hand, while articles only called for at longer intervals are relegated to the less accessible shelves and bins. In this way much time is saved, and time is money to every grocer.

The windows, seven in number, are always kept neat, and good displays are made, though so far this has not been followed up as some grocers do. The truth is there are few experts in window dressing among modern grocers, and it takes an expert to continuously keep up original and striking displays. "Failing to get the exact man we want," said Mr. Dionne, "we encourage the clerks to think up ideas and then put them into our windows.

"By this method we obtain a number of good windows, which we change as often as possible."

Altogether it is a pleasure to enter a store where system and courtesy walk hand in hand as they do in the store of Dionne & Dionne. At the present writing they are paving the way for further enlargement by buying the lot directly back of the store, thus making a lot of 50x190 feet, which gives them plenty of room to expand.

The first annual trade excursion of the Buffalo Wholesale Merchants' Association was held recently through many cities and towns to the south and east. It was designed to enable the heads of the wholesale firms in Buffalo, which deal with retail merchants of the cities visit-

ed, to get into direct touch with them. Souvenirs were passed around all along the trip, and by seeing their customers in their home towns under natural conditions and talking to them personally, instead of through a third party, the wholesale merchants considered they were better able to understand and appreciate the local business. Over twenty-five cities were visited and nearly 400 miles were covered in the trip. The wholesalers were well pleased with the trip and cordial relations were established with their customers in the various towns and cities.

THE TAX ON PEDDLERS.

A Brandon, Man., Grocer Thinks It Should Be Greater.

By Geo. White.

A peddler is a man who pays a mere pittance to the community for the right to sell goods to the consumer. He calls from house to house, carrying a few lines of goods that have a good profit, having no stock of any account, and very little capital invested in the business. At times he cuts the price on the store-keeper.

A peddler does not meet all the wants of consumers, whereas a merchant does meet their requirements. A store adds to the value of the real estate in the vicinity in which it is established, because it meets the immediate wants of the consumer; the merchant is there at reasonable hours to supply those wants, thus he is a much greater benefit than the peddler.

Then why should he have to pay more for the privilege of doing business than the peddler? In general the store stands for the public interest and the peddler for his own sole interest. Consequently the peddler should pay a tax in the community according to the business he does. If he does not handle as much money as the store keeper his profits are greater because he has little expense, and he has the same chance, if not a better one of doing business with the public as the merchant. Therefore I claim that considering the chances of each for doing business the peddler should be taxed the same if not more than the merchant.

I do not believe it is right to let "foreigners" have a license to peddle through our country and get all the information they want about it—which may prove detrimental to our interests in general. The information they gain in this way is often worth more to them than the profit they make on the goods they sell. No doubt peddling is a great source for getting information.

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Talking Up and Selling New Lines of Groceries

**New Brunswick Merchant Uses His Shelves as Salesmen—
Makes a Window Display When New Goods Arrive—Store Plan
to Aid in Giving Good Service—Package Goods Opened in Base-
ment—No Foodstuffs Left on Sidewalk.**

"I believe in making my shelves do duty as salesmen and consequently I keep changing the stock around at frequent intervals, so that my customers will not always see the same goods when they come in. When I get a new line, I usually put a display in the window at once, and then, if it is package goods, I keep them in a prominent position on the shelves in the front of the store. When the demand seems to be falling off I shift them to the rear and replace them with something else."

This was the substance of the reply made by Walter Gilbert, proprietor of Gilbert's Grocery, St. John, N.B., when asked what system he adopted in placing the various lines of goods that an up-to-date grocery has to handle in these days.

Mr. Gilbert insists on his clerks bringing to the attention of customers every new line that he purchases. He tells them to take pains to show goods but not to attempt to force sales. Often some lines will be shown to customers with no apparent result until some days have elapsed. Then there will be a call for "that new stuff you were showing me."

This grocer does business on the principle that one can never tell when seed judiciously sown may bring forth fruit, so he keeps on sowing.

St. John has many fine grocery stores and Gilbert's is claimed to be one of the finest. It is about 35 by 40 feet, situated on a corner in the business section of the city. It has five good sized show windows, which are always neatly trimmed, a tiled floor, fixtures finished in mahogany with scrollwork at the top and marbelized glass panels dividing the different sections.

The ceiling is finished in mahogany with large square panels of marbelized glass and when the lights are turned on the effect is striking. Silent salesmen showcases, computing scales, machines for cutting cheese, ham, bacon, etc., a cash register and two telephones, are utilized in carrying on the business.

Packages Opened in Basement.

There is a large basement and a warehouse at the rear for handling heavy goods. All package goods are taken into the basement through a window from the sidewalk and are opened below. There is an entrance to the basement from the centre of the store, though this entry is artfully concealed by a large fixture with shelves at the sides and a table top.

A small room back of the main selling counter is utilized for storing delivery

boxes and it proves a convenient arrangement. The office is situated upstairs in the warehouse at the rear with a window overlooking the store so that anyone there can see all that goes on in the store.

Mr. Gilbert employs three lady clerks and one man in addition to the teamster. He has two telephones so that customers can get in communication with the store at almost any time at short notice.

By a systematic arrangement the delivery of goods is carried out with little delay after an order is received.

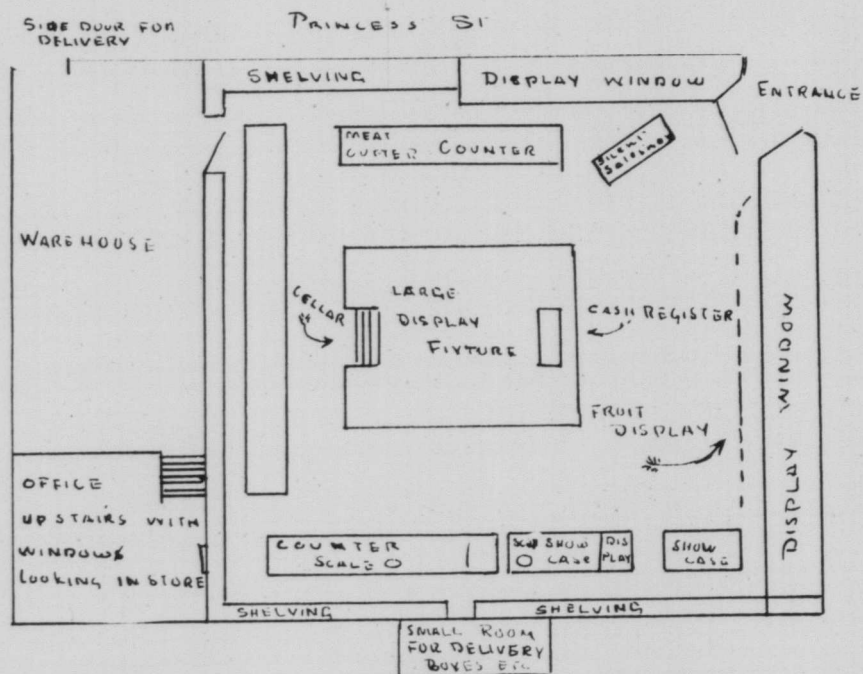
No Goods on Sidewalk.

Mr. Gilbert is strongly opposed to the practice of displaying goods on the side-

J. J. Higgins, known as "the man from Seattle," said:

"We have a blackboard in our meeting rooms and when we have time after our sessions, I make it a point to get up to that board and do some kindergarten work. The points we try to bring out are the cost of doing business, the shrinkage of goods—a point many grocers forget—and then we get at it. We find the average cost of doing business is 17 to 18 per cent. A great London statistician has found that the average cost all over the world is 18 p.c. The reason the great department stores and chain stores cannot put the small retailer out of business is that they cannot cut down this cost of doing business. When you know this cost and the percentage of shrinkage we can find what the profit is and the system is most helpful.

"It requires intelligent co-operation to get the best results. The trade press has done much to bring about



Plan Showing the Lay-out of The Gilbert Grocery Store, St. John, N.B.

walk in front of the store as he claims it does not help sales but rather hinders them owing to the untidy appearance of the goods after they have been exposed to the dust of the street for a time.

He believes in changing his window displays frequently and also in having attractive advertisements in the local papers. He watches for the arrival of *The Canadian Grocer* each week and says he gets many helpful suggestions from its pages.

FIGURE IT OUT ON BLACKBOARDS.

At the convention of National Retail Grocers at Springfield, Ill., last week,

such a co-operation. Remember in this organization we are only trying to eliminate some of the savage features of warfare. On the Pacific coast we strive only for the trinity of interests, the retailer, jobber and manufacturer, and our plan has done much to restore the proper relationship between these factors."

Self-confidence is a quality that is desirable and necessary in making a business success, but don't get it mixed up with that self-satisfaction which is a vastly different thing.

The Relation of Store Architecture to Service

Ground Plan of a British Columbia Store Built With a View to Paying Scientific Attention to Customers—Necessity of Having Some System When Building—Business Often Depends on Store Site.

The grocer who uses science in retailing must have a conveniently laid out store. He must pay attention to store architecture when he decides to build or if he purchases he must rearrange his counters, office, store fixtures, etc., to obtain easy access to the goods he has for sale and more particularly to those which are in the greatest demand.

Time and attention should therefore be given to the designing of the interior of a new store which is intended to be utilized by a grocer who desires to be up-to-date and practical.

Every detail should be carefully thought out in order to produce an interior which will provide convenience to give satisfaction and the finest service to the general public.

A western Canadian store which was planned with the express purpose of giving

side street as shown in the illustration gives every facility for unloading heavy goods direct into the warehouse.

Casks, etc., can be taken into the yard; unloaded through the back doors into the storage room and taken by hoist to the floor above.

In the warehouse everything is in order as well as in the store. There is a wall shelf for surplus goods and a box enclosure a foot from the floor and 6 feet high for cereals, fitted with sliding doors. Toilet rooms are also located there.

Store Interior Lay-out.

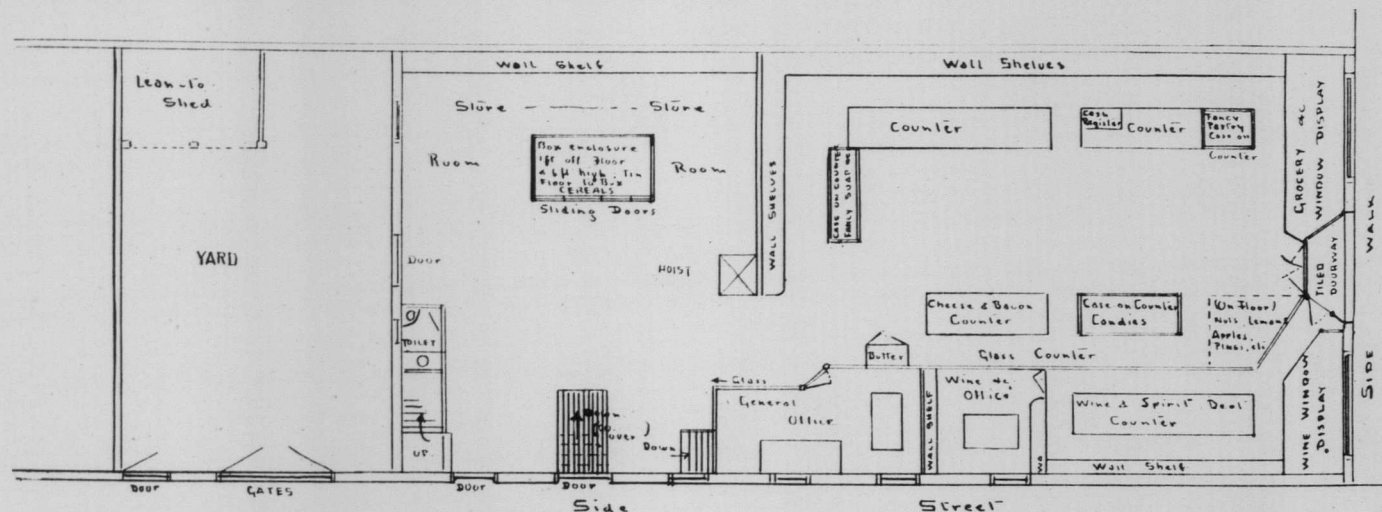
The store proper has two large show windows along the front, separated by the doorway, the floor of which is of tile. To the right are two counters 16 and 20 feet long respectively, the first containing a glass pastry case and a

The Saunders Grocery Co. believe this to be one of the necessities of store architecture if customers are to be held by scientific service.

FROM MAKER TO RETAILER.

At the recent convention of the Ontario wholesale grocers, a number of resolutions which had been passed at a previous meeting of retailers were submitted to the wholesalers. One was as follows: "That it is the opinion of this meeting that it is not in the best interests of the grocery trade that some few retail houses should have the right to purchase in large quantities direct from the manufacturer and that this privilege be not allowed to all."

Objection to a portion of this clause is raised by Colin McNab & Co., of Dartmouth, N.S. "We believe," they state, "that all dealers should have the right to purchase direct from the manufacturer, provided their orders are large enough. The word privilege should not have been used in the resolution. We believe, however, that if the manufac-



Ground Plan of The Saunders Grocery Co.'s Store, Victoria, B.C., Built to Give Rapid Service.

ing the best possible service is that of The Saunders Grocery Co., Victoria, B.C., the ground floor of which is shown herewith. It was built in 1890 on the same site on which the first Saunders store was erected in 1866.

The present block including this store is constructed in a substantial manner of brick, stone and cement dressings. It is two stories high and there is a deep, dry cellar under the whole block.

Choosing a site for a store is also an important matter. That of the Saunders Grocery Co. is an ideal one, fronting on Johnson St., within two blocks of the railway depot. The thoroughfare passing it is an exceedingly busy one but the

cash register. At the end of the second counter and at right angles to it is located a show case for fancy soap. Wall shelves surround the whole.

On the opposite side are cheese and bacon counters, confectionery counter, butter refrigerator, wine and spirit department, wine office, and the general offices.

The store including warehouse is about 96 feet long and 40 feet wide. With the yard at the rear the total length is about 120 feet.

Chief of all the features are the conveniences supplied which tend to give a service that every customer will appreciate.

turers continue to protect the jobbers they should see to it that the retailers have the same protection and should not allow firms that buy at producers' prices to retail to consumers.

"This practice prevails here and is very unfair to those who are denied the right to purchase at the low prices given their competitors."

If you have any of the high and mighty kind of clerks who treat a customer as if they were doing her a favor to wait on her let them work for some one else.

Scientific Methods Used in Store Arrangements

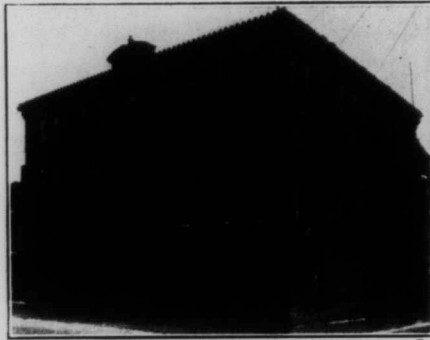
What a Large Halifax Company Has Done in Equipping Their Grocery Store According to the Latest Business Ideas—Reducing Service to a System at the Same Time Securing an Arrangement That Pleases and Attracts—An Interior in Harmony.

Science in the grocery business!

Examine the accompanying reproduction and try to contrast it with an interior of one of the pioneer stores. You may remember one of the typical general stores, but if not, a good idea may be formed by recalling some of the features that were described by our grandfathers. There are stores in existence, which are but little better than those of pioneer times.

Vast improvements have been made in recent years, and throughout the country are to be found many stores which are thoroughly modern and are keeping pace with the general progress of the age.

The illustration shown herewith portrays the interior of the grocery store of T. F. Courtney & Co., of Halifax, N.



Exterior View of T. F. Courtney & Co.'s Store, Halifax, N.S.

S. It is scarcely necessary to emphasize the good taste dominating the entire arrangement. It is not only pleasing to the eye, but it is serviceable and this

combination is the keynote of store interiors to-day. The floor itself is about perfect. It is of hardwood throughout and firm underfoot. There is no tripping over knotty and uneven surfaces. While it may be said that the floor is really a secondary consideration, yet the whole effect of this interior would have been lost if the floor had not harmonized. A glance at the ceiling bears out the same idea. A good setting has thus been secured and the silent salesmen, steel chairs, and other handsome fixtures are in perfect accord with the general interior. The combination thus harmonizing brings out the best results, which would have been entirely lost had the ceiling been left bare.

A glance at the illustration at once suggests a completeness and compactness



The New and Commodious Store Interior of T. F. Courtney & Co.'s Store, Halifax, N.S.

which is admirable. Attention is directed to the silent salesman, one for confectionery, the other for fancy soaps; also to the auxiliary shelving and the fancy biscuit and dried fruit display receptacles on the right of the picture. The shelving and the arrangement of the articles displayed thereon all around the store is a feature.

On the left hand side are noticed computing scales, cash register, refrigerator, demonstrating counter, and the system of compact containers, which also display dry fruits, biscuits, etc. These

are behind the counter on the left. The counters themselves are attractive and rather ornate. The lighting system has not been neglected, and is a feature of the store, at the same time corresponding with the general good taste displayed. An electric coffee grinder, which grinds a pound of coffee in fifteen seconds is among the fixtures. The office is on the right hand side in a convenient position, and is not an obstruction to business. The owners take great pride in their business and enjoy a large patronage.

had the control of the department of public safety, which comprises the police and fire departments, street lighting, leasing of city lands, etc. He has shown marked ability in this work, giving to the service of the city those qualities which have made for his success in his own business.

Takes the Cash Discounts.

He is a shrewd and careful buyer and believes in taking advantage of all cash discounts. He attributes his success to strict attention to business and careful and courteous treatment of his customers.

The accompanying plan of the stores gives one an idea of the systematic layout and the neat appearance of the premises.

Fish and Meat Departments Separate from Grocery

Plan of a St. John, N.B., Store Designed to Give Adequate Service—The Fixtures Include Show Cases, Cash Register and a Large Glass-front Refrigerator—Delivery Yard Paved With Asphalt—Location of the Office.

Designed with the view of affording the best facilities for carrying on a general grocery, meat and fish business, the store of Vanwart Bros., at St. John, N.B., seems to meet all the requirements. The grocery department is bright and roomy with everything conveniently arranged for quickly catering to the wants of a varied class of customers. The fish and meat departments are located in an adjoining store with a separate entrance from the street and a connecting passage between the two stores.

In the grocery store the windows are low and narrow and a good opportunity is afforded to make an effective display. It is the policy of the proprietor to have changes made in the windows every few days so that passersby are always seeing something that suggests itself to them as desirable to take home. The counters are neatly kept and the show-cases are attractive.

A feature of the store arrangement is the large number of pyramid displays of package goods. The sides and rear are banked high with nicely arranged showings of canned goods, cereals and bottled goods.

Flours and meals are all kept under cover in specially built receptacles, a glass case is provided for bread and the office is so situated that anyone working there can see all that goes on in either store. A cash register is placed in a prominent position.

Has Plenty of Light.

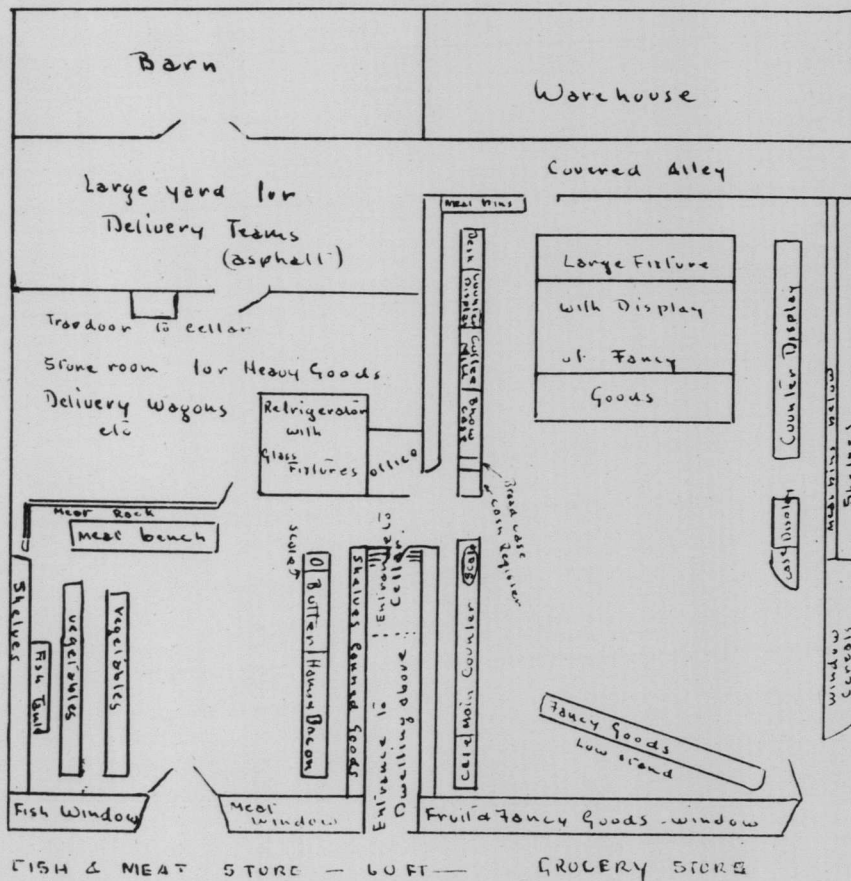
At the rear of the meat store there is a large glass front refrigerator and back of the stores is a large covered alley and yard with asphalt floor for delivery work. There are five large plate glass

windows at the front of the store and one on the side.

The proprietor is John W. Vanwart, who succeeded to the sole control of the business on the death of his brother some years ago. Mr. Vanwart has been honored by his fellow citizens by being six times elected as alderman for Dukes Ward and in his capacity as such has

HOG EFFIGY IN THE WINDOW.

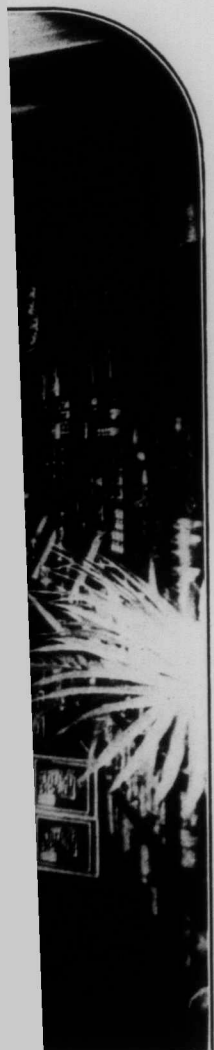
John J. Cocks, grocer, Peterboro, Ont., had a unique window display last week to advertise his lard and bacons. An effigy of a whole hog, life size, was shown in the centre facing out, and this gathered crowds. It was pale pink in color, with dark spots on the body. The mouth and head both moved by clock-work, which could be wound up on one side of the hog.



An Example of a Carefully Planned Store With a Section Set Apart for Fish, Meats and Vegetables.

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Bookkeeping Details Necessary to Buy Carefully

Vancouver Retailer Uses Printed Matter Showing Records of Former Purchases, Market Reports, Firms Selling Various Lines, Former Prices, Etc.—Valuable to Know Stocks Carried by Competitors—Daily Store Sales Itemized—Get All Orders in Writing.

"Quick decisions must be made in successful buying," declares a Vancouver retailer, "with very little preparations for the actual conditions which call for them."

Continuing he said: "To decide in this emergency the general business knowledge comes in.

"Of course, there are mechanical accessories that should be used. These include printed matter showing records of former transactions and prices, trade paper market reports, lists of firms dealing in the various lines, the sales in one's own store, and the goods on hand in a particular line. These are the main points the successful buyer must make use of in renewing stocks.

"An additional item, rather harder to obtain, but useful in many ways, is information regarding the stocks carried by competitors. With this information at hand, the proper systematized forms to work with, and the brain commanding it all, the buyer will undoubtedly succeed so far as his buying is concerned, unless something unforeseen like a bank failure or uninsured fire occurs to overthrow his plans.

"Take for instance the printed matter necessary; there should be a list from day to day of all articles bought, from whom, and the price paid. I use a regular purchase book such as all stationers carry, for large orders, setting a certain figure as the dividing line, and a petty ledger, pocket size for all smaller ones. This system enables me to tell almost at a glance the last price paid, the corresponding price of the year before, and all data connected therewith.

"In a memorandum book I carry all the daily figures of my store sales, itemized as for instance:

Sugar	{	GRANULATED—200 lbs. @
		POWDERED— 500 lbs. @
		LOAF— 100 lbs. @

"These figures are simply to give an idea of the style of bookkeeping and are entered daily. It is easy to see that a

falling off in any one line would soon be apparent, and the cause could then be found and remedied.

"Also the stocks in the store can be readily figured out and new orders placed when deemed necessary.

All Orders in Writing.

"In giving an order it should be on a blank form. There should be no "taken for granted orders" given, as sooner or later there will be a dispute arising and it will leave either one or both parties to it feeling that they have gotten the worst of it. Remember that there should never be friction between buyer and wholesaler, or the mutual distrust and dislike is bound to grow and cause loss to one or both. It is on that rock that so many grocers, who started out well, have split.

"Good feeling between the buyer and the firms he buys from is an essential. The better the feeling, the more chance of success for the buyer and his firm.

Gain in Talking Discounts.

"Let us suppose that an order has been placed. The terms are 30 days net or 2 per cent. off for cash in ten days. Now that 2 per cent. does not look very big to the grocer, but suppose you renew that order in a month. Let us say you renew it eight times during the year. Eight times two equals 16 per cent. which you are making on your money, four times what any bank will pay you.

"Doesn't it look like good business policy to take a present of sixteen per cent. when it is offered you? Of course, capital is necessary to take all discounts, but if your business has been organized in proportion to capital you should be able to pay it. Even borrowing money from a bank is preferable to the loss of that two per cent. It is in just such things as the foregoing that the big grocery successes of to-day are made.

"There are only two courses open to the buyer in his end of the business. The one is to buy for cheapness, the

other for quality as the chief consideration. A combination of the two will not work out. People go to a store either for one or the other and the class of people to whom the former consideration appeals are entirely different in the majority of cases from those to whom the latter is the drawing card. A grocer, to succeed, must hold his customers, and if the classes are different he must not lose the trade of the one in trying for the other. Quality ought to be the ideal consideration in buying. It takes a little longer to work up this class of trade, but it is more permanent, pays a better profit, and brings the best class of trade to one's store. People will soon forget the price if the goods are always of the best.

Buying Goods in Season.

"Seasonable goods must be taken seriously into account. The buyer who secures the first of the new crop of any product produces good advertising material for that department of the store, as well as a better margin, in most cases, than he can obtain for later goods.

"The buyer must receive backing by judicious advertising. If he sees that some particular line is going too slowly, he should have the assistance of some judicious daily paper advertising to lower stocks. In fact, he should act as a thermometer for every line of goods in the store. In the first place he is responsible for the goods being there, and must show that his judgment is justified by disposing of the goods within a reasonable time. Technically the sales manager should be responsible, but too often the buyer gets the blame for overbuying. Of course, in the smaller stores they are one and the same man, but that does not change the situation in the slightest.

"Finally a yearly summary should be compiled from the data heretofore mentioned and from such a summary the weak points can readily be weeded out or strengthened, and the whole buying results of the year tabulated in such shape that they form an excellent guide for the following years. It takes more than a year to build up one's buying system, but an early start saves just so much time, and time is money now-a-days.

Price Book Keeps Close Tab on Goods Bought

This Will stop One Important Leak That Leads to Failure—Necessity of Knowing Amount of Goods Purchased for Special Holiday Seasons and How to Know it—Value of Booking all Orders Given.

By G. W. Brock.

There should be no guessing when it comes to buying and selling. It frequently means that the surplus goes to waste or the price is cut to get it off your hands. In such a case a loss is usually experienced.

A merchant should be absolutely certain about these two quantities for on them depend practically his ultimate success.

But it would surprise a great many merchants if they were told that their knowledge of both, or rather lack of knowledge of them, was tending to their ultimate failure.

Yet at the present time there is a large percentage of retail grocers in Canada on the road to failure. Why? Simply because they do not keep close

track of the proper time? It frequently means that the surplus goes to waste or the price is cut to get it off your hands. In such a case a loss is usually experienced.

Then again, why not have enough goods on hand to supply the demand from your customers?

The man who knows what he is doing—who works on scientific methods—is the man who makes the success.

Value of the Price Book.

Christmas is the best selling season of the year. To know what quantities of Christmas goods which have been bought

knows at once whether a traveler is quoting him a higher or lower price than that given by other wholesale houses. He knows just what quantity he bought on a certain date and how long it lasted. He has the gross cost and discount if any and in this way can figure out his best source of supply for each article he purchases.

Keep Track of Orders Given.

When a bill of goods is bought from a traveler, the grocer should always keep a list in a special book. As the traveler usually makes a duplicate on his order-pad the retailer can often secure a copy

PRICE BOOK

Prunes

DESCRIPTION	DATE	FROM	QUANTITY	COST	FREIGHT	GROSS COST	DISCOUNT
	1910						
California, 60-70	Feb. 25	---	4 cases - 25#	07 - 7.00	---	---	---
French	---	---	---	---	---	---	---
California	---	---	---	---	---	---	---
French	---	---	---	---	---	---	---

A System Which Will Prevent Over-Stocking on Staple Lines of Groceries.

to their businesses—they are not fully acquainted with the best methods for buying and selling.

When I was in Toronto about a month ago a wholesaler told me that 75 p.c. of the retail grocers in that city were not making the business profitable. Whether that is true or not I do not know, but I do know there is a fair percentage of the trade in Canada not yet on "easy street."

Buying can easily be systematized. For instance a grocer can keep track of his purchases for special seasons of the year, as Easter, Victoria Day, Thanksgiving and Christmas. It may cost him or his book-keeper a little extra work but not much, and it means dollars and cents to him.

What is the use of buying goods for special occasions which are not sold in

and sold from year to year is worth much to the grocer.

This can be easily and accurately done by means of a price book. In this are kept the names of the various articles purchased with the description, the date, source, quantity, cost, freight, gross cost, and discount, if any. If the book is ruled somewhat similarly to the page suggested by the accompanying cut the various items can be kept track of with little trouble. The articles should be mentioned in alphabetical order beginning with such goods as apricots, apples (canned), etc.

For a large store a book will last a whole year or more and no more than one page will be scarcely ever be needed for a single article, unless very frequent purchases are made.

By keeping such a book the merchant

from him—all he then has to do is to paste it on a page on the special "Purchase Order Book."

The heading of a page of this book should contain the grocer's name or his firm's name; the date and dotted lines introduced like this:

Bought of
Address
Sold by
Ship, Express, Freight
To be Delivered
Terms

Beneath this heading and separated by two ruled lines there should be columns ruled with horizontal dotted lines under the headings: No.; article; price.

When the invoice comes the goods may be checked; the grocer can look up the order in case of dispute at any time and find from what traveler and wholesale

house they were purchased and the terms. This, too, is a cue for him to go by in giving future orders and buying stocks of new goods.

Again I would advise retailers to take all possible pains in buying; get ac-

quainted with goods and prices and know what stock of any line can be turned over in a particular time or during some holiday season.

The memory cannot hold all this. Get it in black and white.

cer cannot buy in car load lots, and it has been further demonstrated that it is not necessary for him to do so. There are few grocers in Canada that are so unfortunately located that they cannot get goods when they want them; and where deliveries can be made often it is absurd that the grocer should carry the stock.

Knight of the Grip Observes Causes of Failures

Refers to Scientific Methods Which Have Been Neglected and Which Resulted in Losses—Clerks Who Took Over a Business and Failed—Over-stocking and Neglect to Take Discounts.

By F. O. R.

It is an easy thing to criticize, and any one is capable of telling the other fellow what he ought to do. The test comes when the opportunity arrives to put the ideas into action and I am thoroughly sympathetic with the man who honestly tries to make his theories practicable.

My experiences on the road have taught me however, that such ideas that I wish to refer to have been worked out and it is for that reason I do not hesitate to mention them.

A few years ago two young clerks who had been in the same employ for some time concluded that they would buy out their employers, and run the business for themselves. They only reasoned that their employers made it pay and they could do the same; and without further counting the cost or taking stock of their own capacities plunged into the business.

While they were clerking under their employers, they were mere machines and failed to learn the business—no doubt a fault of the employers. They were carried away with the idea of "easy money" and the glory of being "your own boss," and the hard-pan upon which every business must be built was never struck until about a year later when the bailiff took command.

Buyers at the Theatre.

I called at the store a few weeks after the young men took charge of the business and was told by a seemingly incompetent girl behind the counter that Mr. ———, who did the buying was at the theatre that afternoon. On other occasions also I found the men all out, and apparently no interest was manifested in the business.

In addition to this lack of proper control was a weakness in judgment which lead the young employers into needless expense. When they purchased the business and equipment, they were "far-seeing" enough to know that it would be foolish to buy the safe which was in the office of their old employers. It was interesting to note however that within six weeks they purchased a new safe,

paying twice the sum the old safe would have cost.

Overstocked and Missed Discounts.

These are instances which show how absolutely unfit these men were to manage a business. And this unfitness worked itself out in every detail of the management, and was perhaps more pronounced in the manner in which they overstocked with goods, and failed to take their discounts. These men were bound to fail and fail quickly, because of the weakness in every part of the business. But they would have come to grief, just as many others to-day are approaching inevitable collapse, had they been weak in only a few particulars.

One of the outstanding and most regrettable features of the weak grocery business to-day, is the one I have just mentioned—overstocking and disregard of discounts. It has been so for many years and perhaps the wholesaler and manufacturer is partly to blame. Competition compels the travelers to get all the sales he can, but it is not necessary to overload the merchant, and I am sure that no traveler can conscientiously wish to overburden a grocer. It is much better to buy in less quantities and more often. This is the only remedy for this serious malady in the retail business. The merchant that rushes in a large stock of goods that he thinks he can sell and stores them on his shelves for a year after he pays for them, is acting altogether contrary to modern successful business management.

If the goods are not turned over before the interest on the investment is eaten out, the merchant is doing business at a loss. It may not always be simply negligence in the matter of stock control, that leads the grocer to over-stock, but he is sometimes seized with the fit of speculation.

Rural merchants often buy in car-load lots, and finding it difficult to fill a car with the goods that are specially required, will order a line of goods just to fill up the car. The extra supply becomes a drug on the business. It surely has been fully demonstrated that the average gro-

Loss From Potato Speculation.

Speculation must prove to be an unwholesome business pursuit. A grocer in Western Canada bought several hundred bushels of potatoes one fall when the supply was not heavy, thinking that a good profit could be made by holding them until late in the winter or early spring. The scarcity however, induced importers to bring in a tremendous supply—the market was glutted and the grocer could scarcely give away his potatoes. His was a total loss.

The merchant needs cash in his business. Cash comes by multiplying the turn-overs, and when this is done, the taking of discounts is a simple matter. To take discounts is to save money and saving money is the opposite of failing.

There is no doubt that too many grocers in their endeavor to get business often repel a customer by over-zealousness. A case came to my notice recently, of a grocer who called up an occasional customer by phone and made a complaint that she was not buying enough goods from him and that she should not buy from the grocer further up the street. The customer at once became indignant and now does not buy a cent's worth from him. The same grocer would have done much better had he made the interior of his store more attractive. The lady did not take pleasure in dealing with him exclusively for some reason—and it was his business to discover that reason and seek to remedy it. To accept any customer who wishes to come along and ask for time is not businesslike and is not tolerated in the most successful business houses. The repetition of this weakness in the retail grocery business is altogether too frequent, and failures could be traced to this one inexcusable mistake.

Store Fixtures Aid Business.

The installation of modern fixtures to facilitate the display and preservation of goods as well as to add to the general appearance of the store, is an inestimable asset to any grocery business. There is a growing demand on the part of the public for up-to-date grocery stores in every particular, and the one who caters to this demand is the one that gets the business. There may be a danger of over-stepping the limits of capital in this particular, but the careful scientific and capable grocer will keep the premises in harmony with the condition of this business.

Traveler Extracts Good From Mail Order Houses

Gives His Opinions on How Retailers Can Benefit From Them —What They Teach the Consumer—Advantages From Studying Their Advertising and Business Methods — Watching for the Psychological Moment.

Are mail order houses of any benefit to retailers?

At first sight one would naturally say not—but rather a hindrance. But this is not the case according to a Winnipeg grocery traveler. He is a man who observes closely what retailers think and do and he claims that if the mail order house methods, literature, advertising, etc., are used to the best advantage, that retailers will benefit thereby.

How does he explain it? Like this.

"I was in a retailer's store the other day when a woman came in with a page from a mail order house catalogue; she wanted to see how much lower the prices were than those of the grocer, on some lines, her aim being to get the latter to meet them or do better.

"The fact of the matter was that the retailer's regular prices were equal to and some were less than those of the catalogue house.

"I'll venture to say that in future that grocer gets all the grocery business from that family—not only will he get this benefit, but the woman will advertise him every time she has the opportunity, unconsciously, of course. She will tell her neighbors and friends about it whenever the question of table supplies comes up.

Develops Cash Business.

"The mail order house is also an educator of the public. Go to a mail-order house for goods and you pay cash every time; you cannot get the goods without it and that is one reason why those establishments have been successful.

"The general public know they must pay the money over the counter or get the goods C.O.D.; that makes an impression on them when they go elsewhere. They are more ready to pay cash, or buy on a short credit basis, and to do business on a modern basis—they are taught modern methods which benefit the whole community.

Go Out For Methods.

"Catalogue houses also teach retailers to do business in an up-to-date way. I know several retailers who read their ads. every day to get pointers and to compare prices. They get in touch with what is going on from day to day in the

big stores, so as to work more intelligently in their own.

"I know others who regularly visit the mail order houses for ideas. One tells me that he talks to department managers about methods in buying and selling, etc., and finds them always ready to give him information.

"Others watch the windows for display hints. These displays are made by professional men who understand the business and retailers can learn much from them.

"The mail order houses have good live men at their heads, who know when to sell particular goods at the proper times. They always take advantage of special occasions by advertising and displaying to attract the fancies of the pub-

lic. They never lose an opportunity and here's where I think some retailers are slow. They never waken up to push a line of goods until the psychological moment has passed—they wait for the demand, even before they get the goods. When the demand comes they cannot supply it and the trade goes elsewhere, perhaps to the catalogue house.

"Retailers should study to understand their customers better; to know their tastes and anticipate their wants and to be prepared to supply them at the same time if not before the mail order house.

"This is one of the reasons why the latter gets considerable prestige — its heads are bright men with forethought and they strike at the right time.

"I hate to hear a retailer telling his customers that he cannot understand why the catalogue house can sell so cheaply or do this or that. It only means the probability of a lost customer.

"Let retailers get out and learn from the big houses and do business in a way that there will be no guessing and they will lose little trade."

Things Travelers Shouldn't Do



The Too-Familiar traveler who slaps the unsuspecting grocer on the back is not appreciated. While few of this class remain yet there are some who still adhere to this practice.



Scientific Delivery



Cost of Running an Automobile Delivery Service

One Merchant Figures the Expense Out in Dollars and Cents and Compares it With that of Horse Conveyances—Claims That His Two Cars are Equal in Capacity to Five Wagons.

Merchants are beginning to make a study of delivery by automobile. While in Canada comparatively few have instituted the auto service several retail grocery firms have done so in the United States.

Grocers know that the first cost is a big item and they are not as familiar with the expense of running an auto as with a horse conveyance.

F. W. Damour, Jr., Cedar Rapids, U.S.A., has both systems in use. He has three motor cars and seven wagons on the road.

"There is no question in my mind," he says, "but that one of these motor cars will do better work than any two of my wagons every day in the year. The cars make quicker time and give more prompt service, and aside from these points the fact that these cars are the best kind of advertising for the store must not be ignored.

"An automobile delivery car in good paint and attractively lettered is an advertisement of the strongest kind for any store. I do not think a merchant can get more for his money by way of advertisement.

"Of one thing I am convinced, and that is that I can easily do the same amount of work with one car that I can with two wagons."

Figures Out Respective Costs.

J. A. Cordell, Chicago, is another merchant who has experimented with the auto delivery.

Two years ago he had five single-horse wagons and it cost him \$25 to \$30 a month for feed, harness repairs, shoeing, stable charges, etc., for each of these wagons. It took five men to run the wagons. These men he paid from \$12 to \$15 a week each.

He studied the automobile delivery system and decided to try it out, though he was half inclined at the time to believe that he was taking a long chance at a questionable game. He bought two

automobile delivery wagons that cost him \$1,000 each.

Now, at the end of two years, he declares they were not only a paying investment but have already put back into the business more than the price he paid for them. He has just begun negotiations to buy a third car.

These two cars do the work that four wagons used to do. They cost from \$10 to \$12 a month to run, and this includes gasoline for fuel. It also includes charges for repairs. He pays two drivers \$12 to \$15 a week, as he does his wagon men. In fact his drivers are the same men who used to drive his horses.

He still runs the horse wagons because his business is large enough to warrant it.

Worked out in dollars and cents he presents the following figures:

The Initial Cost.

Four horses and single wagons, at \$400 to \$425.....	\$1,600 to \$1,700
Two auto delivery wagons, at \$1,000	2,000
Maintenance cost—wagons:	
Four delivery boys, at \$13.50 per week	\$54.00
Keep of four horses, feed, etc., at \$25 per month each	25.00

Total, per week

Maintenance cost automobiles:

Two delivery boys, at \$13.50 a week	\$27.00
Fuel, repairs, etc., two machines, at \$15 per month	7.50

Total, per week

Comparative Annual Cost.

Reduced to a year's expense the comparative cost of maintenance of five wagons and the two automobiles which do the same work, as given by Mr. Cordell would be about as follows:

Item.	Auto.	Wagons.
Wages for men	\$1,400	\$2,808
Upkeep, feed, fuel, etc... ..	360	1,300
Total	\$1,760	\$4,108

The machines he uses are guaranteed to have a capacity of 1,500 pounds.

"They actually can get away with 2,000 pounds as well" he says. "On long hauls, three deliveries can be made where one can be made with a horse. When we have rush orders the machines are always ready. There is no delay about feeding, for instance. I do delivering with these two cars that it would keep five wagons on the jump to do."

COMPETES WITH CONFECTIONARY STORES.

Prince Albert, Sask., May 27.—A merchant in Prince Albert envied the large trade in candies that a confectionery store was getting, and decided to strengthen his confection department and compete for some of the business. He found that the public as a rule would not think of coming to him for an expensive box of chocolates, but they would go to the confectionery store. At any rate he went after the very best trade, believing that he could make his store known as the "Home of High-class Candies." When customers come in for a fifty cent box of chocolates, as often happened, he would draw their attention to the better goods, beautifully arranged in a glass case. Boxes priced from \$2.50 to \$8 would be shown them, and in this manner he would perhaps sell a higher priced article at a greater profit. In his daily advertisements he made the fine confection feature prominent for the first year, and he surprised himself at the manner in which the public "caught on."

He now employs a practical saleslady behind two glass show cases, and by keeping up his regular displays, his stocks fresh, and by creating business in every possible way, he has realized that the grocer can successfully compete with the exclusive confectioner.

It's all right to say just what you think, but there are times when it is prudent to say it to yourself.

Delivery of Groceries Done at Specified Times

Each Driver Has a Number and Knows Exactly Where to Find the Goods He Has to Deliver—All Goods Put up in Special Department and Leave by a Rear Door.

The delivery department of the Bryson, Graham & Co.'s store, Ottawa, has been planned on systematic principles. It gets its proper attention the same as the selling department.

The grocery section of the store is separate from the rest. It is divided into two parts—the one to the front and inside the street door being devoted to the selling of goods and the other for putting up the orders ready for delivery.

Every clerk who accepts an order from a customer has a number which goes with the order to the clerk in the order department and every clerk who puts up orders has also a number. The same is the case with the delivery men. By this method if a complaint is made about a parcel going astray it can be traced to its proper place by the duplicate sheet.

The accompanying cut shows a plan of the interior. The store proper is on the left. Steps lead from it down to the order department when the shelves are all stocked with goods, where a large refrigerator stands and where the counter on the right of the entrance is devoted entirely to the putting up of all orders. When these are filled they are placed on the opposite counter over

prompt and careful delivery customers should place their orders at least 20 minutes before the regular delivery hours. All deliveries are made from a rear door.

When a complaint is made (which is very seldom in view of this scientific plan) the customer is given the benefit of the doubt whether she may be in the right or not. This insures to the complainant that she will obtain the best of service at the Bryson, Graham & Co.'s store.

DELIVERS AT SPECIFIED TIMES.

Winnipeg Grocer Brings System Down to a Science—Why he is Particular.

R. L. Waugh, Winnipeg, Man., has made a special study of the delivery question. In writing to The Grocer he stated the following:

"No grocer can build up a business unless he has a good systematic delivery. To a large extent it is the foundation upon which the rest of the business depends. When a housekeeper wants groceries she usually wants them in a hurry, or within an hour after ordering.

"If a customer gets to know that she can depend on a grocer's delivery, her

"Now I am convinced that orders of that nature should be delivered by special delivery.

"I have a special boy for emergency cases and use him so often that I could not be without him. But regarding the general delivery I have regular hours at which orders are sent out and I think every grocer should have the same. It is surprising how quickly the people get to know the time your regular delivery leaves. Personally I find the best time for deliveries to leave are 9 a.m., 11 a.m., 3 p.m., and 5 p.m. If the order is in before time, a housewife is sure to receive it on the first delivery. Should the order come at 9.30 a.m. and the customer is in a hurry, then the special might be brought into play; or in case she is willing to wait let it go out on the eleven o'clock dispatch. I would not use the special too often, else the customers might get the impression that you are unsystematic and can deliver "any old time" they feel like ordering.

"Give the customer the idea that you are trying to serve her and the only way to impart this idea is to give the best possible service.

"It certainly injures the grocer's feelings to be told by his customers that his delivery is slow, and that they can get goods down town or a mile away more quickly than from him. When a grocer is told that a few times, he usually gets busy and looks into his system. Each grocer must arrange a system for himself, to meet his own peculiar condition. Each must systematize this feature, so that as far as possible, the slogan, 'the greatest good to the greatest number' might be made actual."

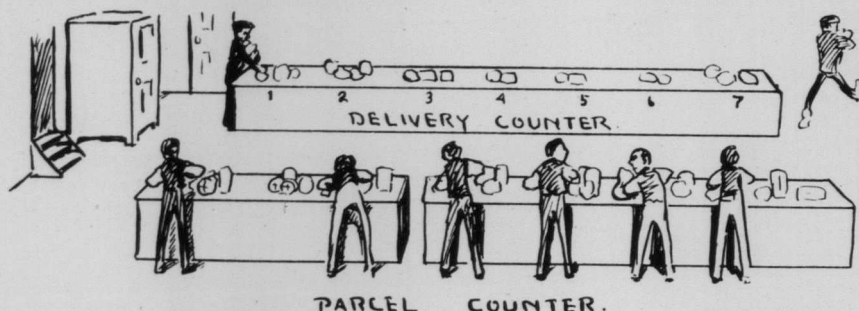
In Brandon, Man., customers order almost invariably in the morning and all they expect is that the goods will arrive sometime during that day. The grocers have been firm regarding their delivery systems and the public have unconsciously surrendered to them.

CANNED GOODS AROUND THE PILLARS.

Ottawa, Ont., May 27.—In grocery stores in the United States, the display of canned goods are featured effectively by simply building the cans about the various pillars that support the ceiling.

A. G. Johnson who, when he travels, is always on the look out for new ideas of this nature, observed this and now he usually displays canned goods in this fashion. Of course only stores which have posts can do it.

If the labels are arranged artistically a display of cans around the various columns can be made to have a magnetic effect on the eye of the customer in the store. It always makes her think of canned goods and often leads to extra sales.



Every Delivery Man Knows Exactly Where to Find His Parcels.

the numbers from 1 to 7 which may be seen in the drawing.

Driver No. 1 has a certain territory and gets the goods for that territory on the counter above his number. The same applies to the others.

Deliver at Specified Times.

The store has regular delivery hours arranged to suit the general convenience of their customers. There are 4 daily deliveries—9.30 and 11 a.m., 3 and 5 p.m. On Saturday there is an extra delivery in the afternoon, the arrangement being 2.30, 4.30 and 6.30.

In the case of hurry orders, parcels are sent by special delivery when necessary. They advertise that to insure

confidence in that store is secured, and she feels that she can depend on getting her goods on time.

"There is nothing more annoying to a housewife, who has planned to have rhubarb pie for dinner and although rhubarb is ordered before 9 a.m., it does not arrive at eleven. Her plans are all frustrated. She goes to the phone and all the satisfaction she gets is "madam your goods are on the way.

Delivers at Regular Hours.

"But the delivery-man may not know anything about the necessary haste, and unconcernedly leaves her order until the last. Then there is trouble, and she may discontinue her ordering.



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Claims Right Way to Figure Profits is on Sales

Expense is Based on Sales and Profits Should be Also—Result of Figuring Profits on Cost—Sales Totals Always Available, While Invoice Costs are Seldom Recorded in Books.

By T. A. Fernley, Sec. U.S. Wholesale Hardware Ass'n.

It is indeed remarkable that on such an important subject as the calculation of profits there should be such a variance of opinion, for the issue involved is vital to the welfare of every one engaged in any form of commercial activity.

True, the vital issue is the showing of net profit or loss at the end of the year when the inventory is completed, but in order that this showing should be satisfactory the proper method of figuring profits should be pursued. In our mind there should be no misunderstanding as to the correct method of calculating this most essential element in every business transaction.

Every man engaged in business ought to be able to see that John does not have 50 per cent. more than James, because James has 50 per cent. less than John.

Yet many business men seem to have persistently refused to acknowledge that any per cent. of a smaller sum is a smaller per cent. of a larger sum, or to put it concretely, that 25 per cent. of 100 is only 20 per cent. of 125, and that 25 per cent. increase over cost is 20 per cent. profit on the selling price.

An incorrect or incomplete understanding of percentage of profits and failure to observe the proper method is the rock on which thousands of commercial undertakings have gone to pieces.

The subject of percentage of profit has not been given sufficient consideration by the school and college text book makers, especially from the standpoint of business men, so that the insufficient and incorrect understanding of the question has led many to falsely believe that the percentage of profit should be figured on the flat net cost.

System Used in Schools.

The method of figuring the ratio of profit on the sale is declared by many who may not be fully informed to be diametrically contrary to the methods taught in our schools, and is therefore loudly decried by those who now insist on using the net cost as a base, to their subsequent loss.

So that it may not be misunderstood, it should be said that it is scientifically correct to use either the cost or the selling price as a base in figuring the percentage of profit, so long as it is stated on what base the percentage has been calculated. This, however, should not be regarded as being in the nature of an academic discussion, for it is certainly the privilege of professional men to hold

any views that they may prefer on this subject; but it is hoped that they will concede to business men the same privilege especially when the method followed has such a decided effect on the volume of net profits realized from the conduct of their business, and permit them to adopt that method which most fully answers their requirements.

School and college text books refer to this question as "Percentage of Gain and Loss," and the initial figure or cost is used as the base.

Some text books use as the base a prime or net cost and again others add a certain amount for expenses, making a gross cost as a base.

Many of the examples given refer to abstract figures, citing such cases as the following:

"If the population of a town increases from 30,000 to 45,000, what is the percentage of gain?
Answer, 50 per cent."

This is, of course, correct, and the words "gain" and "increase" are properly used in this connection, but this bears no relation to the question of percentage of profit as applied to commercial transactions involving money.

With the cost as a base or 100 the text books figure that if 25 per cent. is added the percentage of profit is twenty-five one hundredths (25-100) or $\frac{1}{4}$, which is equal to 25 per cent. In this case we would consider the cost as 100, and the added 25 per cent. would make a total of 125. The percentage of profit would then be 15-125, or 1-5, which would be 20 per cent. profit on the sale.

A percentage of gain or increase of many hundred per cent. is possible, but as percentage of profit is on the sale, one hundred per cent. profit is impossible unless the goods are secured free of charge.

The percentage of profit and the percentage of cost of doing business should both be figured on the same base.

First, let us consider what we use as our cost. Almost all merchants consider as cost the invoice price or "prime" cost, with no selling or other expenses added, merely figuring in the cost of delivery to their warehouse.

All operating expenses, storage, selling, office expenses and every other item of expense must be provided for in the difference between this net cost and the net selling price.

On the other hand, manufacturers very generally start with their shop or mill cost and add to this all the direct out-

lays incident to placing the goods in the hands of the buyer. This includes storage, selling expenses, office expenses, packing freight and all miscellaneous expenses, making a gross cost above which everything is profit.

This fact accounts in a measure for the variance of opinion between some manufacturers and jobbers on this question. Manufacturers are prone to tell the jobbers that on their line of goods a profit of 25 per cent. is made, when the fact is that the gross profit is 20 per cent. on the sale. If arguments of this nature are properly met a change of method of benefit to the entire trade will be effected.

Some of the more important reasons for pursuing this method of figuring the Percentage of Profit on the sale are as follows:

In every business (we refer more particularly to merchandising) two separate amounts of capital are required.

One item of capital for investment in merchandise.

Another item of capital is necessary for operating expenses, such as rent, pay roll, current expenses, selling expenses and all other expenditures not properly chargeable to merchandise account.

All the capital invested in the business must produce a proper return. Dividends are obviously impossible on the entire amount of capital invested unless all is considered in making selling prices. If the percentage of profit is reckoned on the cost of merchandise only, no provision is made for the other item of capital demanding returns.

The sales totals are always readily ascertained, but the total of each individual daily and monthly cost of invoices sold is seldom, if ever, recorded in the books of business houses. Therefore with the sales totals always present is not the sale a proper base for all calculations, and how could cost be considered when it is not definitely known by reference to sales books? Gross costs can only be ascertained from the totals obtained at the end of the business year, and are not shown daily as are the gross sales.

Can Only be Found in Sales.

The percentage of expense of conducting a business may be readily ascertained by dividing the gross sales by the gross expenses. As this percentage of expense in on the sales, it is thought better to refer to the percentage of profit on the sale to avoid any misunderstanding and consequent loss through the use of any other method.

The fact that a profit is not made until a sale is actually effected further advances the selling price as the proper basing factor for percentage of profit.

The salary or other forms of remuneration of salesmen is always reckoned

on the sale and the amount is always based more or less on a percentage of the sales totals.

Mercantile or other taxes of a similar nature are assessed on a certain percentage of the annual sales. Also if any special taxes are levied by the State on the sales of any special goods such as revolvers, etc., the amount is always a certain percentage of the selling price of such items and not a percentage of the cost.

Result of Figuring on Cost.

This illustration shows the greater safety of figuring on sales, especially with untrained minds who do not properly discriminate.

The manager of a business sold an article which cost 80c. for \$1.00, and basing his percentage of profit on the cost figured that he was making 25 per cent. At the end of a given period the sales totaled \$20,000. The manager told a stockholder the amount of sales and also the percentage of profit.

The presumption was that a profit of \$5,000 had been realized, while the books only showed a profit of \$4,000, or 20 per cent. on the sales.

Cases have come to our notice where arrests for defaulting have actually been made in such instances, and the wisdom of figuring percentage of profit on the sale has been taught the prosecutor and defendant at considerable expense.

From an article printed some time ago we quote as follows: "You will find in every arithmetic such examples. A man buys a horse for \$50 and sells him for \$75, what percentage of profit does he make? Answer, 50 per cent."

No more fatal and misleading ones were ever penned. They lead us to think of the percentage of profit from an unbusiness-like standpoint, and cause many business men to think they are making much larger profits than they really are. This makes them prodigal of expense and often leads to a failure which with more thorough knowledge of percentage could have been avoided.

Suppose a man to have in contemplation the sale of a horse on the basis of the above transaction. A broker approaches him and offers to conduct the negotiation. He asks a commission of 33 1/3 per cent.

Now, the owner of the horse, having a profit of 50 per cent. in sight, agrees to this, and the broker, having completed the transaction, renders a bill as follows:

Sold one horse at \$75
Commission, 33 1-3 per cent 25

Due seller \$50

The seller's books would show a profit of 50 per cent. entirely eaten up by a commission of 33 1-3 per cent. Not good figuring, is it? Still, that is the way

nine-tenths of our smaller merchants figure, which fact often accounts for their being small.

Figure Profit on the Sale.

Always figure your profit on the sale. Then you will be on the safe side. To obtain the correct percentage of profit on any transaction subtract the cost from the selling price, add two ciphers to the difference and divide by the selling price.

Example No. 1.—An article costs \$5 and sells for \$6. What is the percentage of profit? Answer, 16 2-3 per cent.

Process—Six dollars minus \$5 leaves \$1, the profit. One dollar divided by \$6, decimally, gives the correct answer, 16 2-3 per cent.

This operation is simple and a knowledge of it being vital to any one engaged in, or intending at any time to engage in business, it should be carefully committed to memory and constantly borne in mind.

Example No. 2.—An article costs \$3.75. What must it sell for to show a profit of 25 per cent. Answer, \$5.

Process—Deduct 25 from 100. This will give you a remainder of 75, the percentage of the cost. If \$3.75 is 75 per cent., 1 per cent. would be 5 cents and 100 per cent. \$5. Now, if you marked your goods as too many do, by adding 25 per cent. to the cost, you would obtain a selling price of about \$4.69, or 31 cents less than by the former method. Which is right?

When you take 25 per cent. off the selling price, figured according to the first rule, you will still have your cost intact. Take 25 per cent. from the second sum and see if the cost remains.

Great Merchant Made Mistake.

A large department store changed hands. The goods in stock, to cover freight and other charges were marked up 10 per cent. They were to be sold at actual cost, but for convenience sake were invoiced as marked. The inventory having been completed, nothing remained to be done but take off the 10 per cent. that had been added.

The parties to the sale accordingly approached the accountant having the matter in charge with a request that this be done. The man of figures set about making an elaborate calculation with this object in view, when he was questioned by the seller as to what he was doing.

"Reducing the goods to cost," he answered.

"Nonsense. Just take off 10 per cent." said the seller.

"Do you want it done that way" asked the accountant.

"Why not?" said the merchant.

"Well, just add 10 per cent. to a dollar and from the amount thus obtained

deduct 10 per cent. and see if you have your original dollar left."

The merchant saw the point at once and said no more to the man of figures, who was saving him more than \$3,000 he would have lost and the buyer gained without either of them knowing anything about it, and all on account of a little lack of knowledge of percentage.

The following tables show the percentage of cost which must be added to effect a given profit on the sale:

5 p.c. ad. to cost is	4 1/2 p.c. profit on selling pcc.
7 1/2	7
10	9
12 1/2	11 1/2
15	13
16 2-3	14 1/2
17 1/2	15
20	16 2-3
25	20
30	23
33 1-3	25
35	26
37 1/2	27 1/2
40	28 1/2
45	31
50	33 1-3
55	35 1/2
60	37 1/2
65	39 1/2
66 2-3	40
70	41
75	42 1/2
80	44 1/2
85	46
90	47 1/2
100	50

A show card writer states, that as satisfactory and convenient an article as a paint for ordinary store work is the use of dry water colors of various kinds, which may be found at any paint dealer's. Drop-black is the most used for black, and flake white for white. The method is to wet up a small portion on a piece of glass, into a soft dough, with water, then use a very small quantity of mucilage made from gum arabic as a binder, working it carefully into the proper consistency to flow readily. Keep it pretty thick if for brush work. Sometimes a very little glycerine will produce a water color paint, which flows freely. Asphaltum with turpentine has been used considerably, but for most store purposes is quite unsatisfactory. Those who do much of this work prefer to purchase some of the "ready to use" products of the market.

The merchant who succeeds is the merchant who realizes that his and his customers' interests are mutual; who studies his trade paper for new methods for the advancement of their interests.

Spend less time in envying the success of your neighbor and a little more in trying to get there yourself.

What other people think about you is always interesting, but only what you think of yourself is important.

An Unscientific Grocer Moving About the Store.

Character Sketch of one Merchant Who Will Never Make a Success—Removing Pickles and Mackerel With the Hands — Marked Indifference so Far as Customers and Cats are Concerned.

By Frank Scott.

He stands outside his place, one hand above his head, grasping firmly an awning pole. A dirty apron has worked itself into a great crease just above a large prominent abutment; often spoken of as a "corporation." A red-faced individual has just been telling him a funny (?) tale, and his great front and sides are spasmodically rising and falling like the great waves rolling in from the sea.

After a time Mrs. Lazybones comes waddling down the street and takes her slovenly form into the store. As Mr. Grocer comes in to wait on her the cat jumps down off the meat counter, where he has just been chewing the juicy end of a "chuck-roast." Our grocer is now moving about quite briskly, at least as much as his bulky form will permit.

The pickles he takes out of the barrel with his fingers, and the same operation



"A red-faced individual has just been telling him a 'funny' story."

Needless to say, he is not overly rushed with business, as a glance at his greasy front and another at the store's squalid appearance seems to satisfy all possible customers. The only way he is able to keep in business at all is by keeping open almost night and day. Some of the goods on his front look as if they had been dumped down about twenty-five years ago and never been moved since.

is performed on a very rusty mackerel. Then he goes over to the meat block and cuts a so-called steak, although it looks more like a 'mis steak.' Now he thinks it about time to wash his dirty 'paws,' so he pulls out a greasy rag from under the meat counter and after a moistening process with the same wipes an additional layer on his dirty apron.

Mrs. Lazybones having been waited on she proceeds to the street, after giving

much information as to how Mr. Lazybones is and about a dozen other smaller Lazybones from the size of a peanut up.

Now, Mrs. Dinah Blacface comes upon the scene and finally decides she wants a piece of beef. So she proceeds to the meat counter, and after handling every piece of meat on the same, she finally decides his prices are too high. So she, too, goes the way of all living, on her feet, not on her head, figuratively speaking.

A Mid-day Nap.

After waiting on a parcel of dirty youngsters our grocer settles himself down on a soap box and is soon off to the land of dreams. The cat again gets busy, some small boys "swipe" some dried prunes from the front of his place, and the world still continues to revolve on its axis once every twenty-four hours or one day. That is about all I remember of geography since I left school. I would not like to tell you how many years ago.

DEVELOP LATENT ABILITIES.

Window dressing, show card writing and "ad." writing play a prominent part in business today, and in the average grocery store a clerk can have many opportunities of developing himself in these arts, if he will apply himself.

He must not expect that the first ad. he writes will find its way into the paper. It may be as good as his employer's, probably better, but it takes time for ability to show itself, and be appreciated. Suggest to your employer some time that you are going to write an ad. Select some article that is seasonable, and should be enlivened, and put your thoughts on paper. Try several ideas and then show them to the employer. He will appreciate your attempt, at least he should, if he is the right kind. Ask him for a criticism when he is not busy, and if he is impressed by your work, there is the possibility of him placing you in sole charge of this department. After hours is the proper time to make your trials. They should not interfere with your work. You may be what is called a 'born ad. writer,' and there is a chance to discover any ability you may possess in this direction.—T. H. T.

How Ottawa Secured Early Closing Regulations

One of the Capital Grocers Gives the History of the By-law and the Troubles That Had to be Overcome—A Comparatively Easy Matter to Educate Public—Advantages Gained by Such a System—Value of Circulating a Petition.

By J. H. Ellis.

The question of early closing of stores throughout the whole country in both cities and towns is often a matter of great interest and discussion amongst all classes of merchants at association gatherings and individually so that a little information from the Capital—the place where they do things—will not be amiss, especially when it is conceded that Ottawa is away ahead of all other Canadian cities in this regard.

Most of the principal stores in all lines of trade that it is possible to regulate, close at 6 p.m. on ordinary week nights and 9 p.m. on Saturdays, while some of the leading uptown stores close every night, Saturday inclusive, at 6 p.m., and during July and August at 1 p.m. on Saturday. In no instance do any of Ottawa's stores close during mid-week for half days, as it will easily be seen that the above regulations meet all requirements.

The best feature of the early closing movement in Ottawa from a general standpoint amongst retailers is the closing at 6 p.m. ordinary week nights and nine o'clock Saturdays. The other special hours are only in vogue among dealers whose lines are not of a daily necessity; but when practically the whole retail trade of the city close their stores at 6 p.m. and 9 p.m., it is worth considering how this great change came about.

In Ottawa about fifteen years ago grocers were in the habit of keeping open all hours every night during the week and often on Saturdays until the last tick of twelve with part of Sunday thrown in waiting for drivers and clearing up. This state of affairs was sometimes discussed among the trade, but it is to Alphonse Provost, of Provost Bros., now of Provost & Allard, wholesale grocers, that the credit is due for starting the ball rolling and getting a petition prepared. He secured a few other merchants who had waited upon councillors, obtained a solicitor's advice, and worked out many other details necessary to carrying to a successful issue a new scheme that at that time was perhaps the first in Canada.

Mr. Provost's assistants were few and his opposition considerable. For, after securing a requisite number of signatures throughout the city and presenting them to the council, the other side got busy and had a number who already signed for early closing withdraw their names, making for a time the first petition useless.

However, the workers kept on and secured a few more names, together with some of those who had changed their mind again, and after a great deal of discussion it passed the council. This petition asked for closing of stores at 7.30 p.m. on ordinary week nights only. No regulation for Saturdays or the eves of public holidays was at that time thought possible.

Police Court Convictions.

Naturally at first it was rather difficult to get a strict observance of the by-law, but in the course of time a few police court convictions soon taught the merchant, as well as the consumer that the law had to be respected and gradually the public recognized that this movement was a benefit to a large class of people engaged behind the counter so that everything went smoothly for a number of years.

Three years ago the grocers again discussed earlier closing. This time the Grocers' Association brought the matter before council, after having decided at its own meeting to ask for a by-law making the hour of closing 6 p.m. on ordinary nights and 9 p.m. on Saturdays. The reasons for this move on the part of the grocers were that they had already realized the many advantages gained from the first by-law, and they felt that even as things were then it was unfair to themselves, their families, their employes, and their churches by keeping their stores open so late, especially on Saturdays. It was unfair to themselves and their employes because a man's evening was not his own when he had to labor until seven-thirty and eleven-thirty; unfair to their families because often the evening meal was not partaken of until after closing; unfair to the churches because of the unfitness of all concerned for morning worship.

This time it was no great trouble to get signatures although a few preferred 6.30 p.m. to 6 p.m. on week nights. Yet two-thirds of the total number of grocers in Ottawa were secured and the petition passed council together with the petition which at that time was gotten up among other lines of trade, excepting fruiterers, making a general closing throughout the city at six and nine o'clock.

General Public Educated.

Sometime afterwards the grocers by-law was appealed on technical grounds by those who wanted the closing at 6.30 p.m. The appeal was sustained, but it was after the people had become accustomed to the new hours so that few took advantage of the privilege gained.

The majority of grocers close with the other retailers at six o'clock. Now some of those who were the strongest opponents of early closing would not think of diverting to the old order of things since they have experienced the advantages of regular and proper hours of doing business. Merchants have found that their business is concentrated more. There is no lagging during the day, when hours were late many people were in the habit of waiting until night to make their purchases. Now, good clerks are more easily obtained. A few years ago it was next to impossible to get young men who cared to apprentice themselves in the grocery business. They preferred employment and justly so, where a day's work was all that was asked and when on Saturdays a man as not expected to work almost two days instead of one. With proper hours employes work with appreciative efforts which is a decided advantage to any business. By closing at 6 p.m. the merchant can take his evening meal with his family which is a great relief to housewives whose duties were so much delayed before.

A great deal more can be accomplished at desk work in the evenings when a proprietor finds it necessary. When the store is closed there are no interruptions such as was always the case previous to early closing. A person's evening engagements, whether business or pleasure, can easily be carried out within reasonable hours.

The effect upon the grocery business may have been changed somewhat, for, perhaps, such side lines as cigars, tobacco, and fruit were a good part of the night trade. Yet on the other hand regular customers still buy as ever and any sacrifice made with transient trade is pretty well offset by the saving in expense, not to forget the relief to one's body which requires some relaxation and change.

In Ottawa on Saturday night it is a revelation to find everything bustle up to the hour of closing and then immediately afterwards to find stores closed up, people wending their way homeward, the only sign of business being the drivers on their rounds, who finish much earlier than before.

All get to their homes at a reasonable hour and are better able to attend to morning worship on Sunday which was always an effort when working until midnight on Saturdays.

In Ontario any municipality can regulate according to statute the hour of closing stores after 7 p.m. on any night,

but for an earlier hour a petition must be secured and if properly and sufficiently signed the council shall pass the by-law as per terms of petition. Of course, in any case the petition is best, for very few councils would care to be placed in a position of having to decide a matter of this kind, but when the required number sign the petition they have no other alternative. They must grant it.

Applicable in Other Places.

In closing I would say to anyone wishing for better hours in their home cities or towns not to imagine that the same results can not be worked out as well with them as in Ottawa, as conditions in the grocery business are pretty much the same all over the country. From the experience gained here it is found that education is the main part of an early

closing campaign. It is not wise to ask for a too radical change at first as you will judge by what has been related.

When getting your petition signed explain it to your customers and agitate through the press as that medium will be willing to assist. Get the clergy to bring it before the people, as it is a good work and of great benefit to their churches. Not only is the advantage gained by better attendance, but where business men who are church workers are of better service throughout the whole week as well as on Sunday.

There are also a great many other phases of the early closing question which are a benefit to a great number of people. I have here mentioned the main facts in connection with the trade with the hope that they may be of some service in other localities.

of it. The large counter has a marble top and is further decorated by a modern meat-slicing machine, and a counting scale. There is a large refrigerator also in the department to keep fresh butter and other perishables.

While at the present time Mr. McLean claims the profits in provisions to be not so great as formerly in view of existing high prices in the raw material yet the profits justify the maintenance of the provision department. He has found a market for ends in some Ottawa restaurants, and so losses from them are prevented.

Caters to Fraternal Societies.

Another market which he watches closely is a number of lodges of fraternal societies, as well as some churches in the vicinity of his store. These institutions require a lot of cooked ham in a year for suppers, receptions and other social functions.

Herein lies a good lesson to other Canadian grocers who want to enlarge their markets for cooked ham, pickles, meat sauces, etc. Churches and fraternal societies are continually holding socials and suppers, and it's very often the man who goes after the business, whether by advertising in the newspapers or otherwise, who gets it.

To go back to the first point: Mr. McLean appreciates—in fact invites—competition. He realizes that it concentrates the purchasing of the people, and when this has been effected he is in a position to get his share of the business and of the profits.

His inference is that if those exclusive provision stores were located two, three or four blocks away then people who wanted meat products would go

Concentration of Trade Gave Him His Opportunity

Why an Ottawa Grocer Instituted a Provision Department in Face of Strong Competition From Exclusive Dealers — These Stores Brought the Buyers to His Locality and He Reached Out For a Share of the Trade—Finds His Well Equipped Provision Department Profitable—Uses Modern Meat Slicer and Large Refrigerator.

To most men the fact that there was considerable competition in the sale of a certain line of foodstuffs would be a deterrent to them taking up that same line.

But that was not the method of an Ottawa retail grocer. He was glad of the centralization of business within a particular district when he decided to establish and make profitable his provision department.

That grocer is C. B. McLean and his store is situated between the retail establishments of two large packers of meats and provision men. All three are on the same side of the street in the same block and the two competitors of Mr. McLean are exclusive produce dealers.

"You see," he said, "I'm between the two, and naturally the buying of meat products and other provisions is concentrated to a large extent in this district."

Most merchants would have complained of excessive competition, claiming that the opposition from the two exclusive dealers would take all the cream off the success, from a financial standpoint, of the provision department.

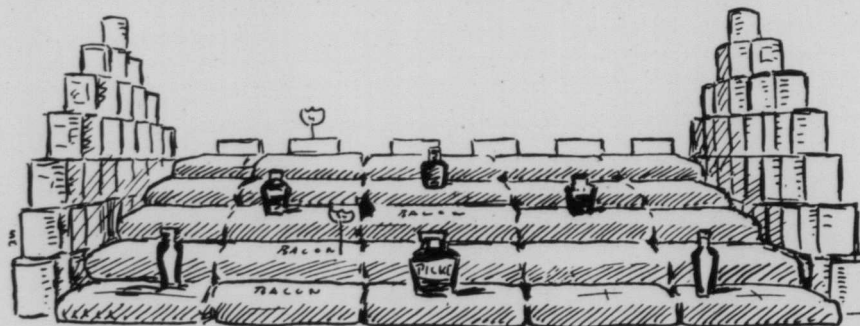
Theory That Worked Well.

Mr. McLean, however looked at the matter from a scientific standpoint. The public in the near-by district at any rate

must come to that locality to buy cooked meats, bacon, etc. It was a centre for that particular class of trade, and why shouldn't he share in the benefits?

He felt from the fact that people came to that street to buy provisions it was sufficient reason for him to capture as big a share of the meat trade as possible.

His logic proved to have a good foundation for he has worked up a good



A Suggestion for a Provision Window—Canned Vegetables are Arranged at the Sides, With Bacon Built up the Centre in the Form of a Stair; Pickles, Sauces, Fresh Tomatoes, Etc., Can Also be Used, With a Few Sprigs of Parsley Scattered Around; Price Tickets Will Give a Still Better Effect.

trade in this department which he has located at the rear of a long store. Regular groceries, confectionery, etc., are sold at the front.

He considers it of so much value to him that he places one man in charge

there for them. But when they are near at hand he believes in his business acumen to attract, at least, such a portion of the purchasers as to make the carrying of meats in the grocery store a profitable and regular line.

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still

"The early bird catches the worm"

There's still a place where the markets are not yet glutted—where every line of business is not done to death!

WESTERN CANADA

No business enterprise is so successful as the one which gets in on the ground floor!

If you, Mr. Shipper and Mr. Manufacturer, of the East, have not yet introduced your goods to the great, growing West, may we do so for you?

We have the knowledge of conditions, the experience, the facilities, the connection, the business ability and the financial standing to do so successfully.

Large track warehouses at the leading strategic business points provide every shipping and storage facility.

Don't delay, but write us to-day for details.

NICHOLSON & BAIN

Wholesale Commission Merchants and Brokers

Winnipeg Regina Calgary Edmonton Fort William

Storage for all classes of merchandise, Cars distributed at Winnipeg, Regina, Calgary, Edmonton, Fort William

BAIRD'S "Second-to-None" Pickles



So called because they are second to none for value.

No other manufacturer has produced a better pickle at the price, and there are few as good.

GOOD, SOUND VEGETABLES and PURE VINEGAR

Low Price High Quality

JOHNSTON, BAIRD & CO.

GLASGOW, SCOTLAND

Agents:—Geo. Stanway & Co., Toronto; W. L. McKenzie & Co., Winnipeg; R. Robertson & Co., Vancouver and Victoria.



WE CLAIM

that about 3 pounds of **MOLASSINE MEAL** given to a horse daily in substitution of same weight of other food will keep him in

PERFECT HEALTH all the year round, and prevent COLIC, DIARRHCEA, COUGH, WORMS, and OTHER COMPLAINTS.

THAT IT GIVES

A GLOSSY COAT and keeps him up to his FULL CAPACITY FOR WORK

Sole Importer

Andrew Watson, 91 Youville Square, **Montreal**

**E. D. Smith's
Grape Juice**
It's delicious, palatable and nutritious

During the grape season, while the fruit is at its best, fresh, ripe Concord grapes are pressed, sugar is added, and the juice bottled and sealed air-tight. The juice so made is as pure as the original grapes, being nothing but pure grape juice, and the proper quantity of the best sugar—no adulterants or preservatives of any sort is used.

Extending all the beautiful, strengthening qualities of the grape, Smith's Grape Juice is an ideal tonic as well as a drink for children and grown-ups. Try it—your druggist or grocer will supply a bottle for you that will furnish from 10 to 15 delicious, nutritious drinks.

The name "E. D. Smith" is your guarantee of purity. When the Government Analytical Board Bulletin 115 recently showing the result of their analysis of Fruit Jams, Smith's products showed up as pure, genuine, wholesome and true in name in every particular. Other well-known and widely used jams were not in the same class. Of 10 samples of

**E. D. Smith's
Fruit Jams**

**You Have to Make Your Own Choice
Between Pure and Adulterated Foods**

The Food and Drug Administration of the United States has issued a warning to consumers that many of the jams and jellies on the market are adulterated with sugar, preservatives, and other chemicals. This is a serious matter, as these substances can be harmful to health, especially in children.

E. D. SMITH'S FRUIT JAMS
Excellent Proof for Canadians

**E. D. SMITH'S GRAPE JUICE
ALSO PURE**

MANUFACTURED BY
E. D. Smith, Winona, O.
Newton A. Hill, 25 Front Street East, Toronto, Ontario.
PHONE 46-8881

**The word "Pure" means practically
nothing when applied to Jams**

You mothers will stand aghast when you read Bulletin 194 just issued by the United States Department of Health. Some of the best-known brands of jams are proved to be not pure. These are none other than the famous "E. D. Smith" brand jams.

**EVERY SAMPLE OF E. D. SMITH'S FRUIT JAMS WAS
FOUND GENUINE AND AS PURE AS JAMS CAN BE MADE.**

The honest fruits grown in Ontario sugar and spring water—no preservatives, no artificial coloring, no glucose.

E. D. SMITH should also be used in every home

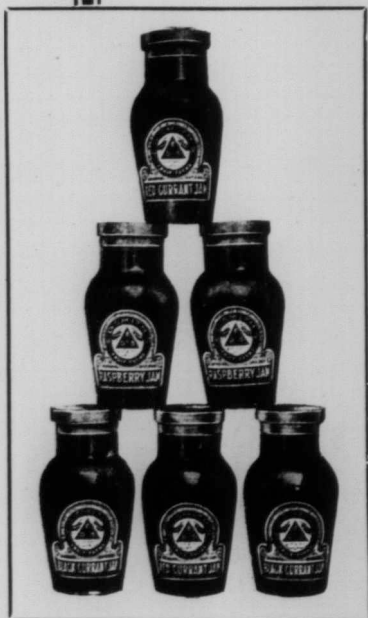
Manufactured by
E. D. SMITH, WINONA, ONTARIO
Phone Main 6014

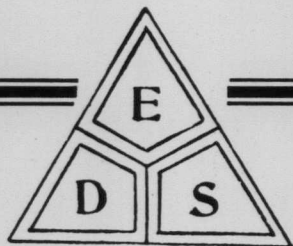
Two Sufficient Reasons

why every grocer should stock and push

"E. D. S." Brand

Jams, Jellies,
Grape Juice
and Catsup





FIRST. Because they hold pride of place for *absolute purity*, your guarantee lying in Government Bulletin No. 194. After exhaustive tests the Government has found them to be invariably and absolutely unadulterated.

SECOND. Because we are not content to keep this knowledge to ourselves. We advertise extensively in the daily and monthly press, and let the public know how good "E.D.S." brand is (see sample ads. opposite.) Remember that we have created the demand that will move "E.D.S." goods through your store more quickly than any other line.

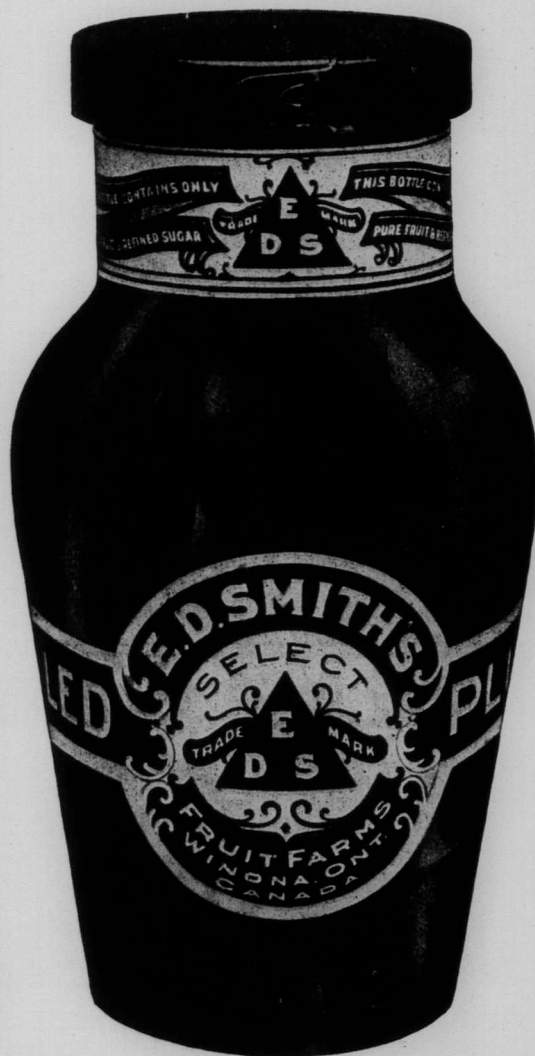
Get in line with the wise ones and feature "E.D.S." Brand.

MADE BY

E. D. SMITH

AT HIS FRUIT FARMS

WINONA :: :: ONTARIO



Will the Grocer of the Future Sell from Sample?

Prediction Made by an Old Retailer That This Will be One of the Scientific Methods in the Days to Come — Price Maintenance Will be Another Feature—General Conditions to be on a Better Trade Basis.

By M. Moyer.

There are certain laws that govern and regulate industrial activities and when these are violated or side tracked, discontent, injustice, injury and suffering will follow.

This is necessary to teach us that we are off the track and are either not complying with the ever active principle of progress, or that we have entirely drifted away from the right path to pursue. The only true and satisfactory system of distributing the products of the world is through the wholesalers at certain centres, and through the retailers all over the country within easy reach of the consumers.

Through the introduction of large stores which are neither one nor the other and which are disturbing the natural channels of commerce there is discontent, injury and confusion. Instead of the country developing in its natural way, it is becoming unbalanced and while a few are gaining monetary fortunes, the great mass of the people are correspondingly impoverished. This is apparently the condition the country is in at the present time. The people are misled through powerful advertising and are unconsciously supporting the institutions which are undermining their own interests. This is causing an awakening, and a study of the situation as it exists, through which the evil results will be discovered and ways and means devised which will give the people the service to which they are entitled. The evidence that this work is going on is shown by the unrest in various lines of trade and the efforts to secure united action to turn the drift the right way.

As all interests are considered and are better understood the fact becomes clear that in the interests of all, instead of working against each other they must

work for each other. Instead of suspecting each other for things they do not understand, they should work in harmony.

Better Conditions Coming.

With this movement in operation, and which is receiving more support every day, it is safe to predict that trade conditions will be worked out to be more equitable and of greater value to the people than at the present time.

The bargain craze into which the people were lured, and which at the present time commands respect from even the best people will be regarded as a combination of stealing and gambling. Instead of merchants trying to undersell each other, in order to deprive their neighbors of a living income, they will rival each other through a better and cleaner service. The people will rise above greed and will not force others to work at starvation wages in order to enable them to procure goods for less than they costs to produce them without suffering.

In view of this onward movement one may form some idea of the possible future of the grocery store and may venture to draw a picture in his imagin-

ation of what the ideal store of the future may be.

Will be Sold From Sample.

Instead of goods being displayed in boxes, barrels, bags and exposed to the dirt and dust, they will be kept in properly arranged warehouses, and sold entirely from samples in the salesroom. Everything in connection with food stuffs will be handled with much greater care as to clean and sanitary methods, grocers will require a thorough training and will have to pass an examination of fitness before they will be allowed to handle groceries.

Such filthy habits as tasting butter by taking part off the trier with the teeth and putting the rest back into the roll will not be tolerated.

Handling fish, coal oil, bread, biscuits, candy, etc., without washing the hands will be regarded as disgusting. Confectionery, dried fruit, etc., will not be placed immediately in front of the people where they handle them and very often carelessly cough over them. All goods will be kept under cover, and the warehouses will be built proof against rats and mice, and consequently the cat, the lesser evil will also have to go. Instead of grocers trying to be the cheapest they will try to be the cleanest.

Manufacturers will insist on paying the retailer a fair profit. Consumers will not look for bargains but will deal where it is the most convenient and where they get the freshest and cleanest goods.

GEORGE & BRANDAY

Established 1879

Shipping and Commission Agents

Dealers in Coffee, Cocoa, Pimento, Hides, Honey
Wax, Sugar, Rum, etc., etc.

KINGSTON, JAMAICA



Ice Cream Cones

1c. and 5c. size

Buy direct from factory and save money.

Montreal Ice Cream Cone Mfg. Co
101 A Ontario St. Montreal
Phone: East 6744

Queen City Water White Oil

GIVES PERFECT LIGHT

The most economical high-grade oil ever
sold in Canada.

FOR SALE EVERYWHERE

W. S. GOODHUGH & CO.

ESTABLISHED 1863

IMPORTERS

Raw Sugars and Molasses

304 Board of Trade Building - Montreal

The Science of Retailing

**More Profit
for the Merchant**

**Better Buying
for the Customer**

This splendid number of the Canadian Grocer is devoted to the science of Retailing and the purpose of it all is to help you to increase your profits and at the same time give your customers better service, make it more worth their while to deal with you. You do both when you sell the **40c. grade of Red Rose Tea** to a customer who has been buying 30c. tea. No other tea in Canada at the price compares in quality with **Red Rose Tea**, and especially the **40c. grade**. Time and again its superior worth has been acknowledged by the most expert independent tea men.

Every time you sell **40c. Red Rose Tea** to a customer who buys 30c. tea you double your profit and your customer gets better value for her money than she does with any other 40c. tea, and especially with any 30c. tea, and will give you the credit. Surely this is the science of retailing to increase your profits and at the same time better please your customers.

You can sell a pound of 40c. tea to most of your 30c. customers. If you sell them **40c. Red Rose Tea** you can keep on selling them the higher grade. It is worth your while to do it.

Red Rose Tea

Is Good Tea

The 40c. is **VERY** good.

Front Street East,
Toronto, Ont. } Branches
315 William Ave.,
Winnipeg, Man. }

T. H. ESTABROOKS
ST. JOHN, N.B.

CANADA'S FINEST PACKING PLANT

Producing

FRESH and CURED
MEATS

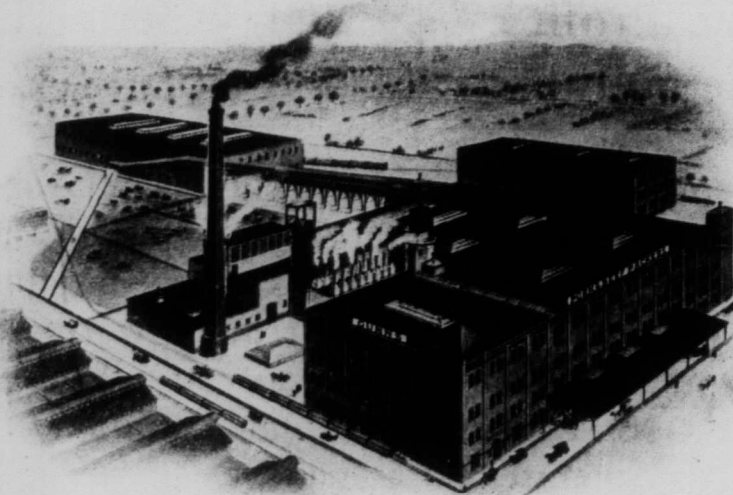
PURE and
COMPOUND LARD

SHORTENING

SAUSAGES

COOKED MEATS

MINCE MEAT



Our Leaders
The Brands of Quality:

Gunns Brand
SMOKED MEATS

Maple Leaf Brand
FANCY BREAKFAST
BACON

Maple Leaf Brand
PURE LARD

EASIFIRST
SHORTENING

PI-CRUS
MINCE MEAT

And all Packing House Products. **QUALITY THE FINEST THAT CAN BE PRODUCED.**
Made under Government Inspection.

GUNNS LIMITED PORK AND BEEF PACKERS . . . TORONTO

CHEESE

New cheese are now in.
We can ship promptly either
large or twins.

We have a few only of last
year's cheese. They are now in
prime condition and sure to give
satisfaction.

F.W. Fearman Co.
LIMITED
Hamilton

MILD CURED

Breakfast Bacon Skinned Backs and Hams

Finest Quality. Made from Selected Hogs.
Made under Government Inspection.

The WM. RYAN CO.
LIMITED

PACKING HOUSE:
FERGUS, . . . ONT.

HEAD OFFICE:
70 and 72 Front St. East, TORONTO

Production of Butter and Eggs Much Heavier

Decline in Prices Although Not as General in Regard to Eggs—
Further Drop is Expected in Price of Each—Quieter Week in
Provision Market—Poultry Has Not Yet Come to Its Own.

Receipts of butter and eggs have been extremely heavy during the past week, being responsible to a certain extent for the decline that has been reported from most centres. Butter has been on the toboggan for some time and it cannot be said that the lowest notch has yet been reached.

There has been no appreciable change in the hog market, but in provisions smoked bacon is slightly higher, while plate beef has gone in the opposite direction.

Although new cheese is being manufactured with steady increases it is not yet a strong factor.

MONTREAL.

Provisions.—A reduction in plate beef prices has taken place. Prices have been considered too high by the trade for some time past. The 300 lb. barrel is now quoted at \$8.75. Live hogs are up to \$10 and \$10.25 this week, though no change has taken place in dressed. Hams are firm and have a tendency toward higher prices. Trade in general is good, and all lines seem to be getting their full share.

Pure Lard—	
Boxes, 50 lbs., per lb.	0 16½
Cases, tins, each 10 lbs., per lb.	0 16½
" " " 5 " " "	0 16½
" " " 3 " " "	0 17
Pails, wood, 20 lbs. net, per lb.	0 17
Pails, tin, 20 lbs. gross, per lb.	0 17½
Tubs, 50 lbs. net, per lb.	0 16½
Tierces, 375 lbs., per lb.	0 16½
Compound Lard—	
Boxes, 50 lbs. net, per lb.	0 12½
Cases, 10-lb. tins, 60 lbs. to case, per lb.	0 12½
" " " 5 " " "	0 12½
" " " 3 " " "	0 13
Pails, wood, 20 lbs. net, per lb.	0 11½
Pails, tin, 20 lbs. gross, per lb.	0 12
Tubs, 50 lbs. net, per lb.	0 12
Tierces, 375 lbs., per lb.	0 12½
Pork—	
Heavy Canada short out mess, bbl. 35-45 pieces	31 00
Bean pork	27 00
Canada short out back pork, bbl. 45-55 pieces	30 50
Clear fat backs	33 00
Heavy flank pork, bbl.	20 50
Plate beef, 100 lb. bbls.	8 75
" 300 "	17 00
" 300 "	25 00
Dry Salt Meats—	
Green bacon, flanks, lb.	0 16½
Long clear bacon, heavy, lb.	0 16
Long clear bacon, light, lb.	0 16½
Hams—	
Extra large sizes, 25 lbs. upwards, lb.	0 16
Large sizes, 18 to 25 lbs., per lb.	0 17½
Medium sizes, 13 to 18 lbs., per lb.	0 18½
Extra small sizes, 10 to 13 lbs., per lb.	0 19½
Bone out, rolled, large, 16 to 25 lbs., per lb.	0 19
" small, 9 to 12 lbs., per lb.	0 19½
Breakfast bacon, English, boneless, per lb.	0 19½
Windsor bacon, skinned, backs, per lb.	0 20
Spiced roll bacon, boneless, short, per lb.	0 18
Hogs, live, per cwt.	10 00 10 25
" dressed, per cwt.	14 50

Butter.—Owing to the large receipts of butter here, the situation would have been hurt materially if the west had not come to the rescue, and taken the surplus off our hands. It is going to be a serious problem in the near future, however, to maintain prices at anywhere near their present position, as the eastern butter is now commencing to come in and receipts this week show a gain over the corresponding week last year of nearly 50 per cent., 10,253 packages as against 7,930. Of course our consumption is growing rapidly, but not sufficiently to keep pace with the increase of supplies. Since the first of the month there has been a gain of about 5,000 packages over last year's figures. The figures are 26,732, as against 21,759.

New milk creamery	0 25
Dairy, tubs, lb.	0 23
Fresh dairy rolls	0 23

Cheese.—From all recent indications the man who pursues a conservative policy with regard to cheese is the man who will win out. Reports from two large producing centres show an increase (estimated) of over one-third above last year. Prices look to be due for a slump as soon as the grass goods begin to come in. English importers say that New Zealand cheese is obtaining a strong hold, and they find it much harder to dispose of Canadian goods at present prices than ever before.

Receipts for the week are 25,703 boxes as against 21,374 boxes same week last year. For the season they are 56,129 boxes, as against 56,502 boxes same season 1909.

Quebec, large	0 15
Western, large	0 15
" twins	0 15½
" small, 20 lbs.	0 15½
Old cheese, large	0 10

Eggs.—The present condition of the egg market is rather alarming. Prices continue high in the country, and yet there are twice as many eggs available as last year at this time. Of course consumption is rapidly on the increase, and eggs are bought now as necessities rather than luxuries, still there seems a distinct probability of an oversupply this year.

Receipts for the week are 12,236, as against 11,123 cases same week last year. For the season they are 40,481 cases, as against 39,082 same season 1909.

New laid	0 21
----------	------

Maple Products.—Prices quoted to the retailer have now little meaning, as stocks are so nearly exhausted at first hand that they may be entirely left out of consideration. Maple sugar and syrup are worth what can be obtained for them, and there need be no competition to hurt anyone. There is little enough for present needs and the visible supply is getting less every day.

Compound maple syrup, per lb.	0 44 0 05
Pure townships sugar, per lb.	0 10 0 11
Pure syrup, 8½ lb. tin	0 70
" 10½ lb. tin	0 85

Honey.—Honey matters are seemingly as quiet as ever, though some dealers report an increased demand in the past few days. The scarcity of maple products should have a beneficial effect as their shortage becomes more apparent. Prices are unchanged.

White clover comb honey (nominal prices)	0 15 0 17
Buckwheat, extracted	0 08½ 0 09
Clover, strained, bulk, 30 lb. tins	0 11 0 11½
Buckwheat comb	0 12½ 0 13

TORONTO.

Provisions.—A temporary short supply of smoked breakfast bacon brought out a slight increase in price. In the hog market there was a noticeable quietness apparent. Prices for live and dressed hogs were not changed.

Long clear bacon, per lb.	0 15 0 15½
Smoked breakfast bacon, per lb.	0 1½ 0 20
pickled shoulder	0 11½

Roll bacon, per lb.	0 15½ 0 16
Light hams, per lb.	0 18 0 18½
Medium hams, per lb.	0 17 0 17½
Large hams, per lb.	0 17 0 17½
Cooked hams	0 25
Fresh shoulder hams	0 13
Shoulder butts	0 17
Backs, plain, per lb.	0 19½ 0 20
" pea meal	0 20½ 0 21
Heavy mess pork, per bbl.	28 00 29 00
Short cut, per bbl.	30 00 31 00
Lard, tierces, per lb.	0 15½ 0 16½
" tubs	0 16 0 16½
" pails	0 16½ 0 16½
" compounds, per lb.	0 12 0 12½
Live hogs, at country points	9 00 9 40
Live hogs, local	9 60 9 75
Dressed hogs	12 25 13 00

Butter.—Another decline in the price of butter was reported this week. The reason is easily understood considering the weather conditions this spring. Production is ample and, as was expected, prices dropped with the market heavily supplied. Some believe that the bottom price has not yet been reached.

Fresh creamery print	Per lb.
Farmers separator butter	0 23 0 24
Dairy prints, choice	0 21 0 22
Baking butter	0 19 0 20
Large rolls	0 16 0 17
Dairy tubs and boxes	0 18 0 18½
	0 17½ 0 18

Eggs.—With no abatement to the production of eggs another decline was felt during the past week. Cold storage houses held off to a certain extent and this tended to overload the market. Farmers are receiving 17 cents.

New laid eggs	0 18 0 18½
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Cheese.—New cheese is beginning to be a factor in market circles. The various boards throughout the country are opening for the season with prices hovering about 10½ to 10½. Old cheese remains firm at 12½ for large and 12c for twins.

Poultry.—Locally, business has brightened, thanks to the presence of race visitors. Prices have not changed however. Broilers are being received in only fair quantities.

Spring broilers, dressed	0 40 0 45
Hens, per lb. dressed	0 15
Turkeys, per lb., large	0 17 0 18
Ducks	0 16 0 17

Honey.—The market is firm enough, but is not featured by anything out of the ordinary.

Clover honey, extracted, 60 lb. cans	0 10½ 0 11
" " " 10 lb. pails	0 11 0 12
" " " 5 lb. pails	0 11½ 0 12
" " comb, per dozen	2 25
Buckwheat honey, lb.	0 07

TRADE NOTES

W. C. Christmas, Montreal, is in Quebec City, this week.

Adolphe Barry, of Barry Freres, Smyrna, Asia Minor, is in Montreal this week.

L. Z. Magnan, wholesale grocer, Joliette, Que., has moved into new premises.

The J. U. Gervais Co, tobaccos, Joliette, Que., has acquired a new plant from the American Tobacco Co., also located in Joliette. A new concern is to be formed having the name, Gervais Leaf Tobacco Co. They will start manufacturing cigars and chewing and smoking tobaccos.

Before leaving to take up his new duties, W. A. Beddoe, the new Canadian trade commissioner to New Zealand, will make a tour of the country with the object of interviewing the leading exporters. He hopes to be able to create new trade possibilities by this method. Montreal was visited last week.

Flour, Pork, Grain,
Smoked Meats

AND
General Provisions

ALSO
Hay and Oats

GEO. TANGUAY

LOWER TOWN : QUEBEC

R. F. CREAM & CO.

General Brokers and
Commission Merchants

Flour, Grain, Provisions,
Teas and General
Groceries

75 Dalhousie St., Quebec, P.Q.

Dishes for 300 Grocers

There are 4,500 Grocers in Ontario alone. To 300 Grocers first ordering, we offer a sample lot of 5,000 Oval Butter Dishes for \$5.00, f.o.b. factory, net thirty days.

500-1s, 2,000-1s, 2,000-2s, 250-3s, 250-5s.

Graham Bros. & Co., Kinmount, Ont.

CHEVALIER, POULIOT & CIE.

Wholesale Grocers

Proprietors famous "Congo" Brand
Guaranteed Goods.

Correspondence Solicited. Address us at

JOLIETTE, QUE.

L. E. Dastous & Co.

Grain and :: ::
General Brokers

Sherbrooke, - Quebec

SPECIALTY { Sugars and
Dried Fruits

Correspondence solicited from
foreign shippers.

Sellers and Buyers of

Butter, Cheese, Hams and Bacon

are invited to communicate
with us before disposing of
their goods, or placing their
orders. It will pay them.
We guarantee satisfaction.

Try us.

EMOND & COTE
QUEBEC

WINDSOR SALT

CAR LOTS OR LESS. Prompt shipments
Write us for prices. Phone order our expense

TORONTO SALT WORKS
TORONTO, ONT. GEO. J. CLIFF, MANAGER

PROF. VINK'S

Celebrated

**Horse and Cattle
Preparations**

Always in demand. Yield good profit. Secure
catalog and full information from:

The Joliette Chemical Co., Limited
Joliette, Que.

When writing advertisers kindly mention having seen the advertisement in this paper.

Clark's Pork and Beans

FOR SUMMER SALES

The food value in Clark's Pork and Beans and their low cost make them always in demand—particularly so in the summer time, as they are so quickly and easily prepared.

They will be in unusual demand this year. Be prepared for the demand.

Wm. Clark - Montreal

Manufacturer of high-grade

—Food Specialties—

P. POULIN & CO.

Poultry

Game

Montreal's largest poultry and game house. Finest turkeys, geese, chickens, etc., in seasons when the dependable kind are required. We buy in large quantity and can sell at attractive prices. Also can fill your everyday wants.

Eggs

Buyers and sellers of
clean feathers of all kinds

Feathers

Bonsecours
Market

Montreal

Cold Storage,
10 St. Claude

The Hayne Milling Co.,

BRIGDEN, ONT.

LIMITED

Manufacturers of

Patent Flours, Rolled Oats,
Pot Barley, Flaked Wheat
and Feeds of all kinds.

Also shippers of grain.

Assorted cars a specialty.

Correspondence solicited.

10 Grocers

In Ontario alone. To
we offer a sample lot
hes for \$5.00, f.o.b.

250,3a, 250-5a.
Kinmount, Ont.

LIOT & CIE.

Grocers
Congo" Brand
Goods.
ed. Address us at
QUE.

R SALT

Prompt shipments
e order our expense
T WORKS
D. J. CLIFF, MANAGER

INK'S

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**CO.
Game**

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Feathers

old Storage,
0 St. Claude

**g Co.,
LIMITED**

Oats,
heat

rs a specialty.



BOVRIL

is Always Useful in
**Summer, Winter, Spring
or Fall**

It refreshes, invigorates, tones up the system and builds bone, nerve and muscle.

In Summer, Bovril is invaluable as an aid to the cook. Very many simple and tasty dishes are easily prepared with an economy of fuel and trouble.

It pays the Grocer always to have a good supply on hand. There is no other line so steady and sure a seller as BOVRIL.

BOVRIL LIMITED
Montreal, Que.

LAING'S

This is the name to look for on provisions you sell. It is the guarantee of high quality. For years Laing's

Hams and Bacon

have enjoyed the very highest of reputation, simply because the packers never allowed quality to deteriorate.

Laing's experience, combined with careful attention to smallest details, ensures excellence.

Experts do the selecting and curing of all Hams and Bacon.

For pleased customers sell Laing's

"Meats that Satisfy"

Also keep on hand a good stock of

Laing's Canned Meats.

Laing's lines are carefully packed, Government inspected, and guaranteed as to quality. A full range is packed.

Laing's Compound Lard Excels. Same price as others but of a perfection all its own.

Our Monthly Price List is very complete and full of valuable information.

Free to dealers for the asking.

THE
Laing Packing & Provision
COMPANY, LIMITED
MONTREAL.

Ready-made Suggestions for Increasing Sales

What Price Tickets and Brief Pithy Suggestive Announcements on Cards Will Do—Necessity of Maintaining a Fresh Appearance in the Stock—Blackboard in Front of Store for Naming New Goods or Specials.

A. H. Harvey.

Merchants might sell more goods and make more money by simple little plans in connection with their store that cost practically nothing but a little work. I do not mean to speak of the larger business getters, but of the smaller things that may be done about the store and which help along a great deal in the sales.

Perhaps of the smaller things, there is nothing more effective than price tickets, of which most merchants use far too few. Many retail grocers do not realize their great value in selling goods. Often, customers will notice and purchase goods to which the price ticket is attached, while they would not otherwise. It not only attracts the customer's attention to the article, but for some reason people seem to buy articles more if they know the price. I do not know why this is, unless most customers do not feel enough at home in a store to inquire the price of the many articles. It has been said that a merchant should use enough price tickets until a person can tell the price of every article in the shop. Perhaps, this is putting it too strong, but at any rate it is true that many more sales would be made in grocery stores if there were more price tickets used. The ordinary wooden stamps of which most merchants have a set, make the best price markers as the print is easily made out at any distance in the store. The price of goods, which you have in drawers and barrels and under the counter, may be made known in an attractive manner by having neatly printed signs such as "9 lb. Rolled Oats for 25c" tacked on the top shelf, where they can be easily seen by the customer, but do not hide any of the goods.

Keeping Stock Looking Fresh.

Goods must be clean and fresh looking in order to invite purchase. Care should be taken that wrappers are not damaged while in store house, or while being unpacked. Special attention should be given to see that old stock is always sold out first. Goods will become old looking by being exposed to the sun, while in the window.

Goods may be made more attractive by being properly placed on the shelves. Goods of one kind should be placed together on the shelf. In some stores you will find a few cans of salmon in one place and a few some place else, and so on, in any way to fill the shelves. They should be placed so that when the customer looks at one place he will see salmon and when he looks at some other place he will be reminded of some other article, and of that article alone. Keep all your canned goods in one place; all your teas in another, and everything in such a manner that when you are selling canned goods, you will not have to walk to one end of the shop for a can of tomatoes and to the other end for a can of corn or peas.

Of course, all merchants realize the value of a nicely trimmed window as a selling power. Goods that are placed in the window should always have a clean and fresh appearance as passing customers usually judge the store and goods by what they see in the window and if it has not the right appearance, the window is likely to lose its value as a selling agent. Articles should be selected with care and well dusted before being placed in the window.

Do not try to show everything you sell at once. One line at a time acts best as a salesman. Many window trimmers put in anything to give the window a nice appearance. Every merchant should aim at attractiveness in window dressing, but he should not sacrifice the main point—that of making more sales. Price cards should be an important feature of most grocery windows.

Merchants may use many ways of attracting the people who pass their store. Many merchants use a blackboard to good advantage in front of the store. The writing on these can be changed from day to day and in most cases prove a good advertiser. Some merchants head the board: "Store News," and give notice on it daily of fresh shipments of goods received and of specialties which they may have on hand.

Blackboard on the Wagon.

I do not see why it would not pay a merchant to place a black board on the back of his delivery waggon. This could also be changed from day to day and as your waggon is continually going in all parts of the town, you have a traveling advertisement that ought to be worth a great deal at a small cost.

Another small thing that helps a great deal in selling goods is a card on which is plainly printed: "Have you forgotten anything?" This when placed at the outgoing door will often cause a customer to stop and think of other articles. A better reminder is a larger card at the top of which you have the above quoted sign printed and below it a list of the most important lines you carry in stock.

A small card on which you have printed "Ask for what you don't see—Guess we have it" is a sales maker or it may be improved by adding: "If we haven't it we can get it." The customer will appreciate your attempt to supply all his or her wants.

Goods on which you have the most profit and those which are liable to spoil if kept too long, should be the most prominently displayed and their position in the store should be changed often.

If you or any of your clerks are good writers, you can attract customers' attention to many articles by short "Store Talks," neatly written on card board and tacked on the shelves at different parts of the store. A sample one might be, "We have just received our

first shipment of new raisins and can safely say that we have not had a better quality in many years. They are certainly worth what we charge for them—only 8c lb."

There are many small plans that merchants may use to make more sales and the wise grocer is continually on the look out for any schemes that will help his business.

HOT AFTER THE DIVIDENDS.

The remarkable extent to which the dividend-hunger has taken possession of the minds of members of co-operative stores in some part of the old country is set forth with much humor in a book by F. Ormerod dealing with "Lancashire Life and Character."

"Who brought our new baby?" a lad is said to have asked. "Oh, the doctor brought it," replied the nurse. "By gum," the lad exclaimed, "mi fayther will cuss when he gets to know it hasn't eoom from, t' co-op."

Even the housewife will indulge in all manner of extravagances in order that her husband's poundage shall not fall below the customary level. Says Mr. Ormerod:

A story is told of a woman who did not like the quality of the butter in a certain tub standing on the counter of the store she patronized. "That's gradely bad butter," she said one day. "when will you have some fresh?" "That's what you'll have to have or none," the shopman replied. "There'll be no more till that's done." "Well, then," said the doughty co-operator. "let's have four pound; let's get it done with."

TELL YOUR CUSTOMERS.

Two or three slices of lemon in a cup of strong tea will cure a nervous headache.

A tablespoonful of juice in a small cup of black coffee will relieve a bilious headache.

The juice of half a lemon in a cup of hot water on awakening in the morning is an excellent liver corrective, and successful substitute for calomel and other alternative drugs.

A dash of lemon juice in plain water makes a cleansing tooth wash, not only removing the tartar, but sweetening the breath.

A lotion of lemon juice and rose water will remove tan and whiten the skin.

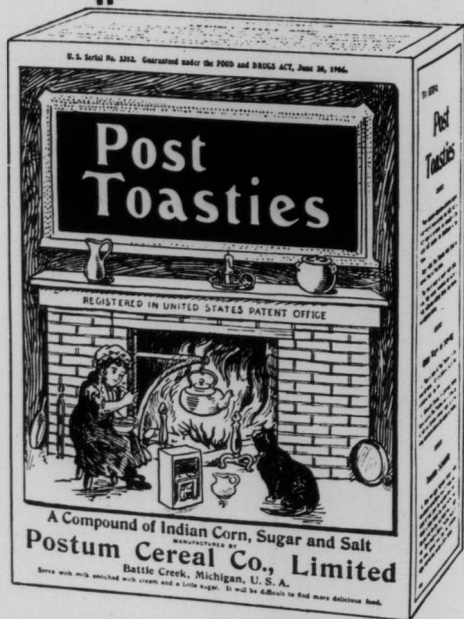
Lemon juice with olive oil is far superior to vinegar for a salad dressing—equal parts being used for blending.

Lemon juice and loaf sugar is good for hoarseness.

Outward applications of the juice allays irritation caused by insect bites.

People Want

Post Toasties—



Sweet, fluffy bits of white corn, toasted to a crisp, appetizing brown.

Heavy, continuous advertising makes first sales, and the real merit of the food keeps Post Toasties a steady seller.

There's good profit to grocers in supplying the demand, and the sale of every package is guaranteed.

Postum Cereal Company, Ltd., Battle Creek, Mich.

MAKING MORE MONEY!

THE GROCER who is handling a full line of "White Lily" Brand Biscuits



is on the road to greater profit in his business.

HAVELOCK LUNCH BISCUITS have proved a popular favorite to retail at 15c a pound. They are made of the purest ingredients only, and are mixed and baked in a modern, sanitary factory.

'Sogginess' is unknown with 'WHITE LILY' BRAND BISCUITS. They reach you in as crisp and fresh condition as they leave our ovens.

We also recommend WHITE LILY Cream Sodas — Marshmallow Jam Jams and People's Fancy Mixed.

Write for prices

J. A. Marven, Limited
MONCTON, N.B.



Make a note of the brand—Y & S—on our Pepsin Gum. This brand—Y & S—has been used by us and our antecedents for forty years on the best known stick licorice in the United States and Canada. It means just as high quality when used on our chewing gum. Four flavors: Licorice, Peppermint, Wintergreen and Spearmint. Each piece wrapped singly, 5 pieces to package, 20 packages to box. Order a trial box, assorted, if required, from your jobber.

National Licorice Co.
MONTREAL

The Chisholm Milling Co., Ltd.

Manufacturers of the TARTAN Brand of Cereals

Oat Flakes	Flaked Wheat
Rolled Oats	Granulated Wheat
Oatmeal	Graham Flour
Corn Meals	Split Peas
Corn Flour	Pea Meal
Crushed and Ground Feeds of all kinds	

ALSO

Dealers in Cereals, Grain and Feed

We have just completed a thorough overhauling of the mill, installing additional power, and the entire plant is first-class in every particular.

Special facilities for supplying provincial and export trade.

Most careful and prompt attention given to orders from City Dealers and the Trade generally.

Office and Mills, No. "A," Jarvis Street, South of Esplanade
TORONTO

Telephone, Main 5794

Cable Address, "Chico"

By Royal



Letters Patent

NELSON'S POWDERED GELATINE

is a perfectly pure Gelatine in powder form,
ready for immediate use, without soaking.

NELSON'S Gelatine and Liquorice LOZENGES

Should be in your confectionery department.

G. NELSON, DALE & CO., Ltd.

EMSCOTE MILLS, WARWICK, ENGLAND

The above can be had from any of the following agents:
The Smith Brokerage Co., Ltd., St. John, N.B.
Watt, Scott & Goodacre, P.O. Box 1294, Montreal.
J. L. Watt & Scott, 27 Wellington St. East, Toronto.
W. E. Ashley, Winnipeg.
Geo. A. Stone, 24 Inns of Court Buildings, Vancouver, B.C.

CANADA:
No better
Country



MOTT'S:
No better
Chocolate

All the year round

Mott's

"Diamond" and "Elite"

brands of

Chocolate

are the grocer's most ready sellers. Uniform quality
and absolute purity have made this possible.

EVERY JOBBER SELLS THEM

John P. Mott & Co.
Halifax, N.S.

SELLING AGENTS:

J. A. Taylor R. S. McIndoe Joe. E. Huxley Arthur Nelson
Montreal Toronto Winnipeg Vancouver
Arthur M. Leucks R. G. Bedlington
Ottawa Calgary



By Royal Warrant
Millers to H. R. H. the Prince of Wales

The Name "Ogilvie"



Signifies: **The Highest Quality
The Best Value
In All Lines**

Ogilvie "Royal Household Flour"
Fills all the requirements of the housewife---equally good for bread or pastry.

Ogilvie Oats—Rolled Oats prepared from the finest oats in the world---Manitoba grown.

Ogilvie Wheat Marrow—Richest in digestive and assimilative properties. Made from the best western wheat.

Ogilvie "Golden Meal," Ogilvie "Pearl Barley," Ogilvie "Pearl Hominy"—The great favorites in the Canadian households, which are the final judges of excellence of the products manufactured by



OGILVIE

THE
Ogilvie Flour Mills Co.,
Limited

Montreal, - - - Winnipeg



The Alexander Brown Milling & Elevator Co.

LIMITED

**Merchant Millers
and Grain Dealers**

Mills and Elevators in Ontario and Manitoba, giving us every facility for supplying the needs of Bakers, Grocers, Wholesale and Retail Feed Merchants. : :

Grain in Bulk or Bagged

CORRESPONDENCE INVITED

HEAD OFFICE : TORONTO

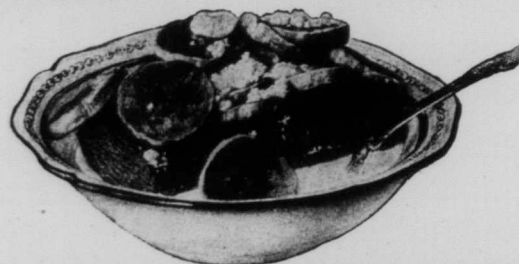
Cable Address: "CEMBAT"

HOW TO MEAT THE SITUATION

During these troublous times, when the price of meat is soaring skyward, tell your customers to make their "meat"

Shredded Wheat

Of course, you don't want to hurt the butcher around the corner—he may not be to blame for the high prices—but people who have decided to cut out meat for awhile will thank you for telling them about such a nourishing, wholesome substitute as Shredded Wheat Biscuit.



If your customers like Shredded Wheat Biscuit for breakfast they will like it for any meal in combination with sliced bananas, baked apples, stewed prunes or other fresh or preserved fruits. Two Biscuits with a little fruit will supply all the energy needed for a half day's work.

MADE IN CANADA

The Canadian Shredded Wheat Co., Limited
Niagara Falls, Ont.

The McGowan Milling Co.

Durham, Ont., Canada

MANUFACTURERS OF: "Rob Roy" Brand
Rolled Oats and all kinds of
Oatmeal.

DEALERS IN: All kinds of
Grain, Feed, etc.

WIRE OR WRITE FOR QUOTATIONS

Cable address, "Gowan."

Riverside Code

"Rob Roy" Rolled
Oats have a Uni-
que Quality that
your trade will
appreciate. It will
pay you to place
a trial order.

The Flour Market Tottering—Is Ready to Drop

Reports Indicate That Decline Will Soon be Experienced
 Authorities Declare That a Break is Not Far Distant—Cannot
 Tell When it Will Happen, But Feel That it is Assured—Sharp
 Decline May be Experienced.

Crop reports from various quarters show a general improvement and the wheat market is suffering from bearish movements. While flour is quoted at a lower price in Montreal there has been no general decline, although it is expected at almost any time. Export demand is below the ordinary and the entire tendency is toward a drop which under conditions previously referred to in these columns, conditions which have since improved, is expected at any time.

Nothing has yet occurred to mar the prospect of heavy crops in Western Canada, and from the other big wheat-fields of the world come similarly bright reports. A London report says the market there is dull. There is little change in price, but that is because there is little business.

MONTREAL.

Flour.—Even in the face of a very easy market the demand for flour is weak, and seems to be only for immediate requirements. Export demand is particularly light, and it looks as if a reduction would have to be made, if any material increase in business is to result. Prices are somewhat easier at present.

Winter wheat patents, bbl.	5 25
Straight rollers, bb	5 00
Extra, bbl.	4 60
Royal Household, bbl.	5 60
Glenora, bbl.	5 10
Manitoba spring wheat patents, bbl.	5 60
strong bakers, bbl.	5 10
Five Roses, bbl.	5 60
Harvest Queen, bbl.	5 10

Oatmeal.—Nearly everyone seems to have ample supplies of rolled oats on hand, and as a result, trade is light. Last year at this time considerable export business relieved the situation, but there seems to be no redeeming feature to the present state of affairs. Prices are slightly weaker in tendency, but no changes have occurred as yet.

Fine oatmeal, bags	2 20
Standard oatmeal, bags	2 20
Granulated	2 20
Gold dust cornmeal, 98-lb. bags	2 10
Bolton cornmeal, 100-bags	1 65
Roller oats, bags	2 00
barrels	4 25

TORONTO.

Flour.—The local market is dull and slow being affected by conditions which seem to hold generally. A decline is being looked forward to and many have expressed their convictions that it will be a sharp one. Something is needed to put new life into local trade.

Manitoba Wheat.		
1st Patent	5 40	5 60
2nd Patent	5 00	5 10
Strong bakers	4 80	4 90
Feed flour		3 15
Winter Wheat.		
Straight roller	4 20	4 30
Patents	4 60	4 80
Blended		4 80

Cereals.—Bulk rolled oats have suffered to a certain extent of late, but the package products have lost none of their trade and are expected to hold the demand that the past season built up.

Roller oats, small lots, 90 lb. sacks	2 00
" " 25 bags to car lots	1 90
Roller wheat, small lots, 100 lb. brls.	3 00
" " 25 brls. to car lots	2 90
Standard and granulated oatmeal, 58 lb. sacks	2 20

MONTREAL FIRM IN TROUBLE.

Perron, Taschereau, Riniret & Genest, lawyers in Montreal, on Monday made a demand of assignment on D. Masson & Co., a Montreal house established for over half a century. Louis E. Masson has been running the business for several years. His father, who founded the firm, retired a few years ago, and died recently. The firm was one of the oldest of the French houses in Montreal, and did a large business as commission merchants and brokers, representing large European houses. They handled an old established confectionery line until the firm recently opened a branch in Montreal. Liabilities amount to some \$224,000. Among the largest creditors are: Estate of A. Masson, \$124,500; Equity Real Estate Co., \$66,000; Marie Brizard & Roger, \$11,063; Merchants Bank, \$10,000, as well as a number of French houses for whom the firm acted as agents.

CANADIAN SALMON IN BIRMINGHAM.

W. A. McKinnon, Canadian Trade Commissioner at Birmingham, England, reports the following on the fish market there: "The direct imports of Canadian fish to Birmingham are practically nil. Salmon appears to be the only Canadian fish which reaches Birmingham, and it comes chiefly through London or Liverpool houses. Other salmon is obtained from Scotland or Norway, but this can hardly be called competition, since the Canadian article is frozen and the others fresh. No encouragement whatever is obtainable as to the prospects for the development of Canadian trade in other kinds of fish, with the sole exception of fresh salmon, supplies of which will be eagerly welcomed.

"Scotch salmon has probably the best reputation in this market, but experts state that the best Canadian salmon is originally quite equal in quality, though the frozen article is considered inferior. The common impression is that frozen is a very poor substitute for fresh fish. This opinion, even if it be considered as prejudice, must be reckoned with, so that it may be taken as a fact that Canadian frozen salmon has a chance in the markets only when fresh is not obtainable, or is selling at prohibitive prices."



There's a difference in the taste of a "Perfection" Cracker which distinguishes it from every other Soda Biscuit.

The difference begins by the better mixing of the choicest materials, and by the better baking of the biscuit in modern sanitary ovens.

The difference is protected and preserved for your customer by the package of the biscuit, which effectively retains the freshness and excludes all dust and dirt.

Replenish your stocks to-day!

The
MOONEY BISCUIT & CANDY CO., LTD.
 Stratford, Can.

Cox's Gelatine



When asked for GELATINE supply COX'S and you cannot go wrong. It is PURE and will do its work WITHOUT FAIL

Canadian Agents: **J. & G. Cox, Ltd.**
 C. E. Colson & Son, Montreal
 D. Masson & Co. " Gorgie Mills,
 A. P. Tippet & Co., " EDINBURGH

Gross Profit of Forty Per Cent. in Confectionery

Charlottetown Merchant Tells of Advantage in Handling Such Goods as a Side Line—Why Grocery Store is the Logical Medium—Disadvantages of Over-Stocking.

There are many profitable side lines that retail grocers handle. Among these is confectionery according to a Charlottetown, P.E.I., grocer, who is quite enthusiastic over his confectionery department. He maintains the grocery store is the most logical place for it and it is one of his best paying lines.

The reason he says is this: "Every family visits the grocery almost daily because it is a necessity. Some never enter a drug store in a whole year, and therefore what chance has the druggist to compete successfully against the grocer in the sale of candy?"

Frequently, when one asks grocers why they do not sell confectionery they will say—no demand, no profit, too much loss; no room; cannot be bothered; I'm running a grocery store and not a candy shop.

"Undoubtedly a man who claims there is no money in confectionery and no demand for it is sadly mistaken," said the grocer on being asked his opinion.

"Watch a confectionery store," he said, "on a Saturday night, and if the place is properly kept you will soon see whether there is a demand or not. The demand always exists—it remains for someone to perform the sales."

Confectionery manufacturers claim that there is continual increasing demand because the retail trade is placing attractive goods before the public to create that demand.

"With regard to the 'no profit' contention, that I know to be absolutely wrong," declared the grocer.

"I have made specific calculations on a high-class stock. The gross profit ranges from 35 p.c. to 45 p.c., so that if a grocer sells 24 boxes at an average of 50 cents, in a week he is making a gross profit of about \$5; if he sells twice that much he makes a profit of \$10 and so on, with little extra expense and trouble.

"At that rate it would take him but a very short time to pay for an attractive show case, which would gradually increase his sales.

"In connection with the profits mentioned above I'm referring, of course, to high-class confectionery and not gross goods.

"There is too much loss in anything a grocer handles from my observations unless he stops the leaks. If in slicing ham for instance an ounce is wasted every time there will be little or no profit in that ham.

Be Careful About Over-stocking.

"So with confectionery; if a merchant overstocks in it and does not carry a good fresh stock he is likely to have a losing department on his hands. Supposing he does not keep his goods displayed attractively and tidily he is likely to lose custom; the best goods keep the longer and are not apt to turn into a loss so readily as a poorer class.

"No grocer should complain of lack of room for any paying line. All handle fancy biscuits and why not combine these with confectionery into one department. If it is handled in a scientific manner it simply insures an extra source of revenue.

"In these days of competition the modern grocer is going after profitable side-lines. If he stuck to 'groceries' pure and simple, what would he carry? He has vegetables, fruit, meats, pastry, etc., and there is no reason why he shouldn't handle confectionery, where the profits are greater.

"In the grocery there are no antiseptics to taint the flavor of the chocolates such as exists in the drug store. This should be pointed out in the advertising and on the window cards used by the grocer, because he has a splendid talking point. Customers are sure of getting the original flavor."

What is needed according to this grocer is a little attention to the show case in which the confectionery is displayed, carefulness in not overstocking, occasional displays in the windows and some well written advertisements in the newspapers from time to time.

PLAIN TALKS TO CLERKS.

If They are Not Successful Cause Lies in Themselves, Says Writer.

"Why don't you get along? Why don't your superiors welcome your good suggestions and give them the consideration to which you think they are entitled?"

These are some questions says a magazine writer which every clerk should consider.

"If you don't get along and if your suggestions are not given due consideration, you may depend upon it there is a reason for it, and you can look for the reason in yourself.

"It is not uncommon to meet people who are fairly efficient in minor positions who are of such calibre that if consulted in regard to matters of any importance are immediately unfitted for

their accustomed duties, and instead of earning the salary they are drawing, think only of the importance of things they might do if given a chance and of the ingratitude of their employer for their valuable suggestions and advice.

"It is not uncommon for such people to express the opinion that there is no use in exerting themselves in the interest of their employer, as efforts beyond such as are absolutely necessary to hold their jobs are not appreciated or paid for.

"Let me tell you that that man or woman will never get along, and his suggestions will never be in demand.

"The man who gets to the top must be immune from the grouch; must always consider the duties of his own particular position as of the greatest importance, and then find time to make himself useful and valuable in other ways. If his value or ability is not immediately noticed or appreciated he keeps on trying until it is.

"How do you know that you are not being tested now to see whether you are a quitter, a four-flusher or the real thing? Because you have happened to cop out a good idea from some place where you have been formerly employed or read or heard of some little thing that might be valuable to someone else—do you expect to be brought immediately into the inner circle and have your salary advanced for 365 days in the year when you may not have another thought in your noodle worth a tinker's cent.

"If you have any such think, you'll have it alone. What every business house wants and demands are real men and women who make no bluffs but 'deliver the goods' every day in the year."

Reports of ptomaine poisoning the result of eating canned goods are somewhat fewer than in the past in the United States, a condition that has been due largely to the protective method of the canners. They engaged detectives to investigate every case which was reported to have originated from canned goods. If the facts vindicate the canners they are published in denial of the first item. It is reported of one recent case that the "canned goods" which fatally poisoned eleven persons had been "put up" by the housewife herself.

You get what you pay for in this world, no more and no less, and when you underpay you underget. The price-cutter has no bottom. Ability always commands its full worth. The man holding out for an unbreakable rate does so because he can do so—because he has made good.

HERBERT KAUFMAN.



And then, brother grocer, his trade is yours

You both sell similar lines—*You* and *Your Competitor*.

Let's call these Similar Lines your "*Points of Contact*."

So that you touch him, *compare* with him at as many points as you have varying articles in stock.

Which is evident, isn't it?

If you excel *him* in 50 per cent. of your lines, and he excels *you* in 50 per cent., Your Competitor's strength is *equal* to your own, don't you see?

And there's no Particular Advantage why Mrs. Housewife should give *you* more of her "valued patronage" than she gives *him*.

But you are *Ambitious*—must excel—you want *more* than simply your share of the local trade.

Quite a legitimate way of *increasing* Your Profits, you know.

So point by point, line by line, article by article, gradually and steadily you *increase* Your Superiority in *each* until you find yourself *superior* to Your Competitor at, say, 75 Points of Contact, while before you only excelled in 50.

See how it works?

You Concentrate on ONE POINT, while he possesses *only the Desire* for GENERAL SUPERIORITY—quite a difference.

Do you honestly think the customer is blind to your Superior Merits; do you think she doesn't *compare* notes; that she doesn't *appreciate* results; that she will fail to give YOU the bulk of her trade, at least *in those lines where you do excel?*

And, Brother Grocer, if you excel at 75 points you simply *must* secure an increase therein. If you excel in 90 points, say, you enjoy an *Increasing Increase*. If you should excel in *all* respects—why, you'd become a veritable Trade Magnet, making it *almost* impossible for Competition to exist in *your* neighborhood.

* * * *

And yet that's how FIVE ROSES has grown to be the flour with the *largest sale in Canada*.

All within the last twenty-two years, Brother Grocer.

By concentrating on *one* feature, after another in the making of good

flour, point by point we have increased the General Superiority of FIVE ROSES.

In Uniformity—Strength—Purity—Adaptability—Color—Yield—in fact, every selling advantage.

Add to this the well-known LAKE OF THE WOODS policies: Courtesy, Attention, Quick Delivery, Square Dealing.

Each "Point of Contact" was taken up *separately*, strengthened, perfected.

So that when FIVE ROSES has once secured a foothold, Brother Grocer, *Competition is no longer an issue*.

Begin *your* Quality Uplift in your flour selling. Excel Your Competitor at this point by selling *FIVE ROSES* flour while he merely sells "flour."

The Undoubted Results will encourage you, *compel* you to adopt the Quality Policy in every single line.

Until one day you find yourself *superior at every point*.

Think, Brother Grocer, just think *what* it means to YOU.

LAKE OF THE WOODS MILLING CO., LIMITED
CANADA

Greater Quebec City!

The marvelous growth of Quebec warrants your giving it every attention. Our connection, of many years' standing, with the trade in and around Quebec, makes us valuable representatives for firms wishing to do business here.

Write us at
Once for Facts.

Alf. T. Tanguay & Co.

Commission Merchants and Brokers
18 St. James Street

We make a specialty of **Corn** and **Beans**. We also handle **Teas**, **Coffees** and **Spices**.



CHINESE STARCH

Quick Sales.
Satisfaction.
Large Profit.
No Dead Stock.

Get Prices

OCEAN MILLS
MONTREAL

T. E. CHAREST

Commission Merchant
QUEBEC

My several years' experience makes me a particularly reliable representative for a Canned Goods House. Am open to consider a good proposition in this line at once. Highest references.

DISTRIBUTORS, LIMITED EDMONTON, ALBERTA

Manufacturers' Agents, Commission Merchants, Warehousemen.
We sell direct from the Manufacturer to the Retailer.
Track connections with all Railroads.

TRUMILK

IS FULL-CREAMED CANADIAN MILK IN POWDER FORM

MILKSTOCK

IS FINEST SEPARATED MILK IN POWDER FORM

These products are made by the latest and most up-to-date process at our own plant in Oxford County, are free from chemicals, preservatives or adulterations, and are the most convenient form in which milk can be got. For sale by all wholesalers. For further particulars apply to the

Sole Manufacturers

Canadian Milk Products, Limited

MAIL BUILDING, TORONTO

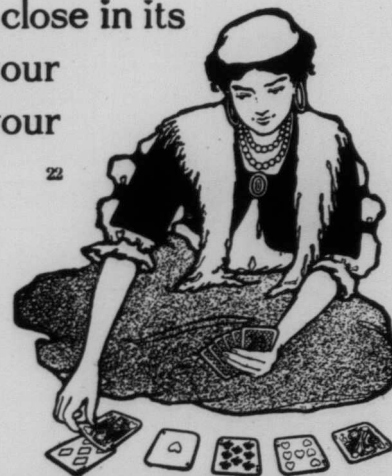


your fortune

Your business, for a long time to come, looks good to us.

There'll be a lot of money coming to you if you buy **Anchor Brand Flour**.

Good Luck follows close in its wake. Lighten your cares and make your fortune.



Manfd. by

Leitch Brothers Flour Mills

Oak Lake, Manitoba.

SUCHARD'S COCOA

This is the season to push SUCHARD'S CO. COA. From now on cocoa will be in demand daily. It pays to sell the best. We guarantee SUCHARD'S cocoa against all other makes Delleious in flavor; prices just right.

FRANK L. BENEDIOT & CO., Montreal
Agents.

ROLLED OATS

FLAKED WHEAT and OATMEALS

Bags or Barrels. Car or Broken Lots.

WRITE FOR QUOTATIONS.
Prompt attention to all orders.

J. W. EWEN, - Uxbridge, Ont.

CHRISTIE

A plain business talk to our partners, the Grocers of Canada, about stable profits

Have you ever figured out the source of *the only profit worth while* in the grocery business? Take your pencil and do it right now.

Transient business does *not* amount to much.

Your few score or few hundred dependable customers—*mainly your particular buyers*—make up your *paying* trade.

They are *precisely* the customers who make your good will a *valuable asset*.

These customers *insist* on the best groceries—inferior goods will not satisfy them.

If they want biscuits they *demand*

CHRISTIE BISCUITS

because it's a matter of common knowledge that Christie Biscuits are "*The Purest of all Pure Foods.*"

Now, isn't it as plain as day that the manufacturer of high-grade groceries is your best friend? His reputation works for you day after day—keeps on working for you even on Sundays and holidays.

HIGH STANDARD GOODS ARE THE ONLY SOURCE OF STABLE PROFITS IN THE GROCERY BUSINESS.

The superiority of Christie Biscuits *is* conceded—has never been seriously questioned.

You know that, your customers know it—more of them will know it. Whether your best customer wants soda biscuits, sweet or fancy biscuits, she invariably asks for *Christie's*.

The name is a guarantee of biscuit purity and perfection. And the fact remains that

"Christie Biscuits sell more than Biscuits."

CHRISTIE, BROWN & CO., LIMITED

BISCUITS

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OATS

OATMEALS

bar or Broken Lots.

ATIONS.

all orders.

Uxbridge, Ont.

Maybell Ceylon Tea

(Orange Pekoe)

Your customers will appreciate the extra quality at the price, and by putting your salesmanship behind Maybell Tea, you make the profit which now goes to the Packet Tea Man.

Canada Brokerage Company

Important to the Flour Buyer

Woman's curiosity leads her to desire to taste the merits and qualities of the different lines of foodstuffs manufactured. Those who have tried our brands of Flour are entirely satisfied because a good loaf of bread spells "Peace and Plenty" in most homes. We, therefore, solicit your next order for any of the following:

"OUR CHIEF"—A high-grade Manitoba Patent, for bread only.

"McLEOD'S SPECIAL"—A high-grade blend of Manitoba and Winter for household purposes.

"SUNRISE"—For pastry purposes only.

All these and other grades we manufacture are absolutely guaranteed second to none in their respective grades.

OTHER GRADES ARE—"Five Thistles," "Ravenswood," "Hercules" and "Juliet."

The McLeod Milling Co., Limited
Stratford, Ont.

The More
You Eat



The More
You Want

The Reputation of
Purnell's
Pickles, Sauces
 and
Pure Malt Vinegar

is one based on General Quality and Right Packing

CANADIAN GROCERS find them the most ready and profitable sellers of any lines imported. Are you getting your customers interested?

Your Jobber Can Sell Them.

Canadian Agents:

Charlottetown, P.E.I., Horace Haszard; St. John, N.B., C. E. McMichael; Halifax, N.S., Erb & Rankin; Montreal and Ottawa, C. S. Harding, Canada Life Building; Quebec, Cy. de Bonhomme, 131 St. Peter St. Toronto, Lind Brokerage Co., 73 Front St. E.; Hamilton, J. H. Stratton & Co.; Winnipeg, Carman, Blanchard & Wood, 141 Bannatyne Avenue E.; Vancouver, B.C., C. E. Jarvis & Co., Mercantile Bldg., cor. Cordova and Homer Sts.



GEO. KEMP., LTD.
 LONDON, ENGLAND
BISCUITS



Do not miss these good selling lines

Satisfaction on all points

Repeat orders with every mail

\$ \$ \$ \$
 in these dainty goods

FOR QUALITY

Export Agents:

H. COLLINGS & CO.

16 Philpot Lane

London, England



A Reindeer Milk Baby
 He looks it.



Young Canada is Being Raised on
Reindeer Condensed Milk

The richest and best
HOW IS YOUR STOCK?

The Truro Condensed Milk Co., Limited, Truro, N.S.

We wish to tell you of a Business with—

Modern Methods
Modern Machinery
Modern Works
Modern Prices

For the past number of years we have been Manufacturing Biscuits and Candies; from small beginnings we have grown, and to-day occupy one of the largest factories in our line in Canada.

There is a reason. From the commencement, Quality has been our first consideration, and now, after years of experience and effort, we are enabled to claim for our Biscuits and Candies the leading position.

We are ever alert to the interests of our Customers. The Qualities we give forcibly illustrate the manner in which we have concentrated our efforts on the best sources of supply—sources that enable us to present values which will convey to your trade an extremely unusual degree of satisfaction.

We manufacture a range of High Grade Chocolates which are exceedingly popular, and all are money-makers.

Send along your trial orders, there is nothing that will boost your sales, and profits more than a careful selection of new goods. It will put new life into your store. Make us prove it.

Write for advertising Hangers—Free for the asking.

**THE MONTREAL
BISCUIT CO.**

Manf'rs Biscuits and Confectionery

Brewster Ave., Montreal



Beer Milk
Baby
Loves it.



Raised on
Sterilized Milk
Best
Taste?

Truro, N.S.

Montreal
Quebec

American Can Company

Hamilton
Ontario

Tin Cans of all kinds
for all purposes

Fruit and Vegetable Cans,

Syrup and Oil Cans,

Baking Powder Cans,

Spice Cans, Coffee Cans,

Meat Cans, Tea Cans,

Lard Pails, Jam Pails,

Etc., Etc.

Plain Tin or Decorated Tin.

Our two factories (formerly Acme Can Co. of Montreal and Norton Manufacturing Co. of Hamilton) have been re-equipped with the latest and most modern machinery and are now prepared to turn out in large volume any and all kinds of tin containers for food products, as well as for other lines of trade.

Correspond with factory nearest you.

Redpath

is

**Canada's Standard
for
Granulated Sugar**

Ask your jobber for it
and refuse substitutes.

Manufactured by

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

MONTREAL

Hamilton
Ontario

Montreal
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is well



The Loose Leaf System for The Retail Trade

has demonstrated itself to be the most accurate and time saving device on the market; in fact, it has been truly stated that if carried out as it should be, that is to render accounts monthly or at stated periods, that it is a near approach to a cash system.

**WRITE FOR A SAMPLE SHEET OF
OUR NEW STATEMENT SYSTEM.**

It is another step forward towards lessening the work of bookkeeping, and can be mailed without the use of an envelope.

**We Manufacture Sheets to Suit Any Binder
and Binders to Suit Any Sheets.**

Write to any of our offices before ordering your next supply of LOOSE LEAF or COUNTER CHECK BOOKS.

LOWE-MARTIN CO., LIMITED

TORONTO Office:
Canada Permanent Bldg., 18 Toronto, St.

Head Office & Works:
OTTAWA, ONT.

WINNIPEG Office:
368 Portage Avenue

We take a pride in maintaining
the highest possible quality in

“Peerless Brand”

Flaked Oats Flaked Wheat

Rolled Oats Corn Meal

Split Peas

All kinds of feed

We buy only the choicest grain;
and we mill them by the most
up-to-date process. We are in a
position to **guarantee** satisfac-
tory quality of all shipments.

Quotations Cheerfully Given.

PARKINSON CEREAL CO.

Thornbury, Ontario

**O.K.
SODAS**

**40 to 44
to the Pound!**

Elegant, crisp sodas, uni-
form in quality and just
what your customers will
appreciate.

Are you selling this profit-
able line?

The Canadian Biscuit Company

LA PERADE, QUE.

Getting a Good Profit from Tobacco and Cigars

Points to Look After in Displaying and Storing These Goods to Run the Department Scientifically — Moisture Necessary in the Show Case and Storage Receptacle — A Means of Getting Men attracted to the Store.

Tobacco is a side line which is coming to be more and more important to the average grocer.

At first general stores were the only ones who deemed it advisable to handle such stocks, but now it is a common sight to see a line of cigars and tobaccos carried, even by city grocers.

In some recent investigations as to profits and general results from such trade, a Grocer representative found some things worthy of being passed on.

In the first place tobacco is one of the easiest articles to keep in proper condition, if one knows how and is prepared for it. Tobaccos and cigars, as every one knows, when exposed to the open air in this climate become dry and hard. Also the aroma is impaired and changed. To obviate this, investigation has shown that a humidior, or some article of the moisture producing kind, must be included in every cigar show case. Often this is not done and the result is a poor line of goods, no matter what price was originally paid for them. The wrappers of cigars crack and peel off, often causing the smoker much mental as well as physical discomfort, and plug tobacco of all kinds becomes so dry and hard that it is practically unsalable. There is no use trying to stock tobacco if it is not taken care of.

There are many simple contrivances put out by manufacturers to put in a show case. Almost all of them are good. In fact a simple bowl of water will do the trick. At any rate see that your tobacco show-case has water in some form or other kept in it all the time.

Watching the Surplus Stock.

Outside of the display stock is the question of storing the reserve. This is even more of a problem than the other. Much of the smoking tobacco is now put up in sealed cans or packages protected with foil and requires little attention, provided it is not in stock for more than two or three months.

With cigars it is different. None of the boxes will keep in good condition without moisture to draw on for any length of time. If you have a cool, slightly damp section of your store room, they will do nicely there. Otherwise some such expedient as the following must be resorted to:

Take an old packing box and arrange a humidior of some kind. Place what cigars and plug tobaccos you wish in it

and store it. Remember, too much moisture is almost as bad as too little, and care must be taken to see that only the right amount, which can readily be determined by a week's trial, is used.

Do not display or store on shelves exposed to the open air. That is the main point to be borne in mind.

As to what lines to carry, there is considerable difference of opinion. It depends largely on the class of trade you can command. Some standard plug and package tobaccos are essential. Also one or two lines of higher grade smoking tobacco—say one retailing at \$1.50 per pound and one at \$2. Of course, this is not an absolute necessity, but every grocer who studies his trade can soon decide if he needs the foregoing list or not.

The cigar proposition is a more difficult one. There are innumerable lines on the market, and there are smokers who will almost swear by each one of them.

If you find your original stock doesn't appeal to enough customers, have sales of them, cut the price sufficient to get rid of the balance, and try again. Often

JAMAICA CIGARS
and CIGARETTES

"La Retreat" Brand

Made from the finest and choicest tobacco.

La Retreat Factory Co. Agent required for these
7 Port Royal St. Products in Canada.
Kingston, Jamaica, B. W. I. Special inducement to financially responsible party.

Tell Your Customers That:

SHAMROCK BIG PLUG SMOKING TOBACCO

When cut never dries up or becomes hard. The leaves are so firmly packed that the plug remains fresh and moist

CLAY PIPES

None equal. Insist upon McDougall's
The e IS a difference.

D. McDUGALL & CO., LTD., GLASGOW,
SCOTLAND

SPRAGUE

GANNING MACHINERY CO.,
CHICAGO, ILL., U.S.A.

TANGLEFOOT



The Original Fly Paper
For 25 years the Standard
in quality
All others are imitations

Black Watch

**The Big Black Plug
Chewing Tobacco**

"A Trade Bringer"

Sold by all the Wholesale Trade



by customers asking for certain brands, the lines will be indicated to the wide-awake grocer.

A Profit of 25 Per Cent.

At any rate do not be discouraged by a failure to make money out of cigars. There is a good 25 per cent. in them once you get the trade on its feet. Just try again. You will hit it in a second or third attempt, and once established, tobacco trade is steady and hard to lose.

Incidentally there is a point to be borne in mind here. It is about the only way you can get the men of the family into your store. The wives and daughters do nine-tenths of the household buying. Get the men coming to your store and eventually you will add their grocery trade, by a little judicious personal advertising.

One grocer interviewed simply used his tobacco trade as an ad. for his other lines, selling so close to cost it produced little or no profit, yet he considered that it paid well. At any rate there is money in a legitimate tobacco business, and outside of the tobacconist himself, the grocer is as well, or better qualified to handle these lines as men in any other line of business, such as druggists, news-dealers and others.

LOWERS PRICES SLOWLY.

A Hamilton grocer does not always jump with the market. Some time ago when eggs were about due to drop they were retailing at 27 cents a dozen. Suddenly the price dropped to 23 cents, and the general market assumed that level. This grocer stood pat for several days and although he did not really expect it the price returned to 27 cents, and held firmly to that price for a week. They then went down for keeps and this grocer followed the crowd.

"I take my time about changing prices," he said, "and make as few changes as possible. I may make a cent or two cents less, or even five cents less, to-day than I made yesterday, and I may have the same experience to-morrow, but I more than even up during the course of the year, and in the meantime I have not upset my customers by dancing around like a decapitated chicken, to my own undoing."

F. W. Porter and A. Parent have purchased the grocery business of Hatt, Morrison & Co., at Fredericton, N.B.

Chas. McGillivray, canning inspector for the Federal government, was in Montreal last week. He reports a decided improvement in sanitary conditions in our factories this year.

**ROCK CITY
TOBACCO CO.**

LIMITED

QUEBEC and WINNIPEG

MANUFACTURERS OF

THE

**MASTER
MASON**

Brand of

**Cut Plug
Smoking Tobacco**

**Are You Keeping Your Tobacco Stock
Up-to-Date ?**

IF NOT, WHY NOT ?

"Tucketts Special"

the new 10c. plug is the latest

Order from Your Wholesaler

Manufactured
from

Imported Leaf Exclusively

The Geo. E. Tuckett & Son Co., Limited
HAMILTON, CANADA.

7-20-4 CIGAR

YOU WILL find that a tobacco department runs itself, providing you sell good cigars, which gives the smoker value for his money. Profits which accrue are larger than you make in any straight grocery line. There is not one-half the work; not a third the risk entailed in handling perishable groceries.

Feature our 7-20-4 brand. It is a known cigar, enjoying a high reputation. A perfect weed, Al wrapper, high-grade filler. A good seller at the right price to all smokers. The name is an easy one to remember. Educate the men of your vicinity to associate 7-20-4 cigar quality with your store.

The Sherbrooke Cigar Company
SHERBROOKE, : QUEBEC

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A PURE
HARD SOAP

A Soap
Your Trade
Requires



Every Month
Every Week
Every Day

Makes Child's Play
of Wash Day

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

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

A Handy
Can of
Soap
Powder



A Large
Package
for
5 Cents

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Safeguarding Your Profits in Handling Fruit

Three Essentials That Must be Carefully Considered by Grocers Who Carry a Stock of Fruit — Suggestions Offered by Several Winnipeg Grocers Who Have Learned by Experience —The Necessity of Selecting Sound Fruit in the Proper Quantity—How to Make it Pay.

By L. C. Harkness.

Do you handle fruits at a loss? Many grocers do, and are willing to admit the fact. They have a strong argument in their favor for so doing, but it would seem that the grocer who makes at least a little profit would have a stronger argument. Why should it be handled at all if there is no profit in it? Because it draws trade to the store is the only answer. There is probably no line of goods in the retail grocer's stock that attracts more custom than the fresh fruit stocks.

It is questionable, however, whether the extra quantity of other goods sold would cover the expense of handling the fresh fruits. If they are a drawing card, they are also difficult goods to care for, and require more attention than the ordinary grocery lines.

It seems absurd that anyone should be content to simply use them to increase trade in other lines without endeavouring to hit upon some system of reaping a margin on them. The chief reason why the profit is eliminated is because the turnover is not large enough.

The whole problem lies in the fact that the goods must be moved off rapidly.

Must Know Good Fruit.

The average grocer is not a fruit expert, and this he must become to some extent at least, in order to make a success of the fresh fruit line.

J. S. Charlston, a Winnipeg grocery clerk, who had experience in the fruit business in Liverpool, England, says there are three points about fruit handling to which the average grocer needs to pay close attention.

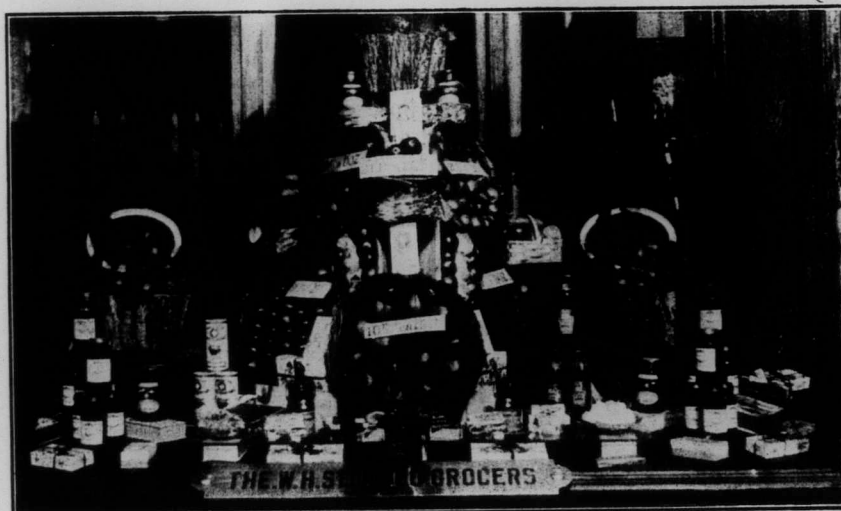
The first of these is the matter of quality. Too often the grocer buys goods that have already commenced to decay. Fruit should be studied so that the buyer cannot be deceived between the firm fresh quality, and the stuff that is partly decomposed beneath the skin. Each species of fruit will form a study by itself. Apples, pears, peaches, plums and grapes are all different, but they might all be considered in one class.

The Olympia fruit store in Winnipeg is a model in its class. There are experts in attendance who buy only the best quality, goods that will "stand up" for twenty-four hours at least. As soon as the fruit arrives it is put on

sale and the quantity is limited to what can be sold each day.

Quantity to be Considered.

Quantity is the next thing to consider. It is not wise to buy more at a time than can be sold during one day. In Liverpool every morning the grocers go down to the warehouses at five o'clock and pick out the choicest fruit for the day's trade. Experience teaches them how many baskets of grapes or peaches they will turn over in that day



Fruit and Confectionery Window of W. H. Stone & Co., Winnipeg.

and that only. The goods are hurriedly displayed and ticketed at a fair margin price and at night they are all sold and at a profit.

Too many grocers allow the buying price to control the quantity. It is not wise to buy at any price a quantity that cannot be moved out the same day.

Storing Over Night.

The last point has reference to the handling or storing of fresh goods, while in retailers' hands. To illustrate: A grocer buys a barrel of apples at four o'clock in the afternoon. They come in fine and fresh from the storage car, but the following night they "sweat" in the closed store, and in the morning they are shrunken.

Before another night signs of decay appear. In a much shorter time will grapes or plums deteriorate, hence greater is the concern. Now if the gro-

cer must keep fruit over night, he should safeguard it against decay.

H. E. Weldon, of Winnipeg, believes that a grocer should have a separate room in which to store fruit, to keep it at the proper temperature. The same grocer always keeps his window neat during the fruit season, and makes a specialty of pushing off the day's fruit.

Sutherland & Co., another Winnipeg grocery firm, finds it advantageous to advertise a daily list of fruits, and even if prices are at par it brings business and makes it possible to reap handsome margins when the opportunity presents itself.

Those who are handling fresh fruits successfully claim that no grocer can afford to over-look the points of quality, quantity and storage. To attend to these features practically guarantees a profit in handling fruits.

CARING FOR VEGETABLES.

Here is some advice given by a grocer of experience on handling vegetables:— "Some vegetable stands are a sight to behold and others are a thing of beauty and profit. How's yours? The loose, dirty leaves should be plucked from lettuce and the stem part cut off close. Spinach should be sorted when laid on the stand. Asparagus should stand on a thoroughly water-soaked four-double sack or sacks. Cabbage should be trimmed. Celery should be washed and the yellow leaves pulled off. Radishes should be displayed with the leaves lying down. Beets the same. Watercress should be kept in the cooler. But to make your stand effective each kind of vegetable should be laid out neatly and separately and the whole sprinkled occasionally from a small watering can kept underneath the stand. This sprinkling gives a most refreshing effect."

PINEAPPLES

We think now is the time to purchase, to fill your orders, for canning stock is sound and at its best. Send in your orders.

Maryland and Delaware Strawberries; prices are low and quality good.

Navel, Medir. Sweets. Sorrenti Oranges, Messina Lemons, Grape Fruit, Florida Tomatoes, New Cabbage, New Potatoes, Wax and Green Beans, Cucumbers, etc.

McWILLIAM
Mc. AND E.
EVERIST

25-27 CHURCH ST. - TORONTO
Carload Importers

Tracuzzi's

November cuts now on the market are very fine. There is nothing else on the market that even the most elastic judgment would refer to as "just as good." Other brands are just what they are.

"St. Nicholas"

and

"Home Guard"

are fine, elegant, superior.

J. J. McCABE

AGENT

32 Church Street, Toronto.

Business Now Brisk in Fruit and Vegetables

Frequent Fluctuations in Many Lines Due to Changes in Supply and Demand—Tomatoes are Maintaining a Firm Hold—Likewise Oranges, Grapefruit and Lemons — Canadian Trade Heavy This Year—Production is Plentiful — Eastern Salmon Fishing Season Opens.

Activity in the fruit market is evidenced by the reports from various centres of daily fluctuations. There is evidently an abundant supply of the vegetables and fruits now in demand, although tomatoes are not overstocked and are quite firm. Strawberries, bananas and pineapples are easier. Fancy apples and oranges are firm. Lemons are also strong with an increasing demand. Trade in fish is steady with the demand holding on.

MONTREAL.

Green Fruits.—Apples are certainly apples just at present, particularly "Spies" which are bringing from \$7.50 to \$10 per bbl. Russets also rule slightly higher. Other lines are pretty well exhausted.

The new lines are of fair quality and bring \$1.25 per box.

Grapefruit are scarce and higher, bringing from \$5.50 to \$7. There is a large demand for both grapefruit and oranges. Maryland strawberries are on the market and show exceptional value at 16c. Trade is improving daily.

Apples—		Messinas.....	3 00	3 25
Russets.....	5 50	6 00		
Spies, per bbl.....	7 50	10 00		
Bananas crated,				
bunch.....	1 65	2 00		
Cranberries, bbl.....	11 00			
Cocoanuts, bags.....	4 25			
Grape fruit—				
Florida, box.....	5 50	7 00		
Grapes, Almeria,				
per keg.....	5 00	7 50		
Limes, per box.....	1 25			
Lemons—				
Sicily bitters, box	1 75	2 25		
Oranges—				
Florida.....	4 00	4 25		
Porto Ricos.....	2 50			
Mexicans.....	2 25			
Sicily bitters,				
box.....	2 25	3 00		
Jamaica, bbl.....	3 75	4 25		
Valencias, large,				
per case.....	4 50	5 00		
Pineapples—				
Florida, case.....	3 75	4 25		
Strawberries—				
Florida, qt.....	0 15	0 18		

Vegetables.—Trade in fresh vegetables is still somewhat quiet, but is improving daily. Fresh supplies are coming in freely and almost daily price fluctuations show that the market is much more active than last week. Tomatoes are selling well at higher prices. Cabbages are easier. New beets and carrots bring good prices.

Spanish onions are practically off the market.

Asparagus, doz.....	1 00	7 00
Beans, green,		
basket.....	3 00	4 50
Beans, wax.....	2 25	2 50
Beets, bag.....	0 50	0 75
Beets, new, doz.....	1 25	
Carrots, bag.....	0 75	
Carrots, new, doz.....	1 00	
Cabbage, bbl.....	1 50	2 00
Cabbage, new, ct.....	2 25	2 50
Celery—		
Florida, crate.....	2 75	3 50
Celery, large, crt.....	7 00	12 00
Cauliflowers, doz.....	6 50	
Cauliflowers, per		
basket.....	4 40	
Cucumbers, bakt.....	2 50	
Garlic, per lb.....	0 15	
Green Peppers,		
basket.....	0 75	
Lettuce—		
Montreal, doz.....	0 40	1 0
Imported, box.....	2 00	
Mushrooms, lb.....	0 75	
Onions—		
Egyptian, lb.....	0 02	
Red, per bag.....	1 75	
Potatoes—		
Montreal, bag.....	0 60	0 70
Potatoes, new,		
per bbl.....	4 50	5 00
Parsley, dozen.....	1 00	
Parsnips, bag.....	0 75	
Radishes, dozen		
bunches.....	0 25	0 35
Rhubarb, doz.....	0 25	0 35
Spinach, bbl.....	2 00	2 25
Tomatoes—		
Florida, crate.....	2 50	3 50
Cubans, crate.....	2 25	2 50
Turnips, bag.....	0 50	0 75

Fish.—The fish business is improving steadily, not only from the volume point of view, but in a broader sense. The packing and curing methods are improving, the facilities for reaching the market greater, and moreover the fish merchants have educated the people of the country to use more fish. They have looked after the interests of the

consumer in this way, that the consumer can obtain a substitute for flesh and dear meats at a comparatively low price.

The feature for the week is that this marks the opening of the fishing for eastern salmon.

Reports from the fishing grounds show that there has been a tremendous run of fish during the past ten days. In fact it is almost as large as any on record.

Prices are still high and will remain so until the 1st of June, in all probability. All other lines are in good supply and prices are easy. With the exception of pickled salmon, other pickled lines have no demand.

FRESH	
Shad, 'Roe', ea.....	0 67
Shad, 'Buck', ea.....	0 40
Pike.....	0 07
Perch.....	0 05
Steak cod.....	0 05
B.C. salmon.....	0 18
Gaspe salmon.....	0 30
Market cod.....	0 05
Brook trout.....	0 23
Lake trout.....	0 10
Whitefish.....	0 12
Mullet.....	0 05
Haddock.....	0 05
Halibut.....	0 10
Bullheads.....	0 10
Carp.....	0 08

FROZEN	
Codfish.....	0 04
Dore, winter caught,	
per lb.....	0 08
Haddock.....	0 04
Halibut, per lb.....	0 10
Herring, per 100.....	1 00
Market cod.....	0 04
Steak cod.....	0 05
Mackerel.....	0 08
Pike.....	0 05
Salmon, B.O., red,	
per lb.....	0 10
Gaspe salmon.....	0 18
Smelts, 10 lb. boxes.....	0 07
Whitefish, large,	
lb.....	0 09
Whitefish, small.....	0 07

SALTED AND PICKLED	
Green cod, No. 1,	
bbl.....	6 00
Labrador herring, bbl	
" " " " bbl	5 00
Labrador sea trout,	
bbls.....	11 00
Labrador sea trout,	
half bbls.....	6 00
No. 1 mackerel, pall.....	2 00
" " " " bbls.....	9 00
No. 1 pollock, bl.....	4 00
Salmon, B.C., red, bbl	
" " " " pink, bbl	12 00
Labrador, bbl	
" " " " bbls	18 00
" " " " bbls	9 00
300 lb. boxes.....	23 00
Salt eels, per lb.....	0 07
Salt sardines, 20 lb. pls	
Scotch herring, bbl.....	6 50
" " " " keg	
Holland herring, bbl	
" " " " keg	5 00

SMOKED	
Bloaters, large, per box.....	1 00
Haddies.....	0 07
Herring, new smoked, per box.....	0 13
Kipperd herring, per box.....	1 15

SHELL FISH	
Shell oysters, bbl.....	9 00
Lobsters, live, per lb.....	0 15
Oysters, choice, bulk, Imp. gal.....	1 30
" " " " Selects, Imp. gal.....	1 57
" " " " Sealight, standards, per Imp. gal.....	1 75
" " " " select, per Imp. gal.....	2 00

PREPARED FISH	
Boneless cod, in blocks, all grades, at 5, 6, 8, 9 & 10c. per lb.	
Shredded cod, per box.....	1 80
Skinless cod, 100 lb. case.....	5 50

TORONTO.

Green Fruits.—The market might be called unsettled, considering the fluctuations which have been occurring and which are expected in the future. Jobbers state that their advices do not cover a long period as the market is frequently changing. Supplies are reported ample at present, resulting in easier prices for the time being. Heavy shipments of bananas are arriving and are rapidly cleared. Strawberries are easier and plentiful. Some quote them at from 13 to 15 cents; others get the figures as high as 17 cents. Oranges are firm. Navels now arriving are about the end of the crop. Valencias

are taking
ket.

Apples.....
Northern Spies
a barrel.....
Bananas.....
Cherries, Cali
fornia, box.....
Cocoanut, each
Grape Fruit—
Florida.....

Vegetables
the price t
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Asparagus
per dozen.....
Beets, hamper.....
Beans, green pe
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Beans, wax, pe
hamper.....
Cabbage, case
Carrots, hamper
Celery, case.....
Cucumbers, doz
Cucumbers, hp
Lettuce, per doz
Boston head.....
Lettuce, Cans
dian, dozen.....
Mushrooms, lb.
Onions.....
Green, per doz.
Spanish, small
case.....

Fish.—D
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Halibut.....
Salmon trout.....
White fish.....

Goldeyes.....
Pickered yellow

Herring, per 10
Mackerel, each
Smelts, No. 1.

SMOKEI

Acadia, tablet
box.....
Bloaters, per 1
Codfish, smoked
Cod steak, per
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Cod steak, per
Cod, Imperial,
Ciscos, per ba

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are taking prominent place on the market.

Apples..... 1 00 5 00	Lemons, Sicily. 3 00 3 50
Northern Spies, a barrel..... 3 50 5 00	Oranges—
Bananas..... 1 50 1 75	California navels
Cherries, California, box..... 2 75	Large..... 3 00 3 50
Cocoanuts, sack..... 4 50	Small..... 3 75 4 25
Grape Fruit—	Mexican..... 2 50 2 75
Florida..... 3 75 4 75	Valencia..... 4 50 5 01
	Pineapples, case 2 75 3 50
	Strawberries—
	N. Carolina, q. bx 0 13 0 15

Vegetables.—Tomatoes remain firm at the price they have held for some time. The quality is good and quotations are not expected to change for some time. New potatoes are receiving good demand. Prices generally are easier with but few exceptions and the amount of business has made gains, as is shown by the daily importations.

Asparagus, per dozen..... 1 00 1 25	Egyptian, sack. 2 50 2 75
Beets, hamper..... 1 50	Texas Bermudas per crate..... 2 25 2 50
Beans, green per hamper..... 3 75	Parsnips, bag..... 0 75 0 80
Beans, wax, per hamper..... 2 50	Potatoes, bag..... 0 45 0 55
Cabbage, case. 2 50 2 75	Bermuda, new, per barrel..... 5 50 6 00
Carrots, hamper..... 1 75	Potatoes, new, bushel..... 1 75
Celery, case..... 5 50	Parsley, per doz bunches..... 0 90
Cucumbers, doz. 1 00 1 25	Radishes, hpr..... 0 75 1 25
Cucumbers, hpr 2 50 3 00	Peas, green, per hamper..... 2 25
Lettuce, per doz Boston head..... 1 50	Rhubarb, doz..... 0 25
Lettuce, Canadian, dozen..... 0 30 0 60	Spinach, hamper..... 0 75
Mushrooms, lb. 0 50 0 60	Tomatoes, case of 6 baskets... 3 00 3 0
Onions—	Turnips, bag..... 0 40
Green, per doz..... 0 30	
Spanish, small, case..... 1 25	

Fish.—Demand seems to be centred upon halibut, salmon trout and white fish. The supply of the former is plentiful, but the latter two are scarcer with resultant firmness.

FRESH CAUGHT FISH

Halibut..... 0 08 0 09	Steak cod..... 0 07 1/2
Salmon trout..... 0 10	Perch..... 0 07
White fish..... 0 11 0 12	Haddock..... 0 06 1/2

FROZEN LAKE FISH

Goldeyes..... 0 06	Pike..... 0 05
Pickereel yellow..... 0 08	Whitefish, frozen..... 0 04
	Perch, fresh caught... 0 07

OCEAN FISH (FROZEN)

Herring, per 100..... 1 50	Salmon, pink, per lb.. 0 08
Mackerel, each..... 0 20	" red..... 0 09
Smelts, No. 1..... 0 08	" sea dressed.. 0 10

SMOKED, BONELESS AND PICKLED FISH.

Acadia, tablets, box..... 1 60	Fillets, per lb..... 0 11
Bloaters, per basket..... 0 90	Haddie, Finnan..... 0 07
Codfish, shredded, box 1 80	Herrings, Digby, bundle 0 60
" Bluenose, " 1 40	Herrings, Imported Loch Fyne, per kit.. 1 50
Cod steak, per lb..... 0 07	Kippers, per box..... 1 25
Cod, Imperial, per lb. 0 05	Quail on toast, per lb.. 0 05 1/2
Ciscoes, per basket..... 1 25	

St. Arnaud & Beauchamp is the name of a new firm in the commission business at 215 St. Nicholas Building, Montreal. L. N. St. Arnaud and C. Beauchamp are the partners.

PINEAPPLES

Now at their Best and Cheapest

STRAWBERRIES

We are receiving fresh Cars Daily. Send us your daily orders.

WHITE & CO., Limited

TORONTO and HAMILTON

FANCY

RIPE

PINEAPPLES
FLORIDA TOMATOES
BANANAS

FRESH

LETTUCE
RADISH
RHUBARB
GREEN ONIONS

== Finest Oranges and Lemons ==

HUGH WALKER & SON

Established 1861) GUELPH, ONTARIO

White TEXAS Yellow

BERMUDA ONIONS

Send in your order for these Onions—your customer will be favorably impressed with the superior quality, and you want to have in stock Onions that will please your trade. Texas Bermuda Onions are the best on the market. If you have had them you will order more, if you have not handled them, order now from your wholesaler. The season is closing—don't delay ordering until stocks are sold out and have to say "I wish I had ordered a few cases more."

W. B. STRINGER - - - Sales Agent.

BANANAS

Our specialty the
year round

Joseph Brown & Sons

31 Youville Square
Montreal



"Blue Nose" Butter

IN TINS

Is a line that every grocer should
carry in stock for special trade. It is
unique line and a profitable one.

Prices and Particulars

SMITH & PROCTOR, Sole Packers
Halifax, N.S.



I find this a
**GREAT
SELLER**

PURITY SALT

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

The Western Salt Company, Limited
MOORETOWN, ONTARIO

LOGGIE'S LOBSTERS

EVERY TIN OF OUR PRODUCTS IS GUARANTEED

**Golden Crown
and Golden Key**
ARE OUR BRANDS

THEY are made in standard sizes to suit
the trade. We are expert packers
and our goods have a recognized reputation.
Your querulous customer in quest of
quality will have no cause to complain
when you show a tin of Loggie's and tell
him or her to sample it. There is satis-
faction in every can.

W. S. Loggie Co., Limited
SOLE PACKERS

Chatham - - New Brunswick

Grocers Can Save Money if Wise

You Eastern Township Grocers can buy
from us at same prices as in larger cities, and

WE SAVE YOU FREIGHT

How are you supplied in seed grains?

**Timothy, Clovers, Oats, Barley, Wheat,
Tares, Ensilage Corn, Dwarf Essex
Rape, German Millet, Speltz,
Peas, Yellow and Red
Onion Sets, Sugar
Corn**

We also handle a full line of Groceries,
Flour and Feed

Write for Samples and Prices

C. O. Genest & Fils
Sherbrooke, Que.

AGEN
ifax, N
C.B.;
Eucha
Bros.,
Ottaw
James
Dunca
auley
& Co.,
Denis



Our Ever Popular Brunswick Brand Kipperd Herring



Our Famous Leader Brunswick Brand Sardines in Oil



Our Delectable Brunswick Brand Herring in Tomato Sauce

Three Winners of Connors Bros. Many

Years of experience enables us to turn out sea foods as nearly perfect as can be made. Our large and modern factories give every facility for scientific and economical packing.

Our supplies are the choice of fishermen's catches, caught in the neighborhood of our factories, which were here built for their convenience to the fishing grounds.

Our sea foods are packed under sanitary conditions, in attractive tin boxes made on the premises.

Known and appreciated all over Canada.

Our chief sellers :

- $\frac{1}{4}$ OIL SARDINES
- $\frac{3}{4}$ MUSTARD SARDINES
- KIPPERED HERRING
- HERRING IN TOMATO SAUCE
- FINNAN HADDIES
- (BOTH OVAL AND ROUND TINS)
- CLAMS SCALLOPS

These goods sell quickly and yield the grocer satisfactory profits.

AGENTS---Grant, Oxley & Co, Halifax, N.S.; C. H. B. Hillcoat, Sydney, C.B.; J. L. Lovitt, Yarmouth, N.S.; Buchanan & Ahern, Quebec; Leonard Bros., Montreal; A. W. Huband, Ottawa; C. D. Carteret, Kingston; James Haywood, Toronto; Charles Duncan, Winnipeg; Shallcross, Macauley & Co., Calgary, Alta.; J. Harley Brown, London, Ont.; R. Robertson & Co., Vancouver, B.C.; The Alf. Denis Co., Ltd., Edmonton, Alta.

CONNORS BROS.

LIMITED
BLACK'S HARBOR, N.B.



"EPICURE"
 ———— BRAND ————
LOBSTERS

are expressly packed for grocers wishing to supply their customers with the choicest of these delicious fish.

I secure the pick of the catch and deliver to you large, whole meat, delectable claws and tails, firm and tasty.

Put up in neat packages. Order immediately if you have not already done so, as pack is going to be limited.

C. H. Mitton
 Lobster Packer
 PORT ELGIN, N.B.

**DOMINION FISH AND
 FRUIT COMPANY**

Quebec, Que.

Proprietors of the new, modern *Dominion Cold Storage Plant*, which we open to the trade for safe and economical storage.

FRESH SALMON

We make a specialty of this line. Supplies received daily by our own boats, direct from our own fishing grounds.

Wholesale orders solicited. We handle all other kinds fish in season.

Also dealers in

Fruits and Vegetables

Fresh daily—every variety—very best at attractive prices.

*Office and Warehouse—Champlain Market
 Cold Storage—St. Paul St. and Bell's Lane*

I. Montreuil Jos. Simard J. N. Beaumont

Sardines That Sell

are those that have a guarantee on each tin!

**Concord Norwegian
 Sardines**

are finest small autumn fish only, packed, when freshly caught, in high-grade oil. Each tin is provided with an extra cover for use after it has been once opened.

The care given in selection and packing has retained the natural delicate flavor of the fish in a remarkable degree. Order from any wholesale grocer, and don't forget the name **CONCORD**.



LIST OF AGENTS:

R. S. McIndoe, Toronto; A. H. Brittain & Co., Montreal; W. A. Simonds, St. John, N.B.; Watson & Truesdale, Winnipeg; Radigar & Janion, Vancouver and Victoria, B.C.

THE CANADIAN GROCER

"WE ARE FISHING FOR YOUR BUSINESS"

LEONARD BROS.

20, 22, 24 and 26 Youville Square
MONTREAL

Curers, Smokers, Packers and Producers of all kinds

Fish and Oysters

Fresh Fish every day in the year
Bulk and Shell Oysters in season

Prompt Shipment
Prices Quoted on Request

Mail Orders a Specialty
Get on our Mailing List for Regular Quotations

P.O. Box 639
FIVE
LONG
DISTANCE
TELEPHONES

Phone, Wire or Mail enquiries receive prompt attention.

Branches:
MONTREAL
ST. JOHN, N.B.
GRANDRIVER
GASPE, QUE.

D. HATTON COMPANY

(ESTABLISHED 1874)

18 BONSECOURS ST., MONTREAL

LARGEST RECEIVERS
AND DISTRIBUTORS OF

FISH

IN THE DOMINION

FOR SUMMER TRADE—Live Gaspé Salmon, Brook Trout, Frogs' Legs, Lobsters
live or cooked; Western White Halibut.

WE SOLICIT ALL KINDS OF SEA, LAKE AND RIVER FISH.

DURING THE WARM WEATHER ORDER FROM US.

THE BEST IN THE MARKET—Pickled No. 1
Labrador Salmon, Red and Pink B.C. Salmon
in Tierces, Tubs, and Half Barrels.

WE HAVE the best facilities for disposing of
consignments.

WE SOLICIT shipments of Frogs' Legs, Turtles,
and Fresh Water Fish.

WE MAKE daily cash returns for such shipments.

Write, wire, or telephone us.

Different Methods in Handling Different Fruits

One Who Has Had Considerable Experience Advises Hand to Mouth Buying—'Play Safe' is the Policy of the Scientific Retailer—Depreciation Results From Carrying Over Stocks From Day to Day—Peculiarities About Bananas, Pears, Lemons, Etc.

"Carrying a line of fruit presents a few obstacles which should be carefully guarded against by a grocer. If he is not careful in his method he will find his profits close to the line and will often be out of pocket."

A grocer who has been through the fruit mill and is well acquainted with it thus expressed himself. He had enjoyed (f) the feeling of being wealthy enough to throw away berries, bananas, and other fruits which he has held too long and had consigned them to the dump-pile with an extravagance befitting a millionaire.

His experience was valuable to himself and he was willing to pass it along to his fellow grocers.

"Play safe is my policy," he remarked. "By that I mean don't buy too much. Err on the right side and buy too little rather than lose all your profits by overstocking and then having to smile like a martyr as the fruit goes bad in spite of your prayers which in cases of this kind are unavailing.

"A hand to mouth system brings results every time. If you are not sure of the demand you will have to meet don't be rash. Let the wholesaler keep the stock over in his premises. You can buy fresh fruit every day and if there is any loss it is not coming out of your profits.

"It is always advisable to study carefully your summer fruit business in order that you may know how to act wisely. Endeavor to arrange your trade in such a way that you will know exactly the demands of a large number of your customers. Put it plainly to them. When they come for their first orders tell them that you have made arrangements with a large fruit dealing firm for a daily service of all lines of fruits at the existing market prices. Endeavor to secure orders for a certain number of boxes of fruit a week specifying the days on which they are to be delivered and thus in the beginning you will be able to establish a regular business which will grow if you maintain good service and handle only the best quality. This is a certain trade.

"Then comes the question of carrying a stock for irregular demand. It is a wise policy to buy your fruit twice a day if you can, selling your first supply before replenishing your fruit department. There will not only be the advantage of taking a slight risk, but customers appreciate fresh fruit which has not that bedraggled appearance, suggesting that it has been toned up

several times in order to look presentable.

Keep a Fresh Stock.

"If you want to sell fruit it must be fresh and tempting. If you find your stock has not been all sold at the end of a day, and that you must hold it over, you know that in the morning it will have depreciated at least 25 p.c. That in itself is not a pleasant fact, but it is nevertheless true. At any rate I found it so in my business. Refrigerators do not afford much protection against the deterioration of your stock so that you are handling inferior goods on the second day and customers will not appreciate that fact.

"To be perfectly sure of your quality in cherries, berries, plums, peaches, pears, green gages, etc., buy them daily or, as I said before, twice a day. You will take more interest in selling fresh fruit for it will move easily and will practically sell itself. On the other hand your stock that has been held over night will need your attention and if you meet with the discouragement of throwing various amounts onto the refuse pile your enthusiasm in handling fresh fruit will soon vanish.

On Buying Various Fruits.

"Bananas may be bought green in the summer. It will not be long until they show signs of ripening. In the winter they should be bought three or four days ahead. If they are bought green and are put away and become chilled they turn black and diminish in quality. Lemons bought green in the winter will keep from one to six months. Bought in the summer however they will keep only two or three weeks.

"A cold sandy cellar is the best place I know of to store them for they will keep better there than in a refrigerator. I found that in handling lemons it was best to buy in rather small quantities, just keeping about a week ahead of the demand. There is always a good trade in lemons during the summer months and following this plan you will have few to throw away.

"In regard to peaches they should not be fingered. When they are received in their season they should be carefully handled and if they are fingered by customers it will be found that finger prints will soon turn to a bruise. Customers have the habit of feeling the peaches to see if they are hard or soft and the next morning or soon after there will be little brown spots denoting bruises which you will be unable to account for."

CANADA'S COMPETITORS IN FISH.

"Of all the countries from which fish is imported," says A. W. Donly, Canadian Trade Commissioner, Mexico, "Canada's principal competitors are the United States and Norway. The fish coming from Spain, France, Italy and Portugal consists of special kinds, put up in oils and fancy sauces, such as the first-mentioned countries do not pack to any great extent.

"Under the first heading, the principal item is whole cod from Norway, while the imports under the second, from the United States and Norway, consist chiefly of canned salmon and sardines. In sardines, both as regards quality and price, Norway seems to have a decided advantage over all other countries.

"Canned salmon is undoubtedly the largest single item in fish imports. The kind having by far the largest sale is a cheap grade sold chiefly to the lower classes as Alaska salmon, and retails at from 18 to 20 cents, gold, per can. This costs, laid down, about 12 cents per can, leaving a profit of 50 per cent. over cost. While many Canadian packers of salmon have made inquiries in regard to this trade, few results seem to have been obtained, due apparently to a better grade of fish and better and more costly process of packing.

Reasons for Small Importations.

"The chief reason for the comparative insignificance of all fish importations into Mexico is undoubtedly the fact that the water of the gulf and the Pacific always offer an unlimited supply of the fresh article. The waters of the Gulf of Mexico teem with excellent red-snapper, sea-perch and pampano which are distributed through the different ports, by express, to all the principal centres of population in the interior. With prime fresh fish at the same or a less price than the most inferior grades of the canned article, it would indeed be surprising if the importations of the latter article should reach very considerable proportions.

"Moreover, as fresh fish pays a duty of 2.27 cents per net pound while the canned article pays 4.1 cents per legal pound, fresh salmon is brought in from the Sacramento river, practically during the whole year and retails at more or less the same price as the better grades of canned goods. The principal consumer of canned goods of all kinds, fish, meats, vegetables and fruits are mining and construction camps, which, due to their meagre means of communication with the railways, cannot count on the fresh product."

HOLBROOK'S

WORCESTERSHIRE

SAUCE

is Made in the
Largest Sauce Factory
in the World



NOT FOR AN AGE
BUT FOR ALL TIME.

Its Reputation Built the
Factory

Sole Proprietors and Manufacturers:

HOLBROOKS LIMITED

Canadian-American Offices:

40 Scott St., Toronto, Manager, H. Gilbert Nobbs

Head Office and Works: Birmingham, England

Breweries: Stourport, Worcestershire, England

Export Offices: 64 Leadenhall Street, London, England

HOW THEY GET THE TOURIST TRADE.

Actual Methods Used to Make the Muskoka Tourist Trade Profitable.

W. Hanna & Co., general merchants of Port Carling, Ont., make a specialty of catering to the tourists and campers who throng the Muskoka Lake district every summer, and the flourishing trade they have developed must certainly have been due to the energetic and systematic manner in which they "went after" business, to use a common phrase of the day. They recognized the opportunity presented by the influx of a class who are invariably well supplied financially and are willing to pay high prices for the quality they desire. The company has been modern in its methods, which are described at some length in this article. One of the members of the firm referring to their special summer trade said:

"We endeavor to attract the tourist trade, first of all, by keeping in stock the goods which we have found, in our experience of nearly thirty years in the business, the tourist calls for; second, by always being on the watch for new goods which we believe will 'take' with them, and third, by advertising in the guide books, transportation companies' folders, tourist association year books and other mediums likely to reach the present or prospective Muskoka tourist.

"Then each winter we send out to all the addresses we can get a neat little folder with views, etc., as a reminder of Muskoka. We also get after the trade in a practical way by running two supply steamers, one 11 ft. by 72 ft. and the other 16 ft. by 85 ft. in dimensions. The larger of these we run during the whole season of navigation and the smaller during the four summer months of June to September. On these we carry as full a stock of all lines of groceries, meats, vegetables, fruits, confectionery, bread, hardware and the most called for lines in dry goods, as the size of the boat will permit and take orders for, and deliver the next trip, anything not on board if it is procurable at all.

"The tourist season here begins about the end of May and lasts till the middle or end of October, but is mainly confined to the months of July, August and September. It is at its height during the first two weeks of August.

Carried Varied Stock.

"We stock pretty nearly everything from 'a needle to an anchor.' Some of our lines are: groceries of all kinds, both fancy and staple; provisions, meats, bread, and cakes, fruits, confectionery, drugs, stationery and fancy goods, Indian goods and souvenirs, boots and shoes, and all kinds of summer footwear; gents' furnishings, dry

goods, hammocks, flags, etc.; carpets and oilcloths, furniture, stoves, tinware, hardware, paints, oils and varnishes, yacht and boat supplies, crockery and glassware, carbide and fishing tackle. In fact anything and everything that the cottager, camper or guest is likely to require.

Wholesalers Sell to Hotels.

"In regard to wholesale houses selling direct to hotels, boarding houses, etc. There is a lot of this done up in this district. One so-called wholesale grocer sends a traveler up here every spring, who spends about two weeks calling on all hotels, boarding houses and even farmers who keep a half dozen summer boarders. Then there are some tea and coffee dealers, who, we believe, sell to some merchants, and whose travelers make a house to house canvas of the lakes, calling on everyone, whether they keep boarders or not. We think the law should be amended so that these travelers should pay a tax to the local municipality. Certainly no merchant should buy from them.

"We do not think that the hotels and boarding houses buy supplies very largely from the mail order houses, but we have no doubt that they nearly all deal personally with them."

THE PEOPLE OF JAMAICA

are now buying things in the United States which they ought to buy in Canada. They don't know what we can do. A small advertisement in the

KINGSTON "GLEANER"

might bring inquiries. Better write for rates to

I. C. STEWART, Halifax

TRY LEARD'S LOBSTERS and CANNED CHICKEN

Write for Prices

W. A. LEARD

Summerside, P.E.I.

Lemon Bros.

Owen Sound, Ont., and Sault Ste. Marie Wholesale FRUIT, FISH and PRODUCE

Commission Merchants, and

Dealers in HIDES, WOOL and RAW FUR

Buyers of Fruit

Please note that we have a reputation for giving a square deal to all our Patrons.

Last year's business doubled the previous year. Why? Because Quality is first consideration.

Prices are right. Try us.

Send your order to-day to

The Willett Fruit Co.

LIMITED

Wholesale Dealers in FRUITS AND PRODUCE St. John, N.B.

SEASON 1908-9

Dried Apples

Shipments Solicited Settlements Prompt

W. A. GIBB COMPANY HAMILTON

JAMES SOMERVILLE, Manager

Highest price paid for DRIED APPLES

O. E. ROBINSON & CO.

ESTABLISHED 1886

Ingersoll - Ontario

Would you like our Weekly Circular

OATS, BARLEY, CORN, PEAS

You cannot get the best of business in Quebec without the assistance of a local strictly commission man.

I SELL TO ALL QUEBEC JOBBERS.

I HAVE THE BEST OF CONNECTIONS.

Keep in touch daily with Quebec trade. Use my services.

ELZEBERT TURGEON, Commission, - QUEBEC

Agent: The Maple Leaf Flour Mills Co., Toronto; Gunns Limited, West Toronto.

MON

A complete se with el Capacit Will roast 100 l of only 10 cents fr Can be opera h No complicat-ed parts to get out of order

THE A. J. D GENTLEMEN : In repl Roaster a hug day.

"ROYA

"DEE For slicing Boi Beef, or any kind of bon meats.

SIMPLI SANIT COMPA

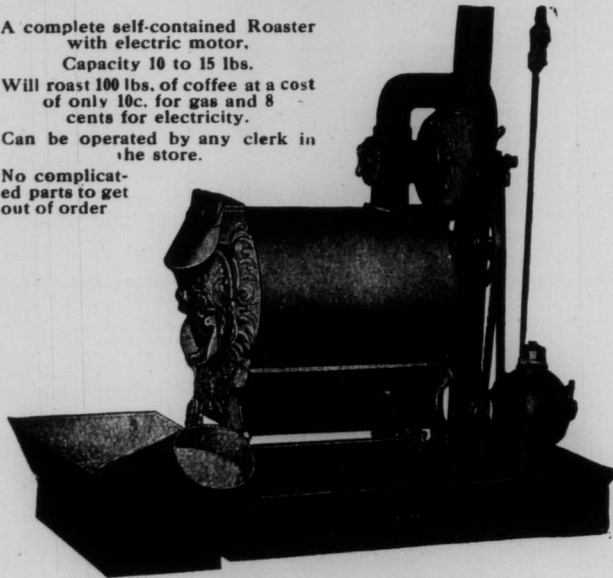
Also equipped We also hav MENT with w GRINDER th "ROYAL" CI

THE A

"ROYAL"

MONEY-MAKERS FOR THE RETAIL STORE

A complete self-contained Roaster with electric motor. Capacity 10 to 15 lbs. Will roast 100 lbs. of coffee at a cost of only 10c. for gas and 8 cents for electricity. Can be operated by any clerk in the store. No complicated parts to get out of order



No. 1 "ROYAL" Coffee Roaster

THE A. J. DEER CO.

OTTAWA, Canada, 11-5-09.

GENTLEMEN:

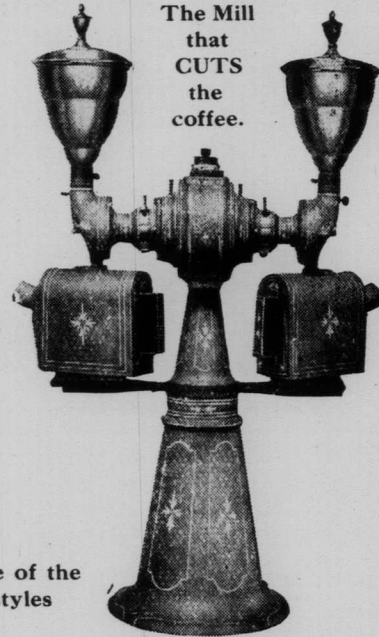
In reply to your letter of Nov. 1st we find our Coffee Roaster a huge success, as our coffee sales are increasing every day.

Yours respectfully,

(Signed) BATE & CO.

A FINE WINDOW ATTRACTION!

Equipped with our patented steel knives which cut the coffee, thus produce a practically uniform granulation.



The Mill that CUTS the coffee.

One of the 72 styles

THE A. J. DEER CO.

NORTH ADAMS, Mass., 5-11-10

GENTLEMEN:

Enclosed find cheque for Coffee Mill. I have found it to be the best fixture I've ever installed. It works to perfection, and for appearance is a beauty. No vibration to speak of and not near the noise of a hand mill. IT IS A TRADE WINNER.

Yours truly,

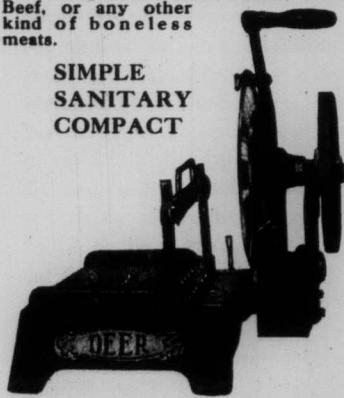
(Signed) STANDARD MERC. CO.

"ROYAL" Machines Fully Guaranteed—Sold on Monthly Payment

"DEER" Meat Slicer

For slicing Boiled Ham, Bacon, Dried Beef, or any other kind of boneless meats.

SIMPLE
SANITARY
COMPACT



Also equipped with extra meat tables.

WE PAY THE FREIGHT
AND DUTY

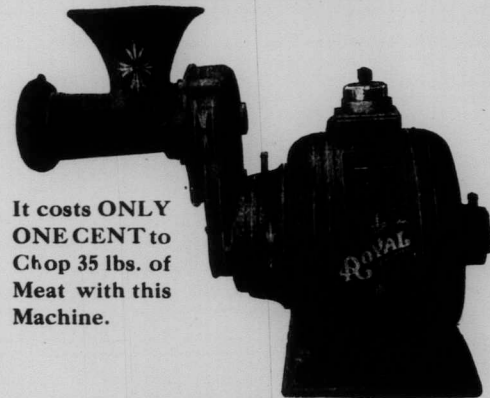
Write for free catalog of whichever
machine interests you.

DO IT TO-DAY.

For your meat department!
They mean larger profits
for you.

"ROYAL" Choppers

are made in several sizes.



It costs ONLY ONE CENT to Chop 35 lbs. of Meat with this Machine.

The "ROYAL"

We also have a DOUBLE CUTTER ATTACHMENT (enabling you to cut your meat twice by feeding it but once), a PULLEY ATTACHMENT with which you can operate other machinery, a GRINDSTONE ATTACHMENT to sharpen your tools, and a GREEN BONE GRINDER that will enable you to sell your bones for chicken feed at from 3c. to 5c. per pound. Any of these can be quickly attached to the "ROYAL" Chopper—they are money-making features and business-getters.

WE WANT TO HELP YOU INCREASE YOUR BUSINESS. WRITE US TO-DAY

THE A. J. DEER COMPANY, 1219 West St., Hornell, N.Y., U.S.A.

Canadian Branches: Montreal, Toronto, Winnipeg, Calgary, Vancouver

Uses of Common Salt that Grocers Ought to Know

**Keeps Eggs for Months and Will Prevent Milk From Souring
—A Good Fire Extinguisher as Well as a Cleanser and Polisher—Freshens up Old Walnuts and will Remove Stains From Glass—Has Useful Medicinal Properties.**

Common salt or sodium chloride is one of the best known articles in the modern grocery. Yet outside of a few of the ordinary uses to which it is put by the average grocer and consumer, there are hundreds of useful qualities which are not generally known.

The table and cooking uses are common knowledge and have been for centuries. But take for instance a few of the other uses. How many people know that salt enters into the composition of soap; is used for the production of shoes and some kinds of cloth, as an antiseptic, and even as a medical preparation? It is impossible to give a complete list in the compass of one short article.

Salt in the Grocery.

It is probable that, although it is handled by every grocer in large quantities, not many know the methods used to obtain salt. Many persons even have the idea that it is chemically made. For that matter it can readily be made, but not at a price which would put it into competition with the article obtained in the ordinary way.

Outside of rock salt, which is mined, the method is to bore for a salt well as for an oil well. When the proper stream has been found it is pumped into large iron pans, where heat is applied and the water evaporated. The size of the crystals varies directly in proportion to the amount of heat used. Quick boiling produces small crystals, and slow heat the coarser varieties.

After entering the grocery, either in barrels or packages, salt is in a position to be of use to the consumer and the grocer himself. A few of these uses will give some idea of their variety.

For instance, eggs packed tightly in salt and entirely covered by it will keep for months. Milk can be kept sweet for three to four days by simply adding a teaspoonful of salt per quart of the milk. It forms a valuable test for telling a poisonous fungus from the true mushroom by the simple method of sprinkling the under side of the "umbrella" with it. If poisonous it turns yellow.

Restores Frozen Potatoes.

Supposing during the winter your vegetables become frozen. It may mean a considerable loss if they cannot be restored. Simply place them in a warm room in a solution of salt and cold water and leave overnight. Then dry them and they will be found to be as good as

before. Somewhat similarly potatoes kept through the winter may be prevented from sprouting by the simple method of immersing them in a wicker basket in a saturated, boiling salt solution.

There is almost universal danger of fire in stores and a good extinguisher can be made very cheaply by dissolving 20 lbs. of common salt and 10 lbs. of sal ammoniac in 7 gallons of water. This solution placed in bottles about the store, affords a quick remedy for any ordinary fire.

Still another series of uses is found in the cleansing and polishing properties of salt. A mixture of salt and vinegar will clean brasswork beautifully and give it a fine polish. By heating the same mixture iron work can be treated in the same way. Salt and salad oil form one of the best furniture polishes, and these uses can be amplified many times by a little personal experimenting.

Rather an odd use for salt is the method of freshening up old walnuts. Place them in a solution of salt (one teaspoonful to a pint of water) and water and leave standing for twenty-four hours. Dry the nuts and they will be found much improved. The same method may be used as a preservative for fresh nuts as well.

The preservation of meats and fish has been known too long and too generally to need any more than incidental mention here.

Removes Stains from Windows

In cleaning the windows of your store, the use of dampened salt will remove paint or other stains better than almost anything else. In winter if the windows are gone over outside with brine it will prevent the formation of frost for several hours. In fact as a cleanser and preservative the uses are practically without number.

The foregoing are just a few hints on the subject which should prove useful in both store and home. Salt is rather looked down upon as a necessary and cheap household article, useful only as an adjunct to other edible. Yet nothing in a grocery can be put to work in so many ways as this humble, every day article.

Over and above all the lines mentioned here are its medicinal properties, its uses in manufacturing and its uses in the home. It is even used on public roads to lay dust instead of petroleum. Taking it altogether we would have a hard

time without it. Even we, ourselves need about 2-3 of an ounce every day. Our blood cannot well do without it.

INFORMATION FOR BUYERS.

Supplied to the Trade by Sellers.

The Litster Pure Food Co., Toronto, have issued a handsome booklet which they are distributing to the consumer. It is attractively finished in colors, several of the pages containing lithograph reproduction in the original colors of packages and cans in which their goods are sold. The Litster trade mark is also prominently displayed and there are many brief talks referring to the quality and value of the various goods the company sells.

The MacGregor Specialty Co., Toronto, Canadian distributors of Frou-Frou, is making an offer to send a free sample of this delicious filled wafer to any address in the Dominion. No article of recent years has met with such universal approval by the Canadian grocery trade, as this Dutch Wafer, now famous on both sides of the Atlantic.

The National Cash Register Co. guarantee to furnish a better cash register for less money than any other concern in the world. They do it. The merchant who desires to develop his business along scientific lines requires to purchase a National Cash Register, as the first step in that direction. He should write today for absolute proof that it will stop mistakes, stop losses, increase trade and increase profits. As a business man he will find it interesting reading. He will readily see how it is that a National Cash Register pays for itself in a short time and goes on making money for him as long as he uses it. Is your net profit what it should be on the volume of business you are doing? If not, losses are occurring in your method of handling cash sales, charge sales, money received on account, money paid out, and change. You need a National Cash Register. If you heard of a line of goods which you didn't have in your store, and on which it could be proved that over 825,000 fellow merchants were making more money than on anything else in their stores, you wouldn't lose any time investigating this line of goods. More than 825,000 merchants are using National Cash Registers. We don't ask you to pledge yourself to buy. All we ask is for you, in justice to yourself and your business, to investigate the matter and find out whether or not it will make you money. National Cash Registers are sold on monthly payments. They actually save each month more than the monthly payment amounts to.



It is good storekeeping to sell only goods which you know to be reliable and to keep only such goods on your shelves.

All grocers should carry a full stock of Royal Baking Powder.

It gives the greatest satisfaction to customers and pays the grocer a greater profit, pound for pound, than any other baking powder he sells

Crest Brand Olives

For quality and style of pack these are the best goods offered to the Canadian trade to-day. Your customers want the best. Quality wins and keeps the trade that is worth having. It will pay you to stock this line. Your jobber can supply you. If not, write us direct. Price lists and full information on request.



Canada Spice and Grocery Co., Limited
LONDON, ONTARIO

Are You Carrying The Empress Brand?

Coffees, Spices, Flavoring
Extracts, Pure Jams
and Jellies

WE WANT YOU to do so.
IT WILL PAY YOU to do so.
YOU WILL do so if you try them once.

WRITE US

Empress Manufacturing Co.

Limited

VANCOUVER, B.C.

BRANDS

"BANNER" & "PRINCESS" CONDENSED MILK

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

St. George Evaporated Cream (Unsweetened)

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

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

J. MALCOLM & SON
ST. GEORGE,
ONT.

Brooms of Quality

WE make them
YOU should sell them.

YOUR
customers will appreciate them
OURS DO

and keep our factory going on
FULL TIME

A postal will bring you
information.

Walter Woods & Co.
Hamilton and Winnipeg

LASCELLES DE MERCADO & CO.

General Commission Merchants

KINGSTON,

JAMAICA

EXPORTERS OF

Sugar, Rum, Coffee, Cocoa, Pimento and all West Indian Produce

The West Indies

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

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

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

T. Geddes Grant

Port of Spain

Trinidad

OK

ENGLAND'S LEADING FRUIT SAUCE

25 years' reputation, and the only sauce backed up by a purity guarantee of

1000 GUINEAS

Sells at 15 cents and 25 cent
(BE WARY OF IMITATIONS)

SAUCE

George Mason & Co., Limited

Sole Manufacturers

LONDON, ENG.

Sole Canadian Agents

S. T. NISHIMURA & CO.

MONTREAL

SUB-AGENTS:

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

BOYD & CO.

(formerly Watson, Boyd & Co.)

Port of Spain,

TRINIDAD, B.W.I.

Are prepared to receive and handle to best advantage all classes of Canadian Produce, including Hay, Oats, Fish, Flour, etc., etc.

Correspondence Invited.

All Codes Used.



Montreal Office

Manufacturers' Agents and Brokers' Directory



Winnipeg Office

Manufacturers and merchants cannot expect to develop, maintain and get the best out of the Canadian market without the assistance of local agents. The following is a representative list of reputable agents. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.

<p>R. B. Colwell BROKER HALIFAX, N.S. REPRESENTING LEADING MANUFACTURERS, SUCH AS E. D. Smith Lowney Toblers</p>	<p>Live Representation ! Do not neglect the Eastern Townships. Am open for another good agency. Know the trade. Have three travelers. E. H. BOWEN, SHERBROOKE, QUE. Manufacturers' Agent and Broker.</p>	<p>W. G. PATRICK & CO. Manufacturers' Agents and Importers 77 York Street, Toronto</p>
<p>J. W. GORHAM & CO. JERUSALEM WAREHOUSE, HALIFAX, N.S. Manufacturers' Agents and Grocery Brokers WAREHOUSEMEN can give close attention to few more first-class agencies. Highest references.</p>	<p>S. Robitaille & Co. Sherbrooke - - - - - Quebec Manufacturers' Agents and Grocery Brokers We are open for a few more first class lines in Confectionery and Groceries.</p>	<p>MacLaren Imperial Cheese Co. Limited AGENCY DEPARTMENT Agents for Grocers' Specialties and Wholesale Grocery Brokers TORONTO, Ont. DETROIT, Mich.</p>
<p>FOR SALE Cheap for cash, Fruit Cleaning Plant with Date Press. In good running order. J. T. ADAMSON & CO. Customs Brokers and Warehousemen 27 St. Sacramento Street, Montreal TEL. MAIN 778 BOND 28</p>	<p>W. S. CLAWSON & CO. Manufacturers' Agents and Grocery Brokers. Warehousemen ST. JOHN, - - - - - N.B. Open for a few more first-class lines.</p>	<p>ON SPOT Spanish and French Shelled Peanuts. Two and three Crown Shelled Almonds. Whole, Halves and Broken Shelled Walnuts. Shelled Filberts. Quotations gladly furnished. Lind Brokerage Company 73 Front St. E., Toronto</p>
<p>ROBERT ALLAN & CO. MONTREAL General Commission Merchants Representing Morris Packing Co. Pork and Lard—Finest Quality</p>	<p>Consignment of genuine Fraser River Sockeye Sal- mon. Ask for prices.</p>	<p>OUT FOR MORE BUSINESS THE HARRY HORNE CO. Grocery Brokers and Manufacturers' Agents. 309-311 King St. West, - - - Toronto We are open to represent a leading Manufacturer of Groceries or Grocery Sundries, for Toronto district. Will give special attention to a good line. Reference Traders Bank. We solicit your correspondence.</p>
<p>CLARE, LITTLE & CO., WESTERN DISTRIBUTORS Wholesale Commission Merchants and Manu- facturers' Agents. Cars Distributed, Warehoused and Forwarded. Warehouse on Transfer Track. Busi- ness solicited. Our position is your opportunity. SASKATOON, Western Canada</p>	<p>W. H. Millman & Sons Wholesale Grocery Brokers TORONTO NEWFOUNDLAND T. A. MACNAB & CO. ST. JOHN'S, NEWFOUNDLAND MANUFACTURERS' AGENTS and COMMISSION MERCHANTS Importers and exporters. Prompt and careful at- tention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's. Codes: A, B, C, 5th edition, and private.</p>	<p>WATSON & TRUESDALE (Successors to Stuart, Watson & Co.) Wholesale Commission Brokers and Manufacturers' Agents. WINNIPEG, - - - MAN. Domestic and Foreign Agencies Solicited.</p>
<p>I WILL GET BEHIND AND PUSH one good staple line. No "dead ones" or "may- bes" considered. I only want one, so write me to-day. G. WALLACE WEESE Manufacturers' Representative 30-32 Main St. East HAMILTON, "Face to Face Business" Canada</p>	<p>G. C. WARREN Box 1036, Regina IMPORTER, WHOLESALE BROKER, and MANUFACTURERS' AGENT Trade Established 12 Years. Domestic and Foreign Agencies Solicited.</p>	<p>Prout, Simpson & Co. Wholesale Produce Merchants We are open to act as Selling Agents and Distributors for few suitable lines. References—Standard Bank, Winnipeg Splendid Trackage Warehouse. Low In- surance Rates. WINNIPEG - - - MAN.</p>
<p>BUCHANAN & AHERN Wholesale Commission Merchants and Importers QUEBEC, P.Q. Groceries, Provisions, Sugars, Molasses, Dried Fruit and Nuts, Grain, Mill Feed, Fish, Fish Oil, Etc. Correspondence solicited. P.O. Box 29</p>	<p>W. G. A. LAMBE & CO. TORONTO Grocery Brokers and Agents. Established 1885.</p>	<p>H. B. BORBRIDGE Wholesale and Retail Grocery Broker OTTAWA</p>

A Rich Field That Will Bring You Returns

A Suggestive Talk to Manufacturers

A manufacturer not represented in the Eastern Townships is neglecting an important field. Here live a majority of the English residents of Quebec Province, and a large percentage of thrifty French-Canadians.

All classes are in good circumstances, and live well, as prosperous people do. They buy for cash or on short credit, and, consequently, are not averse to giving new brands a trial.

If You have a brand you want introduced—provided it is of quality to hold its own, in fair competition, afterwards—ask us if we cannot place it for you.

Fifteen years' experience in the grocery business here, strong, personal connection with the trade, and a thorough knowledge of conditions make us the logical sponsors for any manufacturer desiring his share of profitable Eastern Townships business.

We Will Gladly Advise You of the
Possibilities of Your Goods Here.

S. ROBITAILLE & CO. - - Sherbrooke, Que.

BROKERS AND COMMISSION MERCHANTS

NEWFOUNDLAND

BRTAIN'S oldest colony was never in a more prosperous condition than at present. Are you getting your share of her trade? If not, why not let us help you? We are in close touch with the buyer, and if your lines have not been introduced on this market we would like to take the matter up with you.

WE HAVE THE CONNECTIONS AND FACILITIES FOR HANDLING YOUR GOODS

T. A. MACNAB & COMPANY

**Manufacturers' Agents and Commission Merchants
Importers and Exporters**

Cable Address: "Macnab," St. John's
Office and Sample Rooms:
Cabot Buildings

St. John's, Newfoundland

Codes used: A.B.C. 4th & 5th Eds.
and private.
Warehouse: Tessier's Wharf

A
MONEY
MAKER
FOR
YOU

PACKARD'S
MON-AMI
WATER-
PROOF **BOOT POLISH**

IT
GIVES
YOU
104%
PROFIT

Mon-Ami

gives the quickest, brightest
most lasting and waterproof
SHINE to all leathers.

List Price, \$9.00 per gross.

Discount in 1 gross lots, 25%. Less quantities,
list price.

Terms 5% 30 days.



Mon-Ami

But three months old ;
yet
sold by almost the entire
grocery trade of Canada.

Are you in line ?

If not—get busy !

MON-AMI is only one of our complete line of Boot and Shoe Polishes.
Write us for complete price list.

EVERY PACKAGE GUARANTEED

L. H. Packard & Co., Limited

Packard Building, Montreal

Manufacturers of High Grade Boot and Shoe Polishes
Also Makers of the Famous Rapid Metal Polishes

Gossages'
Magical
Soap

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

GUARANTEED GENUINE

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



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GOODWILLIE'S PURE FRUITS IN GLASS

Are in a class by themselves, simply because special attention is given to every step in preparing them. Only choicest fruits from the famed Niagara Fruit Belt are used. The latest and most scientific methods of fruit packing are called into use, and the strictest cleanliness is observed.

RESULT---A superior product. Obtainable in every centre where there is a wholesaler.

Agents:

Rose & Laflamme, Limited MONTREAL
TORONTO

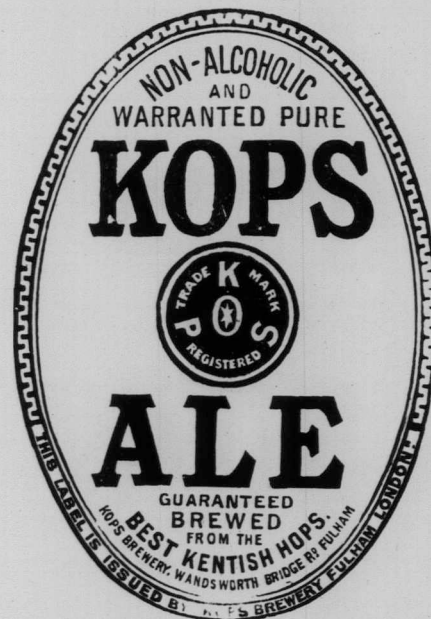
Old England's Healthful Drink

The most healthful drink of Old England is KOP'S ALE, brewed from fine Kentish Hops. It is in big demand in all parts of the world, and particularly in the Daughter States.

Kop's Ale or Kop's Stout

will be found the best for luncheon or dinner, and are refreshing and stimulating at any time. They have a fine, bitter taste, but are entirely free from anything of an injurious nature. **THEY ARE ABSOLUTELY NON-INTOXICATING.** Good for all the year round trade. Let us correspond with you and send you Analytical report with other information.

CANADIAN AGENTS:—Hudson's Bay Co., Vancouver, B.C. W. L. MacKenzie & Co.,
Ross Ave., Winnipeg. Kenneth H. Munro, Coristine Bldg., Montreal. Royal Stores,
St. John's, Nfld. The Turner Co., 106 Front St. E., Toronto.



KOP'S BREWERIES, London, S.W., England

POULTON & NOEL, Ltd.

English Preserved Provision Manufacturers

LONDON, ENGLAND



OX TONGUES
POTTED MEATS
GALANTINES
ETC., ETC.



IN GLASSES AND TINS

PRICE LIST MAY BE HAD ON APPLICATION TO US OR

ROSE & LAFLAMME, Limited, Agents for Quebec and Ontario

MONTREAL

TORONTO

SUNNY MONDAY

LAUNDRY SOAP

"Contains No Resin"



You are taking no risk when you recommend Sunny Monday Soap.

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

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

THE N. K. FAIRBANK COMPANY

MONTREAL, CANADA

The "All-night-soak" Eliminated



By no means least among the reasons for the great popularity of **MINUTE TAPIOCA** are the speed and ease with which it is cooked. It requires no soaking. Fifteen minutes cooking of **MINUTE TAPIOCA** produces a pudding that in taste, nutriment and good appearance would tickle the palate of a Prince.

Tell your women customers about the tastiness, convenience and nice appearance of **MINUTE TAPIOCA**. Recommend it as an ideal Summer Dessert—*then watch your sales mount up.*

ASK YOUR JOBBER FOR MINUTE TAPIOCA

Minute Tapioca Co. - Orange, Mass.

To the Trade:—

We are working overtime filling out orders for Pork and Beans. Sales are increasing daily, and we are continually receiving repeat orders. We credit our increased business not alone to advertising, but to the quality of the goods and low prices.

**Insist on the
"Kitchener Brand"**

Put up in 1, 2, and 3lb. sanitary cans, plain or Tomato Sauce.

We are also packers of full lines of Fruits and Vegetables.

Write us direct for prices.

The Oshawa Canning Co., Limited
OSHAWA, : ONT.

Strength

Purity

Your Guarantee
for profit lies in

"COW BRAND"
Baking Soda



because of its popularity with the housewife!

Order from your jobber

Church & Dwight
Manufacturers MONTREAL

Uniformity

Reliability

GET AFTER IT HARD

The trade of grocers in Ottawa and vicinity is well worth cultivating. Put in a stock here. It is the only way to properly take care of this district.

WE WILL CARRY YOUR GOODS AT REASONABLE RATES. All Railway connections. Advantageous insurance rates. Every accommodation.

WRITE THE MATTER OVER WITH US

The Dominion Warehousing Co.

J. R. Routh, Manager

52 Nicholas St., OTTAWA

Forbes & Nadeau

MONTREAL

Commission Brokers and Dealers in
Canned Fruits, Vegetables and Fish

DISTRIBUTORS FOR:

BEE BRAND SPECIALTIES.

JOHN STEPHEN'S SONS & CO., LTD. (Gloucester, Eng.), High Class Pickles and Candied Peels.

T. A. LYTLE & CO. (Toronto), Pickles and Table Delicacies.

JOHN CONRADSEN (Stavanger, Norway), Sardines.

J. D. BELLON & CO. (Marseilles, France), Castile Soaps.

JOSE TODOLI (Gandia, Spain), Valencia Raisins.

TELLEZ & CO. (Valencia, Spain), Shelled Almonds, Raisins and Onions.

PAUL AUGIER (Aix-en-Provence), Vermicelli and other Pastes.

**Prices and particulars
on application.**



Any Broom bearing the Keystone trade-mark can be relied upon to give satisfaction, and you can place it in the hands of a customer with an assurance that there will be no complaint about its wearing qualities. If, however, you desire to handle the very best that can be produced, select the

"Klondike" and "Jubilee"

Manufactured by
Stevens-Hepner Co., Limited

Port Elgin, Ontario, Canada

ESTABLISHED 1887

CARMAN BROKERAGE CO.

*Wholesale Grocery Brokers
and Commission Merchants*

**CARLOAD IMPORTERS AND
DISTRIBUTORS OF FRUIT
AND VEGETABLES**

REPRESENTING

J. H. WETHEY, Ltd., St. Catharines . . .	Mince Meat
J. MACKAY CO., Ltd., Bowmanville . . .	Cereals
D. VAN DER HULL, Holland . . .	Herring
LEONARD BROS., St. John, N.B. . . .	Fish
PURNELL & PANTER, Ltd., London, Eng. . .	Pickles, etc.
DIXIE PEANUT CO., Petersburg . . .	Peanuts
KENT FARMERS' PRODUCE CO., Blenheim . . .	Beans

We are in close touch with all Western cities and can handle a few more good agencies.

WE AIM TO PUT WINDSOR SALT

in every kitchen, on every table, in every roll of butter and every pound of cheese in Canada.

Already we have almost succeeded, and the unequalled quality of Windsor Table, Butter and Cheese Salt, is steadily winning still more friends.

No grocer's stock is complete without "Windsor" Salt.

The Canadian Salt Co.

Limited

WINDSOR :: :: ONTARIO

EVERY CAN

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St.

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and c



EVERY
CANN



G
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St. Charles

Evaporated Cream

BETTER PROFITS
MORE SALES
SATISFIED CUSTOMERS

With a Good
Stock of
St. Charles



St. Charles Condensing Co.

Royal Salad Dressing

Grocers say "People no longer consider ROYAL SALAD DRESSING a luxury, it's a necessity."

No table relish is so sure to please.

It attracts the kind of trade that buy the best.

Made in Canada by

The Horton-Cato Mfg. Co.

Windsor, :: :: Ontario

One of
The Little Things That Counts

and counts for a great deal, is

SNAP

the magic hand cleaner. For chasing all kinds of dirt, paint, grease or tar from soiled hands it is unequalled, and has over and over again proved a marvellous trade puller to many stores.

Are you handling it?

Write to-day.

SNAP CO.

LIMITED
MONTREAL,
QUE.



The Wash Day Wonder Worker

Everything that goes towards saving labor on Wash Day is welcomed by the busy housewife, and

WONDERFUL SOAP

has no equal in the effective and rapid cleaning of soiled clothes.

Its attractive labelling and packing assists in effecting a rapid sale, while its sterling qualities are your guarantee of repeat orders.

Ask us about our sales-helping proposition. It cannot fail to benefit both yourself and us.

The Guelph Soap Co.

Guelph, Ontario

Toronto Agents:—MacGregor Specialty Company

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

Be ready to meet it—be progressive—be wide awake. If you don't supply H.P. "the other fellow" will; probably he'll soon be supplying a good many other things too, for a customer who wants H.P. means to have it, and when she's had H.P. once she's more than ever certain to take care she gets it again.

The moral is very simple—and very sound.

W. G. Patrick & Co., Toronto and Montreal.
R. B. Seaton & Co., Halifax, N. S.
W. H. Escott, Winnipeg, Man.
The Midland Vinegar Co., Birmingham, Eng.

H.P. SAUCE



"EDINBURGH'S PRIDE"

EVERY BOTTLE OF

Symington's "Edinburgh" Coffee Essence



does credit to the makers and the city of production. Every bottle gives satisfaction and helps to create further demand.

Our **ESSENCE OF COFFEE AND CHICORY** gives wonderful value. One bottle makes 40 cups of delicious coffee fit for any connoisseur.

Recommend it for camping parties and Summer outings. It always pleases.

Thos. Symington & Co.
EDINBURGH

Agents for Ontario—
Messrs. W. B. Bayley & Co., Toronto.
Agents for Quebec—
Messrs. F. L. Benedict & Co., Montreal.

MADE IN CANADA

SUPERFINE LINEN RECORD

For all Commercial Purposes,
Blank Books, Loose Leaf Sheets
and Letter Heads.

Superfine Linen Record will
give you perfect satisfaction.

Envelopes to Match.

Send for our new sample book.

THE ROLLAND PAPER COMPANY, LIMITED
MONTREAL, P.Q.

DOME LEAD

There is no better stove polish to be had in the world than

James Dome Black Lead

Pays both Jobber and Retailer a Good Profit.

CHAMPION'S

MALT VINEGAR



LONDON, ENGLAND

IS THE BEST

Commands a Preference over all others.

Made from the finest malted barley.

AGENTS

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

W. H. Escott, 141 Ballantyne Ave. East, Winnipeg

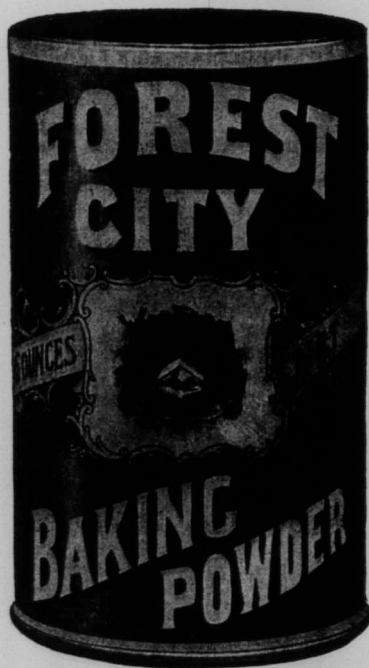
Green & Co., 25 Front Street East, Toronto. R. Robertson & Co., 912-913 Dominion Trust Bldg., Vancouver, B.C.

J. W. Snowdon, 413 St. Paul St., Montreal

We are open to do business on easy consignment terms

Write our Agents for Particulars

FOREST CITY BAKING POWDER



THE STANDARD FOR 25 YEARS

6 oz. tins, 75c. doz.

12 oz. " \$1.25 "

16 oz. " \$1.50 "

Manufactured By

GORMAN ECKERT & CO., Limited

London & Winnipeg

ASEPTO

SOAP POWDER

"The Enemy of Dirt"

There's mighty good business ahead for every grocer who features ASEPTO SOAP POWDER, because it stands unrivalled for every kind of house cleaning.

It is very economical to use, and leaves a splendid profit for the retailer.

Try a case, if you are not now handling it. You'll be surprised how it sells.

Asepto Manufacturing Co.

ST. JOHN, N.B.

Agents: Rose & Laflamme, Ltd., Montreal

What's the use of your tongue, Mr. Grocer?

AURORA

yourself, and then to tell your customers how good it is! The best that money can buy.

W. H. GILLARD & CO.



Why! For just two things, First to try it on

COFFEE

Retails at 40c. and leaves you a real good profit. Don't miss this chance.

HAMILTON,

Branch: Sault Ste. Marie



There is Money in Pushing

Royal Metal Polishes

Royal Metal Polishes and Pastes are made in Canada, by Canadians for Canadians. We pay NO DUTY—as makers of foreign goods sold in Canada must—but put the same money into quality—and profits for you dealers—our distributors. That's why we say Royal Polishes and Pastes, which can be used for every practical purpose,

Give greatest satisfaction to the user and yield most profit to the dealer.

The Royal Polishes Company, Montreal

TELEPHONE 321
P.O. BOX 671

ESTABLISHED
1898

NORTHWEST JOBGING and COMMISSION CO., Limited

GENERAL COMMISSION and BROKERAGE AGENTS

LETHBRIDGE, ALTA.

Wholesalers and Importers of

**Groceries, Provisions, Fresh
Fruit, Grain Bags**

BUYERS and SHIPPERS of GRAIN, MILL-STUFFS and HAY.

Mail Orders Given Special Attention.

McLEAN'S WHITE MOSS COCOANUT

Prepared by the pioneers in the Canadian shredded cocoanut business. It is dependable. The quality does not follow the ups and downs of the market, but is UNIFORM, with a tendency to greater perfection.

Feature McLEAN'S for satisfaction.

Some specialties for Bakers
and Confectioners:

Extracts	Colorings
Shelled Nuts	Glaze Fruits
Fruit Pulp	Icing Powders
Egg Powders	Ice Cream Improver
Essential Oils	Marshmallow Powders



It will pay you to write us
when you need these goods

The Canadian Cocoanut Co.
Montreal



PURE SPICES

In these days of adulterated spices you run every risk when buying unless you stock a brand known and recognized as **ABSOLUTELY PURE.**

PEERLESS BRAND

Spices have stood the test for 69 years.

PACKERS ALSO OF

'Gold Standard' Java and Mocha Coffees

Your Mail Order will Receive Special Attention

W. H. SCHWARTZ & SONS
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“Vol-Peek”

Granite Cement
Mends Holes in Everything

Here is a line easily handled,
in demand every day and salable
at a VERY attractive profit.

Unsurpassed for mending holes in
Graniteware, Tin, Agate, Iron, Brass,
Aluminum, Enamelware, etc.

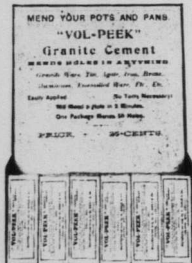
One package will mend 50 holes.
No tools necessary.

Supplied to you in nice counter display
easels as illustrated on right.

Secure Prices

H. Nagle & Co.

Montreal, Quebec



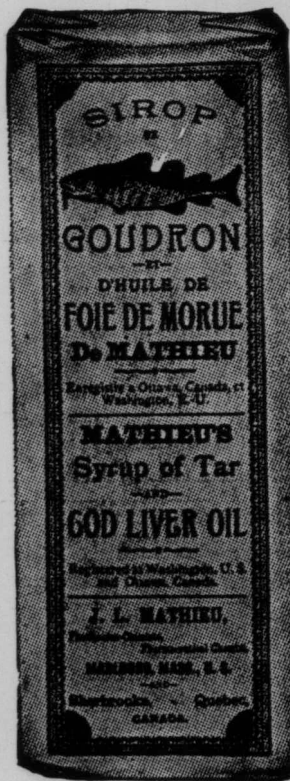
Are you selling Reliance Breakfast Food Reliance Baking Powder and Reliance Extracts?

The price of all other wheat foods has
been advanced, but we are selling Re-
liance to dealers at the old price which
enables them to retail at fifteen cents
per package and make a good profit.

WRITE US FOR OUR SPECIAL
COMBINATION OFFER

International Stock Co., Ltd.

Toronto, Canada



MATHIEU'S SYRUP

of Tar and Cod Liver Oil

has a more certain sale
than most remedies. It is
largely advertised, so that
every one is familiar with
the name.

It has been so successful in
effecting cures that every
user is a publisher of its
excellent qualities.

Its sales have increased
wonderfully everywhere.
It is a sure seller.

MATHIEU'S NERVINE POWDERS

are needed wherever colds
are attended with pains
and fever.

See that you are well sup-
plied with both, as the sea-
son of Colds is now on.

J. L. MATHIEU CO., Props.

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Distributors for Western Canada:

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L. Chaput, Fils & Cie., Wholesale Depot, Montreal.

Do You Use

Redpath

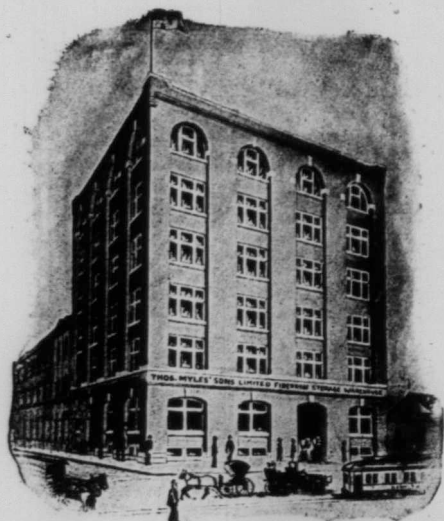
Extra Granulated and other
grades of Refined Sugar?
They represent perfection in
Sugar Refining.

Manufactured by

The Canada Sugar Refining Company, Limited, Montreal, Que.

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Most Centrally Located. Fireproof Warerooms for Merchandise.

BONDED OR FREE

Separate Rooms for Furniture. Insurance Arranged at Lowest Rates.

LIBERAL LOANS

Quickly and Confidentially Advanced on Goods in Store.

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Distributing from Cars a Specialty.

THOS. MYLES' SONS, LIMITED

Main and Hughson Sts., Hamilton, Ont.

A 'SIMPLEX' Bacon Slicer will save you money

It cuts perfectly

Safe and Simple

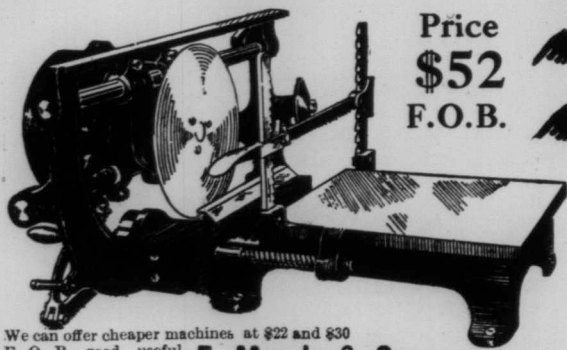
Compact yet Business-like

Roll or side, the 'Simplex' cuts both 'clean as a whistle'—equal to the highest-priced machine on the market.

No difficult mechanism, nothing to go wrong, a lad can use the 'Simplex' without the slightest risk of accident.

The 'Simplex' doesn't fill up your counter, it is beautifully compact, very smart to look at, and very easy to clean.

Money cheerfully returned if not as represented.



Price \$52 F.O.B.

We can offer cheaper machines at \$22 and \$30

F. O. B.—good useful machines and really practical. Send to—

E. Morris & Co. King's Lynn, Eng.



Buy the Best

Merchants who insist always upon the best goods will handle—

QUEEN QUALITY PICKLES

10 and 20-oz. bottles
Sweet, Mixed and Chow
Bulk Pickles in Pails
English Chow Chow
in pails

Pure Tomato Catsup, bottled or in bulk
Perry's English Sauce, Worceste Sauce,
bottled or in bulk

Write us for quotations

Taylor & Pringle Co.,

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"HAS WON ITS SPURS"



It is a select table water, a mild and safe aperient.

Nature, to begin with, has produced in it a good article—every virtue of which has been brought out by expert bottling.

The result is that for PURITY, APPEARANCE, TASTE and EFFICACY it is unexcelled.

GURD'S CALEDONIA, like GURD'S Ginger Ale, is now secure in popular estimation.

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Charles Gurd & Co., Limited

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"SINCERE"
SOAP POLISH

Have You Heard—

about these attractive lines now on the market and creating such a favorable impression?

Sincere Soap Polish—positively will not scratch any metal. Has an unlimited number of uses in the home as a polisher, cleanser, scourer. Retails at 10 cents.

Sincere Hand Cleaner—Neatest package on the market. Has no superior. A sure and steady seller. Retails at 10 cents, showing good margin of profit to the retailer.

Freight prepaid on 5-case lots to any point in Ontario or Quebec. Agents wanted in unrepresented districts.

The National Brokerage Co.

Distributors

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"SINCERE"
HAND CLEANER

**Ice Castle Brand
Lobsters**

He Never Goes Wrong

Order at once we
are just about sold
up.

The grocer who orders
these goods is ever sure
that he will be giving his
customers absolutely the
best values on the market.

**Ice Castle Brand
Kippered Herring**

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PACKER OF THE LARGEST VARIETY OF CANNED GOODS IN CANADA.

AGENTS—Jas. Craig, Windsor; A. E. Richards, Toronto and Hamilton; Geo. H. Gillespie, London, Ont.
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SCOTCH WHISKY HOUSE of resources and knowledge, dealing also in wines, require representation in Montreal, Toronto, Ottawa, Winnipeg, Regina, Edmonton, Calgary, Vancouver and Victoria. Full and intelligent support guaranteed. Managing Director leaving Liverpool on 20th May for journey across to Pacific. Address "Scotsman," c/o THE CANADIAN GROCER, 701 Eastern Townships Bank Building, Montreal. (22p)

WANTED—Grocers to sell Nation's Custard Powder. Retail 5 cents per packet. ½ and 1-lb. patent measure tins. Gives big profit. Satisfies customers. Increases sales. Wholesale Agents: Green & Co., Toronto; W. H. Escott, Winnipeg; W. H. Malkin Co., Vancouver. (34)

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WANTED—At once, first-class catsup maker. Give references and full particulars. Box 64, Hamilton, Ont. (tf)

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CASH Grocery Business, clean stock, reasonable rent, living rooms connected. Good reasons for selling. John Whiting, 531 Richmond Street, London, Ont. (21p)

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COPELAND-CHATTERSON SYSTEMS—Short, simple. Adapted to all classes of business. Copeland-Chatterson-Crain, Ltd., Toronto and Ottawa. (tf)

OUR NEW MODEL is the handiest for the grocer, operated instantly, never gets out of order. Send for complete sample and best prices. The Ontario Office Specialties Co., Toronto.

FOR SALE.

FOR SALE—Automatic Computing Scale. S. H. Fagan, Windsor, Ont. (29)

FOR SALE—The biggest little grocery business in Windsor, Ont. Address Box 348, CANADIAN GROCER, Toronto. (22p)

FOR SALE in the city of Windsor, Ontario, large corner grocery store. Good business reasons for selling. Address 23 Pitt St. West, Windsor, Ont. (23p)

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ANY man who has ever lost money in the mails has had occasion to learn by painful experience that the only proper way to remit money is by Dominion Express Money Orders and Foreign Drafts. If lost or delayed in the mails, a prompt refund is arranged or new Order issued without further charge.

ATTRACTIVE fixtures sell your goods. Walker Bin Fixtures and Show Cases prove invaluable in economising store space, and by compelling custom, assist materially in effecting sales. Send for catalog. Estimates for fixtures submitted. Walker Binland Store Fixture Company, Ltd., Berlin, Ont.

COUNTER CHECK BOOKS—Especially made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our Holder, with patent carbon attachment has no equal on the market. Supplies for Binders and Monthly Account Systems. Business Systems Limited, Manufacturing Stationers, Toronto.

DOUBLE your floor space. An Otis-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only \$70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

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These are the kind of Butter Tubs your customers want. Show them how the specially-treated wood keeps the butter absolutely free from contamination and retains its freshness unimpaired.

YOU SHOULD HANDLE THEM

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Ask your jobber for Cane's "New Idea" Butter Tubs, and when buying any kind of Woodenware remember Cane's is the best line made

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Lime Juice
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Lemon Squash

Fine summer drinks,
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Require addition of
nothing except water.

Unexcelled for picnics,
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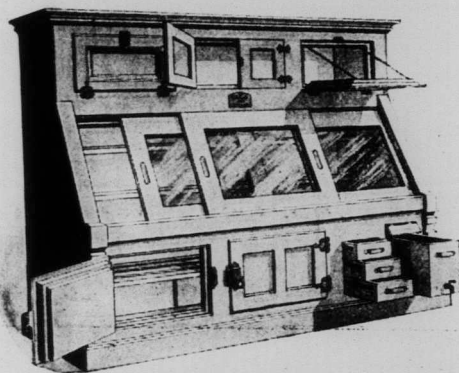
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to push, as the profits
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GROCERS should not be without one



Perfect Dry Air Circulation System
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Branches at Ottawa, Quebec, Winnipeg and Windsor, N.S.

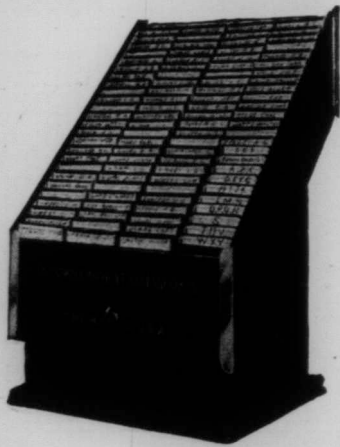


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Belleville Pottery Co.

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Fire Bricks,
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Flower Pots.



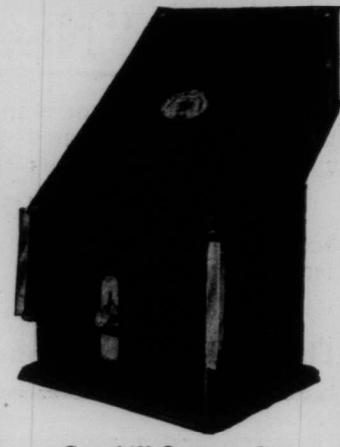
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SAVES

TIME, TROUBLE

MONEY and BRAIN ENERGY



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The charge is fully completed while the order is taken and the account is posted up to the minute in this simple manner. No loss of time posting accounts nor in going to register after "past account."

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Makers of High Class Gums at Popular Prices. Write for Samples and Quotations.
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Small's Maple Leaf Brand
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It drives them up
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Better Than
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Order from your jobber, or
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THE Beverage for ALL Weathers

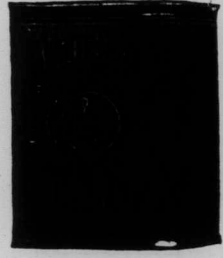
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Grateful **Comforting**
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PAY RETAIL GROCERS A LARGER
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FEATHERS WANTED
Highest prices paid for feathers of all kinds. Must be clean and free from quills. Prompt remittance
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WE SELL FEATHERS TOO

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**SALT
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Granted the highest awards in competition with other makes.
WINGHAM ESTABLISHED 1871



Stock and feature the original brand of quality,
White Dove
and you will win and hold more trade and better.
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The Best Mop Stick is the Best

We manufacture the ORIGINAL BEST (Cummings' Style) priced to retail at 15 cents, and seven other styles of COMMON MOP STICKS, SELF-WRINGING MOPS, MOP CLOTHS, etc., etc.

Order through your jobber.
Send for Illustrated Catalogue.

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always proves a splendid seller, because it does all we claim for it.
It never disappoints. Wrings drier and easier than any other device.
Each one sold is YOUR advertisement, creating more sales.

Watch for TRADE MARK below; it stands for excellence.

Write for Details. Made in Canada.

White Mop Wringer Co.,
FULTONVILLE, : N.Y.



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Best Incorrodible

Buy "PRIDE OF THE ISLAND" Brand

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

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Star Brand

Cotton Clothes Lines

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Cotton Twine

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

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QUICK, CLEAN, HANDY



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1/2-lb. tins—3 doz. in case.

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WE KNOW HOW!

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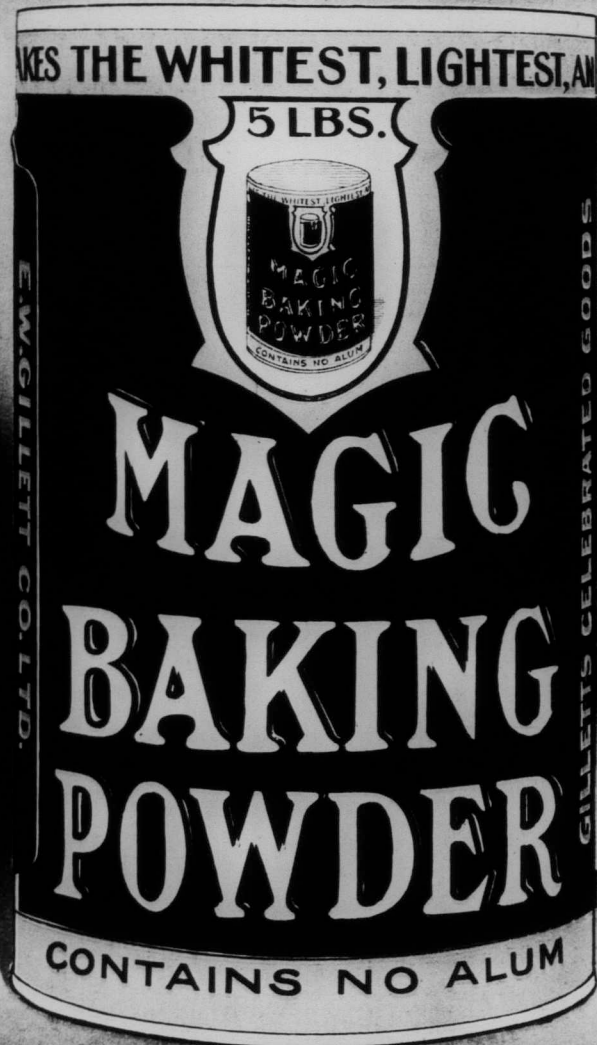
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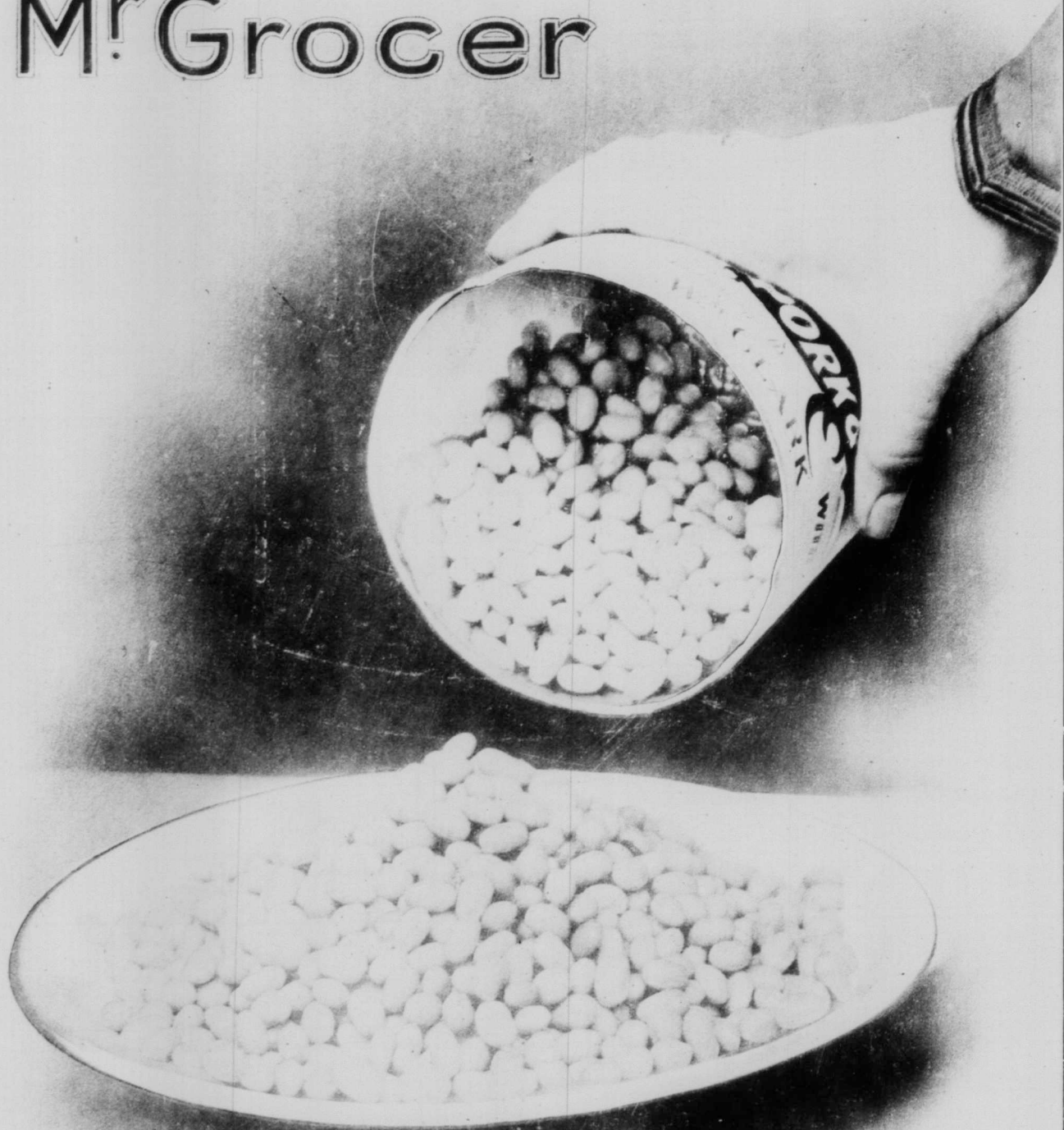
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