

**PAGES
MISSING**

CANADIAN GROCER

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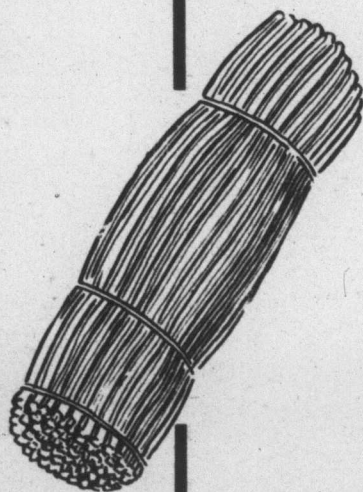
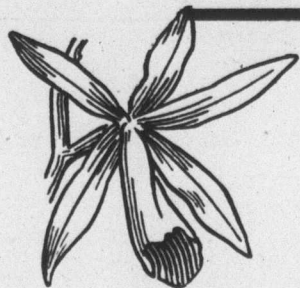
BOSTON

CHICAGO

LONDON, ENG.

THE CANADIAN GROCER

From The Blossom To The Bottle



Shirriff's True Vanilla

Here are illustrations of the famous Mexican Vanilla bean at three different stages of growth, viz:

The Blossom — The Pod —
The Matured Beans, sun
cured and tied in bundles.

SHIRRIFF'S True
Vanilla contains 50%
more of the Vanilla
Bean than the govern-
ment standard calls
for. There is a guar-
antee on every bottle.

Using only the choicest beans,
Shirriff's special process en-
sures an extract of surpassing
rich flavor. It is aged and
matured until all the delicious
boquet and strength are
brought out.



Imperial Extract Co., Toronto

Western Representative—H. F. RITCHIE & CO., LTD., Toronto

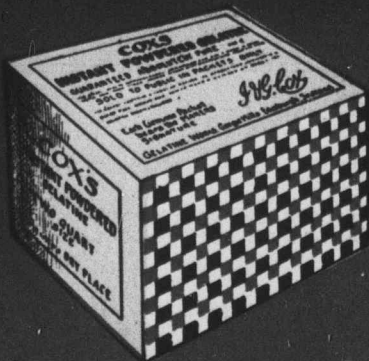
Montreal—W. S. SILCOCK

Quebec City—ALBERT DUNN

Maritime—W. H. L. USHER, Halifax

THE CANADIAN GROCER

Cox's Gelatine



"BRITISH MAKE"

In the spotlight

All eyes are on the famous Instant Powdered Gelatine—Cox's. All the best people use this ever uniform foundation for delicious deserts.

Cox's Gelatine is truly British in quality and gives the most perfect satisfaction of any Jelly preparation on the market to-day.

By recommending it to your trade you are taking no chance whatever.

Keep your stock up.

Arthur P. Tippet & Co.

Agents

Montreal

Toronto



BANNER BRAND

The jams that are as pure as fresh ripe fruit, pure apple jelly and the best granulated sugar can make them

Constancy of **HIGH QUALITY** has always been our policy. Ever since we began business, and long before the Government inaugurated the Pure Food Laws, we were making Pure Fruit Jams and Jellies. We have always labelled every tin, pail and glass jars with its true contents. We never had to change our label.

"L. and B." Banner Brand is the original pure fruit and apple jelly jam. Every care is exercised to make it 100 per cent. pure. Only the choicest of fresh, ripe fruits, apple jelly and pure granulated sugar are used. It is made in a modern factory which is a model of cleanliness.
IT'S MIGHTY GOOD JAM.



LINDNERS

340 Dufferin St.

Toronto

REPRESENTATIVES:

The Amos B. Gordon Co., Toronto; Watt, Scott & Goodacre, Montreal; H. D. Marshall, Ottawa, Ont.; C. A. Munroe, St. John, New Brunswick.

AND JAMS



*Every jar and pail is
antiseptically pure and is
plainly labelled showing
the exact contents*

What You Make

For a long time we have been telling you what a MIGHTY GOOD JAM we make. Genuine goodness in jam or jellies is the quality that induces the customer to come back the second, third and every other time. If the taste is there the "repeat sale" is forthcoming. Every tin, pail and glass jar of "L. and B." Banner Brand jam or jelly becomes a booster for the sale of more. Your customers simply cannot resist the longing for more.

Get behind the "L. and B." products. Push them. They're reliable. Get them on the tables of your customers and let them work for you.

The New Season's Fruits are now ready: Strawberries, Raspberries, Black and Red Currants, Peaches, Plums, Cherries, Gooseberries, etc.

Get in touch with our nearest representative or write us direct.



LIMITED

Ontario

Phone Parkdale 2985

REPRESENTATIVES:

W. H. Lyne Usher, Halifax, Nova Scotia, and Prince Edward Island; H. Donkin & Co., Vancouver; W. L. McKenzie & Co., Edmonton and Regina; Western office at Winnipeg.

Is This Interesting to You?



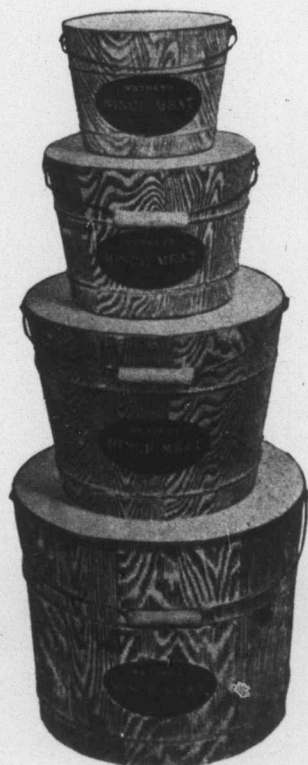
If you have not time to properly read this now---please don't start---but keep this number of the Grocer and read it later.

Is the fact that WETHEY'S give you the benefit of thirty-years of progressive mince meat making a factor in your buying? It should mean much to you.

Stop and Think

You are not too young to think about this seriously. Joseph was thirty years of age when he became Secretary of the Exchequer of Egypt, the then greatest and most powerful nation.

You are not too old to learn. Noah was six hundred years old when he undertook the study of naval architecture---and---he made good.



It Is Now Right Up to You

We can give you the best mince meat to be bought anywhere at the price

Condensed Mince Meat (in cartons)

(Fancy grade) Home Made Meat (lithographed packages)

Bulk Mince Meats (all standard containers)

Write us for prices or ask your jobber.

J. H. WETHEY, LIMITED

St. Catharines

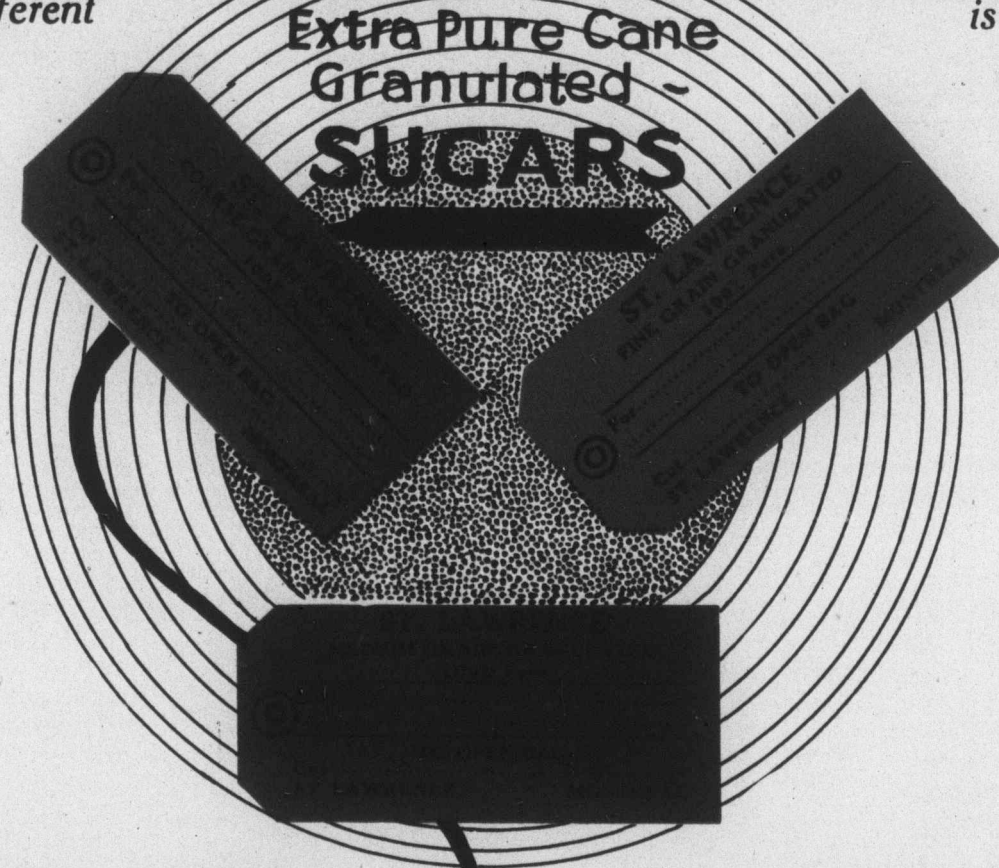
Canada

THE CANADIAN GROCER

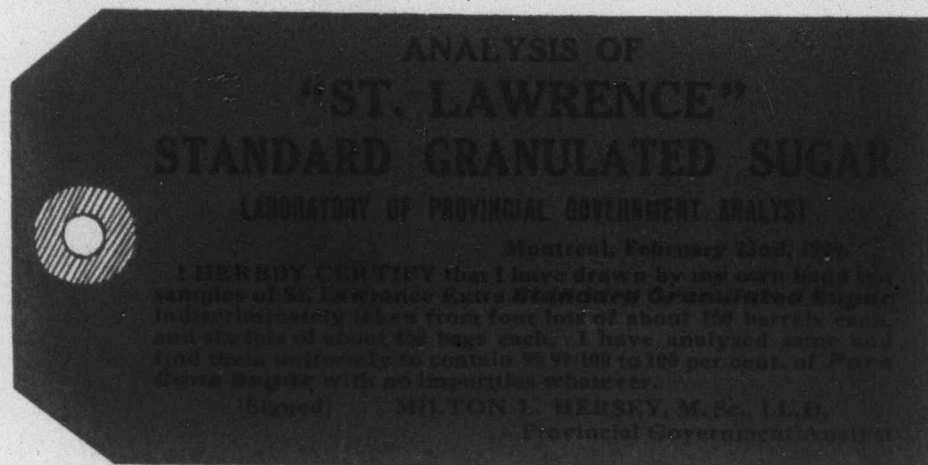
St. Lawrence

*The sugar with
three different
grains*

*The sugar that
is always
uniform*



Every Bag is Tagged



This is why you get what you order and your customers get what they ask for

ST. LAWRENCE SUGAR REFINERIES, Limited, Montreal

*Only
One
Dealer
In
Each
Town
Wanted
To
Handle
This
Absolute
Certainty*

WE WILL advertise your store free by special scheme.

WE WILL give you three months' credit—perhaps more.

WE WILL prepay freight on orders of six dozen to points east of Port Arthur.

WE WILL take back the goods at our own expense if after thirty days you find any defect.

WE WILL only sell to you in your town.

THIS IS THE

QUINQUINOL

PLAN.

QUINQUINOL is positively the best STOCK FOOD procurable.

It is strongly recommended by the Minister of Agriculture.

It is the only stock food which has persistently carried off diplomas at all important exhibitions.

It is packed in tins, not cartons, and therefore cannot suffer from vermin or moisture.

It is sold under a money-back guarantee.

It is prepared from a formula drawn up by one of Montreal's most eminent veterinaries.

Each tin is attractively lithographed and contains one gallon.

50%
Profit

Costs You \$4
per dozen

Retails at \$6
per dozen

50%
Profit

Write now before we appoint the other fellow.

Quinquinol Stock Food Co.
69 St. Timothy St., MONTREAL

“SOVEREIGN”

QUALITY

BRAND

QUALITY



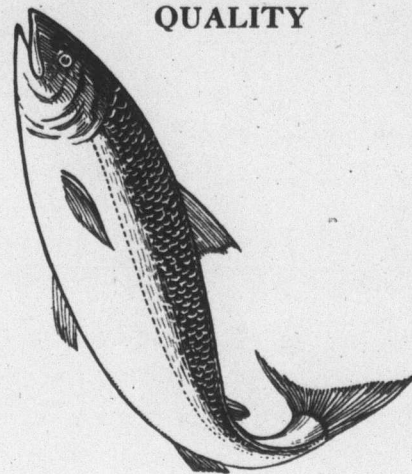
SALMON

QUALITY—NOT PRICE THAT SELLS

IT IS IMPORTANT THAT
RETAIL GROCERS
SHOULD STOCK

“SOVEREIGN” SALMON

Thereby assuring a strong and
healthy competition among
first class standard brands.



Anglo B.C. Packing Co., Ltd., Vancouver, B.C.

“FINEST GRADE OF SOCKEYE SALMON.”

Robinson's Patent Barley

has proved itself a
healthful and nutri-
tious food for young
and old.



Sells Without Effort

Its reputation is long
established and cus-
tomers like it; that
accounts for the
steady demand.

MAGOR, SON & COMPANY, Limited

403 St. Paul St., Montreal

30 Church St., Toronto

AGENTS FOR THE DOMINION OF CANADA

Wagstaffe's Mincemeat and Plum Puddings

**Mincemeat
Season
Mr. Grocer**

Mincemeat, Plum Puddings, Drained Cut Peel, Orange and Lemon mixed in 1 lb. cartons and 25 lb. Gold Lined Pails.

Mincemeat packed in 1 lb. glass, 2s, 5s, 7s. and 25 lb. Gold Lined Pails.

Plum Puddings packed in 1 lb, 2 lb. and 3 lb. crocks. 1 dozen to the case.



REPRESENTATIVES:

W. L. Mackenzie & Co.,	- - -	Winnipeg, Man.
McKelvie & Stirrett,	- - -	Calgary, Alta.
Dominion Brokerage Co.,	- - -	Edmonton, Alta.
Shallcross, Macaulay & Co.,	- - -	Vancouver, B.C.
R. S. McIndoe,	- - -	Toronto, Ont.
Gordon Miller,	- - -	Montreal, Que.
H. M. Wylie,	- - -	Halifax, N.S.



FANCY PEAS

You can make a far better margin of profit by selling the finer grades such as "Aylmer" Sweet Wrinkle Peas.

Aylmer Sweet Wrinkle Peas cost very little more than Standards this year.

In order to encourage the consumption of the finer grades—call the attention of your customers to Aylmer Sweet Wrinkle Peas.

Dominion Cannery, Limited
HAMILTON

THE CANADIAN GROCER

ESTABLISHED 1890

WILLIAM H. DUNN, Limited

Commission Merchants
MONTREAL AND TORONTO

Representing Foreign
and Domestic Packers
and Manufacturers of

FOOD PRODUCTS

and

Table Delicacies

22 YEARS AT SAME ADDRESS

William H. Dunn Limited

Selling Representatives for

Borden Milk Co., Limited

At Montreal, Toronto, Vancouver



BORDEN'S

Condenseries are located in Canada's best dairy districts, and the entire milk supply comes from dairy farmers nearby, whose herds are all under the strictest supervision of our own experts. The greatest care is taken with the cows, barns, dairies, etc., the Borden inspectors regularly visit each dairy. Every farmer is required to constantly maintain the highest standard of cleanliness and healthfulness, even the feeding is on a scientific basis. No Milk is accepted that does not pass the severest test as to quality, butter fat, nutrients, temperature, and in every particular, and this supply, coming as it does from such well regulated source, and the best dairy animals, is bound to be of full food value, and of even quality.

Borden's Milk Products

Have a high reputation, and this has been sustained by merit and integrity, they are the brands that do not stay on your shelves.

Borden's Milk Co., Limited
 "LEADERS OF QUALITY"
MONTREAL

Branch Office Arcade Building, - Vancouver

THE CANADIAN GROCER

THE SIGNS OF QUALITY

*Anything
"Litsters"
is good*

THE MARK THAT
STANDS FOR
A SQUARE DEAL

THE MARK THAT
MEANS PURITY
AND SATISFACTION



LITSTER'S

JELLY POWDERS
HALF-MINUTE PUDDINGS
HALF-MINUTE CUSTARDS
FLAVORING EXTRACTS
SALAD DRESSING

Get the "lucky packages" on your shelves to-day. Push the line that will please your most exacting customer—the line that brings them back for more. Let us tell you more.



THE LITSTER PURE FOOD CO., LIMITED
1297-1301 QUEEN ST. WEST, TORONTO





The
Why
And
The
Wherefore
Of

GAZELLE BRAND



There are a few who do not yet realize the importance of our general trade mark GAZELLE.

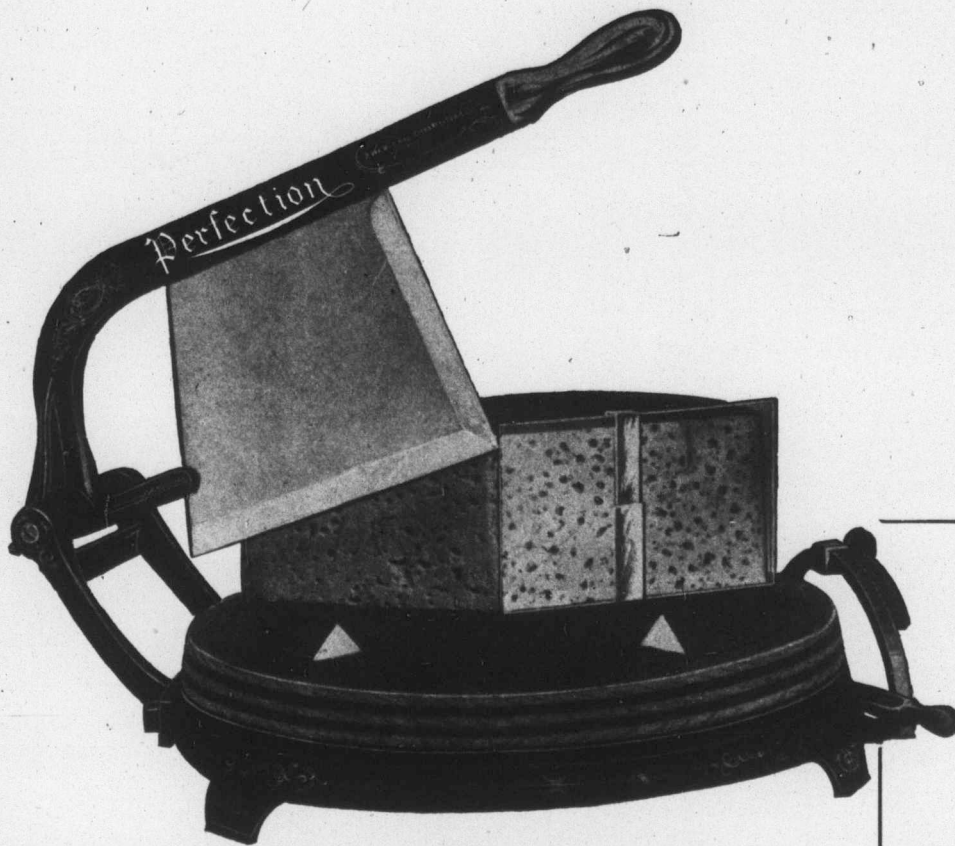
A study of this, the daintiest of animals, discloses certain characteristics peculiar to itself, easiness of movement, delicateness joined with stamina (an unusual combination, surely), neatness to a degree.

A comparison between our canned goods and others also brings out exclusive features in Gazelle, which are very striking.

Didn't we make a happy choice when we selected GAZELLE?

Hudon, Hebert & Co., Limited
MONTREAL

The Most Liberally Managed Firm in Canada



THE PERFECTION REALLY Computes

- ¶ NO FIGURING required, absolutely.
- ¶ It computes 5-10-15 cents worth and so on in one even slice, regardless of the price per pound or the total weight of cheese.
- ¶ It saves the labor of weighing and cutting, and prevents waste in scraps and crumbs.
- ¶ It makes your profit sure and pleases your customers with a fresh slice at every purchase.
- ¶ It combines SIMPLICITY, ACCURACY and DURABILITY at LOW COST.
- ¶ Write for circulars. Agents everywhere.

THE
**American Computing
Company of Canada**
HAMILTON - CANADA

J. McTaggart & Sons
Grocers

Vancouver, B.C.,
August 29, 1913

American Computing Co.
Hamilton, Ontario

Dear Sirs:—

We have been using one of your cheese cutters for over ten years, and it is as good to-day as when installed. The thread on the regulating screw has worn off, however, and we are writing now to ask if you can supply us with this part.

Kindly mail it to us with bill for same and we will remit by return mail.

Sincerely yours,

J. McTaggart & Sons

Get a Perfection because they last.

Listen—

CHINESE STARCH



even if we do say it, is miles ahead of any other starch on sale to-day, and even if you only ask us to send you one or two packages so that you can try it out, we will be glad to do so.

Order It, Because—

1. It is manufactured from a formula which has features peculiar to itself.
2. It is the only starch containing two oils. One of them adds a delicate perfume to the linen. The other makes the iron run smoothly, thus reducing work.
3. Is put up in a package that cannot fail to attract attention, the design being the last word in perfection.
4. The selling proposition is also unique, as each package contains a quarter pound more than any other, yet your profit is more than liberal.

16 ozs. to the Pound—Not 12 ozs.

EVERY DEALER CAN TAKE ADVANTAGE OF OUR "CHINAMAN" WINDOW DISPLAYS. THESE DUMMIES MUST PRODUCE SALES, AND THEIR VERY ORIGINALITY WILL ATTRACT THE PASSERBY.

ASK YOUR JOBBER OR THE NEAREST AGENT. THEY'LL BE GLAD TO SUPPLY YOU.

Ocean Mills - - Montreal

O. Lefebvre, Proprietor

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

"PRIDE OF CANADA"

Maple Syrup



Mr. Retailer:

We are going to put it up to you straight. Do you know of any retailer in any part of the Dominion who has made a success of his business by handling inferior goods and handing them to his customers as the "real stuff?" You can hardly say "Yes."

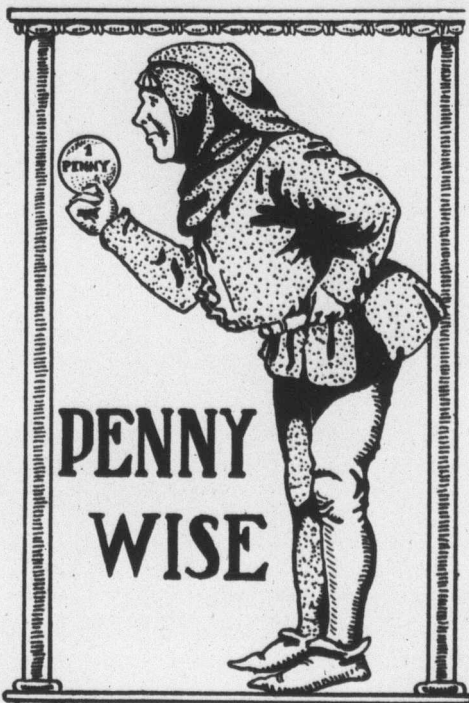
When your customers ask you for maple syrup they want maple syrup, not a syrup made of something else, with a small proportion of the true maple added just for flavor's sake.

When you sell the latter you really are not providing what is asked for, and sooner or later the dissatisfaction caused will harm you.

We have made it possible for you to supply the very finest maple syrup and sugar procurable, because we never put up a compound and do not intend to do so.

The Maple Tree Limited,

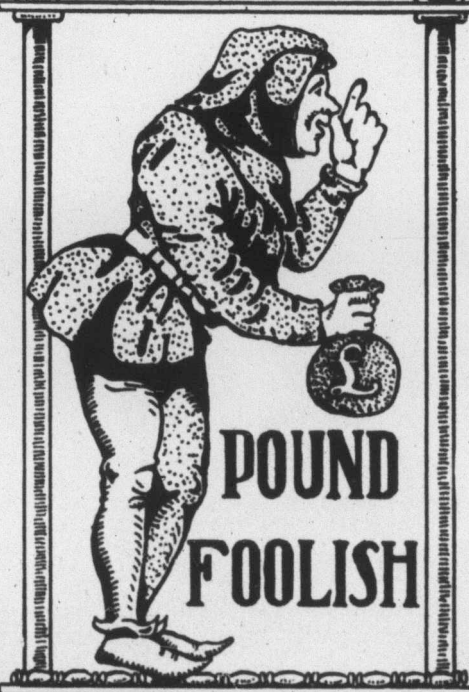
Agents:—W. L. McKenzie Co., Winnipeg.



PENNY WISE

The Old Adage

"Quality at any cost."



POUND FOOLISH

Maple Syrup



The absolute purity of Pride of Canada goods has won for them such an enviable reputation that we have discovered certain retailers actually selling compound goods and stating to the consumer that they were "PRIDE OF CANADA."

Don't let it be a case of "penny wise pound foolish," but rather sacrifice a small fraction of profit and reap extra gain from the larger trade arising from complete satisfaction.

PRIDE OF CANADA MAPLE SYRUP AND MAPLE SUGAR have never been pronounced anything but genuine by Government Inspectors. There is a moral in this record for you. Try our lines and you and your customers will certainly stay with them.

If we find it worth while to spend money to tell you that PRIDE OF CANADA is the only reliable brand in Canada, surely you should take the tip.

Producers Assoc., Montreal

Oppenheimer Bros., Vancouver.



Tartan

SIGN OF PURITY **BRAND**

has built an enviable reputation for itself in the Canadian grocery trade

When you are placing your orders for Fall and Christmas Groceries, remember that you must look to customer satisfaction as well as immediate profit.

Every satisfied customer means her continued trade and another customer.

Tartan Brand Specialties consisting of: 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, represent the finest grade of the various goods and ingredients that is procurable.

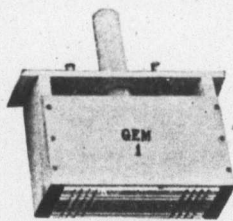
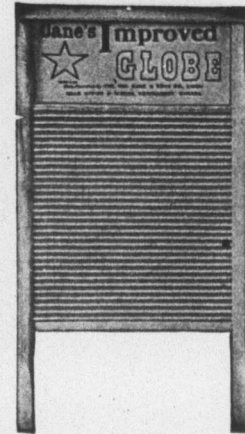
Every Tartan Brand line is a trade bringer and holder.

Balfour, Smye & Co.

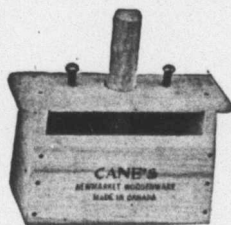
Importers, Packers, Wholesale Grocers
HAMILTON, ONTARIO

Our Mail Order Service is Just What You Need. Six Free Phones

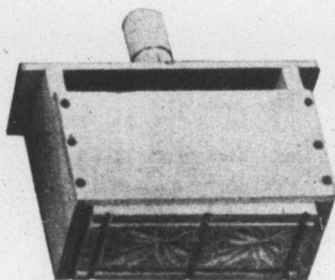




GEM BUTTER MOULDS.

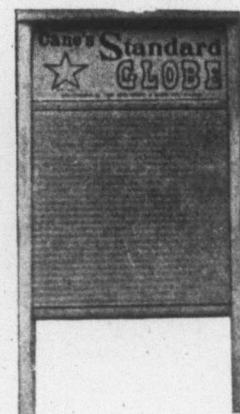


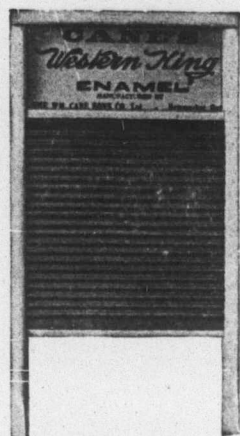
ACME BUTTER MOULDS.



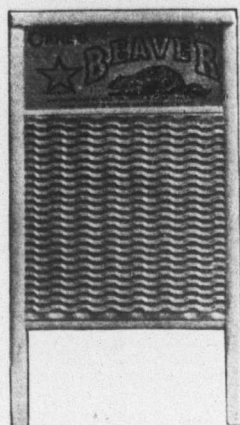
JERSEY BUTTER MOULDS.

The Quality
OF
CANE'S
Woodenware
Is A Positive Assurance
Of Better Business

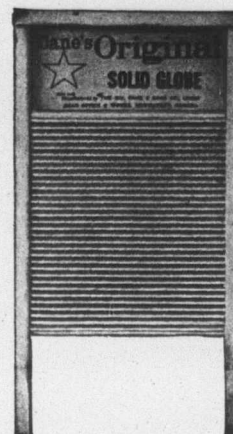




ENAMEL
WASH BOARDS.



BRASS WASH
BOARDS.



ZINC WASH
BOARDS.

Cane's Woodenwear Sells Quickly

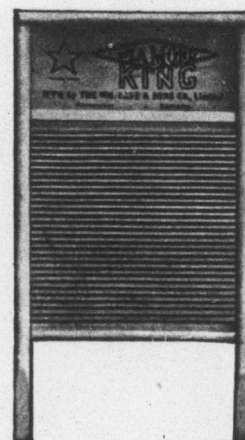
because it is well and favorably known, and is pleasing in design and finish.

Cane's Woodenware is dependable—it never creates dissatisfaction among customers because great care is taken in the selection of material and in the manufacturing. Every article has to be up to the mark before we offer it to the trade.

Cane's Standard Wooden Tubs are better than metal or any other kind of tub because they hold heat and keep wash water hot longer—and there is no chance of the wooden tubs rusting the clothes.

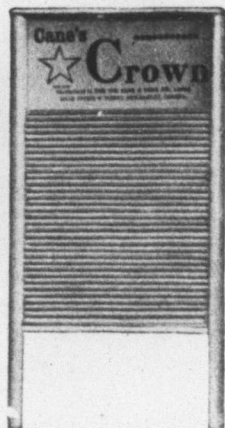
Our entire line is positively guaranteed to give satisfaction.

Ask your jobber for prices. Write us for catalog.



GLASS WASH
BOARDS.

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



Mason and Hickey

Manufacturers' Agents

WINNIPEG

MANITOBA

We are open to represent lines that do not compete with the following

<p>E. D. SMITH & SON, LTD. Winona - Ont. Jams, Jellies, Catsup, Canned Goods.</p>	<p>DOMINION SUGAR CO. Wallaceburg and Berlin - Ont. Granulated, Powdered, Icing and Lump Sugars.</p>
<p>CANADA STARCH CO. Montreal - Que. Factories, Cardinal and Brantford Starches, Syrups, Glucose.</p>	<p>BORDEN MILK CO., LTD. Montreal - Que. Condensed and Evaporated Milk.</p>
<p>GORMAN ECKERT CO., LTD. London - Ont. Olives, Spices, Extracts.</p>	<p>PROCTOR GAMBLE CO. Cincinnati - Ohio Crinco, Ivory Soap, P. and G. Naptha Soaps, and Star Naptha Powder.</p>
<p>HARPER PRESNAIL CO. Hamilton - Ont. Pathfinder, Irene and Elk Cigars.</p>	<p>INGERSOLL PACKING CO. Ingersoll - Ont. Beaver Brand Bacon Backs and Hams, Cream Cheese and Large Royal Oxford Cheese.</p>
<p>GRIFFIN & SKELLEY San Francisco - Cal. Gold Bar, Dried and Canned Fruits.</p>	<p>FOSTER AND HOLTERMANN Brantford - Ont. Pride of Ontario Honey.</p>
<p>J. H. WETHEY CO., LTD. St. Catharines - Ont. Manufacturers of Bulk and Package Mince Meat.</p>	<p>NATIONAL LICORICE CO. Brooklyn, N.Y. - Montreal, Que.</p>
<p>CRESCENT MANUFACTURING CO. Seattle - Washington Mapleine Extracts.</p>	<p>ROBIN HOOD MILLS Moose Jaw - Sask. Robin Hood Porridge Oats, Breakfast Cereal and Bulk Oats.</p>
<p>SLEEPY EYE MILLING CO. Minneapolis - Minn. Koffio.</p>	<p>W. H. DUNN CO. Montreal - Que. Pyramid Fly Catchers.</p>
<p>MAPLES, LTD. Toronto - Ont. Manufacturers of Old Tyme and King Branford Syrup.</p>	<p>NICHOLSON & BROCK Toronto - Ont. Bird Seed and Bird Gravel.</p>
<p>GEO. T. MICKLE Ridgetown - Ont. White Beans.</p>	<p>WM. ROGERS Denia - Spain Packers of the famous Caraval Brand of Valencia Raisins.</p>
<p>MANFORD SCHIER Dunnville - Ont. Evaporated Apples.</p>	<p>THORNTON & CO. Malaga - Spain Malaga Raisins.</p>
<p>W. A. TAYLOR Winnipeg - Man. Horse Radish.</p>	<p>O. J. SHANNON & CO. New York - N.Y. Green Coffees.</p>

Branches

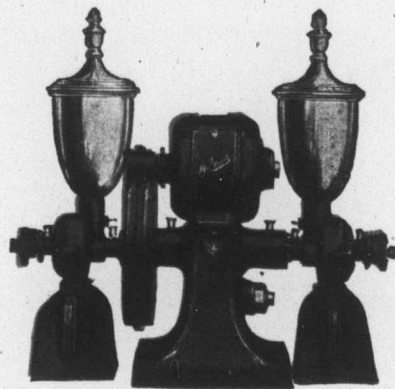
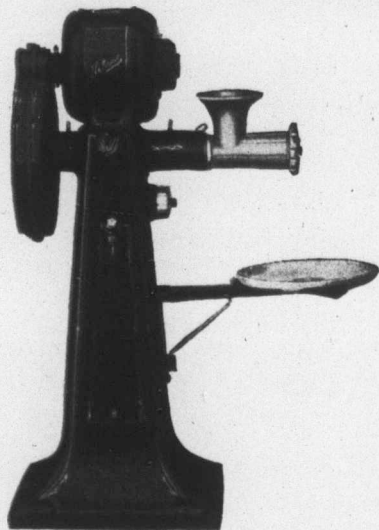
Regina

Saskatoon

Calgary

Edmonton

The Hobart Line of Electric Coffee Mills and Meat Choppers and Bone Grinders in Their New Canadian Home



We are now located at the addresses given below, where we have on display the **WORLD'S GREATEST LINE** of Electric Coffee Mills and Meat Choppers. Sixty thousand users (many of them in Canada) testify to their superior merit and their profit making qualities.

New Catalog just out. It is chock full of money making ideas for Grocers and Butchers. Write for it. Call and inspect our line.

The Hobart Manufacturing Company
105 Church Street TORONTO

26 Place Jacques-Cartier, Montreal

The Smyrna Fig Packers,

Limited

Capital £stg. 250,000.

Owners and Packers of the best known brands

AGENTS ALL OVER CANADA

CALGARY, Alta.

NICHOLSON & BAIN.

REGINA, Sask.

NICHOLSON & BAIN.

EDMONTON, Alta.

NICHOLSON & BAIN.

SAINT JOHN, N.B.

E. T. STURDEE.

HALIFAX, N.S.

E. J. LONGARD.

SASKATOON, Sask.

NICHOLSON & BAIN.

HAMILTON, Ont.

ALFRED POWIS & SON.

TORONTO

J. L. WATT & SCOTT.

LONDON, Ont.

GEO. H. GILLESPIE.

VANCOUVER, B.C.

MARTIN & ROBERTSON, LTD.

MONTREAL

GILLESPIES & CO.

VICTORIA, B.C.

MARTIN & ROBERTSON, LTD.

OTTAWA

THE PARKER BROOM COMPANY.

WINNIPEG, Man.

NICHOLSON & BAIN.

IS AN INTRODUCTION NECESSARY?



Do we need to
remind you that

“SEAL
BRAND”

is still the king
of coffees.

That it enjoys
the largest sale
of any high
grade coffee on
this continent?

“Seal Brand Coffee”

THE STANDARD BY WHICH ALL OTHERS ARE JUDGED

Are you getting your share of the demand
being created by our international advertising?

CHASE & SANBORN

MONTREAL

THE CANADIAN GROCER



This Striking Exhibit at the Toronto Exhibition Convinced Hundreds of Thousands of Visitors of the Advantages of

Redpath Extra Granulated Sugar in 2 and 5-lb. Sealed Cartons

The machine pictured above is a duplicate of the one which, for several months past, has been packing Redpath Extra Granulated Sugar in the Refinery at Montreal. Now that the successful demonstration at the big Fair is over, this new machine is to join the first, to keep pace with the growing demand for Redpath Sugar in 2 and 5-lb. Cartons.

Though the machine looks complicated, its operation is simple, practically automatic, and remarkably rapid. It pastes and closes the bottoms of the Cartons, fills them with the exact net weight of sugar, pastes and seals the tops, and delivers them in a steady procession, ready for the packing cases shown at the right.

Each standard case holds 20 5-lb. or 50 2-lb. Cartons. Grocers find these cases more

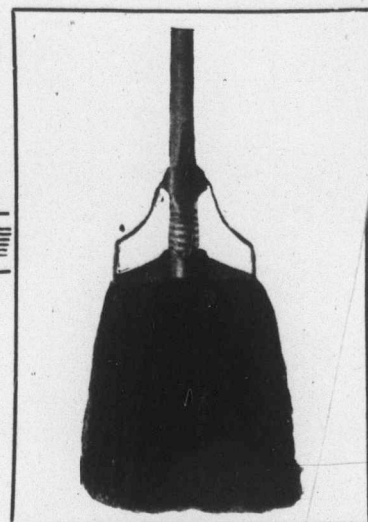
convenient to handle and store than are barrels or bags. The handsome red and blue Cartons lend themselves to most attractive displays in windows, on counters and on shelves. There is a marked saving in time and trouble in filling orders with the ready cartons, instead of having to weigh out the sugar in paper bags. Loss through breakage of bags in delivery is entirely eliminated.

But the most important advantage of all is the satisfaction to customers when the sugar reaches them in such a clean, up-to-date and handy shape.

Grocers who are after the best and most profitable trade are giving much attention to Redpath Package Sugar, with most satisfactory results. Are you using it to build up your business and prestige?



Canada Sugar Refining Company
of Canada, Limited, Montreal



The Only
Cedar Oil Mop
 Is the
A. B. C.

This is a Broad Statement, yet it is an Absolute Fact. If You Examine any of the So-called Cedar Mops You Will Very Soon Begin to Wonder Where the Cedar is Hidden.

THE A. B. C. is chemically charged with Cedar and the Cedar element is guaranteed to remain in it for one year.

THE A. B. C. both polishes and oils at the same time, so that the housewife can do this dual work with the minimum of effort.

THE A. B. C. also has strong deodorizing and disinfecting properties, the cleansing power of the purest of CEDAR OIL making it a healthy acquisition to any household.

33 $\frac{1}{3}$ % Profit 33 $\frac{1}{3}$ % Profit

THE A. B. C. FURNITURE POLISH is the only polish on the market to-day positively guaranteed to fill up scratches and dry up when applied.

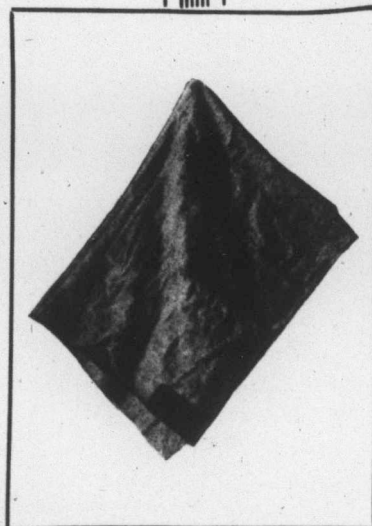
THE A. B. C. FLOOR OIL is another line of proven merit. Leaves a pleasant odor, besides laying dust and polishing.

THE A. B. C. DUSTLESS DUSTER is the last of a quartette of polishers and dusters which are needed in every household.

WE HAVE A SPLENDID PROPOSITION FOR LIVE, HUSTLING AGENTS WHO CAN PRODUCE. WRITE FOR TERRITORY TO-DAY.

Asch Bros. Chemical Co.

Montreal



Three Tobaccos

with a tremendous sale

**"MASTER
MASON"**

Smoking

**"KING GEORGE'S
NAVY"**

Chewing Plug

**"ROSE
QUESNEL"**

Smoking

THESE are "Made in Canada" tobaccos that are popular with Canadians—the tobaccos, both chewing and smoking, are of an undeniable quality.

Every day sees an enormous increase in their sale throughout the entire Dominion. So great was the increase in turnover last year that we were unable to give the prompt delivery that is always our aim.

Place
MINING AND LUMBER CAMP ORDERS
as early as possible

The sale of these tobaccos is remarkably large throughout the mining and lumbering territories and for this reason we advise early ordering to ensure good service in delivery when desired. Order "Rose Quesnel" and "King George's Navy" for this trade. They are quick sellers.

The Rock City Tobacco Co., Limited

QUEBEC

WINNIPEG



ARCTIC REFRIGERATORS

—the solution to your
produce - keeping problem

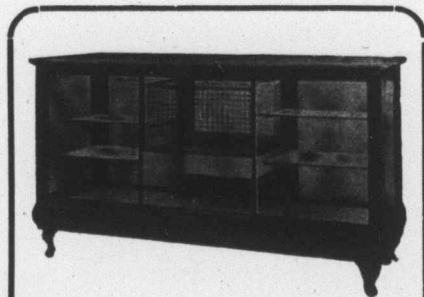
Every grocer is confronted with the produce-keeping problem to a more or less degree and whether great or small must be proved satisfactorily.

The points to be considered in selecting a refrigerator that will give good service are:

1st—The production of dry air cooled to the lowest degree possible with the amount of ice used.

2nd—The smallest amount of ice consumption.

The "Arctic Refrigerator" is so constructed that there is no waste of ice possible, every ounce is a producer of dry cold air.



The Arctic Silent Salesman Refrigerator

Don't keep your perishable goods hidden, but show them in an "Arctic Silent Salesman" where your customers can see what you have for sale.

All Styles

The "Arctic" is made in all styles and for all purposes from the silent salesman to the largest built in style. Our catalogue explains the Arctic principle and illustrates the various styles we make.

Get in touch with us and get our prices on your requirements.

John Hillock & Co., Limited
Toronto, Ont.

Representatives: Quebec and Maritime Provinces—Wolf, Sayer & Heller, Montreal
Western Provinces—Western Butchers' Supply Co., Regina

THE CANADIAN GROCER

CALGARY



LETHBRIDGE



EDMONTON



CAMPBELL WILSON & HORNE
LIMITED



PACKERS OF
ROYAL SHIELD
BRAND
OF GOODS

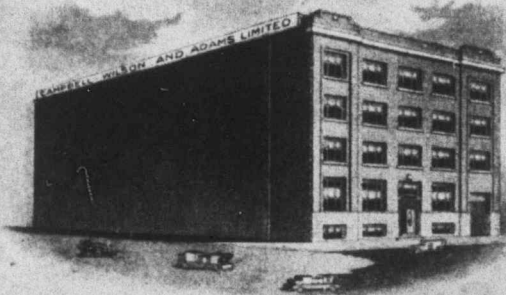


WINNIPEG
CAMPBELL BROS. & WILSON
LIMITED
THE OLD RELIABLE HOUSE
ESTABLISHED 1882



IMPORTERS
AND
WHOLESALE
GROCERS

SASKATOON



CAMPBELL WILSON & ADAMS, LIMITED.

REGINA



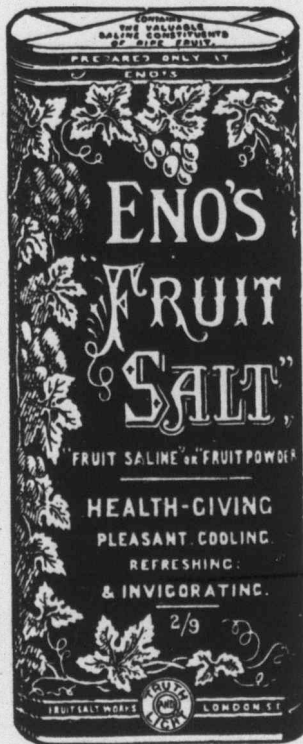
CAMPBELL WILSON & STRATHDEE, LIMITED

Wholesale Grocers and Importers
PACKERS OF
Royal Shield Brand of Goods

- We buy for cash and import all our goods direct from place of production.
- We roast all our own Coffee and grind all Spices, Coffee and Cream of Tartar we sell.
- We blend and pack all our own Tea under the Royal Shield Brand.
- We make and pack all our Extracts, Icings, Jelly Powders, Baking Powders, etc.
- We carry one of the largest and best assorted stocks of Groceries in the Dominion.

SEND A TRIAL ORDER TO ANY OF THE ABOVE HOUSES

Every Household and Travelling Trunk ought to contain a bottle of
ENO'S "FRUIT SALT"



A gentle natural aperient that stimulates the organs of elimination.

A delightful sparkling draught that children like, that invalids can safely take without fear of griping or weakening effects.

Travellers need this valuable preparation to prevent sea-sickness, train-sickness, and illness caused by sudden changes of water or climate.

If you suffer from Constipation, Biliousness, or Indigestion, the regular use of

ENO'S "FRUIT SALT"

will promptly correct the disorders and greatly improve your general health.

This world-famous aperient has been in use for forty years, and to-day stands unrivalled.

"It is not too much to say that its merits have been tested from Pole to Pole, and that its cosmopolitan popularity presents one of the most signal illustrations of Commercial enterprise to be found in our trading records."

Sold by Chemists and Stores throughout the World

Prepared only by

J. C. ENO, Ltd., FRUIT SALT WORKS, London, S.E.

The Pick of the Garden
BUCHANAN'S
Famed Scotch Jams
Made From Selected Fruit

John Buchanan & Bros., Limited
Glasgow, Scotland

Crook, Brown & Company, Winnipeg, Man., Selling Agents for Manitoba
Saskatchewan and Alberta. Write for Prices.

I'se on mah way
--Mistah Grocer
Is yo' ready fo' me?

Pancake season is almost here—and your customers will soon be calling for **Aunt Jemima's Pancake Flour**. Better get your order in to your jobber early. He's ready to supply you.



AUNT JEMIMA'S PANCAKE FLOUR

We expect this season to be the best you have ever had. We have a dandy advertising campaign ready to start—big space—runs regularly till the end of the season.

This year, too, we are featuring the funny Aunt Jemima dolls that all the kiddies like so much. Don't forget to tell your customers about them. They sell Aunt Jemima's.

Cracker-jack store-hangers in full colors—FREE

DAVIS MILLING CO., St. Joseph, Mo.

FREE

A Set of the Funny Dolls

Just to show you how attractive the famous Aunt Jemima dolls are to the little ones, and what a wonderful help they are in selling Aunt Jemima's, we'll mail you a complete set **FREE**—if you'll write us a note on your letter-head. Give 'em to your children and see how much they like the funny Pick-aninnies. **Write to-day.** Be sure to ask, too, for our attractive Aunt Jemima Window Trim.

It's FREE.

CANADIAN MACARONI

HIRONDELLE

(SWALLOW)



BRAND

A brand of worth because the best elements unite in its production, the result being the height of perfection from every standpoint. **Hironnelle** (Swallow) Brand proves the worth of its quality. Manufactured with the best quality Canadian flour and under the management of experts it fears no competition from the imported article.

C. H. CATELLI, Limited, - MONTREAL

Agents: Quebec—Boivin, Grenier & Co. Ottawa—A. M. Sutherland & Co. St. John—J. Hunter White. Toronto—C. C. Mann, 517 Board of Trade Bldg. Western Provinces—Teas & Persse, Ltd., Winnipeg.

Are you going to waste time and profits another Fall and Winter with slow running molasses?

The Enterprise Pumps and Measuring faucets will show you a quick, profitable and cleanly way of handling syrups and molasses this coming winter. These faucets dispense entirely with the use of measures or funnels. The syrup is correctly measured and forced from the barrel into the jar or jug in lightning time.

The Enterprise Improved Patent Suction and Force Measuring Faucets

will draw a gallon of molasses in one minute in cold weather. They are absolutely accurate in measuring the amounts required and will stand the wear and tear of daily service.

The Enterprise Self-Priming and Measuring Pump.

draws molasses at the rate of four revolutions to the pint. It is equipped with our new total register device which shows exactly how much has been taken out. Just put the pump in the barrel and it is ready for use.

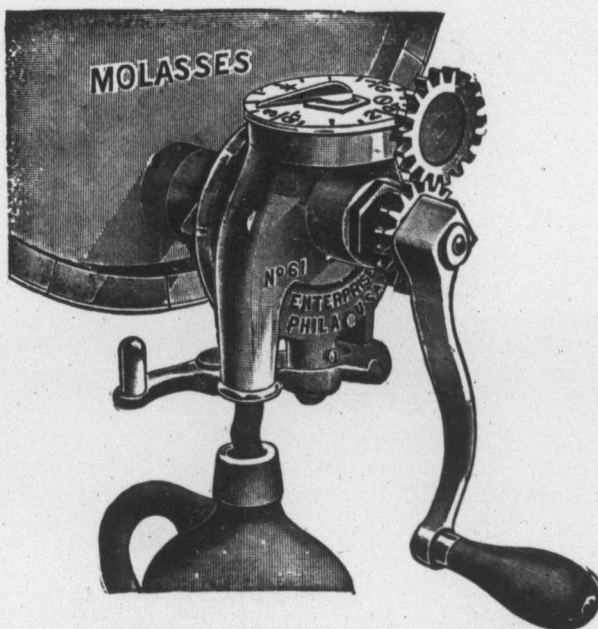
Send for the Enterprise Catalog on Measuring Pumps, Meat and Food Choppers, Coffee Mills, Cherry Stoners, Fruit Presses, Sad Irons, Etc.

The
Enterprise Mfg. Co. of Philadelphia
Patented Hardware Specialties
Philadelphia, U.S.A.

Murray Street
29 NEW YORK

530 Golden Gate Ave.
SAN FRANCISCO

176 North Dearborn Street
CHICAGO



IMPROVED PATENT SUCTION AND
FORCE MEASURING FAUCETS



SELF-PRIMING AND MEASURING
PUMP

BOVRIL



**BOVRIL
TAKEN**

**The
Body-Building
Power
of
BOVRIL
Taken**

Greatly increased demand for BOVRIL

Since the publication of the remarkable experiments with Bovril upon Human Subjects recently reported by the British Medical Association, the demand for Bovril has enormously increased. By these experiments the Body-Building Power of Bovril was proved to be from ten to twenty times the amount taken.

It will pay you to stock Bovril. Bovril sells itself. Send your order to-day and secure a share of this rapidly growing trade.

There is also an increasing demand for

Bovril Cordial

Bovril Cordial has the same Body-Building Power as Bovril, and is even more quickly soluble in hot water.

**BOVRIL, LIMITED,
27 St. Peter Street, MONTREAL.**

An amount of Bovril proportionate to the small black circle has been proved to produce an increase in flesh and muscle corresponding to the large white circle, showing the Body-Building Power of Bovril to be from 10 to 20 times the amount taken.



*“Let good digestion
wait on appetite
and health on both”*

TELFER'S Oatmeal Crackers

There is little or nothing that can be said against the cereal, oatmeal, as a health-giving, tissue-building food. Telfer's Oatmeal Crackers as delicious, appetizing biscuits have no equal and like all Telfer products are perfectly baked and always fresh and crisp.

Among the Telfer lines the following deserve special mention:

**Peerless Soda Crackers
Reception Wafers
Graham Wafers
Vanilla Wafers**

We will be pleased to send trial order and quote prices.

WRITE TO-DAY.

TELFER BROS., LIMITED
Collingwood, Ontario

**Branches: Toronto, Winnipeg, Hamilton, Fort
William, Brantford, Edmonton, St. John, N.B.**

General Optimism is Killing the Pessimists

The financial situation is becoming more favorable. Still, you want to secure full value for your money more than ever to-day. That is why

Da Costa's

"EXTRA FANCY"

AND

"CHOICE BARBADOS"

MOLASSES

should be the leading lines of Molasses in your store. They are the highest standard of purity, give both you and your customers full value for the money, and must naturally bring increased business to your store.

They are products of the most reputable Planters in as much as juice of the finest sugar cane alone enters into their composition.

All Leading Wholesalers Recommend Da Costa. See that you get it.

Da Costa & Co., Barbados, West Indies

To the Wholesale Trade Only:

WEST INDIA COMPANY LIMITED

St. Nicholas Bldg. Montreal

The Canadian House of
Sandbach, Tinne & Co., 3 Cook Street, Liverpool,
(Established 1803)
Sandbach, Parker & Co., Demerara, B. Guiana
(Established 1782)

We also represent some of the chief business houses of Barbados, Trinidad, Jamaica, Antigua, St. Lucia, Granada and other West India Islands.

We solicit orders and enquiries for all descriptions of West India produce.

SUGARS
PIMENTO

MOLASSES
GINGER

CATTLE FOOD
NUTMEGS

COCOA COFFEE
COCOANUTS, Etc., Etc.

We also beg to call attention to our *EUROPEAN DEPARTMENT*, which is in close touch through our Liverpool house, with all English, Continental and Asiatic markets. We can usually quote attractive prices on the following:

RICE, SAGO, TAPIOCA, SALT (Table or Course), PEAS, BEANS, PEPPER, CINNAMON, and other Spices, WALNUTS, PEANUTS, and all nuts for Confectionery purposes, and grocery specialties of all kinds.

We solicit enquiries for any articles you want from Europe or East Indies, and if there is any special article you require for your trade, please ask us about same.

Lines Which Have



LE SOLEIL

This is simply another way of saying PERFECTION IN IMPORTED CANNED GOODS.

The packers of this assorted line of SOUPS, VEGETABLES OF EVERY VARIETY have won a world-wide reputation for purity and quality, so do not miss LE SOLEIL.



OLIVE OIL

MINERVA BRAND

The choicest live oil produced in Southern Europe. Every bottle carries the

PURITY CERTIFICATE

of the Government Laboratory at Marseille.

THE VERY APPEARANCE OF THE BOTTLE GOES FAR IN PRODUCING SALES.

PIPER-



HEIDSIECK

MUSHROOMS

Have you had any of LECOURT'S? This is the packer whose goods are on sale all over the Dominion, and have an established place in the best of Canadian homes.

LECOURT is the name to mention when ordering mushrooms of quality.

10 CENTS RETAIL

You cannot duplicate that fast selling line of

PETITS POIS

Which we receive regularly from that well known house—Frs. Petit & Cie, France.

This line will appeal to your middle-class trade and allow you a big profit too.



LAPORTE, MARTIN, LIMITEE, 568 St. Paul Street, MONTREAL

Tel. Main 3766

Proven Good Sellers

Our importance in Canada as wholesale grocers is reflected by the number of important agencies we control.

KUNKLEMAN & CO.
 UNION CHAMPENOISE
 LES PETITS-FILS DE BOUVET LADUBAY
 PH. RICHARD
 MITCHELL BROS. & CO.
 MITCHELL & CO. OF BELFAST, LTD.
 J. P. WISER & SONS, LIMITED
 HERMAN JANSEN
 G. PIMS & CO.
 DIEZ HERMANOS
 MORIN, PERE & FILS
 COMPANIA VINICOLA DEL NORTE
 ETABLISSEMENT A. SARRAZIN
 FREDERICK KROTE
 GARRET & CIE
 E. BARTISSOL
 REAL COMPANIA VINICOLA
 SOCIETE DES VINS DE BANYULS
 P. GARNIER
 FRED MILLER BREWING CO.
 FRED MILLER BREWING CO.
 W. E. JOHNSON & CO.
 BELFAST MINERAL WATER
 AMERICAN FRUIT PRODUCE CO.
 AMERICAN FRUIT PRODUCE CO.
 AMERICAN FRUIT PRODUCE CO.
 BLANC & FILS
 H. E. BOULLE & CIE
 SOCIETE ANONYME "LE SOLEIL"
 FEYRET & PINSAN
 D. E. MILLIAU FILS
 A. & L. LEHUCHER
 SOCIETE ANONYME DES USINESS REMY
 A. DELOR & CIE
 CHATEAU ROBERT
 CHATEAU ROBERT
 FENECH ARTELL & CO.

Reims
 (Epernay)
 St-Hilaire, St-Florent
 St-Jean d'Agely
 Glasgow
 Belfast
 Prescott
 Schiedam
 Londres
 Jerez de la Frontera
 Nuits St-George
 Espagne
 Dijon
 Goblenz
 Malaga
 Portugal
 Portugal
 Banyuls sur Mer
 Enghien les Bains
 Milwaukee
 Milwaukee
 Liverpool
 Belfast
 Rochester, N.Y.
 Rochester, N.Y.
 Rochester, N.Y.
 Valence sur Rhône
 Marseille
 Malines
 Bordeaux
 Marseille
 Paris
 Louvain
 Bordeaux
 Bassin de Vichy
 Bassin de Vichy
 Tarragone

Champagne **PIPER-HEIDSIECK**
 Champagne Cardinal
 Champagne Duc de la Grange
 Gognaes
 Scotch Whisky
 Irish Whisky
 Canadian Whisky
 Gin Gold Finch
 Gin Old Tom
 Sherry "Favorito"
 Burgundy Wines
 Spanish Claret
 Bacchus Tonic Wines
 Rhine Wines
 Malaga Wine
 Port Wine
 Port Wine
 Vins de Banyuls-Bartissol
 Fine Liquors
 "High Life" Lager.
 Extract of Malt
 Bass Ale & Stout
 "Trayder" Ginger Ale and Soda
 Apple and Grape Juices
 Apple Vinegar
 Apple Champagne
 Pâtes Alimentaire
 Minerva Brand Olive Oil
 Canned Vegetables
 Alimentary Preserves
 Castille Soap
 Lecourt Mushroom
 Famous Remy Rice Starch
 Bordeaux White and Red Wines
 Lemonade "La Savoureuse"
 Source Neptune
 Mass Wines
 Sanctuary & Vatican

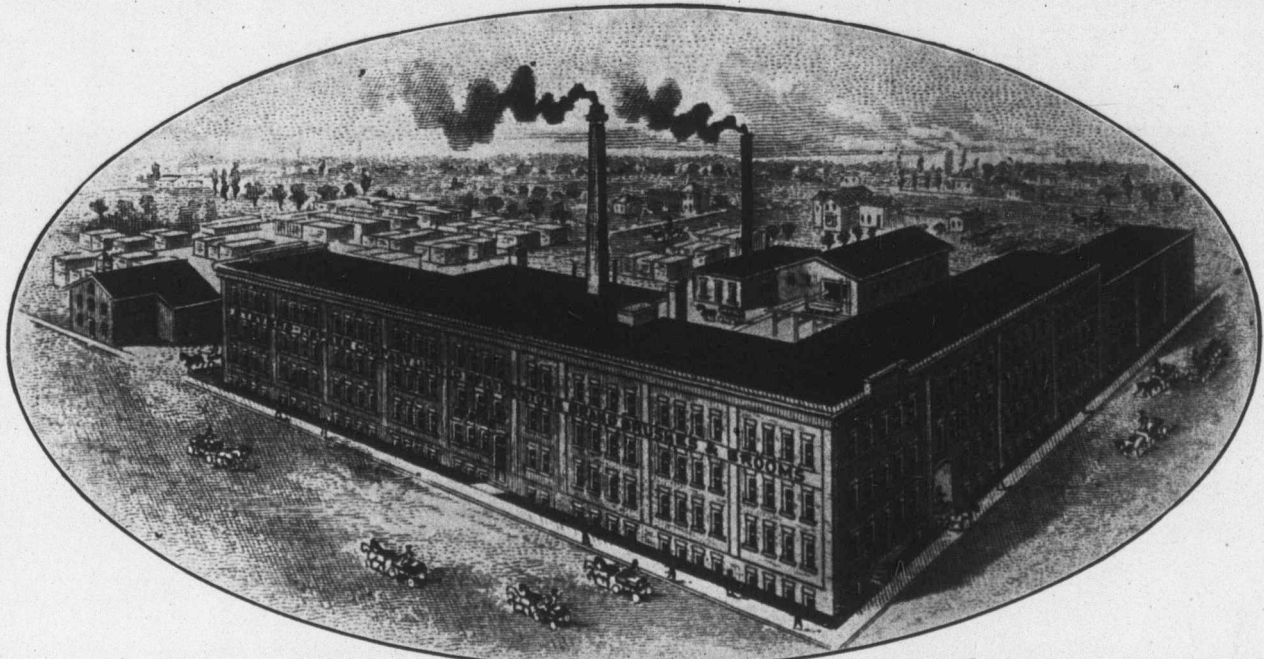
CANADIAN CANNED GOODS

Our Trade Mark
"VICTORIA"

Victoria stands for superlative quality. Specify it when ordering Tomatoes 3s, Corn 2s, Stand. Peas 2s, Peaches 2s-3s, Wax Beans 2s, Refugee Beans 2s, Strawberries 2s, Raspberries 2s, Apples 2s, Pears 2s.

LAPORTE, MARTIN, LIMITEE, 568 St. Paul Street, MONTREAL

Tel. Main 3766



Owing to the rapidly increasing demand for **KEYSTONE BRAND BRUSHES AND BROOMS** we have found it necessary to again make a large addition to our plant, and the above illustration shows our factories with the new addition which is just being completed. With this greatly increased capacity we hope to be able to take care of all business offering and to make prompt deliveries.

STEVENS-HEPNER COMPANY, LIMITED
PORT ELGIN, ONTARIO



For

Wash Day



For

Every Day

For every purpose around the house

No fabric is so frail, nothing too coarse to be well and safely cleansed with the pure, abundant lather from **Wonderful Soap**.

No other Soap in the market gives safer, surer or more speedy results in any and every kind of household washing and cleaning.

Wonderful Soap is the housewife's favorite. When once used, it cleans quickly and thoroughly without ringing and without the necessity of bleaching.

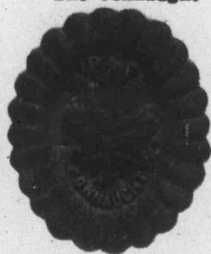
It is put up in attractive labelled wrappers and well packed. It looks well, sells well, and produces good profits.

Try our **Crystal Soap Chips**.

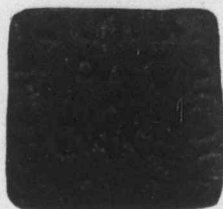
The Guelph Soap Co.
GUELPH ONTARIO



The Connaught

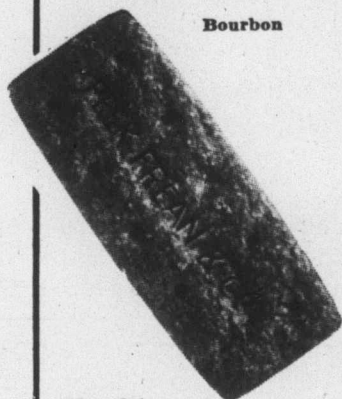


A Princely Biscuit



Pat-a-Cake

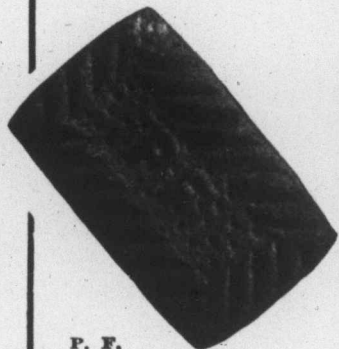
Bourbon



Chocolate Sandwich



Ye Billican



P. F. Short Cake

*biscuits from
across the "brine"*

Peek,

Frean

P.F.

London

Peek, Frean's Biscuits are the most toothsome of all. :: ::

*Have you tried the famous
P.F. Short Cake?*

Proof of the popularity of this delicious biscuit is in the fact that about 325,000,000 were sold the year of its introduction. The delightful crispness, the genuine old time short cake flavor and the richness of quality not only sell the first order, but ensure continued demand.

The Connaught

P. F.'s latest introduction—a delicious biscuit—good design, popular name, attractive flavor, striking label. About 48 to the lb. All P. F. Biscuits are shipped in hermetically sealed tin boxes, are always oven fresh. A postal to-day to any agent will bring samples of these lines.

PEEK, FREAN & CO., Limited

Biscuit Manufacturers.

LONDON, ENG.

AGENTS: British Columbia—The W. H. Malkin Co., Ltd., Vancouver; Alberta, Manitoba, Saskatchewan, Ruttan & Chipman, Fort Garry Court, Winnipeg; Ontario, The Harry Horne Co., 309-311 King St. W., Toronto; Ottawa and Eastern Canada, Frank L. Benedict & Co., 45 St. Alexander St., Montreal.

GAINING IN POPULARITY DAILY

"YOUNG TOM"

By street cars, by bill boards, by newspapers and by samples, we are showing Westerners how "YOUNG TOM" saves work, clothes and hands.

We are creating a demand for you to fill. You profit by stocking these lines.

**Young-Thomas
Soap Co., Ltd.**

REGINA. CAN.



The kind of publicity that helps you sell.

It Sticks to You.



"WHERE DOES
THE SHINE COME FROM."

BRASSO

The chief ingredient in Reckitt's goods is satisfaction. Every user gets some of it and you can't handle them without getting a lot too. A world wide reputation can't be built up without it, and that is why

Zebra and Brasso

are so well known.

ZEBRA



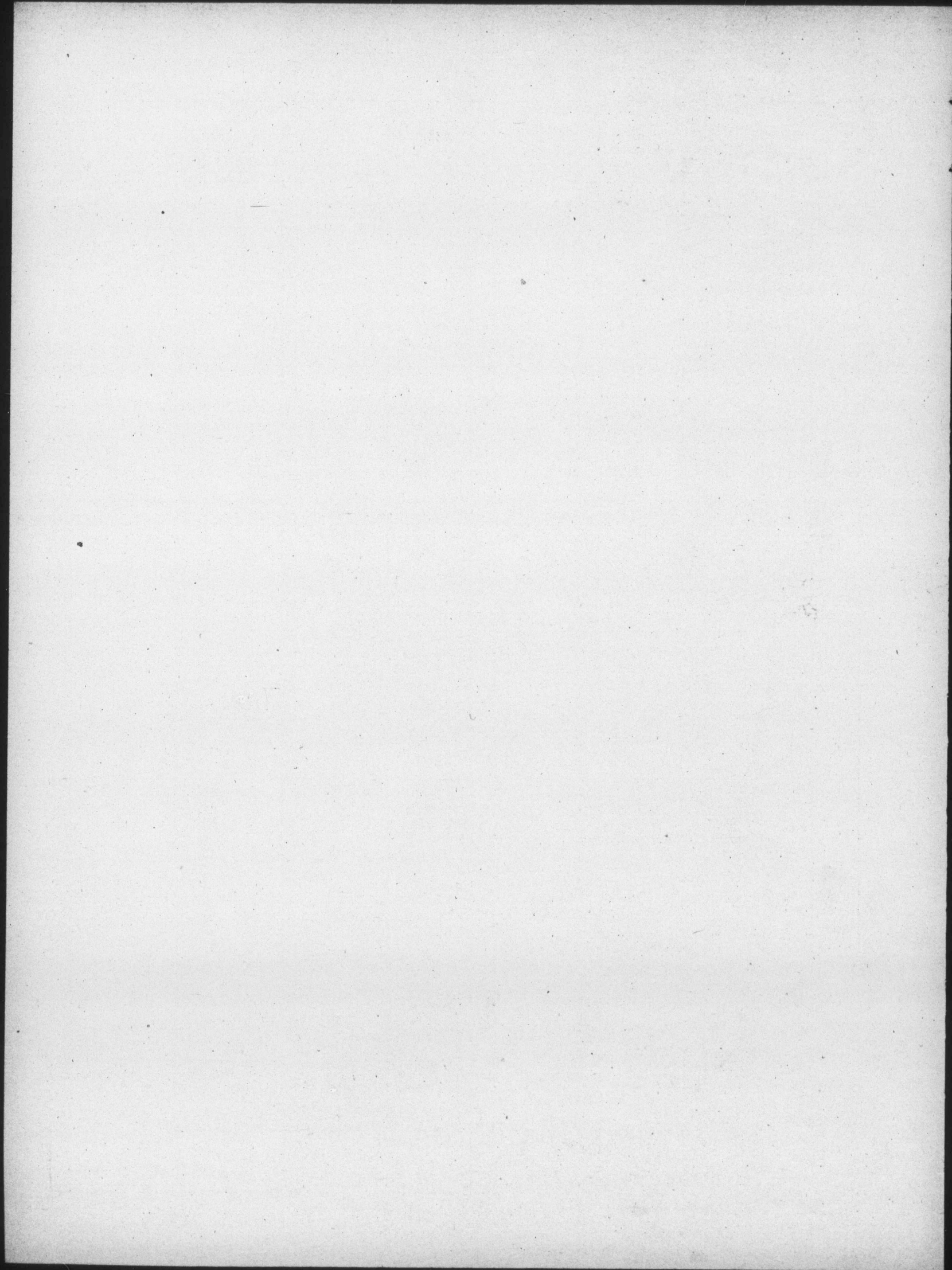
STOVE POLISH

Quality in Can and Content



Sanitary Can Company, Limited

Niagara Falls, Ontario



THE CANADIAN GROCER

Here is a Line that is

Simply "Velvet" for Grocers



Neilson's Chocolate Bars

YOU don't have to sell them—they sell themselves. A few boxes on the counter or showcase and the eyes and the appetite do the rest. Grown-ups and children alike can't resist.

Pays a Profit of over 35% which is easy money with no risks. Every Grocer can add this profitable side line.

As a starter let us send you through your regular wholesaler or jobber a box of each of our 6 lines — they'll be quick sellers.

Neilson's 5c Chocolate Bars

have set an altogether new standard in this kind of Chocolate. You'll find Neilson's use a much higher grade of Chocolate than goes into the ordinary chocolate bars. It's this Neilson quality that makes Neilson's easy to sell. Fill in and Mail the Coupon now.

WILLIAM NEILSON LIMITED, TORONTO.

My Wholsaler is
Have him send me one box of each of your Chocolate Bars with my next order.

Name

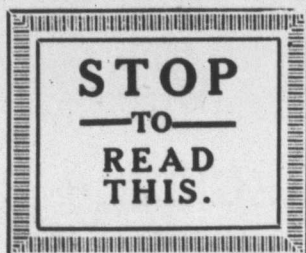
Address

C.G. 10-10

William Neilson Limited
Toronto

TO WHOLESALE GROCERS AND TEA PACKERS

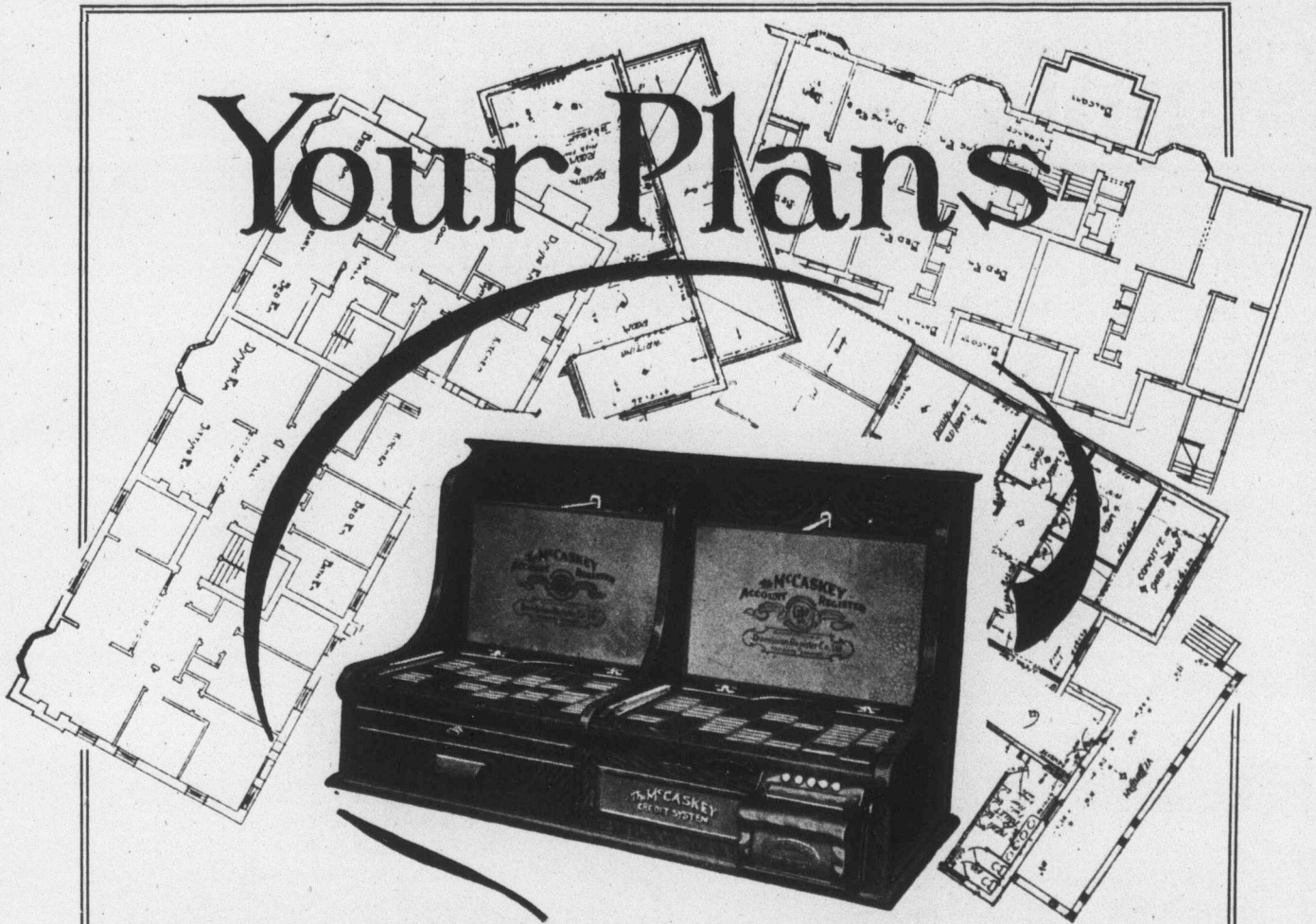
We are manufacturers of Tea Lead Foil for Packets or Chests and supply same cut in any sizes. Send for particulars and samples to



We are sole manufacturers and proprietors of "Venalder," "Montor" and "Agrippa" Metals, which effect a saving over ordinary Tea Lead. Ask for full particulars.

Quirk, Barton & Co., Ltd., 33 Bishopsgate, London, Eng.

THE CANADIAN GROCER



Are you including in your 1914 plans the
MCCASKEY One Writing
Account System



DOMINION REGISTER CO., LIMITED

90-98 Ontario Street, Toronto, Canada

Trafford Park, Manchester, Eng.

THE LARGEST MANUFACTURERS OF CARBON COATED SALES BOOKS IN THE WORLD

We Operate the Most Modern Independent Chewing Gum Plant in Canada

"Our Profits are Based on What our Automatic Wrapping Machines Earn"

Special Offer For One Week Only

1,000 Five Cent Packages

Each Package Containing Five Individually Wrapped Sticks

For Ten Dollars

Terms Strictly Net Cash: Payable at par in
LONDON, MONTREAL, OTTAWA, TORONTO, WINNIPEG,
VANCOUVER

Quality Guaranteed, Samples Free on Request



Made in Canada by Canadians. Not an American Concern Operating in Canada

We Also Offer

1000 Five Cent Packages, Dental Gum \$10.00

1000 Five Cent Packages, Chicle-Bits \$10.00

A Candy-Coated Peppermint Gum.

1000 Five Cent Packages, Fruit Gum (Foil Wrapped) \$10.00

Factory Working Day and Night. Repeat Orders Coming in Galore.

WHOLESALE HOUSES WRITE FOR DISCOUNTS

Maple Leaf Gum and Candy Company

London, Canada

THE CANADIAN GROCER

JAPAN TEAS

FURUYA & NISHIMURA

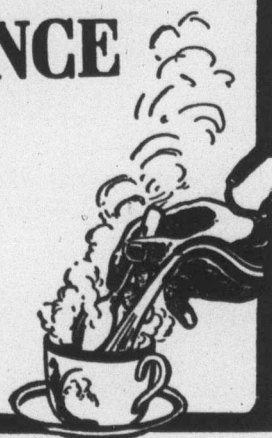
SYMINGTON'S COFFEE ESSENCE



will satisfy your most discriminating customers. It is prepared from the choicest Coffee, and is the only Coffee Essence that retains the flavor and fragrance of the Coffee Bean. Its economy and handiness make it indispensable to every housewife.

Thos. Symington & Co., Edinburgh and London

AGENTS:— Ontario—Messrs. W. B. Bayley & Co., Toronto. Quebec—Messrs. F. L. Benedict & Co., Montreal. Vancouver and Winnipeg—Messrs. Shallock, Macaulay & Co.



Reaching the West



—the Region
'Round
Regina

You need help if you are shipping from the East. The distances are so great you are at a disadvantage. To overcome this try shipping in carload lots direct to Regina. This saves freight on the long haul. We will receive such cars, sort consignments, and re-ship to your various customers. Railways radiate from Regina. Our charges are reasonable. The plan will save you much money.

By placing a stock of goods with us you may make our warehouse your Western Branch. We are equipped to carry large quantities in storage, and to attend to re-shipping on orders from you or your customers.

Even if your goods do not bulk large, avoid the extravagance of high charges on many parcels, by combining the Western orders in one consignment to us for distribution.

We can tell you more when we get your address. Write to-day, so that you may know all about the service in time to use it.

**REGINA STORAGE AND FORWARDING
COMPANY, LIMITED, REGINA**

Regarding RICE In Less Than Carloads

Mr. Wholesaler:—

If you realized the saving you make in time, worry and handling charges, you would avail yourself of our

Direct Shipment Service

from our mills to your customers—Send us shipping instructions—we do the rest.

Mount Royal Milling & Mfg. Co.

D. W. Ross Co., Agents

MONTREAL

“Essex Brand”
Canned Goods

Well-preserved and canned fruits and vegetables picked fresh in the finest orchards and gardens of Canada.

No finer fruit and vegetable producing district can be found in any part of Canada than the district from which we draw our produce for preserving and canning. Every bit of fruit and vegetable that goes into Essex Brand is grown within a few minutes of our factory and is always packed while fresh.

The standard of quality of Essex Brand Canned Goods is of the highest order and wherever they are sold are producers of good profitable business. The Essex Brand goes on only the finest grade goods that can be produced under the best conditions.

You will find Essex Brand Corn, Tomatoes, and Pumpkin, immense sellers with your trade. Owing to June Frosts and early frosts this Fall in many localities, there is bound to be a shortage in these lines. Better protect yourself by ordering to-day before prices advance. Send for samples or trial shipment.

Write TO-DAY.

Essex Canning & Preserving Co.
Limited

ESSEX

:::

ONTARIO

100%
Purity



100%
Quality

If a man can write a better book, preach a better sermon, or make a better mouse-trap than his neighbor, though he builds his house in the woods, the world will make a beaten path to his door.

—Ralph Waldo Emerson.

Why are we getting the Cream of the Business In Jams, Jellies, Marmalades and Catsups?

Because we have Supreme Quality.

Because we use nothing but the choice, ripe fruit—no pulp.

Because Glassco quality increases demand, and the goods become more readily marketable.

Because Glassco quality reduces competition and brings new customers to your store.

Glassco's

will bring you good profit and will satisfy every customer who tries it.

No grocer can afford to take chances of losing the trade he now has by offering inferior goods.

Our Guarantee is Satisfaction or Money Back

GLASSCO-LIMITED

HAMILTON and OAKVILLE

Preserving Plant, Oakville, Ont.

A complete stock kept in Winnipeg

Messrs. H. W. Glassco & Co., Agents Confederation Life Building.

Toronto Messrs. Eby-Blain, Limited



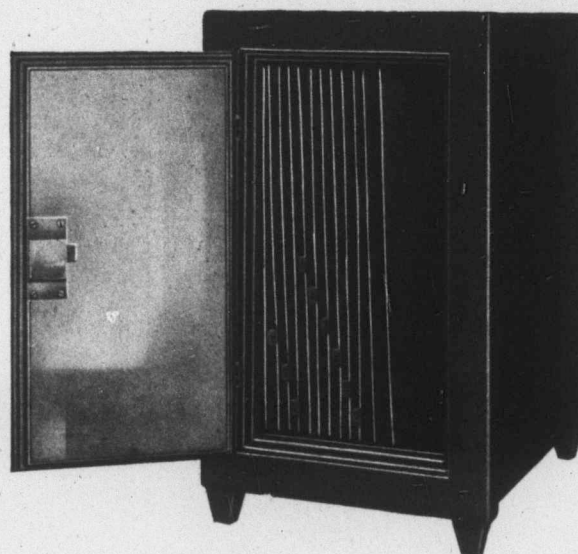
LOOK

As a result of a special Campaign—now on—some of your best customers are going to buy either or both Richards Pure or Quick-Naptha somewhere.

You can't afford to be without at least a case of both.

Order to-day through your wholesaler.

TWO AT THE PRICE OF ONE



If a bookkeeper that you knew was the best in the country, guaranteed to keep your books in the latest and most approved way and was also one of the best collectors known, offered to work for you for twenty-five cents per day, you would jump at the chance to secure his services. Now, that is just what we offer you in the Ullman Account Register and it only costs you twenty-five cents for a few months, after that it works the rest of your business lifetime for nothing. Write to-day.

Hamilton Ideal Mfg. Co., Limited, Hamilton, Ont.

Toronto Office—482 College Street

Montreal Office—181 Bleury Street



—*real tomato catsup*

Made from whole, ripe, sound tomatoes, the best granulated sugar and the best spices. No coloring or preservatives are used whatsoever.

The tomatoes are put through two high pressure cold water baths followed by two steam scaldings before cooking.

The result of this careful and sanitary preparation is a palatable, nicely spiced catsup with the rich flavor of the ripe tomato.

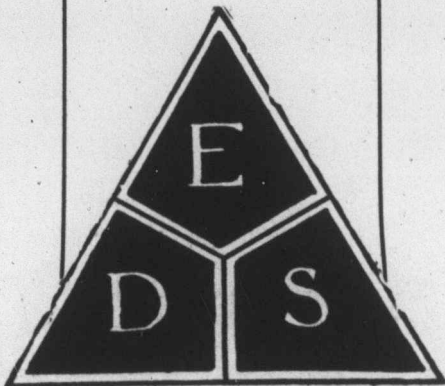
Feature "E. D. S." Catsup along with a full range of "E.D.S." Jams and Jellies. They are the prime favorites of the majority and will influence more of the family trade to your store.

E.D.S. Catsup is unsurpassed by any imported and sells at a lower price. Get your order in before the frost comes.

E. D. Smith & Son, Ltd.

WINONA, ONT.

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



COWAN'S CAKE ICING



Prepared ready for use. Save the house wife a lot of work, and give better results than any but an expert cook can produce. They are popular wherever known. Make them known among your customers and develop a new and profitable line of trade.

The Cowan Co., Limited, Toronto, Ont.

ENGLISH CANNED FRUITS

AS PACKED BY

W. R. DEAKIN, Limited

On the Fruit Plantations Established by the Right Hon. Lord
Sudeley.

On the Toddington Estate near Cheltenham, England.

ARE THE WORLD'S BEST

Raspberries, Strawberries, Black Currants, Victoria Plums,
Golden Plums, Damsons and Loganberries. Packed in cases to
hold. 4 Dozen 1's, or 2 Dozen 2's.

W. R. DEAKIN, LIMITED

JAM AND MARMALADE MANUFACTURERS

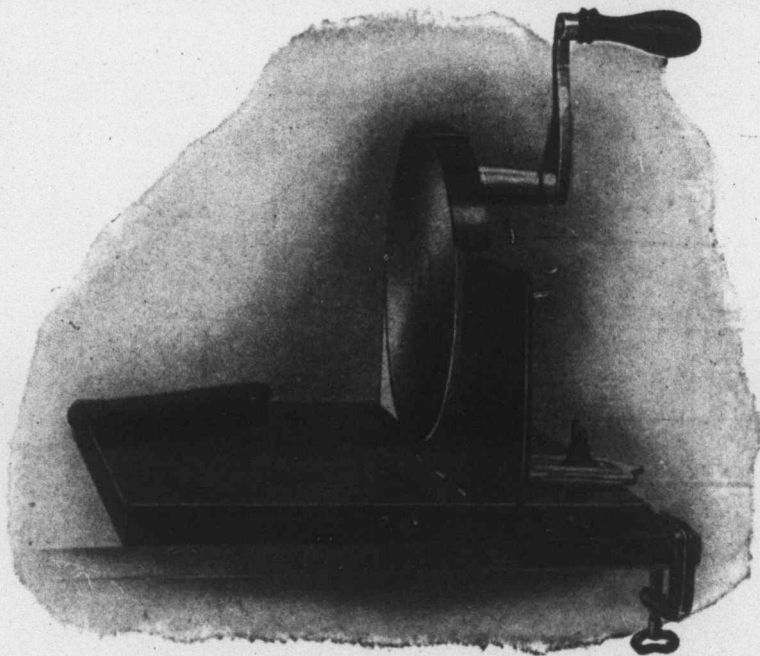
Wigan

Lancashire

England

EXPORT AGENTS: Messrs. A. W. Latham & Coy, 17 Philpot Lane, London, E. C.

You cannot afford to be without one



THE LOWEST PRICED MEAT SLICING MACHINE MADE

“The Imperial”

You cannot slice your bacon, etc., by hand as
quick or clean as you can by a machine, and
you cannot hope to compete with your neigh-
bor if you have no machine.

The “Imperial” is a wonder. Write now to
any of the following:

W. G. Craig & Co., Ltd.

CANADIAN AGENTS
KINGSTON, ONT.

DISTRIBUTORS:

D. S. Robertson & Sons, Ottawa, Ont.
Eby-Blain, Limited, Toronto, Ont.
W. H. Gillard & Co., Hamilton, Ont.
A. M. Smith & Co., London, Ont.
The Howe, McIntyre Co., Montreal, Que.

J. B. Renaud & Cie., Quebec, Que.
G. E. Barbour Co., Ltd., St. John, N.B.
Bauld Bros., Ltd., Halifax, N.S.
Codville Co., Ltd., Winnipeg, Man.
A. Macdonald Co., Ltd., Winnipeg, Man.
Jobin Morrin Co., Ltd., Winnipeg, Man.

Codville Co., Ltd., Saskatoon, Sask.
Codville Co., Ltd., Moose Jaw, Sask.
Macdonald, Cooper & Co., Edmonton, Alta.
A. Macdonald Co., Ltd., Nelson, B.C.
A. Macdonald Co., Ltd., Fernie, B.C.
Kelly, Douglas & Co., Ltd., Vancouver, B.C.



*You'll be as busy as the
little honey bee if you handle*

Bee Brand Specialties

BEE STARCH

BEE JELLIES

BEE BORAX

*—the quality trio from
the hive of Montreal*

THE attention is requested of every retailer and wholesaler, from the Atlantic to the Pacific, in every town and city ocean to ocean.

For years the Bee Brand Specialties have, like the little ambitious bees, been forging their way inch by inch into the very heart of the best trade of Canada, until to-day they hold a position which cannot be usurped—a position that is built on a solid rock foundation. Now we are going to tell all Canada about these successful little trade builders—the BEES.

They're quality through and through, and give the most complete satisfaction to wholesaler, retailer and consumer. The first trial means a repeat order, why not introduce them now?

**WRITE OR WIRE IN YOUR TRIAL ORDER TO-
DAY AND GET OUR PRICES AND TERMS.**

Forbes & Nadeau

MONTREAL

QUEBEC

Greenbank Specialties

MANUFACTURED BY

The United Alkali Company, Limited

Greenbank Works, St. Helens, England

REVISED PRICES

Lye, Solid and Powdered

GREENBANK LYE, 1 lb. tins	- - -	1 gross lot	- - - -	\$7.50 gross
Solid	4 doz. per case	6 " "	- - - -	7.00 "
RED HEART LYE, 1/2 lb. tins	- - -	20 " "	- - - -	6.75 "
Powdered	4 doz. per case	50 " "	- - - -	6.50 "
RED HEART LYE,				
Powdered	12 oz. tins	1 " "	- - - -	9.00 "
	4 doz. per case			

Specialties

POWDERED CAUSTIC SODA,	Barrels03 ³ / ₄ lb.
POWDERED CAUSTIC SODA,	10 lb. tins80 tin
CAUSTIC PURE POTASH,	20 lb. tins	\$2.35 tin

Chloride of Lime

Metallic tins

1/4 lb.	5 gross	\$4.00 per gross
1/2 lb.	5 " "	5.75 " "
1 lb.	5 " "	9.75 " "

Retail Price

0.40 doz.
0.60 doz.
1.00 doz.

Packed 4 dozen per case

Drums	100 lbs.	.03 ¹ / ₂ lb.
Drums	25 lbs.	.04 lb.

TERMS: Net No Discount 30 Days, F.O.B. Montreal.

The Strongest

The Purest

The Best

L. CHAPUT, FILS & CIE, Limitee

DISTRIBUTORS IN CANADA

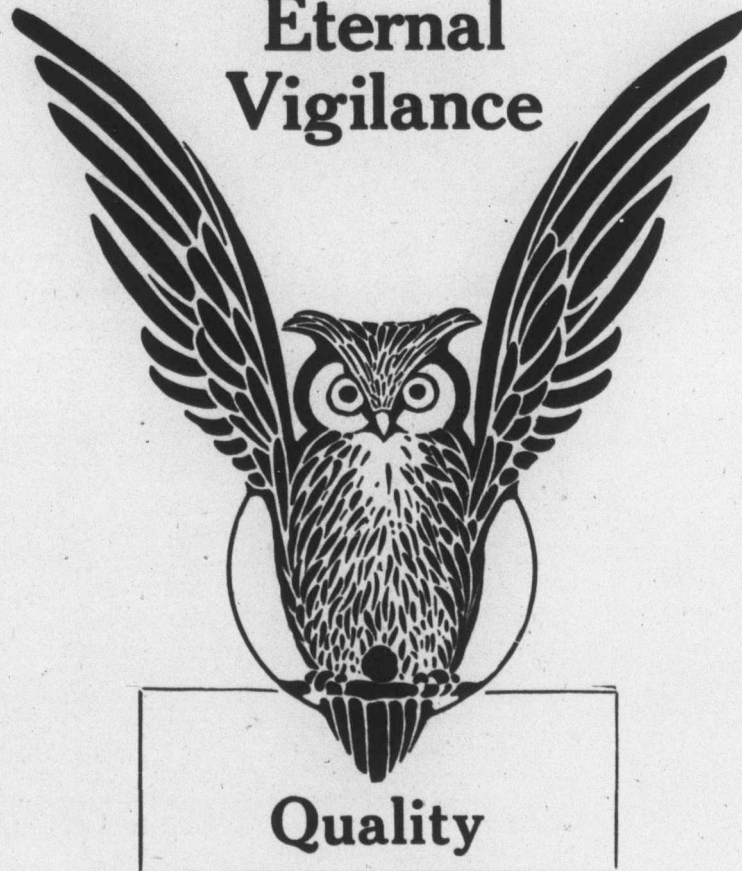
2, 4, 6, 8 & 12 DeBRESOLES ST.,

MONTREAL

Seventy-two Years In Business

The remarkable growth of our business every year, is due entirely to our efforts to give complete satisfaction, and nothing else. It has been the dominant feature of a policy which made our reputation and such has been maintained from the very beginning.

**Eternal
Vigilance**



We have established important connections in all the important centres of production all over the world.

Our facility for buying is unique and has placed us in a position to give the latest information and quote prices in accordance with the markets.

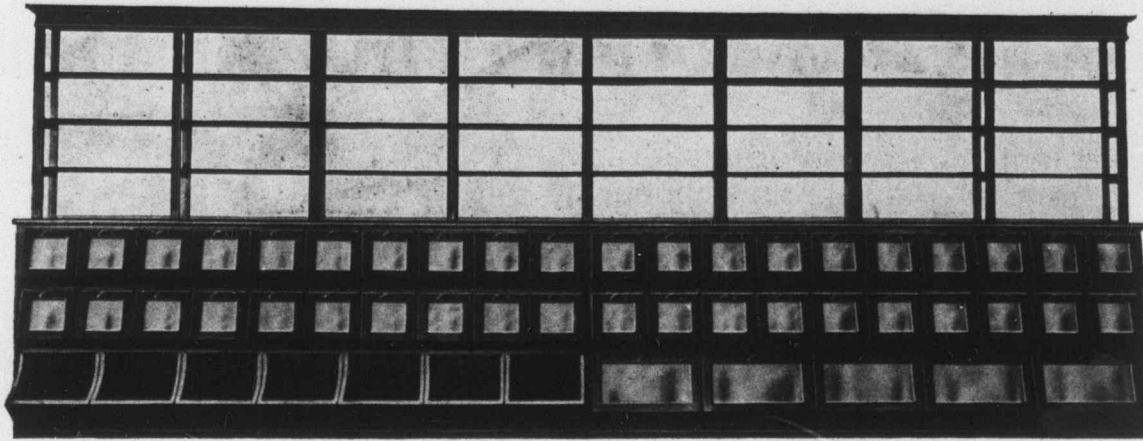
We carry the best and largest assorted stock to be found in any strictly wholesale house.

These are very strong reasons why you should entrust us with your orders.

Our Motto—Satisfaction

L. CHAPUT, FILS & CIE., LIMITEE

2, 4, 6, 8, 12 De Bresoles St., MONTREAL



Make Your Store Inviting by Using Walker Bin Store Fixtures



Don't have your customers tacking through your aisles, dodging boxes and baskets of fruit, vegetables, etc. Make and keep your store inviting by using Walker Bin Fixtures.

Illustrated above is our **Wall Case** and shelving fitted with row of fruit hoppers or pockets along floor to take care of oranges, lemons, etc., in season. It also shows large bins to hold large wooden cake boxes along bottom of case and above this two rows of bins to take any standard make of tins holding cakes, biscuits, etc., behind a glass front display.

The Baker's Case shown here has large bins for bread. Open shelf for pan goods, cakes, etc. in lower section. Upper section inclosed and fitted with glass, enamelled steel or wood shelves on adjustable brackets for the display of cakes, etc., free from dust and flies.

Write for Particulars



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

The Walker Bin & Store Fixture Co., Ltd.

Designers and Manufacturers of Modern Store Fixtures

BERLIN, ONTARIO

REPRESENTATIVES:—

Manitoba: Watson & Truesdale, Winnipeg, Man.
S. Saskatchewan and Alberta: J. H. Smith, Box 695, Regina, Sask.
N. Saskatchewan: North West Specialty Co., Saskatoon, Sask.; Willoughby-Sumner Bldg.

Vancouver: Western Plate Glass Co., 318 Water St.
Montreal: W. S. Silcock, 33 St. Nicholas St.
Maritime Provinces: R. R. Rankine, 4 Wright St., St. John, N.B.
Ottawa: Geo. Cameron, 414 Gilmore St.

Aints To Buyers and Sellers from Quebec City & Province

OATS, PEAS, BEANS, Etc
 handled in any qualities to best advantage
 by the
LARGEST BROKERS ON THE SPOT
Turgeon & Gourdeau
 Grain and Provision Brokers
 61 ST. PETER STREET, QUEBEC
 Selling Agents for
 The Maple Leaf Milling Co., Ltd., Toronto.
 Gunns Limited, West Toronto.

BUCHANAN & AHERN
 Wholesale Grocery Brokers,
 General Commission Merchants
 and Importers.
20 ST. ANTOINE ST. (Cor. Dalhousie St.)
 QUEBEC, QUE.
 P. O. Box No. 29

Quebec's Responsible Brokers
 23 Years of Experience SUCCESS
 Reliable Trade Connection
Specialty: CORN and BEANS
 Let us handle your business on
 this market. A trial will prove
 that we lead in all branches.
 Write
Alfred T. Tanguay & Co.
 Commission Merchants and Brokers
QUEBEC Looking for Agencies
 in other lines

PROVISIONS, FLOUR
 and
General Groceries
R. F. CREAM & CO., LIMITED
 Brokers and Commission Merchants
 83 Dalhousie St. - QUEBEC

I. Montreuil, President. Jos. Simard, Vice-President
 J. N. Beaumont, Sec.-Treas.
Dominion Fish & Fruit, Limited
 — Quebec —
 Proprietors of the Dominion Cold Stor-
 age Plant. We are open to the trade
 for safe and economical storage.
Fish, Fruits, Vegetables
 of all kinds and in large quantities.
 We can fill all orders.
Butter, Eggs and Cheese
 — Wholesale only —

GRAIN, PROVISIONS
 and
GROCERIES
 Immediate attention by the Man
 on the Spot.
EUGENE PICHER
 Commission Merchant
 91 Dalhousie St. - QUEBEC

Come, Write or Telephone. All are welcome. We can
 supply with the best in
 Butter, Cheese, Eggs, Lard, Hams and Bacon
 THE RELIABLE PRODUCE FIRM
EMOND & COTE 22 St. Peter St.,
 Quebec City

ALBERT DUNN
 Commission Merchant
 67 St. Peter St., Quebec, P.Q.
 Provisions, Canned Goods, Biscuits, Confection-
 ery, Teas and General Groceries

*From the big Forest
City House of Quality
and Square Dealing.*



**"Club House" Brand
SPANISH OLIVES**

The finest Seville Olives, pure brine, made with health-ful water from our own Artesian well, form the basis of the most satisfactory Olive business you can get—this is the "Club House" formula.

Put up in different sizes of bottles. Satisfaction guaranteed.

Send for a Trial Order.

Gorman, Eckert & Co., Ltd.
London, Ontario

Western Selling Agents
MASON & HICKEY
WINNIPEG

**THE NAME "FAIRBANK"
MEANS SOAP SURETY**



FAIRY SOAP

FAIRY SOAP QUALITY. No better soap can be made; your customers can't buy better for five times the 5 cents they pay for it.

FAIRY SOAP ADVERTISING. The extensive advertising that helps the sale of every Fairbank product has made the pure, white, sweet floating oval cake known to women everywhere.

FAIRY SOAP SALE. Because of the combination of exceptional quality and extensive advertising, all you need do is display Fairy Soap prominently to enjoy a steady stream of profits from its persistent sale to pleased customers.

"Have you a little 'Fairy' in your home?"

The N. K. Fairbank Company,
LIMITED, MONTREAL

For our Mutual Benefit

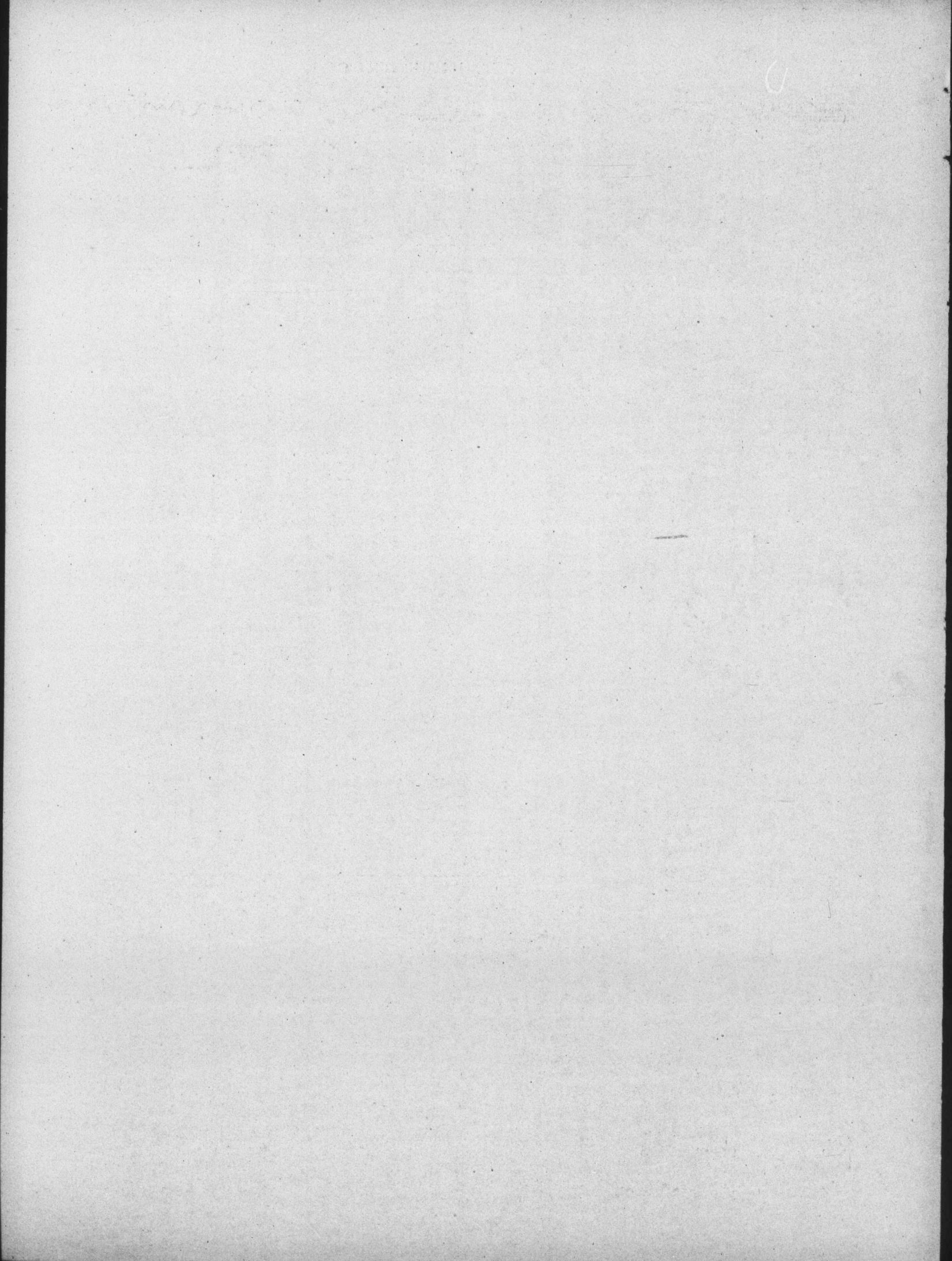
Find a prominent place for



FATIMA Turkish Blend CIGARETTES

in your show case and window—offer them to your customers, explain to them that they are getting 20 fine Turkish Cigarettes for 25c. This is quite an innovation that will please them. They will come back for more. Watch your profits grow.

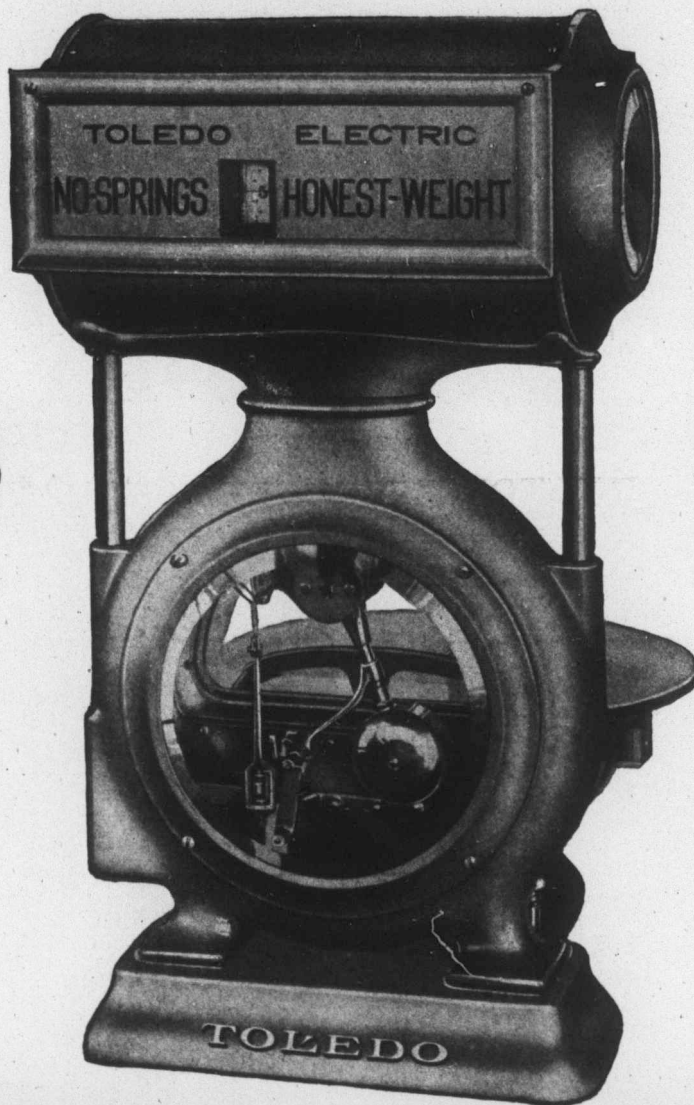
HANDLED BY ALL THE WHOLESALE TRADE.



THE CANADIAN GROCER

TOLEDO

Scales for EVERY NEED. Prices \$35.00 up.



**NO
SPRINGS**

**HONEST
WEIGHT**

MADE IN CANADA **CANADIAN FACTORY** **MADE IN CANADA**

Windsor, Ont.

We employ more Workmen making scales ONLY, than all other Computing Scale Co.'s
IN CANADA COMBINED.

Watch for our Fall Circular. It is of interest to you. Write us if you do not receive a copy.

OFFICES: 335 Yonge St., Toronto; 55 Notre Dame E. Montreal; Sherbrook, Quebec; St. John's, Nfld.; Hamilton; Winnipeg; Calgary; Saskatoon; Victoria; Peterborough; London, Ont.; Moose Jaw Sask.; Ottawa; Fort William.

Fenwick, Hendry & Co.

Importers and Manufacturing
Wholesale Grocers,
Kingston, Ontario, Canada.

Proprietors of the following well-known brands:—

Crossed Key Canned Goods
Solar Brand Canned Goods
Solar Maple Syrup
Solar Cocoa
Cube Spices
King Edward Sardines (Norwegian)
King Edward Kippered Herrings (Norwegian)

Bulk Teas—

Mattagama Green Ceylon
Lavidia Ceylon O. Pekoe
Crossley Ceylon O. Pekoe
Nana Ceylon O. Pekoe

Distributing Agents for

Magi Soups, Kempthal, Switzerland.
Chivers English Jams, etc., Histon, Cambridge, England.
Huntley & Palmers' English Biscuits, Reading, England.
Purnell & Panter's Pickles, etc., Bristol, England.
Paris Pate, Societe Francaise de Specialites, Alimentaires, Paris, France.
Pikkante Cheese, M. Heinrichsthal, Germany.
Wyandotte Cleanser, The J. B. Ford Co., Wyandotte, Mich., U.S.A.

To the Trade:

TEAS.—The market in teas show an advance, and market firm. We managed to pick up a few lines at a price considerably less than they are actually worth, and intend giving our friends the benefit of our purchase. We offer:—

CEYLON GREEN YOUNG HYSON.—This is good style and draw and well worth 3 cets. per lb. more than we ask. 60 lb. boxes20

JAPAN.—We have secured a few hundred boxes of this line below its actual market value to-day, and while it lasts you may have it at appended price. This line is good style and good in the cup.

JAPAN SPECIAL No. 1. 80 lb. boxes16

We have also secured a special line of a good drawing and good style Japan which we offer:

JAPAN SPECIAL No. 2. 80 lb. boxes20

TO EXPORTERS AND MANUFACTURERS.

We are at all times open to enter into correspondence with exporters who have lines which we can handle with the view of acting as their agents, and shall be pleased to hear from any with offers.

FENWICK, HENDRY & CO.

Importers and Manufacturing Wholesale Grocers
KINGSTON, ONTARIO, CANADA



The Table Salt of Lily Purity

Backed up by the most modern vacuum salt manufacturing plant and staff of expert operators, under the guidance of men with long salt-making experience. Purity Salt is bound to hold its high reputation.

Purity Salt is increasing in sale rapidly because of its absolute freedom from adulterants of any kind. It's the table salt of lily purity.

"PURITY" SALT
will satisfy the trade that demands the best regardless of price.

and yet it costs no more than they pay for other less satisfactory brands. If you have not been handling Purity Salt you should send it to your trade and you will find the unanimous opinion very much in your favor.

Purity Salt is put up in handy, free-running packages and sanitary cotton bags.

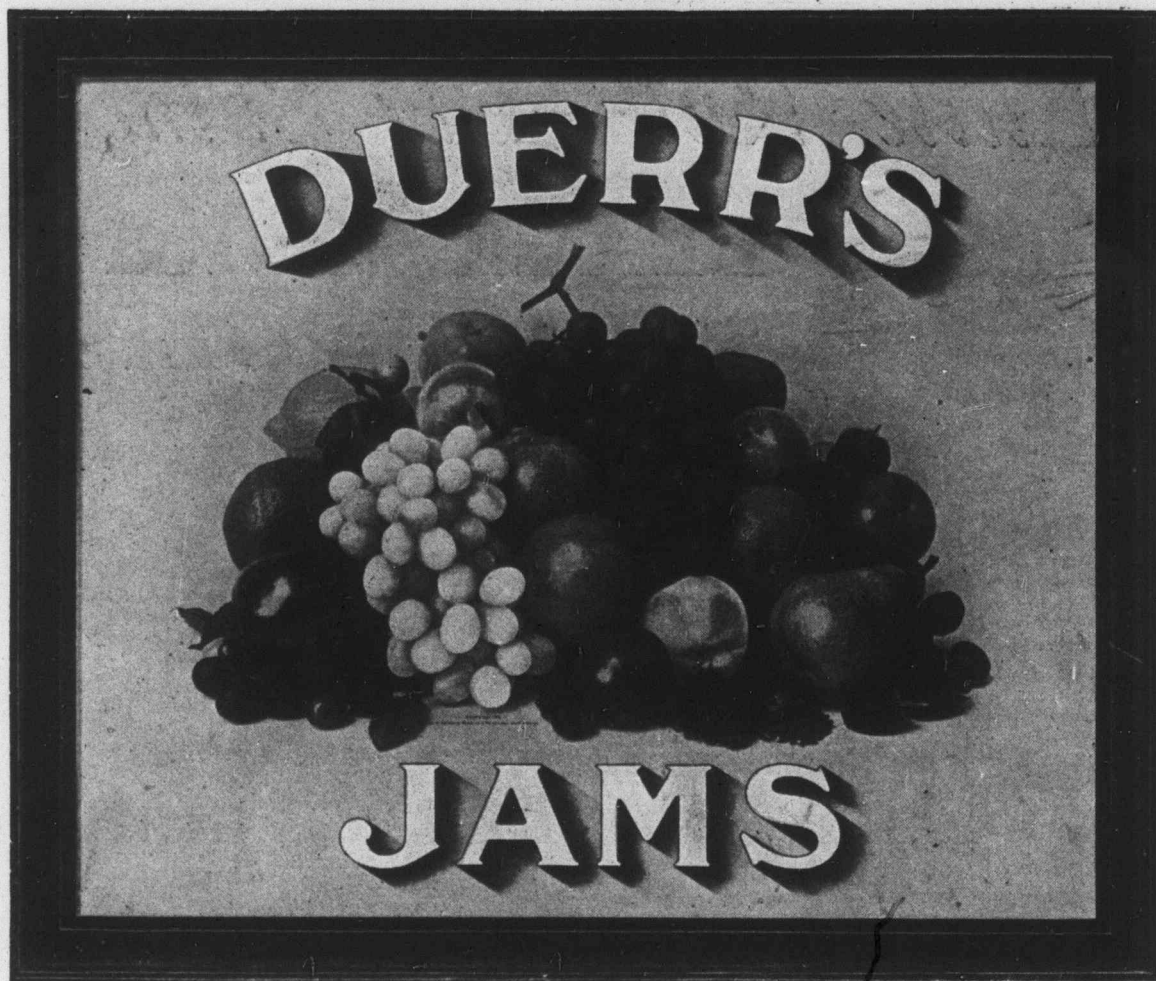
Purity Salt is all that the name implies—Pure.

The Western Salt Co., Limited

Purity Table Salt. "The Salt That Satisfies"

COURTRIGHT, ONT.





YOU eat Jam for its taste. All the deliciousness in Jam comes from the fruit flavor. Jam should be so made that the natural refreshing taste of the fruit is conserved.

DUERR JAMS are made by our exclusive processes from fresh, fragrant, and luscious fruit, fit for the dessert table.

THE exclusive Duerr process retains every atom of this delicious fresh fruit flavor, because the fruit is sufficiently cooked to blend with the sugar used, and no more. Ordinary jams are always over-boiled to make them "keep," and the long high-temperature boiling dissipates the volatile elements which give delicacy to the flavor.

DUERR JAMS keep without being over-boiled. The exclusive Duerr Vacuum Bottling Process preserves them indefinitely until the bottle is opened, when the rich natural flavor of Duerr Jam delights the palate.

THE perfect purity of Duerr Jams — highly refined crystal sugar, best of fruit, and nothing else—is guaranteed.

IN the London trade paper, "The Grocer," we twice published a £250 Challenge that our Jams "will surpass in excellence of quality and flavor any Jams made by any firm in the United Kingdom." No one took it up. Every expert knows the unrivalled quality of Duerr Jam. It is Britain's Best.

Stocks carried by:

Messrs. Leeson, Dickie, Gross & Co., Ltd., Vancouver, B.C.

Revillon Wholesale, Limited, Edmonton, Alta.

Louis Petrie, Limited, Calgary, Alta.

A. MacDonald Co., Limited, Saskatoon, Sask.

A. & W. Smith & Co., Halifax and Sydney, Nova Scotia

Sole Canadian Agents:

MACLAREN IMPERIAL CHEESE CO., LIMITED

TORONTO

CALGARY

MONTREAL

F. Duerr & Sons, First British Vacuum Jam Factory, Old Trafford, Manchester, Eng.

Little Rub—Big Shine

BLACK KNIGHT STOVE POLISH



It's the polish that produces and retains a most brilliant coal black shine. Grocers who look to the little things for a good share of their profit will do well to feature Black Knight in their window displays as well as in their counter and case exhibits.

The good housewife who once uses Black Knight Stove Polish will not be contented to go back to any other. It shines with the least possible amount of rubbing.

Stock up now
with Black Knight.

F. F. Dalley Company, Limited

TO THE COFFEE & TEA TRADE



Use Fancy Paper Bags
Adolph Kraut Co.
57 Warren St. New York.

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

Are You Ready?

GIPSY Stove Gloss brings repeat orders, and leaves you a profitable margin. Every 10c tin sold gives more than 10c satisfaction. The double package, is a different package, better because it prevents waste, and makes GIPSY go farther.

More—much more—is going to be used this Winter. Are you ready with a good stock of

GIPSY Stove Gloss.

HARGREAVES (Canada) Limited,
33, Front Street. E. TORONTO.

Western Agents: For Manitoba, Saskatchewan and Alberta: Nicholson & Bain, Winnipeg, Regina, Saskatoon, Calgary and Edmonton. For British Columbia and Yukon: Creeden & Avery, 118 Homer Arcade, Vancouver, B.C. Ask your jobber!

Paisley Flour— quick and easy sales

Let your customers see that you stock Brown & Polson's Paisley Flour—ask them to try it once—and you've made a large and regular buyer.

"Paisley Flour"

(Trade Mark)
The SURE raising powder.

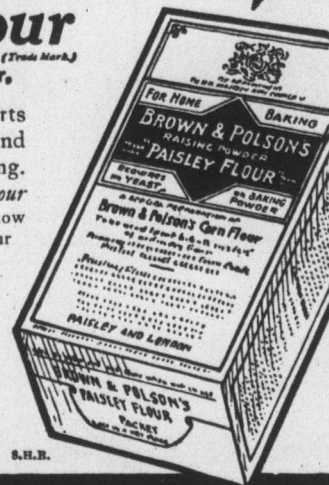
is used mixed 1 part with 8 parts of ordinary flour, for raising and improving all kinds of baking. Display Paisley Flour on your counter, in your window, and see how many customers you will gain! If your stock is low, order a good supply to-day.

Canadian Agents:

HAMBLIN & BRERETON, LTD.,
19 Notre Dame Avenue, E. WINNIPEG.
510 Ninth Avenue West, CALGARY.
842 Cambie Street, VANCOUVER.

Proprietors:

BROWN & POLSON,
Paisley and London, England.



Finest
Quality

Whittemore's Shoe Polishes

Largest
Variety



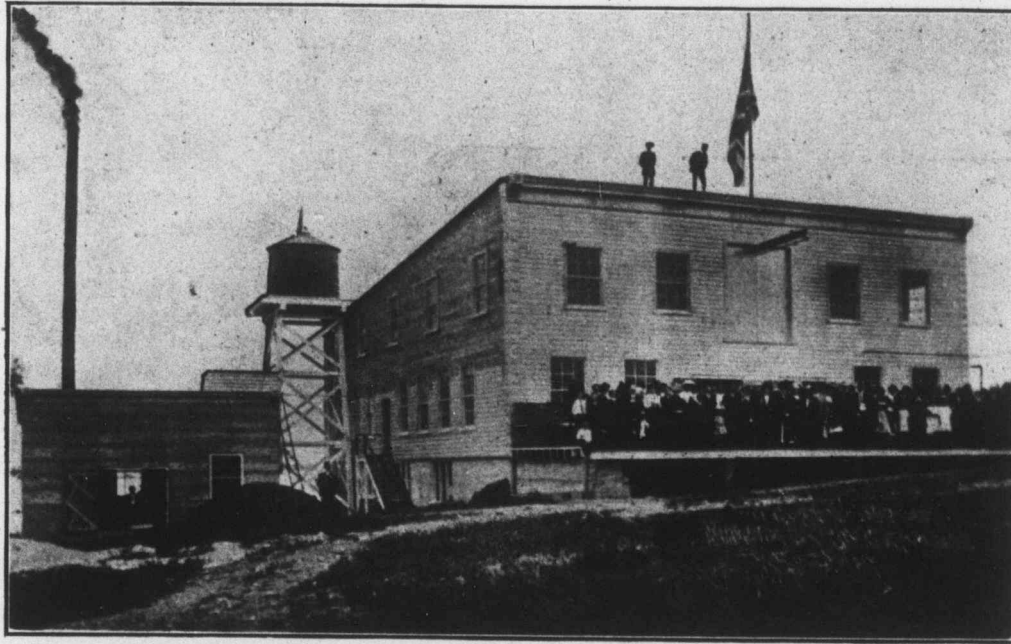
Oldest and Largest Manufacturers of Shoe Polishes in the World

- "GILT EDGE" Oil Polish. The only Ladies' Shoe Dressing that positively contains oil. Softens and preserves. Imparts a beautiful Black lustre. Always ready to use. Largest quantity. Finest quality. Polishes without rubbing. Retail 25c.
- "BULLY SHINE." A waterproof paste polish for all kinds of black shoes and old rubbers. Blacks, polishes, softens and preserves. Contains oil and waxes to polish and preserve the leather. Also Russet Bully Shine for tan leathers. Large tin boxes. Boxes open with a key. Retail 10c.
- "SUPERB" (a paste) for polishing Patent and Shiny Leather Boots and all Shiny Leather Articles. Boxes open with a coin. Retail 10c.
- "DANDY" COMBINATION. For cleansing and polishing all kinds of russet, brown or yellow boots, shoes, saddles, bridles, etc. Retail 25c. "Star" russet combination (10c size). Russet, Brown and Ox Blood Pastes (5 sizes of each color).
- "ELITE" COMBINATION. For those who take pride in having their shoes look A1. Restores color and lustre to all black shoes. Retail 25c. "BABY ELITE" COMBINATION (10c size). "ELITE" PASTE in 5 sizes.
- "BOSTON" WATERPROOF POLISH. A black liquid for men's and boys' shoes. Produces a patent leather shine without brushing. Retail 25c.

Send for circulars giving full particulars of our other Polishes to WHITTEMORE BROS. & CO., Boston, Mass., U.S.A. For sale by the Shoe Findings and Shoe Jobbing Trades of all Canada.



PROSPECTORS BRAND TOMATOES



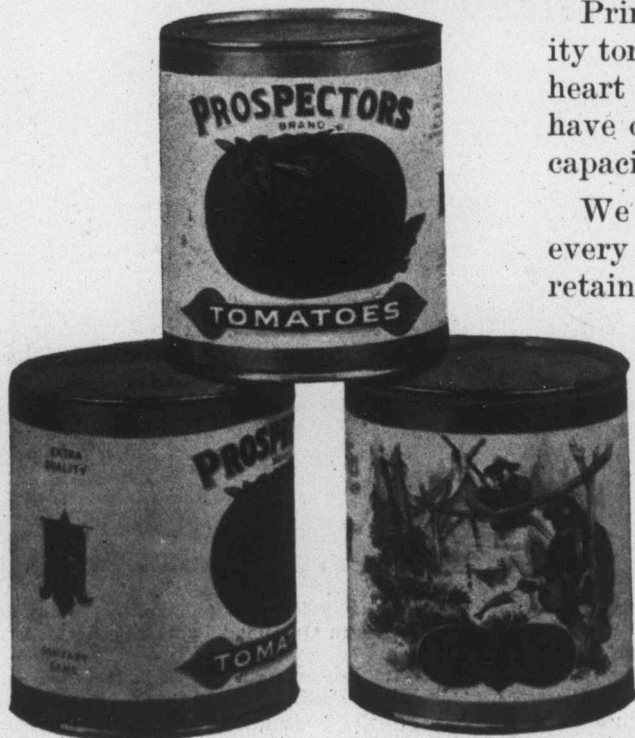
Opening Day at Northport Canning Factory, 1912

1000 Bushels Every Ten Hours

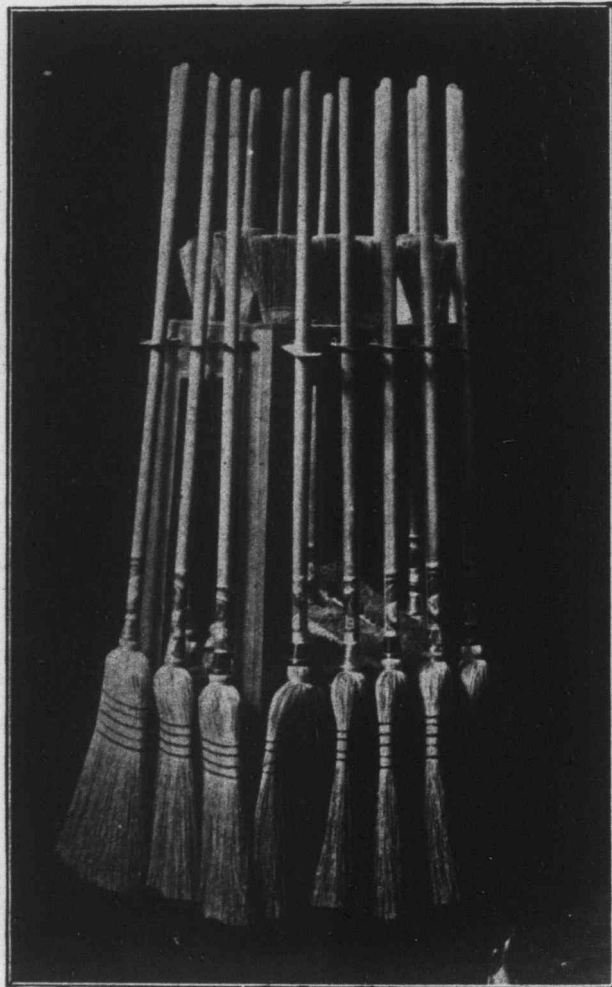
Prince Edward County is noted for its fine quality tomatoes and abundant crops. It is in the very heart of this tomato producing section that we have our large and well equipped factory, with a capacity of 1,000 bushels of tomatoes every day.

We use only the finest fresh, ripe tomatoes, and every care is exercised in canning them, so as to retain their delightful fresh tomato flavor. We use only sanitary cans and seal without solder or acid.

Write to your nearest jobber for your requirements.



NORTHPORT
Canning Factory
NORTHPORT, ONTARIO
Prince Edward County

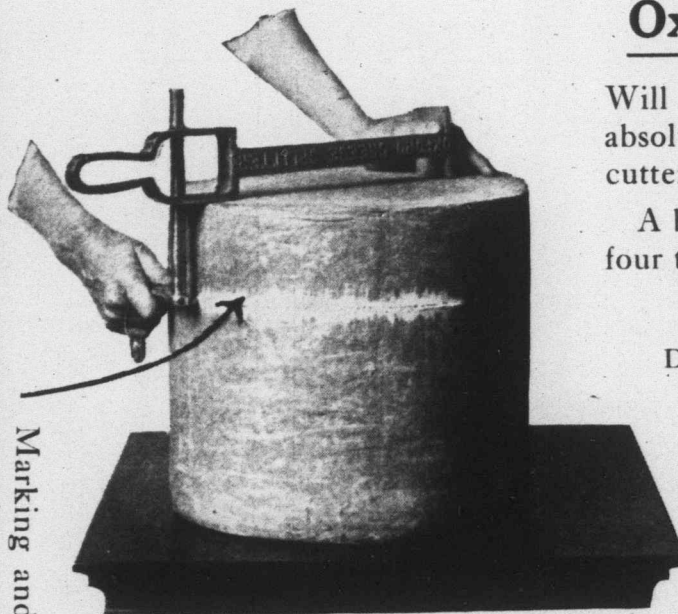


BROOM, BRUSH AND WHISK SILENT SALESMAN

Every broom protected; all hanging by the handles; impossible to break the straw. You take a broom down or hang it up as easy as you can your hat. Holds 16 brooms, 3 dozen large scrub brushes, 2 dozen small scrub brushes, 1 dozen clothes and shoe brushes, 1 dozen whisks—and only takes up two feet square floor space, and you can roll it in and out of your store with one finger.

It has always been hard to show the above goods to advantage in a neat way. This is a real silent salesman that shows the goods (that means you sell them), besides an ornament to any store, and should last a lifetime.

Delivered on receipt of \$3.50.



Marking and Cutting the Cotton



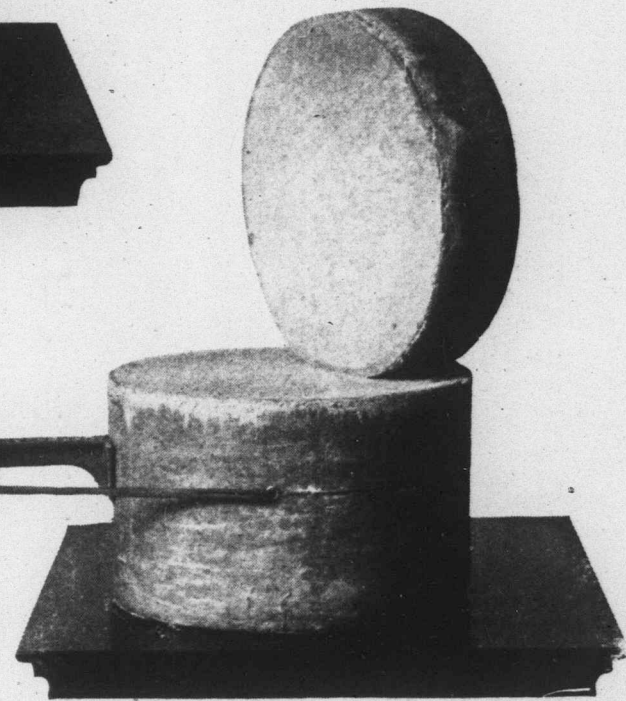
Oxford Cheese Splitter

Will split your cheese any thickness, absolutely straight so that your cheese cutter will cut the correct weight.

A boy or girl can split a 80 lb. cheese four times in five minutes.

Will last a lifetime.

Delivered on receipt of \$2.50



What Some of Our Grocers Say:—

"The best fixture I have in the store."—Fred. Millman, Woodstock.

"Something I have been looking for for a long time."—John Sloan, Galt.

"Used to be work, but now it's fun."—W. J. Cherney, Windsor.

"Advise every grocer to get one."—T. A. Rowatt, London.

"Will pay for itself in a short time."—Orendorf Bros., Ridgetown.

"Does the work easy, quick and correct."—F. McDougall, Ingersoll.

Alby Robinson

Woodstock,

Ontario

THE CANADIAN GROCER

BOND'S CHOCOLATES CARSON'S PASTILLES, GUMS and CACHOUS

The show at the Canadian National Exhibition, Toronto, attracted considerable attention from visitors from all parts of the Dominion, and those buyers desiring samples and particulars should apply to

MR. J. P. WRIGHT
Queen's Hotel, Toronto



Brand's A.1. Sauce

With the International Reputation

Make generous provision on your shelves for Brand's "A1 Sauce," the connoisseur's preference. In mansion or cottage alike for almost a hundred years it has been delighting the palate, and is still giving a relish and zest to fish, flesh and fowl.

Now is the season to give Brand's "A1 Sauce" special prominence. But first, try a bottle on your own table, you will then be able to recommend it with enthusiasm.

We also make a full line of Meat Essences, Meat Extracts, Potted Meats, Chutney, etc.

Brand & Co., Limited

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

By appointment to his Majesty King George V.

Mayfair, - - - - London, Eng.

NEWTON A. HILL, 25 Front St. East, TORONTO
H. HUBBARD, 27 Common St., MONTREAL
McLEOD & CLARKSON, VANCOUVER

Two telling reasons

A lady in Neepawa, Man., recently said, in talking to a friend of ours about tea, that she now used only Red Rose Tea because she had found "it tasted better and went farther than any other tea she had ever tried."

This lady has given the two main reasons for Red Rose Tea being the favorite with nearly every one who has tried it.

First—"it tastes better"—

This is because of the rich, yet delicate flavor, obtained by blending the rich strong Assam teas of Northern India with the flavory teas of Ceylon.

Second—"it goes farther"—

And this is because of the Assam teas, which for strength and richness (the spending qualities) are not equalled by any other teas.

We have written pages about the quality of Red Rose Tea—the difference between it and other teas, but we have never stated so clearly and so briefly the main reasons, the telling reasons, as the lady of Neepawa when she said—"it tastes better," "it goes farther."

These are the reasons why our customers continue to use Red Rose Tea once they try it.

Red Rose Tea

"Is Good Tea"

T. H. Estabrooks Co., Limited

Head Office:—ST. JOHN N.B.
Western Branches:
Winnipeg, 156 Lombard St.
Calgary, 322-326 Ninth Ave. W.

7 Front Street East
TORONTO, Ont.

Made in England—Unsurpassable

Cleave's Chocolates

Profitable Fast Selling Specialities

The CLEAVE line of chocolates are necessary to your confectionery department if you wish to swell both sales and profits. The variety and deliciousness of the CLEAVE chocolates put them in a class absolutely by themselves.

Devonshire Cream Chocolates

NOURISHING
TASTY
UNEQUALLED

Can be retailed in 5 cent slabs.
There will be a run on it by the kiddies.

4-lb. Boxes Devonshire Milk Chocolates

Another Big Seller. Just as delightful.

Specially prepared for breaking up and selling by weight, in large, rich looking and inviting 1 lb. and 4 lb. slabs.

EXTRA SPECIAL

GET SAMPLES.

**Chocolate
Ice Wafer
Biscuits**

Have something
special always
on hand.

These circles contain

OUR NEW LINES

which are most popular and in constant
demand.

**DON'T FAIL TO MAKE INQUIRY
ABOUT THEM.**

**Chocolate
Tangerine**

Are you awake to
the value of
Specialization?

A Few More

Superb Lunch Chocolate.
Cleave's Devonshire Cream Hazelnut Chocolates.
Cleave's Famous Macaroon Chocolate

J. Cleave & Son, Ltd., Crediton, Devon, Eng.

Address all communications to our Agents:

Frank Davey & Co.

6 St. Sacrament St., Montreal

It's Service That Counts

Our aim is to bring Shippers into closest touch with the wholesale buyers of the three Prairie Provinces, to the mutual benefit of all.

To this end our Salesmen call on the Wholesale Trade regularly, and our daily circulars to the buyers, describing each individual line, give both our customers and principals the best possible service.

We represent some of the largest and most responsible shippers in the trade, and confine ourselves exclusively to the wholesaler and manufacturer.

W. H. ESCOTT & CO.

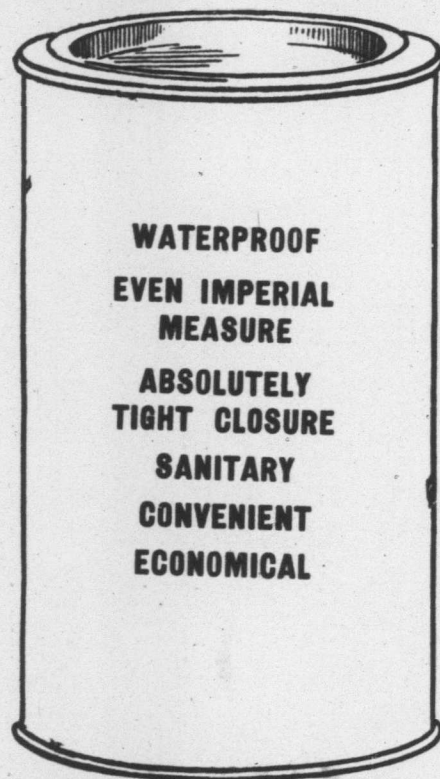
WINNIPEG Limited CANADA

Head Office: 181 to 183 Bannatyne Ave. E., Winnipeg

Wholesale { Grocery Brokers
Commission Merchants
Manufacturers Agents

Branches: { Regina
Calgary
Edmonton

It may upset but will never spill



Every grocer knows the nuisance that has always resulted from the use of the paper oyster and syrup buckets and containers. Every grocery driver knows it more, for the responsibility of delivering goods in first-class condition rests with him, when any liquid commodity has to be handled. All will welcome the new delivery can.

The New Fibre DELIVERY CAN

For Every Grocer

1 Quart Size 3 9-16 x 7³/₈
1 Pint Size 3 x 5 3-16
1/2 Pint Size 2 7-16 x 4¹/₈

It cannot spill a drop even if it is upset and remains so. It is the solution to the liquid delivery annoyance.

This is what grocers say about *The new delivery can*

Its uses:

Specially designed for
liquid and semi-liquid
commodities:—

OYSTERS
FRESH MILK
CREAM
MAPLE SYRUP
MOLASSES
HONEY
MINCEMEAT
VINEGAR
PICKLES
SAUER KRAUT
ETC., ETC.

“The most perfect delivery packages we have ever used. There is nothing on the market to compare with them.”

“Allow us to congratulate your firm in coming to the aid of the retail grocers by introducing these neat, sanitary containers.”

“They are without a doubt the best on the market—our customers are well pleased.”

“They hold perfectly, stand the rough usage of delivery perfectly, and every can is usable, which cannot be said of any other container we have ever used.”

“Although a little more expensive than other containers, they easily overcome this, as there is no leakage or spilling.”

Those who have used our Delivery Cans are unanimous in their verdict that they are superior in every way.

Ask your wholesaler for them, or clip and mail to us the coupon in lower right-hand corner.

The American Can Co.

Hamilton and Montreal

Please mail sample
of your Delivery Can.

THE CANADIAN GROCER

CONFECTIONERY

One of
Our Extra
Fancy
Pails



SUGARS & CANNERS, LTD., Montreal.	
Please ship, freight prepaid:—	
1 pail MIKADO MIX, 32 lbs.	\$2.56
1 pail MINTO MIX, 32 lbs.	2.56
1 pail NUTTY CREAMS, 17 lbs.	2.40
1 pail MINT BUTTONS, 17 lbs.	2.20
Gross Goods (Assorted), 8½ gross boxes...	4.00
Name Here	\$13.72
Address	

60% PROFIT



SUGARS & CANNERS, LTD., Montreal.	
Please ship, freight prepaid:—	
1 pail MINTO CREAMS and JELLIES.....	\$2.56
1 pail ASSORTED CAMELS	3.50
1 pail FRUITY CREAMS	2.40
1 pail MAPLE HEARTS	2.40
Gross Goods (Assorted New Lines).....	4.00
(8½ gross boxes)	
Name Here	\$14.86
Address	

72% PROFIT



Get in
on our
Trial Order
Scheme



SUGARS & CANNERS, LIMITED, MONTREAL

All The Candies Are All The Candy

Handwritten text: 14.0610m & 14.86

THE CANADIAN GROCER

MAPLE SYRUP



DIAMOND MAPLE SYRUP

amounts to a standard throughout the country. Wide awake dealers say when offered others: "Well, if it is nearly as good as **Diamond** is must be pretty fair."

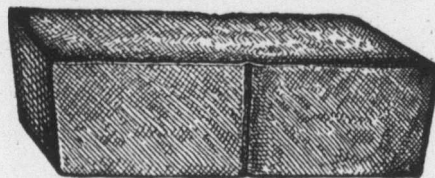
But you need not switch accounts to secure a grade next to **Diamond**, for your middle class trade. We can supply it also.

Shanty Brand is just it. Profitable and popular.

PRICES BELOW.

Diamond Maple Syrup - Satisfaction

TWIN BLOCK PURE MAPLE SUGAR



Has a Dominion wide reputation. The very novelty of the "twin" idea stimulates sales. Note the even dividing line. Uniformity its chief feature.

HANDSOME SHOWCARDS WITH EACH ORDER.

MAIL THIS
SYRUP
SPECIAL

SUGARS & CANNERS, LTD., Montreal.	
Please ship, freight prepaid:	
1 case "DIAMOND" (qts.) \$5.40
1 case "SHANTY" (pts.) 2.50
1 case "SILVER SHEAF" (qts.) 3.50
1 case TWIN B. MAPLE SUGAR 3.60
1 pail MAPLE BUTTONS 2.40

Name Here \$17.40
Address

SUGARS & CANNERS, LIMITED, MONTREAL

The True Maple House

ENGLAND'S MOST POPULAR SAUCE

is now selling freely over here—nearly all the leading grocers make a leading line of H.P., and obtain the full benefit of the money we are spending in advertising. Wouldn't it be worth your while to stock

W. G. Patrick & Co., Limited, Toronto, Wm.ipeg and Vancouver.
R. D. Seaton & Co., Halifax, N.S.
The Midland Vinegar Co., Limited, Birmingham, Eng.

H.P.

SAUCE



TEA LEAD

(Best Incorrodible)

Buy "PRIDE OF THE ISLAND" Brand as extensively used for years past by most of the leading packers of Tea in Canada.

ISLAND LEAD MILLS Ltd.

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

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

RICE'S SALT

"The Salt That's All Salt"

Pure Salt to the very last grain, uniform and of superior quality. Send for a trial order and prove for yourself that Rice's is all we claim it to be.

Write for prices. Prompt Shipment

THE NORTH AMERICAN CHEMICAL CO., Ltd.
CLINTON, ONT.

CRAWFORD & CO.

Wholesale Grocers

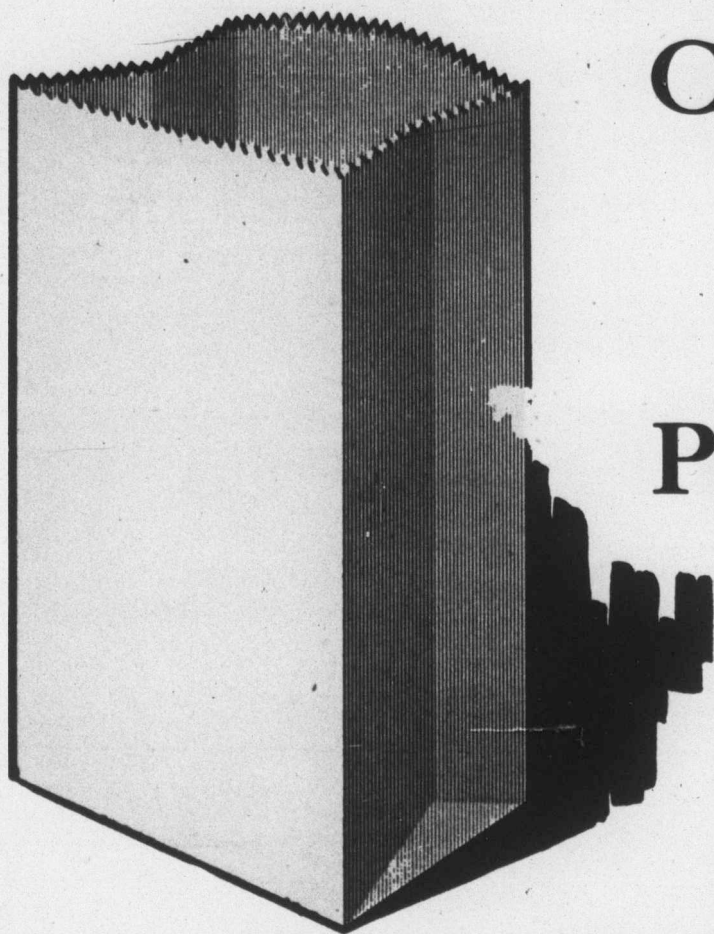
MOOSE JAW - SASKATCHEWAN

"Best Goods at
Lowest Prices"
"One Price for All"

Are You Supplying Your Trade With The Best In Sausages?

Get your next supply of sausages and meats from a firm that makes a specialty of German Sausages. Only the best selected stock is used and the most up-to-date machinery and methods are employed—in short, the Dumart products are the best of their kind.

We have attained the distinction of being the largest manufacturers of high-grade German Sausages in the Dominion. Get your orders in at once. The profits are good.



Continental

**Germ-Proof
Automatic
Opening
Square**

Paper Bags

Once tried will ensure their continued use because they are the most sanitary wrappings and the strongest paper bags in the market.

Ask for the Monarch Kraft Bags of superior strength and toughness.

BAG AGENCIES

Manitoba, Alberta and Saskatchewan—Walter Woods & Co., Winnipeg.
Nova Scotia, Prince Edward Island, and Cape Breton Island—Thomas Flanagan, Upper Water St., Halifax.
British Columbia—Smith, Davidson & Wright, Vancouver.

Flour Sacks

Twines

Parchment Paper

Greaseproof Paper

Grey Butchers' Paper

Glazed Silver Fibre Paper

Manilla Paper

Millinery Bags

News Print Paper

Continental Kraft Paper

Glazed Monarch B.S. Paper

Glazed Monarch F.S. Paper

Pie Plates

Toilet Paper

Roll Paper Cutters

Twine Holders

Bag Holders

Hand-made Paper Specialties

Shirt Bags

Tissue Paper

PRINTING OF EVERY DESCRIPTION

Confectionery bags made in strongest M. G. Broadstripe paper in various shades of color.

The Continental Bag and Paper Co., Limited

MANUFACTURERS

Import and Domestic Paper Merchants

OTTAWA

CANADA

BRANCHES

584 St. Paul Street, MONTREAL

20 Front Street East, TORONTO

STUART, LIMITED

Pure Fruit Preserves

SARNIA - - ONTARIO

Highest Grade, Pure Jams, Jellies, Marmalades, Fruits in Syrups, Mince Meat, Etc.

AGENTS:

Dingle & Stewart, Winnipeg

Howe, McIntyre & Co., Montreal

Angevine & McLaughlin, St. John, N.B., Truro, N.S. and Halifax, N.S.

STILL THE TOP-NOTCHER

Without any "free deals" for grocers or premiums for customers, without any devices for pushing its sales beyond the natural demand

SHREDDED WHEAT

has shown for ten years a steady increase in sales. The supremacy of Shredded Wheat among cereal breakfast foods is unchallenged.

There is only one Shredded Wheat—the kind your customers have always bought—the kind that is steam-cooked, shredded and baked crisp and brown in little "loaves" or biscuits. It is always clean, always pure, always the same. Teach your customers how to serve it with sliced peaches or other fruits and cream—a delicious, wholesome combination for any meal in any season.

A CANADIAN FOOD FOR CANADIANS

Made by

The Canadian Shredded Wheat Company, Limited

NIAGARA FALLS, ONTARIO

Toronto Office: 49 Wellington Street East

THE CANADIAN GROCER

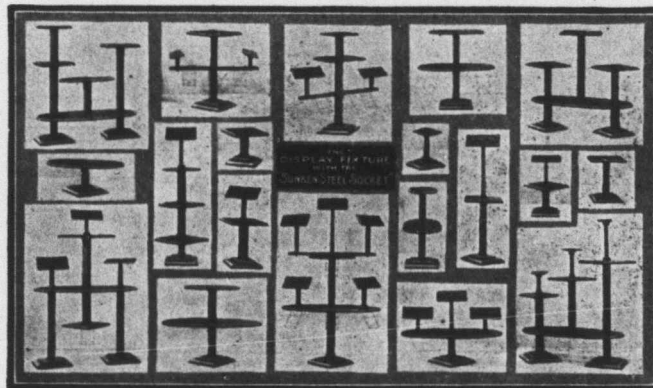
THE GREAT INTERCHANGEABLE FIXTURE

(Patented in United States and Foreign Countries)

The Fixture With "The Sunken Steel Socket"

ONKEN YOUNITS THE INTERCHANGEABLE WOOD WINDOW DISPLAY FIXTURES

There Are **No Screws** Screwing Into Wood
Sent on 30 Days' Trial (*See Note Below.*)



Some Sample Groupings Made with Set No. 20
For Grocery Store Window Trimming

Above shows in a very small way a few of the different groups and fixtures that can be made with the assortment of YOUNITS. In each case the fixtures are **ABSOLUTELY RIGID** and will hold all the merchandise placed on them. The fixtures are put together as you want them, either high or low or wide or narrow, in other words you put together a fixture just as you require it, and this is done very quickly, and remember you do so **WITHOUT THE AID OF A TOOL; NOT EVEN A SCREW DRIVER.**

There are 89 parts of YOUNITS that constitute the set No. 20 ONKEN Interchangeable Wood Window Display Fixture YOUNITS. All YOUNITS are made of thoroughly Kiln dried oak, and all metal parts are of cold rolled steel; all YOUNITS are accurately machined so they will fit right, and are interchangeable. When a number of YOUNITS are set together, they form a fixture that is positively **RIGID** and **STRONG**. With these 89 YOUNITS you can make **HUNDREDS** of standard and odd window display fixtures and easily more than 500 window trims, never making any two trims alike. The 89 YOUNITS are put up in a **HARDWOOD HINGED-LID STORAGE CHEST.** (Oiled Finish).

- | | | |
|------------------------|--|----------------|
| Set No. 20 | Large enough for two windows and inside store use. 89 YOUNITS | \$35.00 |
| Set No. 20 1/2 | Large enough for one window and inside store use. 50 YOUNITS | \$21.00 |
| Set No. 114 | Large enough for two windows and inside store use. 152 YOUNITS | \$32.50 |
| Set No. 114 1/2 | Large enough for one window and inside store use. 88 YOUNITS | \$18.50 |

Finish Made of select oak in three stock finishes. Weathered, Golden or Antique Oak, in a soft, mellow, waxed finish.

Storage Chest Each set is put up in a hardwood, hinged-lid storage chest (oiled finish). A place to keep the unused YOUNITS.

Book of Designs A beautiful book of photographs showing large sized trims made with ONKEN YOUNITS sent **FREE** with each set.

Shipments Made at Once. Every Set Guaranteed Absolutely.

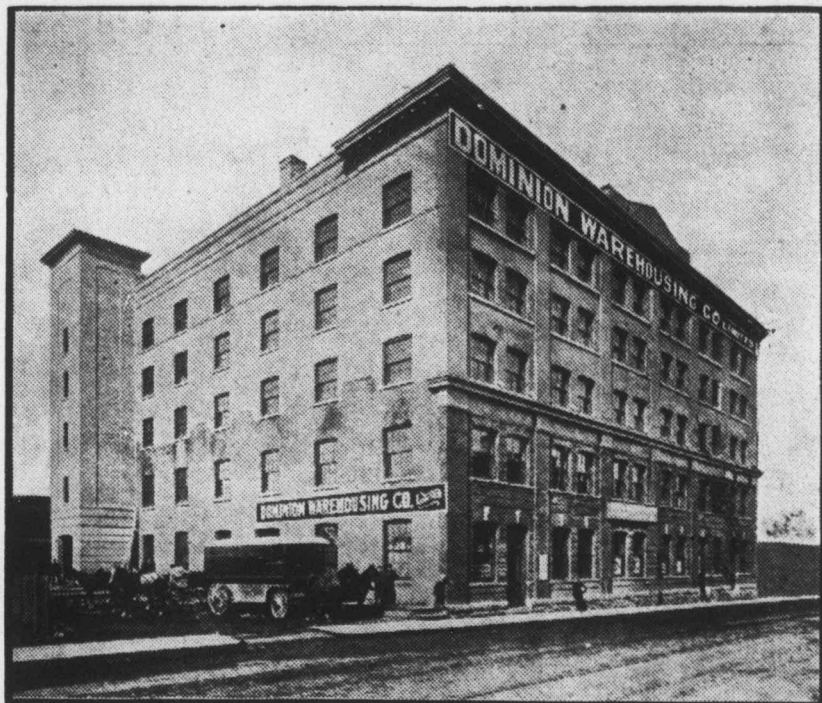
Order Through Your Jobber or Direct. Satisfaction guaranteed, or you can return the set within 30 days and we will pay the return freight.

Send for Catalog.

F.O.B., Hamilton, Ontario, Canada.

THE OSCAR ONKEN CO. 788 4th Ave., CINCINNATI, OHIO, U.S.A.

Convenient, Modern Warehousing



AT OTTAWA

King's Warehouse

Modern Warehouses. Fire-proof. Largest business in Ottawa Valley. Low Insurance Rates.

Direct connection all railways. Tracks to the door. Convenient to steamers. Centrally located. Car distributing a specialty.

EXCISE—BOND—FREE

Write for Low Rates

DOMINION WAREHOUSING CO., LIMITED

46-52 Nicholas Street, Ottawa

J. R. ROUTH, Manager

Mr. Dealer:

Do You Sell Oil or Do You Just Keep Oil?

Do you want to increase your oil sales 200% during the season, with customers satisfied as they have never been satisfied before? Do you want to increase your general business as well in a way that means better profits?

We have the Receipt.

A postal asking **HOW** will bring same to you by return mail.

Write us to-day.

CANADIAN OIL COMPANIES, LIMITED

TORONTO
HALIFAX

WINNIPEG
REGINA

MONTREAL
CALGARY

ST. JOHN
NELSON

Write the Head Office of your Province

THE CANADIAN GROCER

WINDSOR

PRACTICALLY every grocer in Canada sells *Windsor* Salt, because practically every one of his customers wants it.

Windsor Table Salt is the most famous product of the most modern salt works on this continent.

Windsor Dairy Salt is regularly used by practically all prize butter-makers.

Windsor Cheese Salt is just as good in its way as the Dairy Salt—the best that money can buy.

The Canadian Salt Co., Limited
WINDSOR, ONT.



SALT

INTERESTING PRICES

New Pack Pork and Beans

Our new formulas for pork and beans, in both plain and tomato sauce, are meeting with great favor throughout the trade.

Our output in this product has been doubled during the past year due to the excellence of quality.

Let us have your enquiries for all lines of canned goods. We have a good assortment to offer and can quote lowest prices. Our goods are packed under the Sirdar and Kitchener Brands.

We are able to quote far lower prices than our competitors, and it will be to your interest to write us for prices on all sizes of Pork and Beans. You can increase your profits in this line.

Oshawa Canning Co.
Limited
Oshawa, Ontario



FOR MANY PURPOSES

ST. VINCENT ARROWROOT has a large variety of uses in the household, also in biscuit and confectionery factories, where this wholesome food has been found a very desirable ingredient in biscuits and chocolates. It has been proven that the public favor the products which contain this food.

It makes an ideal breakfast and is the ideal diet for children and adults, and is a boon to the invalid. It also makes a dainty dessert, is healthful and nutritious.

Wherever introduced it has become immediately popular with an ever-widening circle of users. The demand has always exceeded the supply. We are offering enlarged supply to meet the growing demand. There's money in it for the wide-awake dealer.



**ST. VINCENT
ARROWROOT
GROWERS' &
EXPORTERS'
ASSOCIATION**

**KINGSTOWN
ST. VINCENT, B.W.I.**



Famous for Quality



"SALADA"

is tea in all its native purity and garden freshness. For twenty-one years its high standard of quality has been consistently, unswervingly maintained.

A tea that does credit to your recommendation.

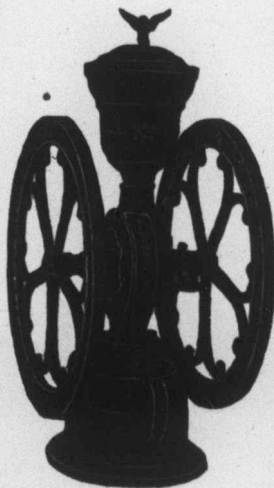
"SALADA"

LONDON, ENG. 41 Eastcheap BUFFALO 11 Terrace NEW YORK 198 W. Broadway TORONTO 32 Yonge St. MONTREAL St. Paul St. BOSTON 34-35 S. Market St. CHICAGO 361 N. River St. DETROIT [Shelby Block

Branches also in Pittsburg and Philadelphia

ASK YOUR JOBBER

About Elgin National Coffee Mills --



They are made in all styles and sizes to suit every requirement. They are built to withstand the wear of daily service.

They grind quickly, noiselessly and with least effort on the part of the operator.

The larger sizes will grind 3½ pounds of coffee per minute.

Equipped with a special adjusting device to regulate the size of the grains while the machine is in operation.

There are many more distinctive features of the Elgin which you should find out about. Any of the following jobbers will supply the information and the mills:—

MONTREAL—The Canadian Fairbanks Co. (and branches).

TORONTO—Eby, Blain, Ltd.; R. B. Hayhoe & Co.

HAMILTON—James Turner & Co.; Balfour, Smye & Co.; McPherson, Glasco & Co.

LONDON—Gorman, Eckert & Co.

ST. JOHN, N.B.—G. E. Barbour & Co.; Dearborn & Co.

WINNIPEG—Blue Ribbon, Limited (and branches); the Codrille Co. (and branches).

REGINA, Sask.—Campbell, Wilson & Strathdee, Ltd.

SASKATOON—Campbell, Wilson & Adams, Ltd.

EDMONTON, Alta.—The A. MacDonald Co.

CALGARY—Campbell, Wilson & Horne, Ltd., and P. D. McLaren, Ltd.

VANCOUVER—The W. H. Malkin Co. Ltd.; Wm. Braid & Co.; Kelly, Douglas Co., Ltd.; Empress Manufacturing Co.

MADE BY

Woodruff & Edwards Co.

ELGIN, ILL. U.S.A.

What can be more convincing than a good reputation gained and retained during 150 years of successful trading.

PURNELL'S



Malt Vinegar, Sauces and Pickles have been appreciated all this time and are always in the vanguard for quality and excellence

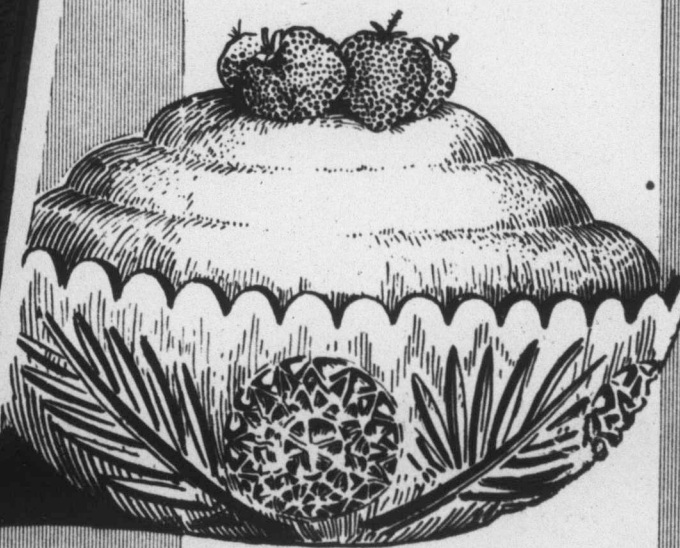
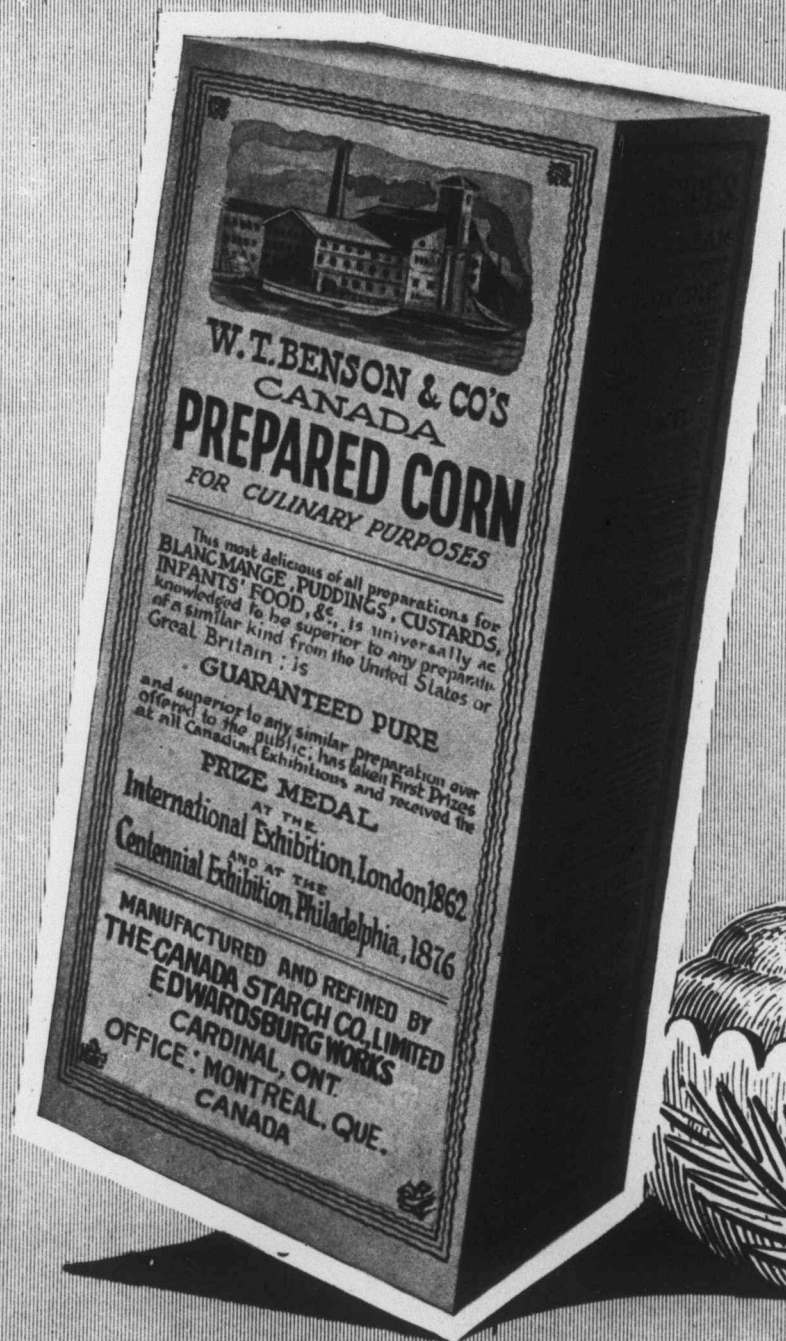
Agents everywhere.

Purnell & Panter Limited
BRISTOL, ENGLAND

The Corn Starch

*That's guaranteed
absolutely pure*

Stock it now
for Fall
and Holiday
Puddings
Ice Creams
Blanc Manges
Custards
Etc.



CANADIAN GROCER

FALL CAMPAIGN NUMBER

OCTOBER 10, 1913

The CANADIAN GROCER

Established 1886.

Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING CO., LIMITED

John Bayne MacLean - - - President

Publishers of Trade Newspapers which circulate in the Provinces of British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick, Prince Edward Island and Newfoundland.

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

OFFICES:

CANADA—

Montreal—Rooms 701-702 Eastern Townships Bank Building. Telephone Main 1255. O. S. Johnston

Toronto—143-149 University Ave. Telephone Main 7324.

Winnipeg—34 Royal Bank Building. Phone Garry 2313.

Vancouver, B.C.—2649 Third Ave. West, H. Hodgson.

UNITED STATES—

New York—R. B. Huestis, 115 Broadway, New York.

Telephone 8971 Rector.

Chicago—A. H. Byrne, 140 South Dearborn Street, Room 607.

Phone Rand 3234

Boston—C. L. Morton, Room 643, Old South Bldg.

Phone Main 1024.

GREAT BRITAIN—

London—88 Fleet St., E.C. Telephone Central 12960.

F. J. Dodd.

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

PUBLISHED EVERY FRIDAY.

TORONTO, OCTOBER 10, 1913

PRACTICAL SIDE OF THIS ISSUE.

RETAIL GROCERS are approaching what is generally conceded the best selling time of the whole year. Down through the ages the Christmas season has been held as a time of home gathering and feasting, and there are no indications of any change. Crops have been good and trade from now until the New Year is bound to be active.

This, the Annual Fall Campaign Number of The Canadian Grocer, deals particularly with the sales of fall, Christmas and winter goods. Suggestions from men in harness in every province have been given us. They have meant money and reputation to those who have adopted them and they are open for the consideration of every reader of this paper.

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

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

BRINGING IN THE SHEAVES.

C. W. JEFFREYS has become one of the best known of Canadian artists and it is doubtful if he has ever done work more typical and true to life than the series of Canadian scenes which he has painted for the front covers of the special numbers of The Canadian Grocer. In these pictures, Mr. Jeffreys has been giving scenes of Western Life, striking pages from the book of an almost miraculous national development. Readers of The Canadian Grocer will remember them all. Many will have them all framed or preserved, so that it will not be necessary to enumerate any of the phases of Canadian life which have been treated in the past. With the present number, another typical Western scene is presented, a worthy addition to the series and, in some respects, the best of them all.

"Bringing in the sheaves," is the title which would probably best fit this picture. It represents a centre for grain storage in the Fall of the year when the Western farmer brings in the result of his year's toil. The scene is distinctly typical—oxen, horses and traction engines mingled together, all on the same errand and representing as it were, the past, present and future of agricultural transportation methods. There is an atmosphere of bustle and confusion and over it all one seems to see optimism radiating from every line—the cheerfulness which must pervade such a scene, where men join in the culmination of a successful year's work.

The picture is particularly appropriate for the present year, when the crops have been so good and, further, when good crops are so necessary. The scene that Mr. Jeffreys has so graphically depicted has been enacted around all grain elevators this fall; and with the storage of the grain there has begun a new era of prosperity.

STANDARD OF LIVING ADVANCING.

LUXURIES of yesterday are necessities of to-day. Any grocer who has been in business for the past twenty or thirty years will substantiate that. John McKerchar, a Winnipeg grocer for some thirty-two years, points to this fact in an article in this issue.

Because former luxuries are now considered necessities, we have proof of the advance in the standard of goods sold in recent years.

The standard of living in the wealthy and average home has greatly increased and is increasing. The retail trade would do well to remember this.

Highest quality and purity in foodstuffs is being demanded and the dealer who keeps well abreast of the times will generally be the one who will attain the greatest success. Things that not so long ago were considered luxuries only to be sought by the wealthy—and then only in small quantities—are to-day on almost every man's table. On these goods the dealer makes a substantial margin and no one will say he doesn't need to balance up the bare living margins on some of the every-day staples.

Mr. McKerchar speaks a truism when he says living standards have greatly increased and it is undoubtedly to this cause that much of the so-called "high cost of living" is due.

THE OPERATION OF A BIG STORE.

IN this issue there appears at some length an account of the methods in salesmanship, bookkeeping, and other points of the internal working of the Barnsdale Trading Co., of Stratford, Ont., that will repay at least a reading. This institution, for such it undoubtedly is, has been built up in a period of nearly 50 years by a man of considerable inventive genius, with almost a passion for making out and maintaining a system that is definite in its results and in a great many respects right up to the minute in its operation. The very association of departments is novel: groceries, provisions, bread and cakes (baked on the premises) with patent medicines, toilet requisites, and such articles commonly styled "hardware," as are used in a kitchen and may be supposed to attract the attention of every purchaser of groceries. Among the other special features of this store are a particularly good provisions department; three cash registers; computing scales; a passageway for goods to be delivered; a book for recording all delivery parcels; a weekly record of all butter customers and the brands they prefer; large warehouses in the rear run by one man; reserve stock compartments upstairs; electric coffee grinder and currant cleaner in the basement; and a book-keeping system that enables the proprietor to know to a cent the amount of credit on his books at the end of every day; the amount of cash and credit sales daily; the separate sales of each clerk; a separate invoice book; and a separate envelope for each credit account.

The article is surely worth more than a passing consideration.

THE CHRISTMAS WINDOW CONTEST.

A BIG feature has been made in this issue of window display. There are several fall and Christmas goods displays of high merit and from which every reader will be able to secure valuable suggestions according to his tastes.

Those displays which took the prizes in the 1912 Christmas contest are reproduced together with descriptions of same. In this connection Canadian Grocer desires to announce for the first time our 1913 Christmas Window Dressing Competition. This will be similar to that of past years so far as conditions, judging and prizes are concerned.

The contest will be open to dealers and their clerks in Canada and Newfoundland. Displays must contain Christmas goods and must be mailed not later than December 31. The judges will be asked to consider the various windows entered from the standpoints of Selling Power, Attractiveness and Originality, in the order mentioned. There will be two classes—Class 1 and 2. Class 1 will include all cities above 10,000 population and Class 2 centres under that number.

The Prizes will be \$5, \$3 and \$2 in each class, making a total of \$20.

Let everyone come in on this contest. There is nothing to be lost and much to be gained. Decide now to enter one or more of your Christmas displays.

POWER OF SERVICE IN SELLING.

REAL Salesmanship in the store must not be conflicted with simply selling extra goods to a customer. A good sale may be absolutely offset so far as permanent patronage is concerned by a careless delivery service, improper parcelling or by errors in the class of goods sent to the customer.

Every man in business must not overlook that old proverb about the chain and its weakest link. All the salesmanship on earth will not counteract daily errors in delivery, broken parcels, tainted goods, mistakes in rendering accounts or discourteous treatment on the part of certain employees.

Real salesmanship includes good service. Good service can only be rendered by an all-round efficient staff. Hiring a clerk one day and firing him the next, or keeping a delivery man for a week, will not tend to the giving of the service customers appreciate. To-day the head of a business must be a teacher. He must build up an efficient staff by instruction through long service.

A good example of this is shown in The Duff Store, Hamilton, Ont. One of the chief aims of the manager is to train men in the service of the store. This he maintains provides for an efficient staff at all times. When one steps down there is another to take his place who is familiar with the customers and the internal operations of the store.

Real Salesmanship is the evolution of teaching and training, of a system that eliminates cause for complaints, and of being able to sell goods that will give absolute satisfaction.

INTENSIVE SALESMANSHIP.

INTENSIVE Agriculture is the making of two blades of grass grow where there was only one before. Intensive Salesmanship is making two sales when only one might have been.

The farmer who doubles the production of a piece of land must concentrate his efforts on it. He must study his soil and his seed, his cultivation and his reaping. Likewise the man behind the counter must concentrate on the goods he has to offer and the people who come to purchase them. He must know his goods and his customers, otherwise he is likely to stumble in attempting the extra sale. Intensive salesmanship therefore demands study to become familiar with the goods; it demands concentration on one's business when the customer calls; and it demands a study of the needs and requirements of that customer.

The salesman who makes two blades of grass grow where there was but one before is not discourteous or easily ruffled. He is not the man who doesn't know the difference in quality of two articles. Neither is he the one who will take a chance on sacrificing his reputation to make an extra sale.

Last but not least, intensive salesmanship is not price cutting, for price cutting is a sign of weakness in one's capacity to make a sale at the legitimate price. Salesmanship is selling produce at a profit. Intensive Salesmanship carries this idea a step further and sells something beyond the actual demand at a profit.

Thanksgiving is but a week distant and there are only 63 more shopping days before Christmas.

Take a rapid retrospect of amount of business done during past nine months. If it does not come up to expectations remember there are three more months in 1913.

THE CANADIAN GROCER

THE WESTERN OUTLOOK.

Written for Canadian Grocer by George H. Measham, Market Editor, Winnipeg Telegram.

"The Canadian West has given us the best wheat crop the world has ever seen and there is a general disposition among all classes to pay their debts," so said Sir Edmund Walker, president of the Canadian Bank of Commerce recently.

Sir Edmund is correctly informed as to both statements. The West has a remarkable crop this year. Large in amount, but remarkable rather for quality. The great movement is now well under way and never has a crop graded as high as this is doing. From eighty to ninety per cent. of the wheat has been of contract grade and some seventy-five per cent. No. 1 Northern. This is a remarkable showing and means a crop much above ordinary in money value.

There are many who maintain that before next May the demand for first class milling wheat will be so urgent from Minneapolis, that any countervailing duties



The Montreal Star's view of the financial situation. The money tightness may be a blessing in disguise.

will have to go by the board to satisfy it. Reason for this view is that the spring wheat crop of the North-western States is short and has been saved in poor condition, little of it being fit for storage.

There is also a good export demand from Europe and the splendid quality of the Western hard wheat will cause it to be eagerly sought by foreign millers.

As regards the debts of the West. They are not as heavy as usual. Widespread alarm early in the year caused a great tightening of credit and a general conservatism in both buying and selling. As a matter of fact savings deposits on the whole have increased for people anticipated money stringency and prepared for it. With the exceptionally early movement of the crop there is little fear of the November settlements not being well provided for and this done there should be plenty of change circulating in December.

Sir Edmund says that people are anxious to pay their debts. It is to be hoped that they will not display an anxiety later to run into debt, a fault that Westerners are rather inclined to commit.

Grain prices are not as high as we would like to see them; neither must we expect them to go much higher for the present for the world is well supplied with wheat and the vast bulk of daily receipts exerts a bearish influence. On the other hand there is nothing to indicate a serious decline. It is significant that Americans have been for some time active buyers of our May wheat. This would bear out my former statement in reference to the spring market.

To sum up I can see good times ahead if people generally do not get intoxicated with present successes and push their credits too far.



MARSHALL FIELD MOTTOS.

AN Eastern Ontario retail merchant who recently visited the big Marshall Field store in Chicago, tells us that the great feature from a selling standpoint is the quality of the goods offered and the quality of the service rendered. Walking through it, one, he declares, is struck with the intelligent looking and well dressed salesmen and salesladies who appear to anticipate a person's wants as well as the amount of money he has to spend. The moment a prospective customer is observed, an intelligent effort is made to sell him to the limit of his spending capacity.

The fact that Field's place great dependence in quality in every department and that they have a competent salesforce to give the service they know is appreciated, is significant.

Tennyson says that "self knowledge, self reverence, self control—these three alone lead life to sovereign power." This immortal saying might be fairly reconstructed to fit the case of the progressive merchant: "quality goods, competent salesmen, and intelligent service—these three alone lead on to retail power."

Each salesman too, might well be equipped with the three essentials named by our former Poet-Laureate.



EDITORIAL NOTES.

The successful grocer is the one whose net profits increase from year to year.

• • •

Increase in turnover without a corresponding increase in net profits, indicates that something is wrong.

• • •

Business building is defined by Sheldon as the securing of permanent and profitable patronage. That fits the bill nicely.

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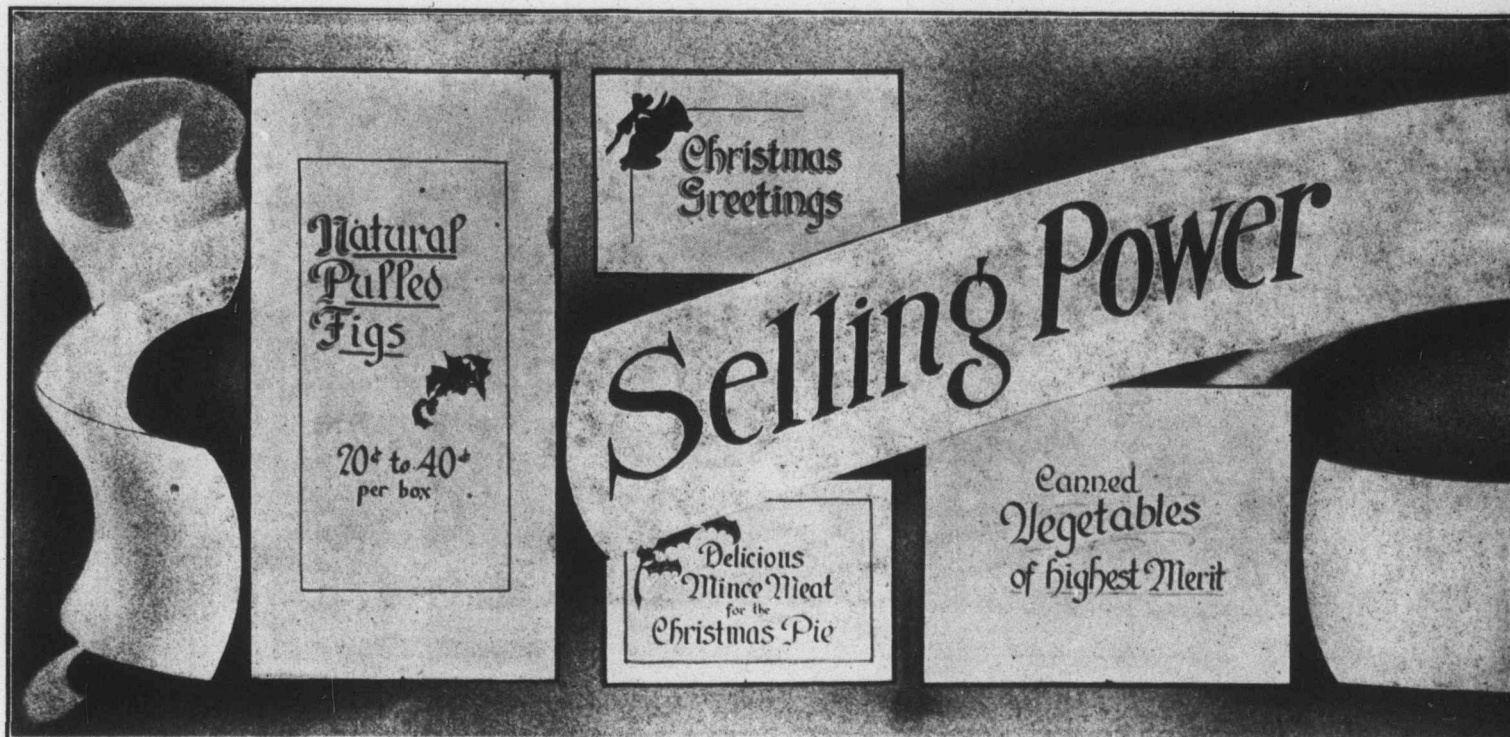
A big item in the fall and Christmas trade is flour. Here is one prominent article where quality counts a great deal.

• • •

The eagle is apt to lose its position as the national bird of the United States. The hen is after the honor. At any rate she produces millions more than the eagle.

• • •

Selling a man a thing he does not want is not good salesmanship. But when you make him want the thing by showing him he needs it, salesmanship is introduced.



Written for *The Canadian Grocer*

CARDWRITING to-day is more than an art; it embodies the science of salesmanship. While the artistic display and neat execution of the show card and price ticket are very important, the story that is told, the suggestion given is just as important for in it lies the selling power of the card. In it lies the real advertising value of the card.

The Message Conveyed.

Though a card may be extremely cleverly executed, its value is not apparent unless it conveys a message of interest to the person reading it. The card must do more than arrest attention; it must hold it until some impression is made on the brain that will give birth to results. If for example the eye of the passer by were caught by a showcard reading like this: "Figs 20c to 40c per box," do you think it would leave as good an impression and be as liable to bring results as if the card read "Natural Pulled Figs 20c to 40c per box." In the first place Figs mean anything from the cheap cooking figs to the very finest pulled variety, while Natural Pulled tells a story of real interest.

The prices as they are quoted in this card, while they are not specific, leave the impression that there are several sizes of boxes or perchance qualities of goods from which the reader of the card may select the size or grade best suited to his or her particular requirements.

Power in a Name.

Note the card on the opposite side of the page, "Finest Patras Currants—The New Crop." Now while the writer is free to admit the fact that not one woman or man in one hundred knows that a very fine grade of Currants comes from the Port of Patras (if they ever learned this at school they undoubtedly have forgotten it), there is something about that name being there that adds quality, for common horse sense reasons that no man is going to put that name on a card advertising his Currants unless it really is a point in their favor. "Finest" helps to suggest still further that the goods are of merit, and "The New Crop" has freshness written all over it. This card should bring results in sales.

A Plain Strong Statement.

The card with the plain strong statement is sure to appeal to the sensible thinking person now-a-days. It carries weight that the boisterous "lie-on-the-face-of-it" variety does not. The card advertising vegetables as shown above is so simple in design that it cannot be missed. The statement is not loud, but has the ring of truth about it—"Canned vegetables of highest merit."

It means just what the average person sees in it—quality goods, canned properly, finest flavor—just what the public are demanding.

Labor Saving Appeal.

At certain times of the year women are busier than at others, and at Christmas or rather previous to it, every hour saved is appreciated. Place yourself in the thrifty housewife's shoes for one moment and think of the hours' work that is necessary in the making of Mince Meat and Christmas Pudding—hours and hours of hard work





of Display Cards

Place Your
Order To-day for Xmas
Fruit & Candies

Finest
Patras
Currants

The New
Crop

By O. E. Edwards, with Robert Simpson Co., Toronto

just at the time she is needing every spare moment in preparing and gathering together the many little remembrances for her friends.

All of a sudden she runs across these two holly decorated signs, "Delicious Mince Meat for the Christmas Pie," and "Dainty Christmas Pudding"—an idea strikes her—I wonder if I couldn't buy these and save time and money. The next thought is, what is the price?; in she goes to ask the price. The sale then rests with the salesman and the card has done its duty. It has performed its share in the making of the sale.

No Card Should Satisfy.

There are only a few cases where a show card should tell a story complete. The satisfying of a would-be customer's curiosity does not always mean a sale, more often it means no sale. When writing a show card no one should bear in mind that a card is an inanimate bit of cardboard and can only tell what you put on it.

It should only tell enough to arouse the natural desire for more information which is only obtainable by stepping inside and getting it from a salesman, who, if he is a salesman, will close the sale.

The "Early-Buying" Card.

The same old story and in the same old way—**Buy Early.** The oval card "Place Your Order To-day for Xmas Fruits and Candies" should be placed on view early in the game as a reminder that early buying is always best.

Though it does not say so in as many words, yet there is an implied suggestion that is quite apparent, and is very liable to prove a selling power.

The Good Will Card.

A cold stern thing is a showcard inscription—a thing that lacks the warm feeling of good fellowship, yet the "Christmas Greeting" Card has a sort of "Welcome Home" effect on the public. It serves as a constant reminder of the Christmas morning, bright with its happy romping children, its warm glowing fireside, its good cheer. It unconsciously stirs up a little spark of goodwill and perchance brings to the passer's mind a little favor some one has given him or her which should be repaid with a little remembrance.

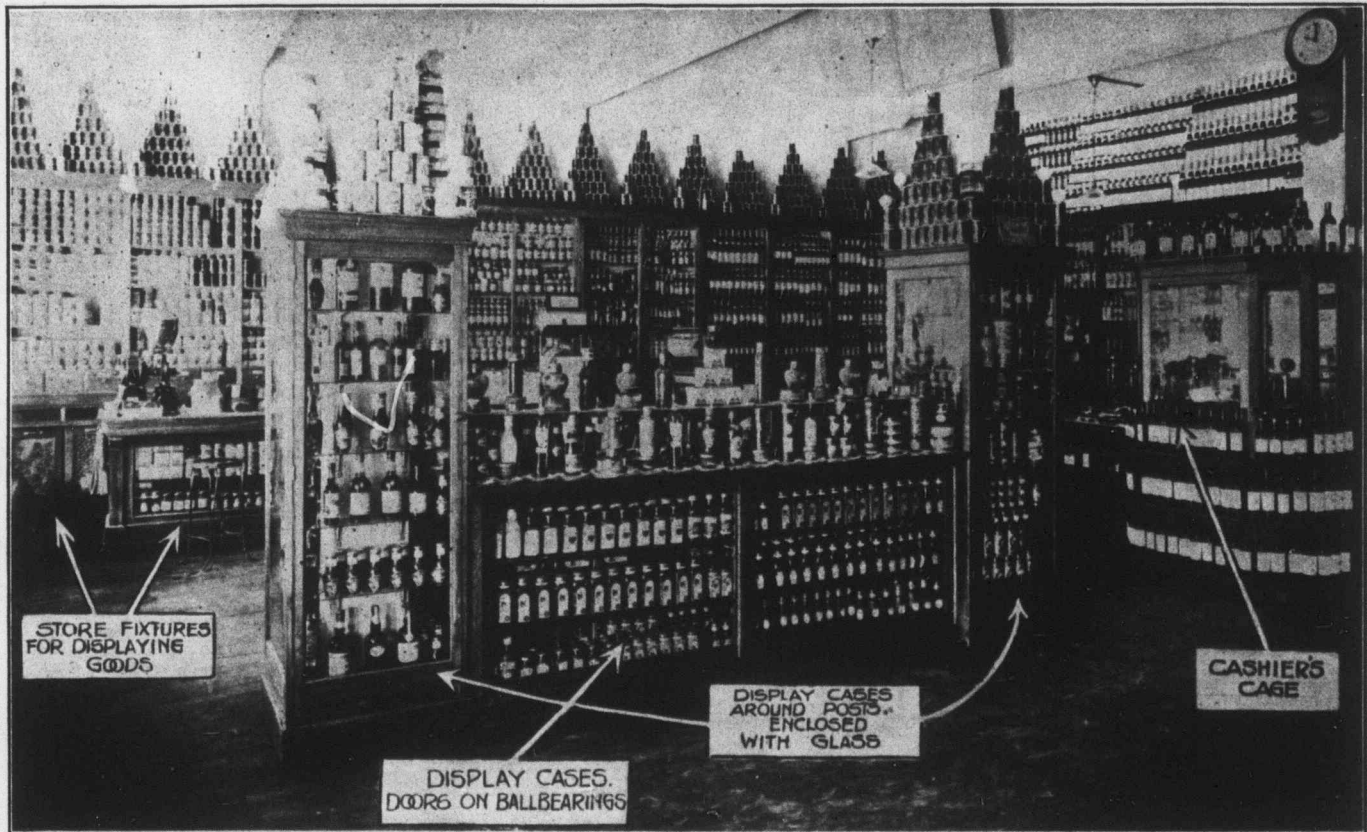
Selling Power in cardwriting must be studied, for it is a science—a science worth while, too. It means sales and profit.

Should Conform to Season.

The Cards shown above, while most of them are decorated with symbols of Christmas, such as holly and bells, may be made to apply to any season by changing the decoration to something in keeping with the occasion or time of the year.

If a Thanksgiving Vegetable Card is needed an appropriate design of pumpkins or corn could be used as a decoration. The same applies to the currant or fig cards. The decoration should always conform to the season or occasion. Clippings from magazines, catalogs, etc., can be used to very good advantage for this purpose. Simply paste them on, and work them into the general design of the card.





This photograph shows one side of the interior of the Royal George Grocery, Montreal. Practically all display cases are built in, thus forming part of the store. Neatness and cleanliness are two striking features.

Effect of Store Appearance on the Customer

Manager of Montreal Store Maintains That Class of Customer Depends on How the Store Looks—Good Equipment Necessary for Good Trade—Fixtures in the Royal George Grocery—Order Reigns in Cellar and Warehouse.

"Store appearance counts for everything," states J. N. Breton, manager of the Royal George Grocery, 223 Bernard St., W., Montreal. "The average customer of to-day is not satisfied with buying in a dingy looking store where everything is piled up in a heterogeneous mass, but demands a store fitted with up-to-date equipment and kept in a clean orderly manner. Especially is this true in a fine residential district such as that in which we are here situated. The people have the money. They demand the best goods, they demand the best service, and they demand all from a respectable looking up-to-date store."

Their Efforts to Attract.

The Royal George Grocery, the new branch store of the Park Provision Co., Ltd., has been in operation only since December 5 last. In looking over it, Mr. Breton called special attention to the neatness of the fixtures, particularly with a view to display of goods. "Many of our goods shown," he stated, "are shown behind glass. Those display fixtures round the posts in the centre of the store, and also that running between the two posts are built right in, forming

a part of the store. Wherever doors slide, we have them on ball bearings, so that no occasion arises for swearing at a door that sticks. Then, too, we think we have pretty fine fixtures in the way of bins. The whole idea is of course to display goods and at the same time keep them apart from the dust of the store."

Especially in the confectionery department, which belongs not to the Park Provision Co., but is under the name of Koppel, is the wall case found satisfactory. Dusting is a mere trifle, and box goods may be kept looking clean and fresh for a much longer time.

Displays Changed Frequently.

"All case and counter displays," states Mr. Breton, "are changed every week. We allow no display to run so long that customers consider it not worth looking at."

Warehouse Divided Into Sections.

The rear of the store, and cellar are all laid off in separate sections for different lines of goods. For example a certain section of shelving is given over to soaps, lye, ammonia powders, etc., i. e., to all "wash goods." Another sec-

tion is for teas, another for canned goods, another for soft drinks. A special rack is built over the cellar stairway for brooms and so on. Stocks of all these lines are kept in the cellar. The idea, according to Mr. Breton, is to have everything in order and right at hand, and at the same time not to give the store the appearance of a warehouse. In the store proper, these goods are shown only in special displays, but as the store is well provided with silent salesmen, counter display cases, etc., almost all are shown in one way or other at all times.

Care On the Money End.

Practically all business is done on a cash-at-once or cash-once-a-week basis. Where accounts run weekly, orders follow right along on the one bill, and on Saturday the bill is presented for payment. "I'd sooner do less business this way, than worry over collections," stated Mr. Breton. "If you look through my books you'll find only about two dozen names altogether, and in these cases credit is given by special arrangement only."

Modern Fixtures Making Attractive Interiors

Value of the Pivoted Bin Fixtures for Displaying Samples — Relieves the Necessity of Having so Many Boxes and Cases About the Store—System Used by Hamilton Dealer in Keeping Down Outstanding Debts.



In the J. W. Bowman Store, Hamilton, Ont., much attention is given to interior arrangement. Note the counter displays of goods, the display refrigerator at the rear and the well filled shelving.

ON going into the store of J. W. Bowman, King St., E., Hamilton, Ont., one is first struck with the great amount of goods on display and yet there is no floor crowding. The reason for this is due to the use of handsome fixtures including patented pivoted bins, a display refrigerator, a counter show case some counter displays and attractive shelf arrangement of canned, bottled and package goods.

The picture shown here illustrates all these features with the exception of the pivoted receptacles for spices, dried fruits, etc., behind the counter. These can be distinctly seen by every customer and with the display of fancy biscuit samples at the front of the counter, helps along sales considerably, states Mr. Bowman.

Making "Boosters" From Customers.

"Our satisfied customers are the best advertisement," reads a little motto hanging on a shelf behind the counter. That is Mr. Bowman's aim—to satisfy his customers. Besides the bin fixtures, he has the neat-looking display-front refrigerator with the compartment for the ice which keeps the butter, milk, eggs, etc., in good condition in warm weather.

He has the cheese cutter, the meat slicer, the computing scale, the account register, coffee mill driven by electricity, electric fan, an auto delivery, obliging salesmen, and back of that he stocks goods that he can depend on and which he is sure will satisfy his customers.

Mr. Bowman was formerly in business in Welland, Ont., having a couple of months ago taken over the present business from Mr. Marshall.

Holding Down Credits.

One piece of equipment in which he is interested is the account register. This may be seen on the counter between the two computing scales. A separate book is kept, arranged alphabetically, for each customer and credits carefully watched. When a customer who is at all doubtful inquires for credit, Mr. Bowman has a "credit card," which he fills out with needful information. The name, address, where employed, income, formerly dealt with, etc., etc., are all placed on the card. At the bottom is a line for "Credit Limit," which is agreed on at the time the customer applies for credit. This card is placed by the customer's counter check book so that it is always

handy when a new order is taken. As soon as the "Credit Limit" has been reached, the card is reversed and placed in front of the counter check book. On the reverse side are the words "Credit Limit," "Name _____," and "No Sale." This means that the clerks must not overrun the credit limit, whatever it may be. No sale is allowed to be made.

The clerk must inform the customer, politely of course, that the limit of her credit has been reached and that he could not very well let any more goods out on credit until he has spoken to the proprietor.

Mr. Bowman says this is a most effective plan to keep credits within proper limits, and although occasionally some losses occur, they are sure to be small.

Fall Goods Display to Come.

Canadian Grocer has also an attractive window display from this store, dressed by T. W. Yocom, who is seen behind the counter to the right in the picture. This is trimmed with fall goods and will be reproduced in the near future. Mr. Bowman is standing on the left hand side.

Attractive Window Display of Fall Selling Goods

Bright Young Ingersoll Clerk Shows Imagination and Ability in Constructing a Clever Trim—Cereals, Canned Meats and Vegetables and Bottled Goods Neatly Arranged Among Stocks of Corn, Wheat, Oats, Animals and Birds—A Description of the Trim.

Written for Canadian Grocer by Bruce McDougall.

IN constructing a window display that will sell goods, one must first produce something that's going to attract the attention of the passerby. Unless that is accomplished it seems to me there is something lacking.

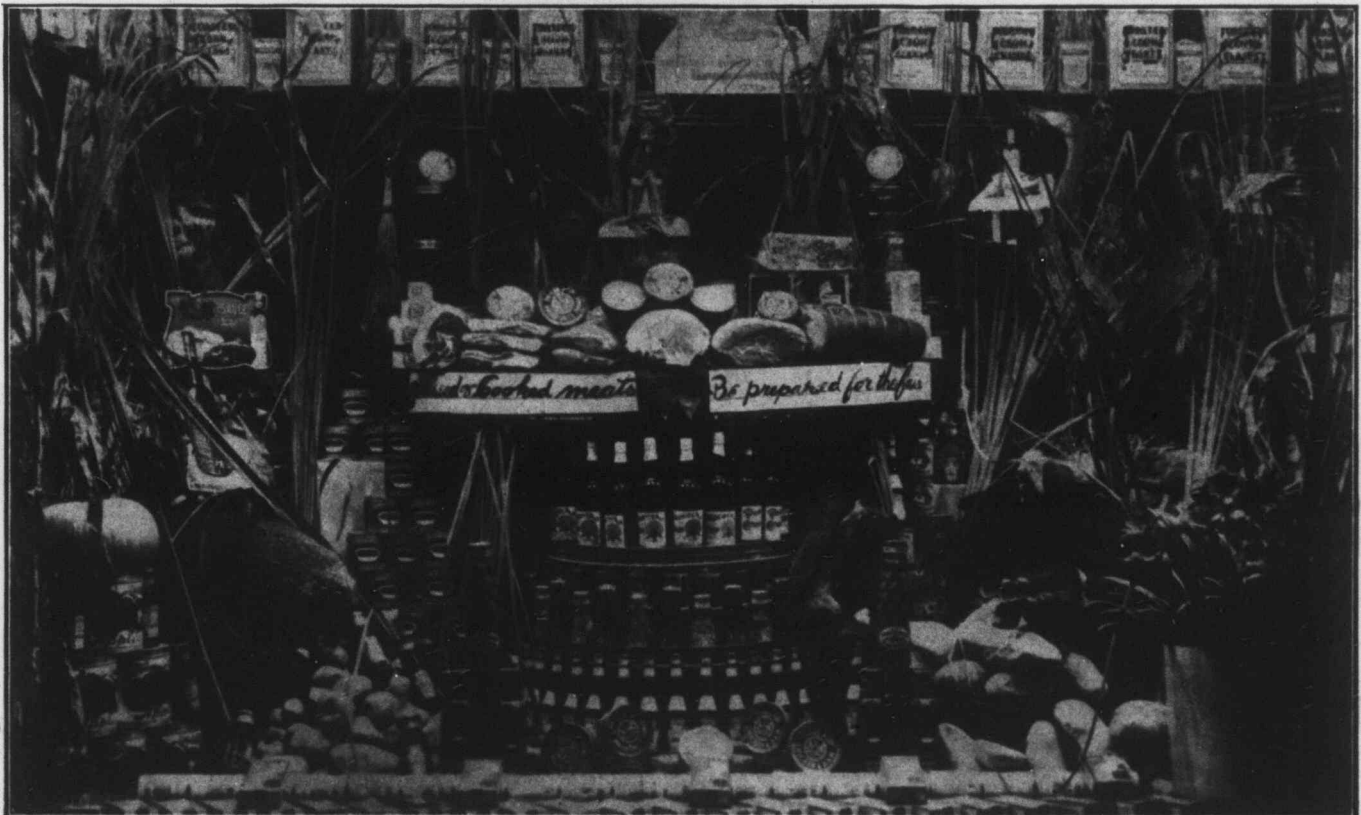
In this display you will notice stocks of corn, wheat and oats, animals and birds. These are suitable auxiliaries to a fall goods window and they are all united more or less to the different varieties of goods shown. For instance the stocks of corn are connected with the display of cornflakes. Shocks of wheat and oats suggest the finished product in other cereals such as wheat cereals and rolled oats both of which are shown in the display.

The animals and birds suggest the fall season as do also the grains already mentioned. All these things at their proper time help to make a window a very interesting and instructive spot for both young and old, and it seems to me the advertising value of it is shown in both direct and permanent results.

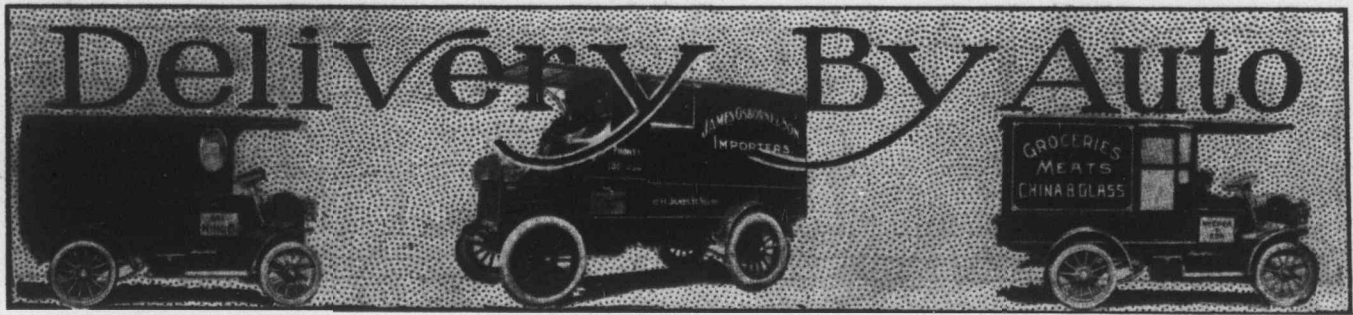


Tiers of bottled goods may be seen in the centre of the display. On either side of these are pyramids of canned goods. In front are canned and packaged vegetables which are good sellers in the fall season. Above the bottled goods I built a half circle which makes a good setting for meats and fresh vegetables. This together with the small animals appearing in their native haunts, not only proved an attraction but an effective selling arrangement. One of the animals included a coon coming from its lair and eating a cob of corn. Coons are always associated with a cornfield and therefore with the autumn of the year.

I have always taken a deep interest in this window display problem because I believe there is no better selling help. It seems to me that every young salesman in the store can accomplish good results in display work by persevering. Every time a window is dressed something new is learned and it is by practice and plugging along that the good selling and attractive displays are eventually secured.



Top cut shows Bruce McDougall, of F. McDougall, Ingersoll, Ont., and the bottom the Fall Goods Window he recently showed. This display presents a clever piece of work on part of this young trimmer.



During the past couple of years there have been a great many changes in the methods of delivery from the horse and wagon system to that of the automobile. An Eastern Ontario merchant who spent a couple of weeks in Aurora, Ill., and Detroit, Mich., stated to The Canadian Grocer that the horse was much in the minority so far as all kinds of work was concerned in these two cities. Across the line in many cities, he said, the horse will apparently soon be as scarce as oxen in Montreal or Toronto. Is the contagion spreading to Canada? Is the horse on the toboggan slide here? Few would scarcely yet answer this in the affirmative, but it is certain the auto is here to stay.

Those who are considering the purchase of an auto delivery will be interested in what the grocers quoted on this page have to say.—The Editor.

HAMILTON retailers appear to have taken kindly to the motor delivery system.

In one afternoon a Canadian Grocer representative ran across three grocers in the Ambitious City now using this system, all of whom like it. They were Jas. Osborne & Son, James St., and M. S. Festing, and J. W. Bowman, of King St., East.

Mr. Osborne while he believes the new system to be a good one would not express an opinion just yet as to cost of maintenance as he has not had his motor very long and feels he cannot yet speak with authority. He uses his auto chiefly for his Mountain and Beach trade, which include the long hauls.

Good on Heavy Work.

For the heavier work and long hauls the automobile delivery of J. W. Bowman, is equal to three horses and wagons. This at any rate is his version of it after a trial of the new system. He has a 1,500 lb. truck which will climb the famous Hamilton mountain at a good rate of speed and he is very much pleased with the venture.

When a merchant considers the purchase of an automobile for delivery, he is naturally much interested in the cost of maintenance. On this point Mr. Bowman states his experience is that

the motor truck can be maintained at much less expense than even one horse and wagon.

"My experience," he remarked to The Canadian Grocer, "is that a horse and wagon costs from \$200 to \$226 to maintain every year. By the time you purchase hay and oats for the horse, have him shod, and his illness occasionally attended to, and at the same time keep the harness and wagon in good repair, you cannot get out of it without paying more than \$200 at the lowest.

"In the last month," he added, "the only outlay on my motor truck has been for some 10 gallons of gasoline. In fact I figure that if a machine is given careful attention and kept well oiled, the maintenance will not run above \$100 in a year. You, therefore, save \$125 over one horse. But you must keep the machinery well oiled. Oil is much cheaper than the parts."

Delivers More Rapidly.

Mr. Bowman further stated that before he purchased the motor system, the horse and wagon required a half day at the least to carry the Mountain orders. Now the auto leaves at about 3 o'clock and is back again at five. It has cost him no more for a chauffeur than for a driver, as the present chauffeur was the former driver. The auto delivery cost

him \$1,500 in the first place and he is insured against liability in case of accident to a maximum of \$10,000.

For Long and Heavy Hauls.

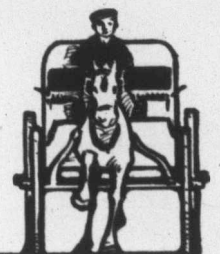
Alfred Patterson, a Brantford, Ont. grocer has a large covered truck. Mr. Patterson has an extensive wholesale ice cream trade and finds it particularly useful for this as well as for all long, heavy hauls. — or lighter work and long hauls he would suggest that a not too heavy a truck be secured.

Maintenance \$10 Monthly.

A motor truck with a capacity of 1,500 lbs. has been found very useful and economical by Frank Taylor, one of the grocers of Niagara Falls, Ont. This truck has replaced two wagons and does the work more quickly and more satisfactorily. Early in the morning it brings in a supply of pure water several miles out of the city which Mr. Taylor sells by the bottle. Later it takes at least one route and makes three trips after dinner every day. The cost of operation for gasoline and oil runs between \$9 and \$11 a month, "which is less than the cost of a horse," Mr. Taylor pointed out to Canadian Grocer.



It is easy to make or mar a business in the delivery service. See that it is efficient.





Prize Winning Christmas Windows

For a good many years The Canadian Grocer has held a Christmas Window Dressing Contest. The 1912 competition resulted in the receipt of a great many splendid trims, the results having appeared soon after, but without all the photographs reproduced. It was stated at that time that the winning windows would be seen in the Fall and Christmas Selling Number. And here they are.

These windows offer many suggestions to the trimmer. Christmas goods are shown almost exclusively. Great pains were taken to make the best showing possible from a selling standpoint, and one cannot long look at any of them without realizing that they sold a great many goods.

With one exception the six winners are reproduced. The photograph sent in by Bruce McDougall, and which took second prize in centres under 10,000 population, was a little blurred on account of frost on the window when the picture was taken. Canadian Grocer regrets that it would not reproduce well, as it was a particularly attractive and good selling trim.

CONSTRUCTION OF CLASS I FIRST PRIZE WINDOW.

By E. A. Reed, Brandon, Man.

YOU will notice from the photo the principal features of this window are the two pillars, one in each of the back corners, with a large pyramid between and extending half way to the front.

The back half of the floor is higher than the front, thus making a slope, on which are—next the glass—currants, raisins, peels, shelled nuts, and different varieties of nuts, separated by bottles of preserved fruit. Back of these divided by a row of pressed figs are about twenty different kinds of candy, separated by strips of angelica, then another row of figs separating the candy from piles of table raisins, grapes, oranges, boxes of preserved figs, glace fruits, etc., completing the slope.

The pyramid commences here, consisting of eight steps. On the bottom step are boxes of preserved ginger, crystallized cherries, farde dates and other dessert dainties. On the next step are boxes of Christmas crackers, the next Christmas cake, boxes of marshmallows, etc., and on the five top ones are fancy boxes of chocolates.

On each pillar are five shelves, and the same number extend across the end of the window (in front of a mirror) to a small pillar next the glass. On these shelves are bottles of preserved fruit, jelly, honey, vegetables in tins, olives, etc.

Extending across the back on top of the two pillars is a cross piece which supports a roof of holly and evergreen, and having across the front in letters of evergreen "Christmas Greetings."

THE WINNERS.

Class No. 1:

E. A. Reed, Dowling and Reed, Brandon, Man.

Alex McNeil, Dixi H. Ross and Co., Victoria, B.C.

Thos. Berrie, Broadview Avenue, Toronto, Ont.

Class No. 2:

Frank Crysedale, Oshawa, Ont.
Bruce McDougall, Ingersoll, Ont.

George Puckett, Oshawa, Ont.

Canadian Grocer will have another Window Dressing Contest this coming Christmas. The conditions will be the same as before with the prizes the same, namely \$5, \$3 and \$2 respectively for each class. Fuller particulars are given elsewhere.

Between now and Christmas a number of the other photographs received for the 1912 competition will appear. These are all excellent displays and no one can well afford to miss any of them.

The trellis on which the stockings are hanging is covered with green, and in the centre of the cross piece is hung a big red bell. The pyramid, shelves, pillars and cross piece are covered with white and silver paper, trimmed with sprays of holly.

The electric fan which appears in the photo is to keep the frost off the glass, and at the time the photo was taken it was going at full speed.

HOW FIRST PRIZE IN CLASS TWO WAS MADE.

By Frank Crysedale, Oshawa, Ont.

THE floor of this window is built on a slant so that the trim was necessarily made in that way. To the front close up against the glass was placed a row of jams in bottles. This reached from one side to the other.

It will be noticed from the photograph that by the use of oranges, spaces were blocked off, in which enclosures were shown various Christmas goods, including raisins, currants, nuts, candies, cranberries, figs and dates. In the centre enclosure are grapes in glass dishes, table raisins, dates and ripe tomatoes and on either side are fruits in glass and honey, grape fruit and oranges.

The back of the window is made up of bags of flour one on either side—a very necessary article for the Christmas baking—and pyramids of canned tomatoes.

At the top may be seen a number of evergreen wreaths which added to the entire display giving it the "Christmassy" touch and yet not sufficient to detract from the selling power of the goods on display.

We believed in using price tickets in our displays and those appearing in this window were all made by hand with a brush.

At night with the lights turned on the color effect was rather pretty. The picture was taken at night with the window lighted by two 150 Watt lamps. Fifteen minutes exposure was given by the photographer.

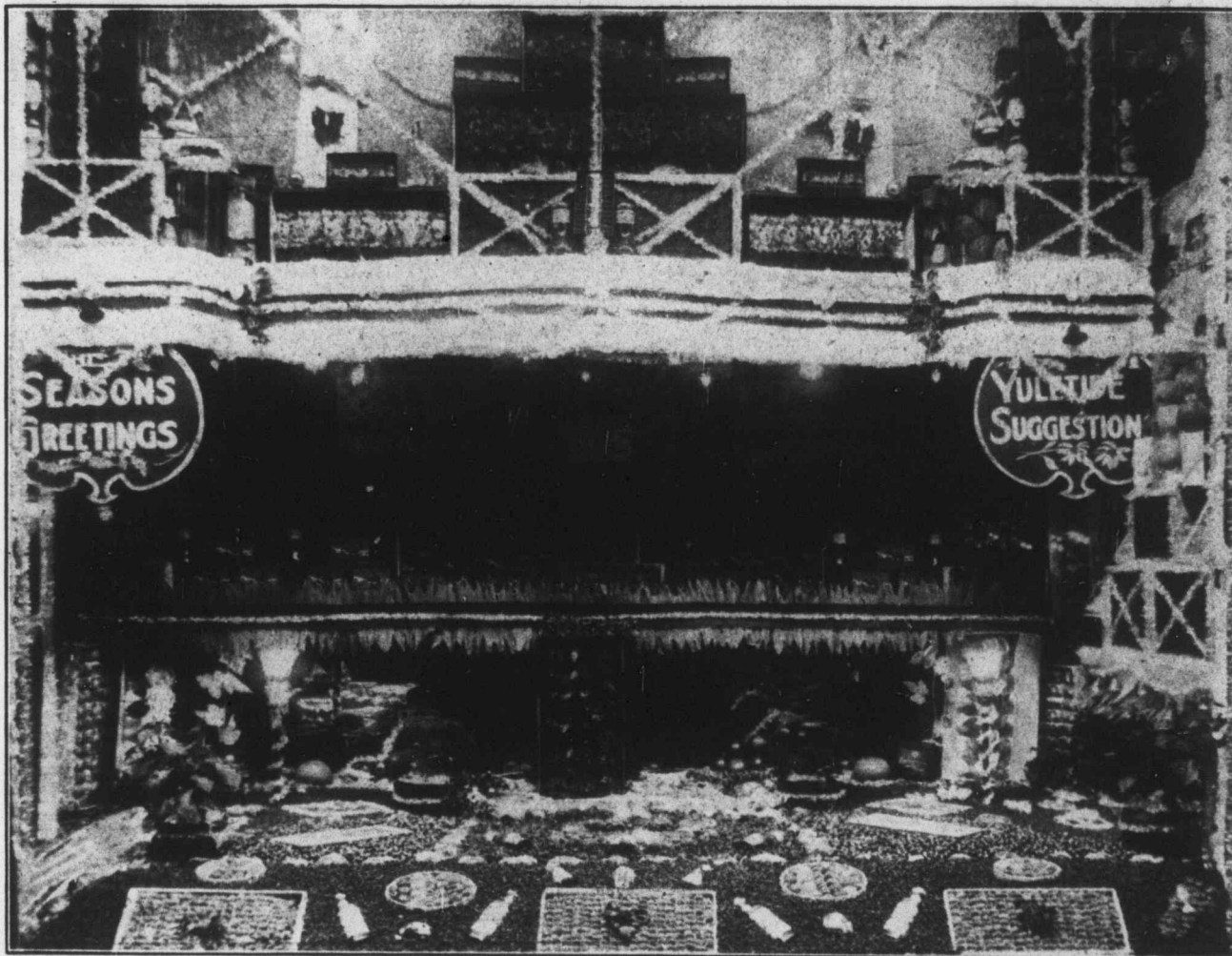
THE CANADIAN GROCER



Christmas window dressed by E. A. Reed, of Dowling & Reed, Brandon, Man., which was given first prize in Canadian Grocer's contest for cities over 10,000. Description appears on opposite page.



First prize for places under 10,000 population. Dressed by Frank Crysdale, of C. H. Crysdale & Son, who since last year have sold their business.



The Dixi H. Ross & Co.'s 1912 Christmas trim made by Alex. McNeil. This display captured second prize in a large field.

AN ELABORATE XMAS TRIM FROM VICTORIA.

Alex. McNeil, with the Dixi H. Ross Co., of Victoria, B.C., is known pretty well to the trade through having previously won prizes in Canadian Grocer's contests.

The display above is certainly an elaborate one. It has a distinct air of refinement, and the photograph scarcely does it justice.

With the balcony above where dried fruits in boxes are artistically arranged, a second storey, which is also a work of art, and the ground floor containing a unique pattern made of boxes of dried fruit, bottles of extract, rings of fancy biscuits, rows of peels and dainty clumps of other mouth-watering Christmas goods, this window certainly had the power to attract.

The photograph undoubtedly does not do it justice, as there is a great deal more in it than would appear from even a thoughtful study. It won second prize in the contest for cities over 10,000.

A WINDOW WITH GOOD SELLING PROPERTIES.

The judges gave a prize to the window of Thos. Berrie, Toronto, because of the selling properties of his display. It was not so elaborate as some others, but from the standpoint of its "impelling-to-purchase" characteristics, it was considered to be a window of a high order.

It contains all kinds of dried fruits, biscuits, choice chocolates, nuts, Christmas wines, etc., the display being on a slight inclination. The floor is divided with diamond-shaped spaces. The centre contains glazed fruits. The end diamonds hold shelled almonds, shelled walnuts, apricots, Sultana raisins, with the floor half currants and half Valencia raisins.

There is a glass shelf midway between the window and the background containing attractive boxes of good chocolates.

The background is of choice jams, dates, table figs and other dainties. Lattice work appears up either side of the background, and an arch made by a string of holly was hung from one piece of lattice work to the other.

FINE COLLECTION OF XMAS SELLING LINES.

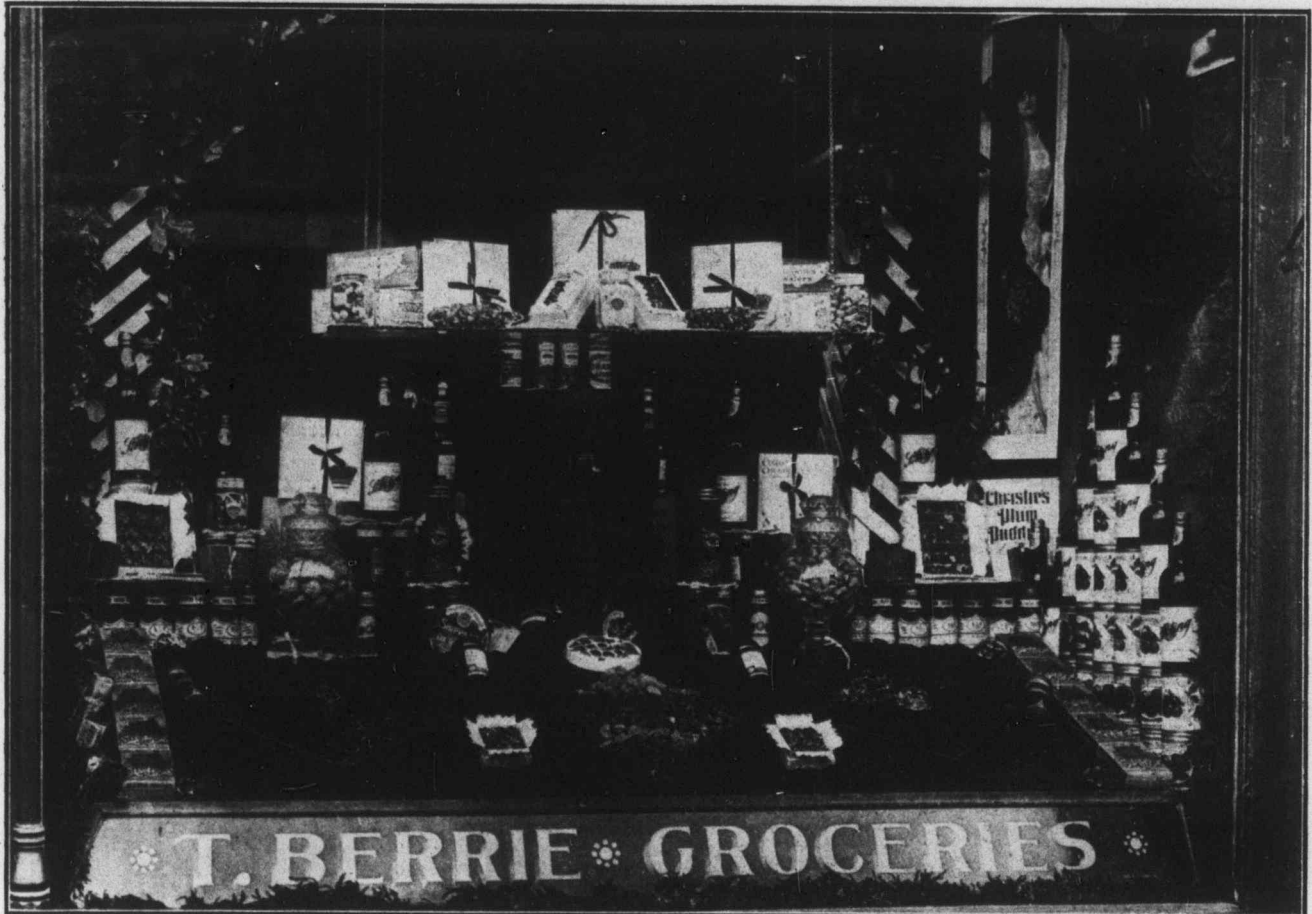
Geo. Puckett, with McDowell & Co., Oshawa, Ont., won the third prize in the 1912 competition for places under 10,000 population.

The front, sides and back of the window at the top were covered with green spruce, with cotton batting to represent snow. Red and green tissue paper, with occasional flowers, chrysanthemums, violets, carnations, etc., were also used.

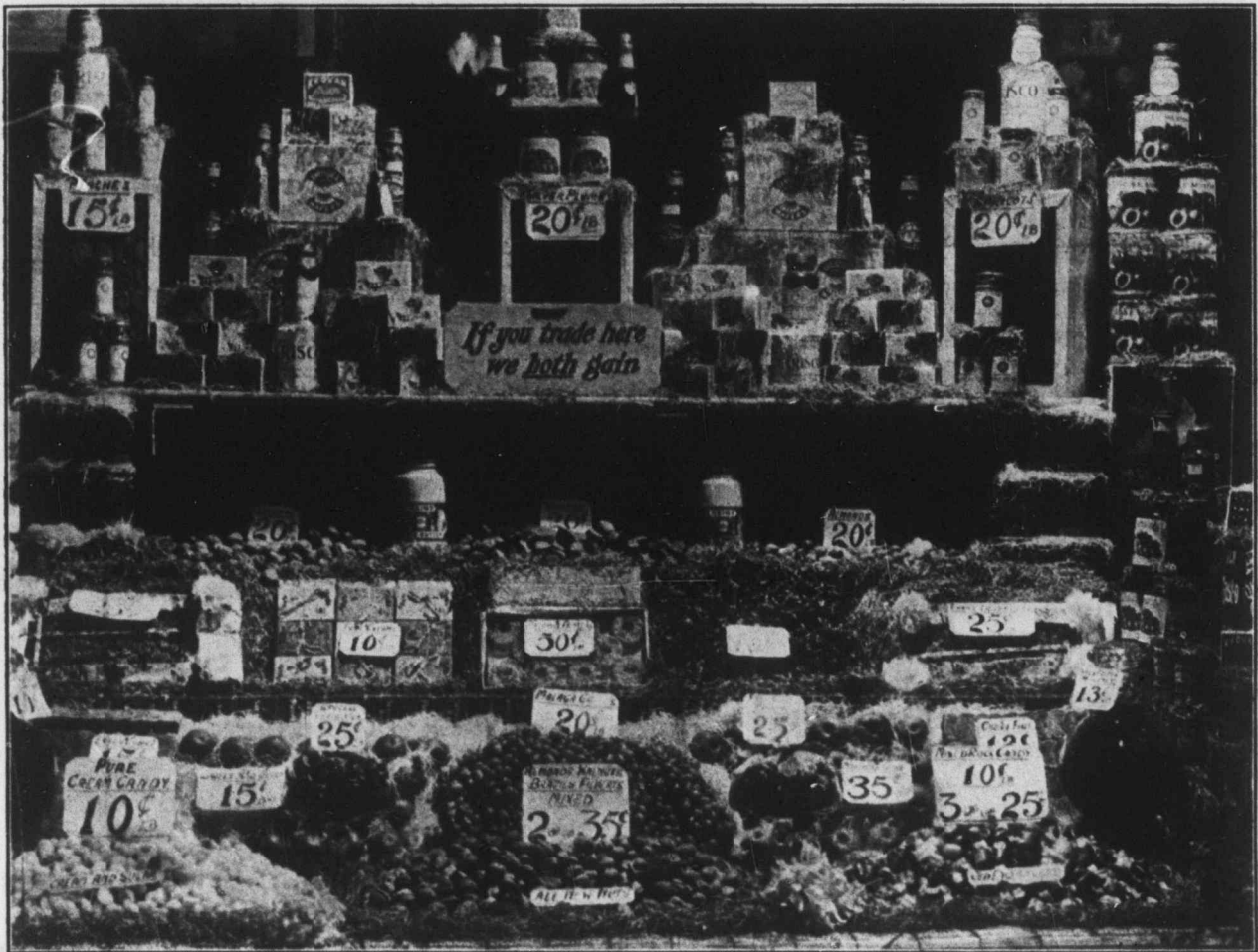
The front of the window contained various kinds of candies, nuts, oranges, apples, Malaga grapes, chocolates, preserved ginger, layer raisins, boxes of chocolates, pineapple, fritters, dates, figs, jams, glace cherries, bottled cherries, apple butter, olives, etc.

The top shelf was supported by three piles of canned tomatoes, and placed on this shelf were evaporated peaches, apricots, and plums. Between some of the goods on top shelf were squares of glass with edges projecting, and on these small goods were placed, such as onion salt, peanut butter, olives, pots of jelly, etc. Other goods on top shelf were packets of mincemeat, tins of biscuits, cream cheese and jam.

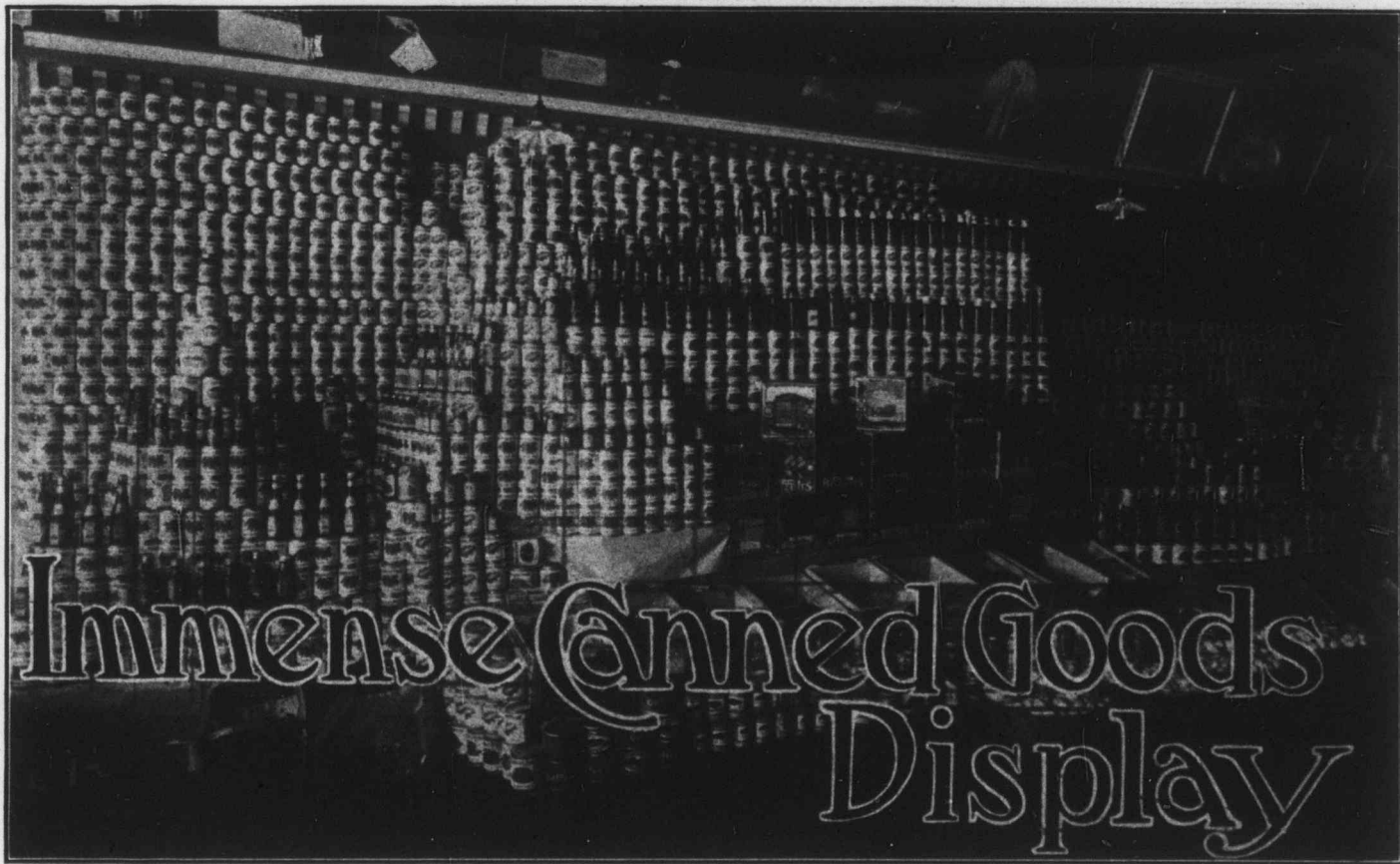
THE CANADIAN GROCER



Display with strong selling characteristics made by Thos. Berrie, a Toronto grocer, which secured third prize for cities over 10,000 population.



Window of Christmas goods trimmed by Geo. Puckett, Oshawa, Ont., winner of third prize in Canadian Grocer's 1912 contest.



There has seldom been seen a larger or a more compact display of canned goods than that shown herewith—from the store of W. H. Milling of Napanee, Ont. Mr. Milling states this display contained at least 2000 tins of vegetables and fruits—probably the largest ever made in a Canadian grocery store. As one of the salesman in the store stated, a "few hours" were occupied in building it up.

FALL and winter is truly a canned goods time. Particularly is this the case with vegetables. For, once the frosts begin to come and the snow to fly, vegetables in the raw state evolve into expensive luxuries. This places them beyond the reach of practically everybody.

Here is clearly the opportunity for the retail grocer. Let him begin now to sell canned vegetables; let him push them with all his selling power, and by next June he should have little cause to worry about a hold-over. Prices this year are low and the people will purchase canned vegetables to a greater extent than during several years of the past.

A 2,000 Tin Display.

Down in Napanee, Ont., the citizens pride themselves on many distinctive features. They have a pretty little old-time suspension foot-bridge across a pretty little river. They grow good corn and tomatoes, and the surrounding country lays claim to being rich in subjects for geological studies.

In addition to that, there is a grocery store there with an exhibit of canned goods which is probably the largest ever gotten together in Canada in a retail

store. If this record can be broken Canadian Grocer would appreciate a photograph of the exhibit. This display contains at least 2,000 tins.

W. H. Milling, whose store shows such an immense display, did not put the canned goods there without a reason.

They are there for a purpose.

The entire side wall is lined with them from floor to shelf.

They are the most conspicuous line of goods in the big milling store.

Every person who enters is confronted with "canned goods."

The goods are being sold.

Take Advantage of Low Prices.

This is one year in which every grocer should aim to build up his canned goods business. As before stated prices are comparatively low. The quality is just as high as ever, if not better. The autumn season is here and therefore the passing of field vegetables. Around Christmas practically the only vegetables to be had are those in tins. More of these could be sold for the Christmas trade if sales are pushed in good time.

Many grocers during fall and winter sell canned vegetables and fruits by the case. Where a dealer has several good

boarding-house customers, with little difficulty almost every one of them would purchase by the case if urged judiciously. The same applies to large families who can afford it.

More Goes Into Consumption.

It should, too, be remembered that every time a case of canned goods is sold it means that the purchaser is going to use more of them. If canned corn, tomatoes, beans and peas are placed in the customer's cellar by the case more of these goods are bound to be used.

Creating Power of Display.

The W. H. Milling store is a splendid example of the power of the dealer to create demand. This display alone without any further persuasion has been the means of selling goods. It shows the importance of the retailer in this matter of reaching the consumer. It demonstrates the fact that the retailer can move out practically any article of merit he has a mind to by getting behind that article with his display space.

In this fall, Christmas and winter campaign, every dealer should see to the canned goods side of his selling.

The possibilities are great.

How Other Grocers Do Things



Some Elaborate Improvements.

Announcement is made by the superintendent of construction at the Hudson's Bay Company's store at Jasper avenue and Third street and warehouse in Third street, Edmonton, Alta., where extensions and improvements estimated to cost \$250,000, are being made, that the two buildings will be completed about the middle of December.

The store, which is being remodeled from basement to roof, will be four four storeys in front, 105 by 100 feet, and 50 feet in the rear; the full width will be six storeys. Three passenger elevators and one for freight will be installed. These will all be operated by electricity, generated on the premises. Other improvements are electric ventilating fans throughout the buildings.

The company established their business on a cash basis last February and M. S. Booth the manager claims little worth while custom was lost.

Displays "Dummy" Bacon.

Blocks of wood wrapped in the regular side of bacon wrappers are used by Goodwins, Ltd., Montreal, for display purposes. "These," claims J. Bailey, "make a bright attractive display, and when hung up can scarcely be distinguished from the real article. The only difficulty is that there is no give to them, and when placed in any but an upright position present too stiff an appearance. However, they allow of extensive displays without depreciation of stock, and are thus extremely valuable.

"So far we have got them from only one or two of the packers, but it is our aim to get a supply of them from all the packers with whom we do business. It certainly is a good advertisement for them to have their goods always on display.

Coffee Mill in Window.

To draw attention to their coffees, Scandrett Bros., of London, Ont., had one of their windows arranged with a

big, red-painted coffee mill in the centre. Around it were four pans with white coverings filled with roasted coffee beans. The other window was filled with olives, a good line for fall.

The inside of the store has attractive displays near the front doors of choice preserved goods, jams, pickles, etc. On one side there are displayed in silent salesmen, all glass, with glass shelving, of a type seen more, perhaps, in dry goods than grocery stores. On the other side there are shown on the shelves, with a fine-looking grouping on a broad ledge, three feet from the floor.

The whole display gives an impression of high class goods to anyone entering the store, than which there can be no better introduction.

Aluminum Checks Used.

W. H. Milling, Napanee, Ont., has a meat department separate from the grocery store with an archway between. All meat bills are, however, paid at the cash register in the grocery store proper. The customer purchases the meat and on the way out through the grocery department pays for it. Instead of paper slips on which the price is marked Mr. Milling uses round aluminum checks, each check representing so much money. If the meat for instance, should come to 55 cents, the customer is given a 50 and a 5-cent check.

One good result of this method is that every one buying meat must come into the grocery department where there is an additional chance of making a sale.

A Single Line Display.

A. McCormick & Son, of London, Ont., who have four delivery wagons to cover their grocery customers, believe in specializing in window display. Recently one window was devoted entirely to a cocoa showing, limited to different sizes of tins, and a single brand, in order to keep it uniform. The other window was a pickling coxer, and consisted of various sized bottles of vinegar, and three or

four neat heaps of spices and peppers. It was simple but tasty, and these two qualities were responsible for much of its drawing power.

Where Mercy Was Rewarded.

The command, "Cast thy bread upon the waters," is one that meets the grocer in his every-day experience, probably more than anyone else in any other business of life. Pleas of poverty or "out of work," whether real or assumed, are ever appearing to stir a struggle against the merchants' rules for closing down on a credit account. The carrying of a family over hard times, or a strike of laborers, or illness, is a problem that faces every grocer, and often to maintain his own business standing and keep his store open, he must steel his heart against many a pitiful prayer, and discriminate between the praiseworthy and the undeserving in cases where he decides to let mercy temper justice.

It is pleasing, under such circumstances, to run across cases where the customer who was "carried" over a crisis in his affairs, by the good-heartedness of the man who supplied his table, shows a grateful loyalty afterwards, even in the face of some unpleasantness or hardship. Canadian Grocer was told of one by W. E. Humphries, a London, Ont. grocer. One of his customers had been ill for months, but feeling him to be an honest and deserving man, Mr. Humphries had tided him over his difficulties. A short time ago the customer moved into a house kept by a grocer. The latter at once came to him and urged him to buy at his store; it was the usual practice in such cases; the old tenant and others had done so, etc. The new tenant demurred, but more pressure was applied. Finally, he burst out: "Mr. Humphries stood by me in my need, and I'll move out of your house before I'll go back on him."

Needles to say he was not forced to move, and Mr. Humphries retained his customer, who already has wiped out his long-standing debt.

Sanitation--The Idea That Predominates

Everything Else Revolves Around This Axis in the Arrangement and Service of the Glover Store in Kingston—Goods Sold from Sample Under or Behind Glass and Packed from Rear of Store—Thought Given to Production of “An Air of Refinement.”

A STUDY of the equipment in the store of A. Glover, Kingston, Ont., and a talk with the merchant behind the idea, surely leads one to the conclusion that here is a grocery man of genius. Everything that has been given a place in the Glover store was placed there with a reason, even to the glass floor and partitions in the bottom of a handsome show case where the confectionery is displayed.

Mr. Glover studies the effect of interior appearance on the customer; he studies the effect produced by an air of refinement; one who has seen his store declares he has looked deeply into this human nature problem from many an angle, and it is easily seen from the results of his work that he has probably laid more stress on cleanliness and sanitation than upon anything else. This idea predominates in the working out of his store arrangement.

Many hobbies belong to this man. He has not been afraid to discard some of the good old methods, tried and tested, and to take a chance on those others that might have put the ship on the rocks—for all that was known of their past. But he tells the writer that under no consideration would he go back to methods that were.

The Germ Begins to Sprout.

In the first place, some two years or so ago, he theorized that apart from samples being attractively displayed where the customer was most likely to see them, there was no absolute law that the store should be filled with practically everything in stock. Why not, he said to himself, keep every box, case and barrel off the floors, cut down the number of the goods on the shelving and sell from sample? Apart from the fact that quantity sometimes creates a desire to buy, was there any reason for having the quantity? Then, if lack of quantity would make the store cleaner, brighter and more attractive, wouldn't that be worth more than showing all the goods in stock?

The sum and substance of the whole idea was a complete change in the Glover store. No semblance of its former self was left. The window was changed so that the centre section stood farther out. This permitted people coming up parallel with the store seeing into the window from a distance. It was a

sort of bay-window arrangement. The window itself denotes care and cleanliness.

On entering it will be seen that the floor is of marble and clean as a dining room table. It can be readily cleaned, and is never scratched. To the left of the entrance is a side window in which stands a handsome circular vegetable display fountain on a cement floor. To the right are silent salesmen in which there are shown high-class confectionery and other goods.

Sure of His Daily Bread.

To the left again a radiator protrudes from the floor. This, however, is not allowed to idly occupy space. Built over it is a marble top counter. By the way, this counter saves Mr. Glover considerable money. On the opposite side of the store are patented pivoted bins for showing goods and at the bottom of the wall case is a bread display fixture with sliding glass door. Formerly, the breadman brought in his supply and placed it in this case.

How was anybody to know whether

the right quantity of bread was or was not received? If there were already a few loaves inside, was it not an easy matter for the bread man to hang onto one or two of the new order? The counter over the radiator was just the thing. Mr. Glover had it erected and gave orders that all bread, buns, etc., must be placed on that counter. He, or his assistants would henceforth take it to the bread case. This enabled him to count the loaves as they came in, so he has lost no more money in bread.

Separate Provision Counter.

The counters and show cases along the right side are arranged in zig-zag style the last being a special provision counter with marble top. On this is a computing scale and meat slicer. The latter is also used for slicing bread for picnic sandwiches. It means a cent a loaf extra, and while this may not be much, it is the means of bringing a good deal of business to the store. At the end of this counter is a refrigerator.

An Air of Refinement.

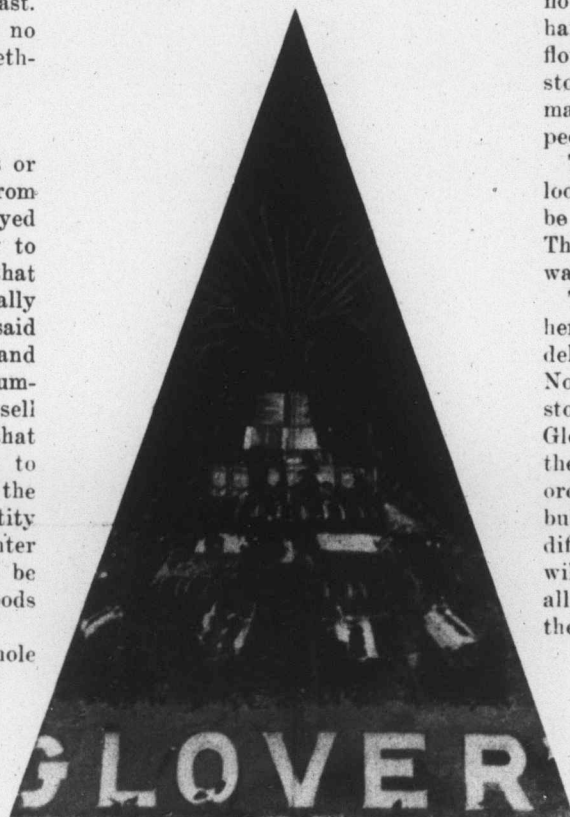
Mr. Glover is a lover of birds and flowers. He has several fine songsters in hanging cages, and the perfume of flowers is always wafted through the store. This adds a refinement which, he maintains, is not lost on particular people.

The shelving is certainly a pleasure to look upon. Samples of everything may be seen there behind glass sliding doors. They are always free from dust and always inviting.

The warehouse is at the rear and from here practically all goods are put up for delivery. All goods come in that way. Not a case or a box is to be found in the store; everything that might, in Mr. Glover's estimation, cause a lowering of the tone of the store is banned. There is order in the warehouse as well. It is built with different compartments for different classes of goods so that orders will not be mixed. From the warehouse all deliveries are made; nothing goes out the front door.

An Idea in Confectionery Case.

In the bottom of the confectionery silent salesman, is a glass floor with partitions. These formerly were made of ordinary window glass, but this was sharp and sometimes grazed the fingers. To overcome this, Mr. Glover purchased thick ground glass.



Glover's Christmas window of 1912 was attractively arranged in pyramid style. The central feature is shown in this reproduction.

How Dealer Built Up Good Coffee Trade

Another Case Where Quality Was Placed Before Price—Pembroke, Ont., Grocer Puts His Faith In Freshness, Cleanliness and Quality—Coffee Trade Helps Other Lines.

For bulk chocolates there is a separate "slide" for each variety. The end where the scoop enters is open so that there is no handicap to getting a scoopful as desired. The other end has a strip of glass to prevent the candy touching the glass of the silent salesman. When new goods are put in, those that have not been sold are drawn to the rear so that they will move out first.

Among his other fixtures are to be seen a large 10-drawer electrically driven cash register; several computing scales; an electric coffee grinder; a meat slicer and a safe.

Every fixture has been put in a special place with a special idea. Mr. Glover has his reason for everything. He carries this character-trait to his home—which he designed himself—and to his stables where his horses and waggons receive the same care and attention from a sanitation standpoint as his store. His delivery waggons were built to his order with a canopy just over the goods and canvas to keep out the rain. His horses are among the best procurable and the driver is a horseman who was formerly employed with an English gentleman.

Even the name plates on the delivery wagon were purchased with a view to refinement. Each cost Mr. Glover \$25.

"Everything has got to be the best procurable or it does not fit into our business," he declares.

SELECTING A STORE NAME.

W. H. Lockerbie, proprietor of a new grocery at 2814 Dewdney avenue, Regina, Sask., recently offered a prize of \$25 in gold to the person suggesting the best name in the opinion of the judges for his new store. One hundred and nine names were suggested, and out of this list, the one receiving the most favor in the opinion of the judges was "The \$ for \$ Grocery."

The titles submitted were each given a number, and selected by the judges without the names of the competitors being known, the judges being three well-known citizens of the north side.

The following were some of the names suggested: "The Northern Light," "Golden Rule," "Blank," "Busy Bee," "The Raeside Grocery," "Lockerbies Best Yet," "The Great West," and numerous others.

"Eliminate all the wrong things you are doing. Make good resolutions intelligently. Make a pledge to yourself. Accumulate all experiences which will reinforce motive—keep away from temptation. Seek associates that will help you. Better be alone than in bad company."—John H. Patterson.

"As a result of concentrating our energies towards building up a trade in coffee, we have now made coffee the big end of our business," states J. B. Kemp,* grocer, Pembroke, Ont. "One ton a year would not include all we now handle.

"Some eight or ten years ago, however, we used to let things run along in a slipshod manner, buying coffee from whichever traveler happened to come in to the store at a time when we needed to stock up. We sold pretty much what people asked for, and must have carried almost every line.

"About that time, however," continued Mr. Kemp, "I read a series of articles in the Canadian Grocer, on how to buy, handle and sell coffee, and they set me thinking. Buying only from one house, and that a reliable house was strongly recommended by the writer of the series, so I followed it up.

"I got busy with coffee travelers whenever they came in, questioned them on all phases of the retail coffee business, and concluded that the first requisite was freshness. With that I connected myself up with what, to my knowledge, was the most reliable coffee house and began buying every two weeks. I also bought coffee in the bean, and ground it on the premises. Quality then began to be the line of talk which I had the whole sales staff follow. If any customer wanted an explanation why my coffee was better, I talked regular and frequent buying, larger turnover, and fresher goods. And it was only then that I began to realize what I had been losing.

"Fresher coffee owing to larger turnover was my best argument, and very shortly I found that it would stand the test. The coffee market began to firm up, the papers talked of higher coffee, and finally prices to the retailer advanced so that I concluded it necessary to put up my prices five cents.

"The other merchant, however, still held to the old price—40 cents, so that I was soon told I was trying to rob my customers. My argument was, my neighbors must have changed their quality. I have maintained evenness in quality right through. For further reference I turned them to what the papers were saying on the coffee situation.

"This same line of argument," continued Mr. Kemp, "stood by me when hard times came a year or so later. I had been talking quality. The trade

had divided. Those who wanted price found where to go and those who wanted quality also found where to go. In short, I believe that I gained the quality trade, and left the shifting trade. At any rate hard times had no effect on me, for my customers drank coffee the same as ever, and were a class of people who paid their bills regularly no matter how tight money was. That proved the last blow. From that day I felt no opposition on coffee, and also found that unconsciously I was bringing my whole business to a higher level."

Recently, Mr. Kemp had an interesting experience with a personal friend who approached him thus: "Say, Kemp, what is the difference between your coffee and that of ———'s?" mentioning a fellow grocer. "I know it is better. I drink it every morning, and yet when my wife and daughters put it up to me, I couldn't tell them wherein the difference lay. Both are in the same kind of tins, with the same style of labels, and yet I swear there is a difference. Tell me what it is or else I'll have to save that five cent difference that my wife talks about whenever I mention the high cost of living."

Large turnover and quality were a perfectly satisfactory reason, and the man went home ready to face both his wife and daughters—so long as he had the coffee which Kemp sold.

"This little experience," states Mr. Kemp, "and others I observed later, showed me that the coffee drinkers of the world were the men, and not the women, so now I aim to please particularly the male side of the house."

There are a few rules followed out in this store which have been found of value. In the first place coffee is bought in the bean. Tins are opened and the coffee ground only when ordered. When so ordered one pound is sold, but wherever possible the customer is persuaded to take two pounds, or a whole tin. In this way the customer has the tin for keeping the coffee fresh, and there are no half tins to deteriorate from lying round the store. Also all grinding is done by electric motor, and always right before the coffee is sent out.

Mr. Kemp finds that his coffee experience has proved of great value throughout the whole store. Everything is changing, he claims. The day for the old wooden butter plate is past. Freshness and cleanliness have become two modern essentials.



The National Scope of this issue is shown by the methods and ideas in succeeding pages of some of Canadian Grocer's readers, coming direct from the retail grocers themselves in every province of Canada. British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, New Brunswick, Nova Scotia and Prince Edward Island are all represented.

During the past month or two, this paper has got in touch with all these men. It would be difficult to say just what buying power they represent—probably half a million dollars. The methods they have adopted for increasing business and their ideas on the problems of operating grocery stores on sound principles will be useful and reliable reading for every dealer. This does not mean that each suggestion offered can be adopted in its entirety by every other merchant. It is for each to study them with the idea of adopting those that will fit into his business, and of discarding the others. What will be an advantage to one, will not necessarily be so to another.

These articles demonstrate the fact that Canadian Grocer is a "Clearing House for Ideas" of grocers from coast to coast. How one dealer does things in Halifax is of interest to his confrere on the Pacific Coast and the more methods and ideas with which one is acquainted, the better are his chances for building up a better business for the future.

Comments from the trade are requested on any method or problem that arises from any of the articles. In this way it will be possible to get the views of others. If any dealer has a system or method covering any particular phase of a business referred to, we hope he will write and tell us something about it.

Importance of Conservation of Time and Space

The writer of this article as a salesman in a British Columbia store has carefully studied the question of giving the greatest service at the least expense and in the least time possible. He and his fellow salesmen with the proprietors of the business have evolved a system in this regard which has become an important factor in enlarging their clientele and holding every customer. There is much food for thought in this article. Every dealer should read it carefully.—The Editor.

Written for The Canadian Grocer by A. Mercer.



Interior of the store of Acton Bros., Victoria, B. C., where much attention is given to the handy location of goods to save time in service.

ACTON BROS. is one of the oldest grocery firms doing business in Victoria, B.C. W. Acton, the senior partner, opened his first store here some twenty years ago.

It has, however, been during the last few years that the present successful working methods have been brought about. Until then we were conducting our business in a store situated right in the vortex of the city's commercial traffic—near the crossing of the busiest down-town streets.

Our business there demanded in later years that we procure a store of greater floor capacity, and to do this we were forced to establish ourselves on a street, which at that time was not thought to be a good stand for a grocery store. But we brought about such a great change on that portion of the street that it made our business grow. First we bought up

the stock and trade of W. B. Hall, intending to carry on all the work under one roof; then all the store was re-decorated, and about twice as many electric lights installed as had been formerly used, and these changed conditions, combined with a reputation we had earned, secured for us one of the best businesses in Victoria.

The Chief Motto of the Store.

The working rule of the store has always been, "Everything in its place, and a place for everything," and this simple rule, well carried out, and combined with courtesy and good salesmanship, has done as much for our store as almost anything else, and if anyone should ask what I consider a good motto to introduce that would tend toward success, I would unhesitatingly point to the above statement.

The policy we strive to work on particularly is the conservation of time and steps, thus enabling the salesmen to supply the customers' wants in the shortest time, and with the least trouble.

Therefore, the articles we sell the most of are displayed in a fixture low down so that a clerk does not have to scramble up a ladder to reach the required goods.

Fixtures Always Work to Limit.

In addition to this, care is taken that the fixtures are always kept well filled, so there are never any of those unsightly vacant places one so often sees in some stores.

Our general stock is kept in what might be termed a miniature store, situated in one of our rooms upstairs; here we have everything displayed in fixtures (same as in store), so that, if an article
(Continued on page 130.)

Some Good Selling Fall and Christmas Lines

Several Dealers Tell of Methods For Getting Them Into the Houses of Their Customers—Canned Goods, Rolled Oats and Other Cereals, Confectionery, Soups, Meat Extracts, Cocoa, etc., Mentioned as Especially Good Lines to Push From Now On — Many Conduct "Shop Early" Campaigns for Christmas Trade.

DAVID SPENCER, LIMITED, Vancouver, B.C. — This firm finds canned vegetables a splendid winter selling line. Sales begin in good volume in December and to help them along newspaper advertising and counter displays are used.

Strong effort, too, is put forward in selling rolled oats and other winter cereals by demonstration as well as displays and advertising.

A great deal of confectionery is sold around Christmas in this store by means of table displays. Best grades of goods purchasable are pushed for the Christmas trade.

THE JENKINS GROCERY, Calgary, Alta.—Dried fruits for Christmas trade are contracted for by this store usually early in September. When these arrive from Oct. 30 to Nov. 10, sales are immediately begun. The clerks are instructed to keep those goods before the public until at least the first of the year. Window displays are also used to start the goods on the move.

For pushing the sale of cocoa, demonstration work in the Jenkin's store is frequently used. This firm too, solicited outside orders, and the salesmen carry tins of cocoa to introduce this article to all customers early in the season.

E. T. CASSIDY, Moose Jaw, Sask.—Dried fruits are contracted for by Mr. Cassidy in October, and as soon as these arrive about the middle of November sales are begun. This store does not wait until a week or so before Christmas. By that time many of the customers have already secured their Christmas supplies and there is better opportunity for during a larger trade.

"Window display and salesmanship" is the combination used here.

Then just as soon as the cold weather sets in the Cassidy store begins pushing meat extracts, soups, cocoa, canned vegetables, etc.

THE GLASGOW HOUSE, Regina, Sask.—Canned vegetables are found to be a splendid selling line in this departmental store. "Sales," states Mr. Williams, "are begun about the first of October."

Rolled oats and other breakfast foods are also good winter lines, and high class confectionery is pushed strongly around Christmas. Display is made one of the features in The Glasgow House.

This is the firm that recently broke all records in newspaper advertising by running a twenty-page ad. in the Regina "Leader."

W. H. STONE, Winnipeg.—This firm begins early their preparations for fall, Christmas and winter trade. Market situation on dried fruits is followed closely all through the autumn.

"It depends," states A. E. White, the secretary-treasurer, "very largely on market conditions and prospects as to whether we buy heavily during October and November or merely buy as we require the goods."

As these goods come in during October and November, the W. H. Stone Co., immediately begin selling for the Christmas baking. Their methods are window displays, interior displays with price tickets, and salesmanship on the part of the selling staff.

Other good lines for autumn and winter with this firm are meat extracts, canned and condensed soups, cocoa, etc. The

salesmen begin pushing meat extracts in September and continue pushing them all through the winter; soups are found to be splendid sellers the year round and Mr. White says the same about cocoa.

"Periodically displays are made of these goods and clerks are instructed to push them. We believe in selecting reliable, proper-margin bearing lines, especially if they are well advertised and pushing sales all the way," he added.

DANIEL COUPER, Kingston, Ont.—Dealers who cater to large boarding house trade have a splendid opportunity for selling canned goods during the autumn and winter seasons. Wherever there are large schools and colleges, good trade in canned goods will be found.

Take for instance, Kingston, Ont. Daniel Couper, grocer, states that every October his sales in canned vegetables and fruits begin to grow. They keep on growing until April of the following year. This is explained by the fact that Queen's College is located at Kingston and as soon as the students begin to arrive in the fall and after the fresh vegetables and fruits are over, he begins to sell the foods in tins.

Mr. Couper pushes these goods by the dozen as well as by the case every autumn and sells considerable that way. Some two thousand students from out of the city come every year and that, he says, is quite an additional population to feed.

Not only does he aim to sell canned goods in the autumn to the large boarding houses, but he also pushes sales of rolled oats, etc., pickles, canned fish, and apples. All these are splendid autumn and winter sellers and particularly where there are many boarding houses.

There is no better season for selling canned vegetables than in the autumn and early winter. Fresh native goods will soon be a thing of the past for another year and this leaves the grocer practically an open field in canned foods. In these he has no competition from pedlars and market gardeners.

Now, too, that the cool weather is with us again meat extracts, soups, cocoa, rolled oats, etc.—although they now sell pretty well the year round—will be given an added impetus. It must, however, be remembered that a bigger demand can be created for them if their sales are pushed by displays, advertising and by the personal persuasions of the sales staff.

On this page are given the ideas and methods of several dealers on how they get behind these goods with their selling weight. They offer some good suggestions.—The Editor.



The McKercher store in Winnipeg, Man., the proprietor of which has been in business there for over 30 years.

Higher Standard In Goods Sold Than Formerly

Many Luxuries of a Few Years Ago Are Now Necessities, Says Pioneer Winnipeg Dealer—John McKerchar in Business There for Thirty-two Years—Some of His Methods for Doing Business—Causes of Many Retail Failures.

IT is said that the dean of the retail grocers in Winnipeg is John McKerchar. Many have come and gone since he started business at his present stand on Main street some 32 years ago.

Discussing things in general with a representative of Canadian Grocer recently, Mr. McKerchar said: "The Hudson Bay Co. is the only concern yet in the grocery business that was here when I started, although George Hargrave came here just about the same time. Even those of twenty years' standing are few and far between and death has been busy among the old timers of the city of late years.

"Of course I have seen great changes

—changes in methods of doing business and in the classes and qualities of goods sold. The cost of living has increased, but on the other hand the standard of living is higher and no grocer should forget that the luxuries of yesterday are necessities to-day." To-day we have a demand for articles that few ever thought of buying twenty-five years ago.

"Take the biscuit line as an example. We carry a very large assortment of fancy biscuits and some of them are very expensive, but there is an immense demand for them. Yet I remember when soda biscuits, fruit biscuits and hard-tack practically comprised a grocer's biscuit stock."

Complimented on the cheery and tidy appearance of his store even in rush hours, Mr. McKerchar said: "Well, we strive to have things bright and clean, difficult as it is to keep them so at all times. But it pays. There is nothing beats dirt to drive away custom and people have been so educated on dust and germs that they are very fastidious now-a-days.

"I believe in displaying the goods one has, and you will see that probably this store has greater floor space proportionate to its size than any store in the city. This is a great advantage to us in doing business, particularly in getting the morning delivery ready and in handling afternoon crowds.

Selecting the Principles for a Sound Business

What Are the Foundation Stones on Which Your Business is Built? — A Kingston Grocer Throws Out Some Suggestions Worthy of Thought—Lays Stress on the Selling Power of the Merchant—Other Principles Followed.

EVERY thinking man in the grocery business to-day has certain well-defined principles upon which he bases his chances for success. Ask him what these principles are and he may tell you he hasn't any. Nevertheless he has. A few minutes' conversation with him on the soap box in the warehouse will prove it.

The fact of the matter usually is these principles become so commonplace to him—a sort of instinct so to speak—that he has almost overlooked the fact that he has adopted any.

What an interesting volume it would be, were every successful grocer in Canada to sit down and write out the actual planks in his platform that have helped to bring about greater net profits from year to year?

The Dealer's Selling Power.

J. R. Henderson, of the Italian Warehouse, Kingston, Ont., is a dealer who believes in a close study of the conditions surrounding one's location, the customers to be served by the store and the principles that should best meet the existing conditions in order that best results may be obtained.

In the first place he places great faith in the selling power of the dealer to dispose of the goods he stocks.

"When a man," he says, "has the confidence of his customers—and every grocer should work to that end—he can sell the goods he has a mind to. I have often built up a large sale for many an article my customers never heard of before, and I believe in doing this when the retailer does not get sufficient profit to pay him more than a bare living. We cannot get very far ahead if we persist in selling for instance 95 cent articles at 10 cents each. We might make barely enough to live on at that rate, but we are not working for our own interests. We should push the sale of goods with merit that pay us more than that living profit. Otherwise we make no headway."

Selling Above Demand.

There is much, Mr. Henderson states, in salesmanship in the retail store. Selling above actual demand should, however, in his estimation be conducted judiciously. A salesman should not bore a customer either over the phone or in the store in an attempt to get her to purchase something additional to her order. In times, of course, when new fruits and vegetables are in, it becomes a different

"Experience is the greatest asset of any grocer. . . . Methods to be adopted depend on conditions in each locality. . . . Care should be used in extending credit. . . . Goods for delivery should be checked over to prevent mistakes. . . . There is a great deal in Salesmanship in the grocery store. . . . When a customer picks up an article, that is the time to clinch a sale. . . . To be a good merchant, one must be a good buyer. . . . All goods sold by weight should be weighed when they come into the store. . . . We sell the goods that give us a fair profit whether the consumer knows about them previously or not. . . . It is an easy matter to sell anything you want to, if you know its good whether it is extensively advertised to the consumer or not. . . . If you treat your customers right they will have confidence in what you recommend. . . . The Selling Power of a grocer who has the confidence of his customers is more effective than consumer advertising or sampling. . . . Customers nine times out of ten take what we recommend. . . . We push the goods of merit which allow us more than a single living profit."

—J. R. Henderson, proprietor The Italian Warehouse, Kingston, Ont.

matter. In regard to other goods he suggests that the time to make an extra sale is when the customer picks up an article. She is then interested in the article for certain. If proper persuasion is used she will purchase it. In the Italian warehouse goods are displayed in profusion to get the people to look at them. One wall is a veritable mountain range of various kinds of canned, package, bottled and pail goods. Here, too, are shown only the goods Mr. Henderson is anxious to push—they pay him a good profit. The others are placed to the rear of the store and only supplied when the customer insists, which, he says, isn't very frequently. "Customers nine times out of ten take what we recommend," he said to the writer.

Introduces New Lines.

"The selling power of the good dealer is more effective than consumer advertising or sampling. We are continually introducing by display and otherwise new goods to our customers on which the repeat orders are most profitable. If

we didn't our net profits would not be very large."

A Study of the Past.

Mr. Henderson further thinks that a merchant can get a great deal of good from his own experiences to help him on to better success. In his opinion every dealer requires experience before going into the business; he must take to heart the lessons he learns as he progresses.

"A man's methods depend largely on the conditions under which he does business. Some of us could get along doing a cash trade while others couldn't."

A Sound Principle.

The advice is given to anyone who has not already been doing so, to weigh everything that comes into the store that is sold on a weight basis. "I am continually pointing out to the clerks the necessity of doing this because it means so much to any business. They must weigh or count everything we buy. A good merchant is a good buyer who gets everything he pays for."

Clerks sometimes fail to look at a question as does the proprietor. They occasionally do not take the same care in their work as if they were owners of a business themselves. But every merchant who insists on the clerks weighing or counting all goods purchased is teaching those clerks the lesson of carefulness which will result favorably to him in many other ways as well.

Extend Credit Judiciously.

Care, Mr. Henderson maintains, should always be used in extending credit. This is a fundamental principle that holds good in all locations where a credit business is done. There should, too, he states, be no mistakes in delivery if it can at all be avoided. This loses about as many customers as anything. The delivery system can therefore be made either a strong or weak business asset. In this store all goods are carefully checked over before they leave the store.

J. R. Henderson has been in the grocery business a good many years. He has studied it from the ground up. He has built up a quality trade and his aim is to handle only quality goods.

In a word he believes strongly in the power of display and of personal service as builders of a business. He advises care in the extension of credit and in the delivery system and he suggests a careful study of the environment from which the dealer draws his custom.

Showing Annual Increase in Turnover of \$2,000

This Is What a Sherbrooke, Que., Retail Firm Have Done During Past Six Years—Optimistic Believers in Future of Their City—Operate a Bright, Roomy Store—Description of the Interior.

DEAN & LACEY, retail grocers, down in Sherbrooke, Que., are optimistic Eastern tradesmen.

Six years ago they took over the business they are now operating when the turnover was somewhere around \$35,000. During the intervening period they have increased it by some \$13,000—an average annual increase of more than \$2,000.

That's progress.

They are Quebec merchants and have just as much faith in their home Province as the most optimistic Westerner has of his.

"With the many advantages and rapid growth of the east," stated a member of the firm to this paper recently, "we believe we are right in remaining here."

Be that as it may, it is probable that this same firm could increase its annual

turnover in the majority of good locations.

A Long Established Business.

The above illustration is a reproduction of the store of Dean & Lacey. This stand was established away back in 1881—thirty-two years ago. As above intimated, the annual turnover is now close on to \$50,000, and still growing.

A look at the picture of the interior shows a large, bright, roomy store. A long silent salesman appears on the left hand side in which high class goods in glass are attractively shown. This has been found to be a good seller for Dean & Lacey. At the end of this case is a small display stand on which are shown breakfast foods arranged in pyramid style.

In the centre of the floor about three-quarters way back is the coffee grinder—an attractive piece of equipment which

the firm think deserves a prominent location. The office appears at the rear.

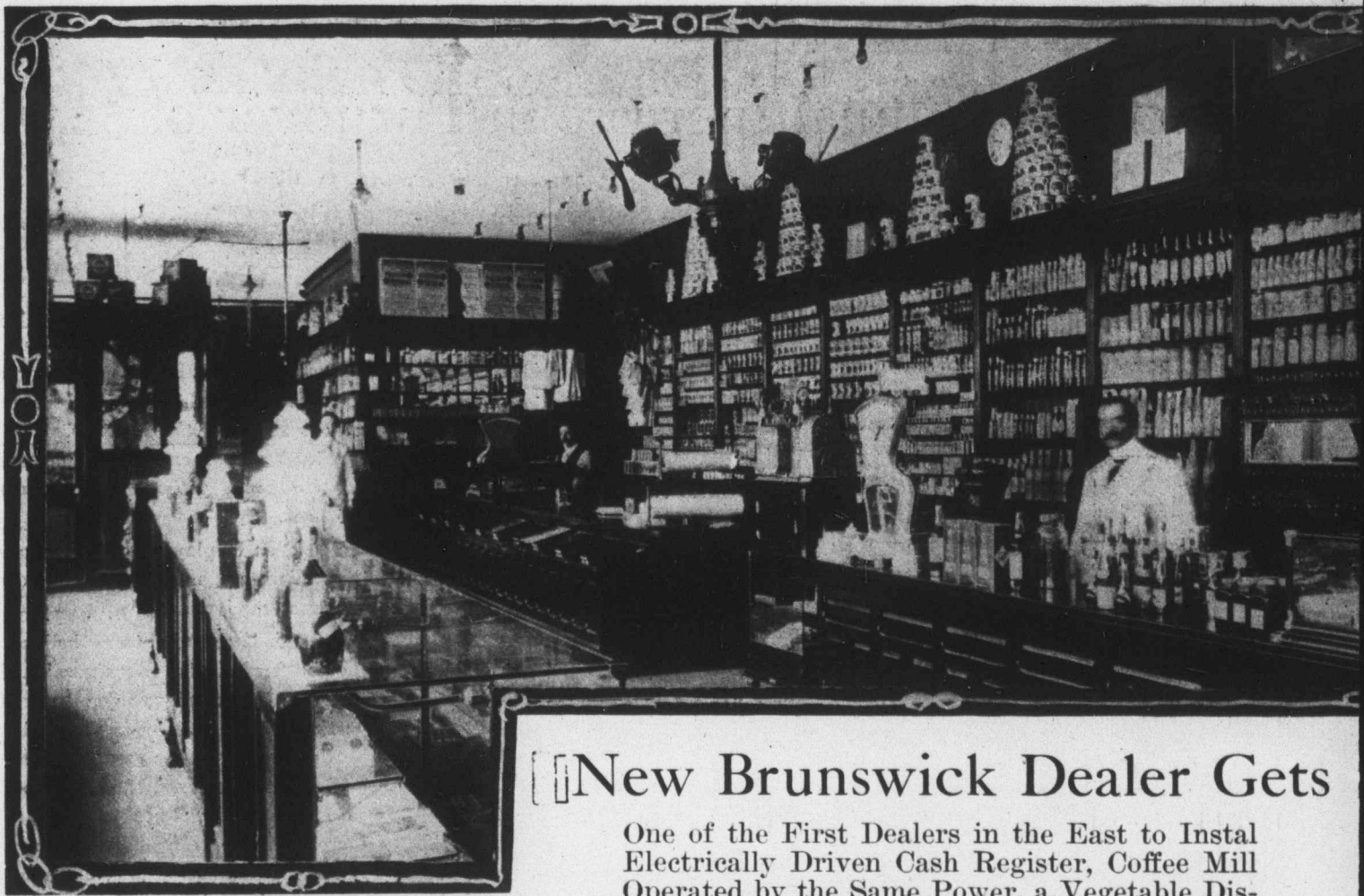
On the right is the main grocery counter. Near the door will be noted an extension of the lower part of the counter which serves the purpose of showing goods without having them on the floor.

The even display of canned goods on the railing, arranged in pyramid form is not unattractive.

Dean & Lacey are strong believers in the power of display to make sales. They maintain that displays suggest purchase, particularly if the goods are such that by their quality they create a desire to buy. It is, therefore, their aim to show as many quality lines as possible and thereby run the chance of making more sales. The customer who comes into their store usually takes away something she had not formerly thought of.



View of the interior of Dean and Lacey's store at Sherbrooke, Que.



Interior of the Philps store in St. John, N.B., with counters, show cases, cash register with lead-glass case beneath, offices in rear, two double electric fans, etc.

[[New Brunswick Dealer Gets

One of the First Dealers in the East to Instal Electrically Driven Cash Register, Coffee Mill Operated by the Same Power, a Vegetable Display Fountain and a Cheese Cutter—Combined Show Case and Refrigerator Which is a Handsome and Useful Piece of Furniture — Silent Salesmen and the Value They Have Been — Window Show Case Which Operates on a Track.

Written for the Canadian

IF many grocers in the Maritime Provinces are known as "up-to-date", in their methods of doing business, then Charles L. Philps, who has been in business in North End St. John, New Brunswick, for the last thirteen years, must be "ahead-of-date" or at least must have been considered such a few years ago. When various dealers within the last few years began to introduce into their stores new fixtures and novelties, said fixtures and novelties were and had been for a considerable space of time regarded by Mr. Philps as indispensable in his store management. He had already had them for some time in use and hence he was familiar with their many advantages—their power as sales-makers and expense-savers.

Electrically Driven Cash Register.

Many fixtures such as are now to be found in every grocery store of even the more meagre pretensions, were established in Mr. Philps' store long ago. He had in position in his big roomy store,

an elegant cash register not only lighted but operated as well by electricity. It is said that there were few, if any, to correspond with it, even in Montreal, at that time. There were registers of course but none that were of this design and mechanism.

There are several other fixtures which were seen in his store some years ago for the first time—a patent meat slicer for instance, the first in the Maritime Provinces; the first electric coffee mill, first vegetable mist machine, and other such fixtures, and the only show-case refrigerator of its kind in the territory east of Toronto, and including that city also.

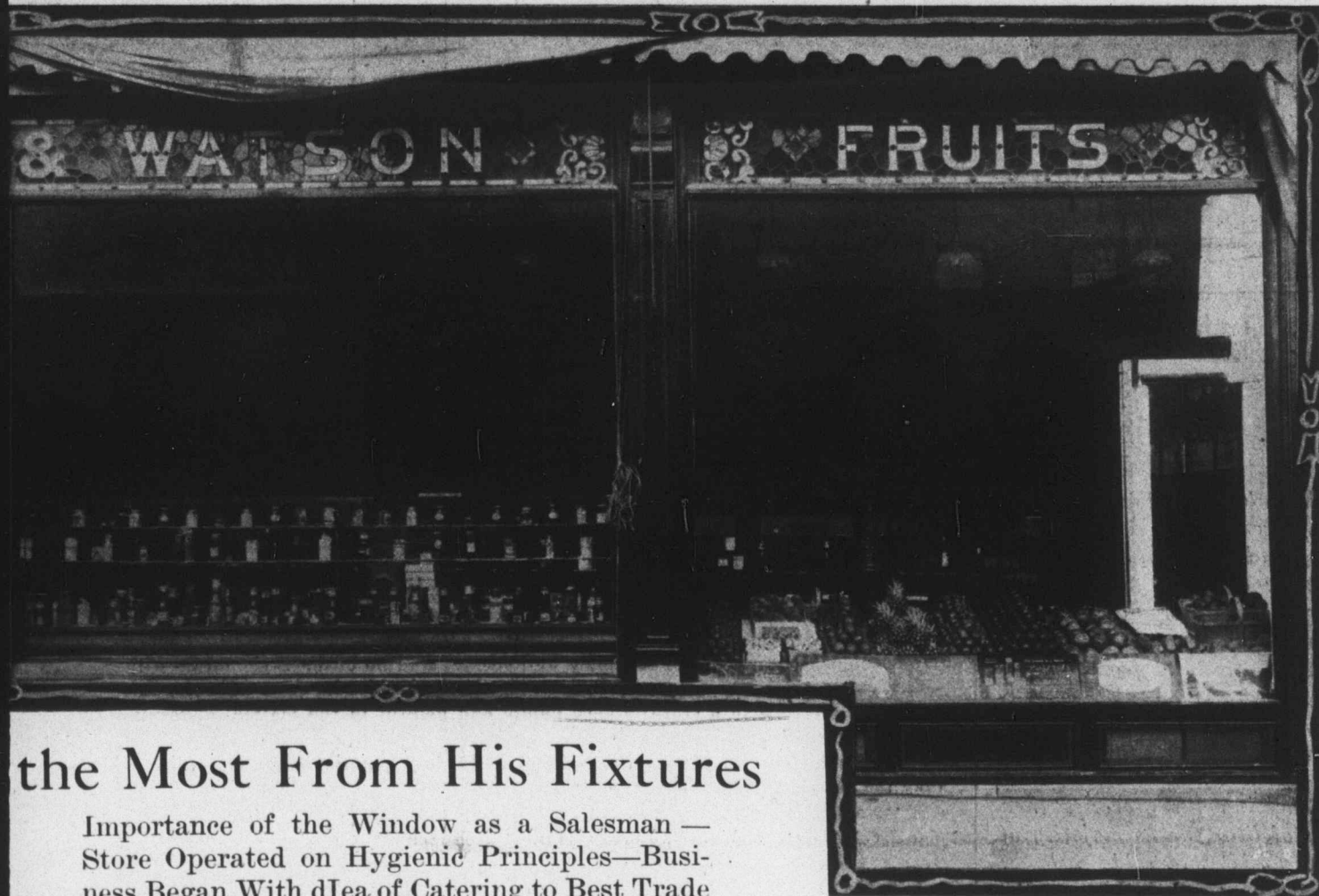
The Idea Behind the Business.

In short Mr. Philps when he first established his business did so with the idea uppermost in his mind that he was to cater to a paying trade, to a line of custom that wanted the very best and that desired to buy in a store where everything was as good as it could be. That he has succeeded in his lofty am-

bitions is evidenced in the fact that he has remained so long in business at the one stand, has retained practically all the patrons whose names were first inscribed upon his books, and is still negotiating a tidy trade. He has built up an exclusive list of customers, particular in their wants, and who have become accustomed to finding only the most select stock in his store. The trade is almost 90 per cent. on credit, but it is substantial and reliable and very nearly as good as cash, in fact it is in many ways in Mr. Philps' estimation, superior.

One cannot but be impressed with the cleanly atmosphere pervading the big store. It is situated in the heart of an extensive residential section. One door, the main entrance, is on the junction of the streets, while there are two others at the side. The entrances are laid in nicely blocked tiling, and the main has swinging doors, and outer ones as well with large glass panels in each.

It would be hard to find better opportunity for window display than is of-



the Most From His Fixtures

Importance of the Window as a Salesman — Store Operated on Hygienic Principles—Business Began With Idea of Catering to Best Trade in Residential District—No Boxes or Anything Else Allowed to Congregate on the Floor—The Displaying of Confectionery—Working Out a Policy of Progress.

Grocer by Jas. B. Dever.

Above photo is of two windows from Douglas Avenue, one containing sliding show case with display. Name "Watson," comes from Philps & Watson, former name of firm.

ferred in the big double window on Main street and in the long stretch of plate glass along the side avenue. Mr. Philps certainly takes advantage of it for the windows are always most attractive in appearance, and are frequently changed and trimmed with novelties and specialties calculated to induce custom.

He regards them as important features in salesmanship, making a silent but forceful appeal to the taste of the passer-by.

No Frost on the Plate Glass.

On the front or Main street windows are noticed curtains of silken texture, which though quite expensive are very convenient and rather attractive as well. An electric heater with the heat conveyed through a pipe hidden from view from the street, is installed in the windows and keeping the frost from the pane permits of an unobstructed view all through the winter.

Rows of glass shelves fixed tightly in position to the walls are ranged in the

upper parts of the window on which are shown the different lines which are being particularly featured that week—for instance tempting looking bottles of preserves, olives, or relishes, each resting on dainty white paper doilies, with a variety of other similar lines displayed on the floor beneath, each with its own separate doiley to stand on. The other windows are used for a variety of articles, depending largely upon the seasons.

Moving Window Case on Track.

In the third window is noticed a long show case such as is not usually seen in window displays. It is twelve feet in length and runs on a track inlaid in the window floor, so that when it is desired to clean it, the whole case can be easily moved backward as it runs on roller bearings. In its special displays of extra features are made, and its force is effective as the average silent salesman found in the interior of the stores.

Long rows of glass shelves range along

the side of the store behind the counters which are fitted with drawers or bins for stock. On the shelves are attractively featured his extensive stock of bottled goods, pickles, relishes, preserves, etc., ranged with care and precision and easily reached by the clerks. Mirrored panels are fitted underneath the shelves separating the drop-handle bins for coffees, etc., kept in the front part of the store. "I used to keep cereals in bins just as many other dealers," said Mr. Philps in showing the writer through the store, "but I experimented in keeping them in tin, and now I have no trouble with mice or vermin, or in any other way."

The Value of the Fixtures.

On the front counter near the bins is noticed the electric coffee mill, said to have been the first in the eastern provinces. It is just handy to a computing scale, which kind is used throughout the store.

Many Canadian Grocers Tell of Value of Fixtures

Great Difference in Number and Value of Fixtures and Equipment Installed from Several Years Ago—Dealers Themselves Point Out Uses They Are to Them — Those Dealers Requiring Fixtures Should Read What These Men Say.

Go into any of the better class of grocery stores in Canada to-day and you will find a vast change from the shop of two, three and four decades ago. Years ago one found little or no equipment apart from an ancient scale, a crow-bar for the brown sugar barrel and a butcher knife for the pork.

Shelving for groceries then was of little use as majority of the goods were sold in bulk; there were no such things as the modern cash register, the self-measuring pumps, computing scales, pivoted bins for goods and samples, account registers, etc. To-day there are few of the good grocery stores without some of these.

Those merchants considering the purchase of fixtures and new equipment should read on this page what a number of Canadian dealers have to say about those they have in use.

Each dealer knows his own particular needs. Practically all the fixtures and equipment referred to by these merchants are advertised in this issue. If any are not, our Service Department is at your disposal.

POOLE & THOMPSON, Montague, P.E.I.—Computing scales; cheese cutter; cash register; self measuring oil tank; self measuring molasses pump; elevator.

"We would not be without any of this equipment or these fixtures for the money they cost us," state Poole & Thompson.

J. F. MILES, Sydney, N.S.—This dealer has great faith in egg carriers. "These," Mr. Miles states, "are economical as we have not broken eggs to make good. They are very satisfactory to us. We have a fine large refrigerator which is not only an ornament to the store but prevents great loss in perishable goods." The Miles store use many display baskets. "This is one of the best equipments we know of," says Mr. Miles, "for selling goods. They are also inexpensive." Other equipment includes a coffee mill, computing scales, safe and silent salesman, all of which are valued.

TINDALE BROS., Arthur, Ont.—Cash register; coffee mill; computing scale; safe; self measuring oil pump and clothing ward-robos.

"We would not," say Tindale Bros., "be without a self measuring oil pump. We consider the purchase of it money well spent. And no business should be without a cash register. It is a great check on hired help, besides its other advantages.

"A ward-robe in a store is very handy and helpful in the matter of keeping clothing protected.

"To make sure of getting the right price for any quantity there is nothing to take the place of the computing scale.

"No business should be without a good fire proof safe."

CAPTAIN KELCEY, Loring, Ont.—Gasoline and coal oil self measuring pumps; safe.

T. F. COURTNEY & CO., Halifax, N.S.—Coffee mill; computing scales; patented bin fixtures; meat slicer; cash register and safe.

"The computing scale," states this firm, "is quick and accurate; the bin fixtures are clean, they show the goods well and in general make a neat and tidy-looking store; with the coffee mill we can always supply our customers with fresh stock; the meat slicer slices the meat much more quickly and more neatly than by hand and in this way increases sales; the cash register has separate drawers which show what each clerk is doing and is much more convenient for keeping the cash correct; the safe ensures easiness of mind while the proprietor is away from the premises."

T. F. FORTUNE & SONS, Sydney, N.S.—Cash register; credit register; safe; computing scales; egg-carriers; cheese cutter; coffee mill; show cases and window fixtures.

We find," state Fortune & Sons, "that the computing scale is a great time saver as we do not have to move a beam or touch a weight. But one piece of equipment we find most helpful is the account register. It is a good collector and is a great time saver over the old system, and we thought we had that down pretty fine. The books then required nearly the whole of one man's time, but now about one day's work a month will do the checking. The accounts are always up to date, and we certainly would not be able to name a price for ours if we could not replace it."

DANIEL COUPER, Kingston, Ont.—Credit register; meat slicer; electric fan; cash register; coffee mill and safe.

WM. MULLET, Galt, Ont.—Coffee mill; computing scales; egg carriers; cheese cutter; meat slicer and two delivery waggons. Mr. Mullett states "these are all very useful in his business."

SINCLAIR & STEWART, Summerside, P.E.I.—"All the fixtures we have installed we would not want to be without," say this firm, "for twice their value. They are certainly time and money savers."

Among the fixtures and equipment in use in the Sinclair and Stewart store are coffee mill, biscuit case, egg-carriers, cheese cutter, self-measuring oil tank, refrigerator, cheese cutter case, vault and computing scales.

DILLON BROS., Halifax, N.S.—This firm have fixtures and equipment valued at \$2,650, which is sufficient evidence that they consider them important. They include cash register, cheese-cutter, meat slicers, safe, computing scales and two silent salesmen.

W. J. HOPGOOD & SON, Halifax, N.S.—Among the fixtures of this Nova Scotia firm are patented pivoted bin fixtures, coffee mill, cash register, cheese-cutter, meat slicer, safe, and computing scales.

System for Departmentalized General Business

How the MacNamara Company of Chapleau, Ontario, handle their various departments—Separate records are kept of sales of each clerk daily, as well as sales in each department daily—Expenses are divided up among the various departments—A complete summary of a year's course of management.

Written for the Canadian Grocer by W. R. MacNamara, President and General Manager.

Replying to your correspondent who enquires as to whether it is possible or expedient to put a general business of \$50,000 per year on a department basis, I would answer "yes," most emphatically, to both questions. When I took charge of this business four years ago, it was about the size of the business in question, and I resolved then to put same, as far as possible, on a department basis, and have ever since been working on my system, until I believe I have it nearly as I wish it.

In outlining my system, I take it for granted that the parties in question are already running a set of books complete in so far as to enable them to take off a monthly trial balance, etc., with expense account, freight and express account, profit and loss, merchandise or trading accounts, etc. Without such a system it is impossible to departmentalize and so many merchants seem to consider that the customers' ledger, cash book and an attempt to keep track of what they owe is all the bookkeeping necessary that it is hard to know where to start.

Apart from my customers' account—loose-leaf ledger, I have a wholesale ledger, general or private ledger, cash

THE DEPARTMENT STORE.

The Canadian Grocer has received requests frequently from merchants for information with reference to the departmentalizing of their stores. One merchant wrote recently, asking for details of a system which would enable him to keep separate records for each department of his store. Knowing that the MacNamara Trading Co., of Chapleau, Ont., had a splendid system of this kind, an effort was made to secure details of same. Mr. MacNamara has kindly responded with the following lucid and complete explanation.

The system covers dry goods and groceries—in fact, a general stock—but it could be adopted for use in keeping separate records of the various departments including other lines.

book, sales book, invoice book and journal.

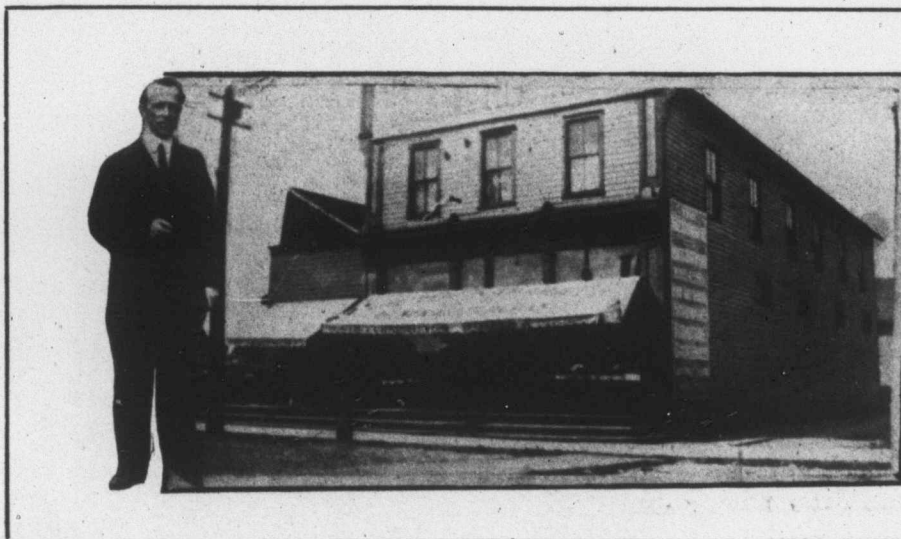
My general ledger contains trading account for each department, expense account, freight and express account for each department, bank account, profit and loss account, interest account and discount account, also capital stock.

Call Stock Into Scribblers.

We will suppose we are starting off the year and wish to put our business on a systematic departmental basis. The first thing necessary is to take stock. In order to get this accurately departmentalized I have always called all stock into scribblers, and re-copied into the inventory book, relegating each article to the department to which it belongs while doing so. This, of course, involves more work, but has the advantage of speed in calling in the stock from the shelves, which I try to arrange to do all in one day, and also prevents errors in departmentalizing which are almost bound to occur in the rush of getting the stock called in.

Seven Departments.

I have always divided my stock into seven departments, as follows: Department A, groceries; department B, dry



A view of the store of the MacNamara Trading Co. Mr. MacNamara is shown in the inset at left.

CLERKS DAILY SALES STATEMENT

	A	B	D	F	H	K	M
	Cash Cr.	Cash Cr.	Cash Cr.	Cash Cr.	Cash Cr.	Cash Cr.	Cash Cr.
1		14	45	44	21	1	1
2		15	46	50	22 11.00	2	2
3		16	47	1	23	3	3
4		17	48	2	24	4	4
5		18	49	3	25	5	5
6		19	50	4	26	6	6
7		20	1				
8							

FIGURE 1. FOR RECORD OF EACH CLERK.

When the duplicate of each counter check goes up to the cash girl she enters the total, \$11.00, to the credit of clerk "H" opposite the number of the check itself, 22. In this way a daily record of the sales made by each clerk is kept. There are separate columns for cash and credit sales.

goods and ladies' ready-to-wear; C, gents' furnishings and clothings; D, boots and shoes; E, house furnishings; F, hardware; G, butter and eggs.

There are, of course, in a general store a lot of lines that it is hard to know where to place and which do not deserve a department of their own. These I have tried to classify as well as I could and once placed in the department decided on it soon seems natural that they should be so included. These are items such as traveling goods, stationery, jewelry, etc.

Having taken stock, a balance should then be taken, as is usual. Then to start the new year each department should be debited in the trading account with amount of stock as per inventory.

Now to departmentalize the sales, which is one of the biggest difficulties with most general stores. After trying several ways I have adopted the following system:

Separate Clerks, Separate Departments

I have two books ruled as figures one and two, one headed Clerks' Sales Book, and the other Department Sales Book. In the first book, each column represents a clerk, and each half column the cash and credit sales of that clerk respectively. Each clerk is supplied with counter check book, the usual duplicating style, and each has to account for every check in this book. In the event of one being destroyed in any way it has to be reported to the office and marked "void" in the space allotted it in the Sales Book. In the other book each column represents a department and each half of column cash and credit sales of this department respectively.

Now let us imagine that a sale has been made as per enclosed counter check marked Fig. 3. This sales slip in duplicate is sent over the cash carrier to the cash girl who checks total, makes

change, stamps customers check (paid), and returns to clerk.

Entering Up Different Items.

You will now notice that this is check No. 22, clerk H. In the clerks sale book, therefore, in column H, space marked 22 and cash portion of same (sale being a cash one) entry is made of \$11, being total amount of the sale. The girl then takes the check and enters it into the Department Sales Book. You will see the first item is boots \$5. This is entered in Cash Column, Department D. The next item being a skirt goes to department B, and so on until each amount is entered to the department to which it belongs. If the sale had been a charge sale, exactly the same method is used except that the charge column in each book would be used.

At the end of every day the totals of the two books are got. (I have found it necessary to instal an adding machine

DEPARTMENT DAILY SALES STATEMENT

A		B		C		D		E		F	
Cash	Credit	Cash	Credit	Cash	Credit	Cash	Credit	Cash	Credit	Cash	Credit
30		3.50		35		5.00		75		60	
		50									

FIGURE 2. KEEPING DEPARTMENTS SEPARATE.

This sample page out of the department sales statement shows the seven items on a counter check divided up amongst six departments, A being groceries, B dry goods, C gents' furnishings, D boots and shoes, E house furnishings and hardware. All bills made out each day, whether for cash or credit sales, are treated in this way, and at the end of the day the totals of each column show the total sales in each department. These amounts are transferred to another book, where the monthly records of each are kept.

1913			A	B	C	D	E	F
May 25	The Canadian Dry Goods Co	567	77.24					
# 675	10 doz Men's Underwear	6.50			65.00			
# 56	5 1/2 D Goods	60		3.00				
# 116	1 pec Floor Oil 35¢	2.24					9.24	
May 29	Green & Co	398	150.00					
	500 Butter	30	150.00					

FIGURE 4. INVOICE BOOK.

This is used for dividing the items of each purchase among the different departments. For instance, the total amount of one invoice, \$77.24, is kept in a column by itself, from which it is posted into the wholesale ledger. The name of the firm and the amount appear in red ink. Below are entered the three items in black ink, and the totals, \$65.00, \$3.00 and \$9.24, are entered in the respective columns assigned to each department. These are totaled up as you go along, and the amounts, month by month, charged to that department in the trading account. The amount of the first column must, of course, balance the totals of the other seven.

to get this done promptly and correctly). Of course the cash sales for each book must be identical as also the charge sales. This has the effect, of course, of a double check on your sales as well as showing which clerk is selling the goods, and departmentalizing the sales at the same time. It is of course necessary that the girl in charge should know to what department each item belongs, and at first it is necessary to have an itemized list, but as she gets accustomed to her work and learns this, she will not need it.

The Daily Sales are then posted from the Department Sales Book to the General Sales Book, in which I have a record of every day's business since we opened the doors. The months' totals are then posted to the credit of each department in trading account.

Charging Up the Purchases.

The next matter is to have the purchases charged correctly to each department. In a general business, many lines often come on one invoice and to obviate that I had printed an invoice book as per Fig. No. 4. You will notice that there are seven columns, one for each department, and besides this there is a total column in which the total amount of the invoice is entered in red ink. From this column the amount is posted to the credit of the respective wholesale house in the Wholesale Ledger. The invoice is then entered item by item and carried forward, an item at a time, to the Department Column to which it belongs. This is totaled up as you go along and of course the total of the first column must equal the totals of all other columns combined, or there

is a mistake somewhere. This book gives you a permanent record of your invoices, that can be referred to at any time by looking up item in Wholesale Ledger and turning to Folio Number. The total for each department at the end of the month is charged up, to that department, in the trading account.

The Freight and Express are divided to each department as the bills are paid, and charged daily from the Cash Book to the right department of the Freight and Express Account.

General Expense Account.

The one item I have found hard to properly departmentalize is that of expense, so I have a General Expense Account and do not attempt to classify expense as we go along. In a store such as ours clerks are not held down to one part of the store and warehouse room is shared by all departments; delivery expense is also shared by all departments, and so on. At the end of the year I take the total expense and the total sales of the whole store and find percentage it costs to do business. Then from the total sales of each department it is an easy matter to apportion the expense that should be charged to each.

Returns of Articles.

I have forgotten to mention, with regard to sales, that there are of course a certain amount of returns. If this has been a cash sale and the money refunded, the amount has to be paid out of the General Cash, and charged directly to the department from the cash book.

If it were an article returned and to be credited on some customers account the clerk makes out a "credit" slip

and same is marked in both Sales books in red ink. When adding up the sales these amounts are not included but on the contrary are themselves added up (Continued on page 130.)

The Macnamara Co., Ltd.

THE BIG STORE

CHAPLEAU, Ont. July 20, 1913

Sold to _____

Sold By H Got By 1802

1 pr Boots	5.00
1 Skirt	3.50
1 Hose (Ladies)	.50
1 Chair	.75
1 doz Spoons	.60
1 Box	.35
2 cans Tomatoes	.30
	<u>11.00</u>

Paid

FIGURE 3. SIX ON ONE BILL.

Facsimile of a counter check showing goods belonging to six departments on the one bill. This is forwarded to the cash girl, who enters the total amount to the credit of clerk "H" in one book (see Figure 1), and divides the separate items amongst the proper departments (see Figure 2).

A Record Showing Daily and Weekly Cash Sales

The Information Supplied by Cash Register Used to Good Advantage by Hamilton, Ont., Grocer—Has Total Cash Received and Total Paid Out in Special Book for Every Day in the Year—Value of Keeping Tab on Business Progress.

WHAT a satisfaction it is to know where one is at in business! Imagine a manufacturer of a particular article making any kind of a success and not being acquainted with the amount of sales turned in from week to week, month to month and year to year.

Yet there are still a great many dealers in the grocery business who have no record of sales other than their bank accounts and what they are carrying around.

Systems are many and varied for keeping close tab on how the business is progressing. Their nature depends usually on the equipment. Whatever equipment a dealer may have he should devise some plan for knowing his daily sales quickly and for comparing them with the previous year. It is only in this way that he knows whether he is going forward or backward. For if he is adding to cost a similar margin from year to year to cover his expenses and profit, he will know pretty closely whether he is gaining or losing. If the latter, he has a cue to change his tactics and employ other methods.

Making Good Use of Cash Register.

The diagram shown herewith represents the system Eric C. Jamieson, a Hamilton, Ont., grocer, has for keeping track of the daily and weekly sales. His method is based on the information received from the cash register. The diagram shows that Mr. Jamieson has the daily sales of two years on the same page.

The first line indicates the amount of "Cash Taken In" each day. On Saturday, October 5, 1912, say, for instance, that the sales amounted to \$400. Suppose on the corresponding date this year the cash register shows sales to be \$425, isn't it an easy matter to jot down these figures, the former to the right and the latter to the left?

Amounts Paid Out in Detail.

Line No. 2 shows the amount paid out that day, including refunds, if any. This takes in wages, fruit, cakes, fish, cigars, etc., which would likely be paid for from the cash register over the counter. It will be noted Mr. Jamieson keeps a record of what is paid out each day on the margins so that this daily statement fur-

Oct. 10		Oct. 11	
1913	STATEMENT SHOWN BY CASH REGISTER	1912	
425.00 1.	----- CASH TAKEN IN -----	1/ 400.00	
125.00 2.	----- PAID OUT INCLUDING REFUND -----	2/ 150.00	
300.00 3.	----- AMT. THAT SHOULD BE IN DRAWER -----	3/ 250.00	
.25 4.	DIFFERENCE IN CASH	4/ .29	
	OVER ✓		
	SHORT ✓		
279.	NO OF CASH SALES AS SHOWN BY REGISTER	250	
MONEY PAID OUT		MONEY PAID OUT	
FISH -			
FRUIT -			
CAKES -			
CIGARS -			
WAGES -			

Page from a daily record book showing amount of cash taken in and paid out, amount that should be in cash register every night, and number of cash customers each day.

nishes him with considerable extra information which would be impossible to hold in one's head. On October 5, 1912, say \$150 were paid out and on the corresponding date this year \$125. These amounts subtracted from the "Cash Taken In" indicates the "Amount That Should be in Cash Register Drawer." If there is a "shortage" or something "over" it is recorded in the margin and ticked off accordingly.

Occasionally, Mr. Jamieson finds something over or something short and he is frequently able to determine the reason. Probably a customer was given 50 cents short in change. She finds it out and tells him of it. If he has 50 cents too much in the drawer he knows at once she is right. If he is short the chances are someone gave out too much change. A warning may be issued in either case to be more careful in future.

Has Number of Cash Customers Daily.

Another bit of interesting information on this page is the number of cash customers in the store on any particular day. On October 5, 1912, there were, say 250; on October 4, 1913, there were 279. Mr. Jamieson sees at once whether he is getting the people to the store or not. He operates a corner grocery in a residential district and so a great many people come in to do their purchasing.

Having the sales for the two corres-

ponding days on the one sheet it is but a simple subtraction problem to find out his increase or decrease, should there be one. This is marked in the centre of the page. At the end of the week the total sales for the six days are added and compared with the corresponding week of the previous year. Mr. Jamieson has this phase of his business system so well in hand that he can tell you what his average increase per week is since the first of the year. To show that business has been good with him this year, it might be here mentioned that up to a couple of weeks ago when he was seen by The Canadian Grocer, he had an average increase of \$96 weekly in cash sales only.

"It is very satisfying to know where you are at," he remarked in discussing the system.

Time Well Spent.

And isn't it worth the trouble? There are no doubt a great many dealers who have this sort of information at their fingers' end, but is there any reason why everyone should not have it? Some may say they haven't the time to put into the maintenance of such a system. But could they spend their time more profitably? No business can be great and be not built upon absolute knowledge of what progress is being made.

No better advice can be given than "know where you are at."

New Method of Handling the Counter Checks

Niagara-on-the-Lake Firm Has Them Done Up in a Bound Book With Six Checks to a Page—Perforations Allow These to be Torn Off One by One—Duplicate Sheet is Red—How Accounts Are Sent Out and Objections Traced.

THE problem of the basketful of loose counter checks has always been a difficult one for the average grocer.

For years he has kept a duplicate of the credit bills he sent out daily, and the housekeeper has kept her bills and totalled them each month. If she received a statement from the store that exceeded her own total there was a wild search for the date and the bill that was missing from her bundle. Usually it took a good deal of time to discover the duplicate with the detailed list of goods before she was satisfied to square her account.

In time a system was worked out—so simple that every one "felt like kicking himself" for not discovering it before—by which the total is carried forward on each bill. This system has been adopted in many stores, and is proving highly satisfactory.

Counter Checks in Bound Volume.

McClelland Bros., William and Fred, Niagara-on-the-Lake, Ont., have worked out another system.

They discard the "basket" by having their counter checks bound in a large book, with six forms on each page, as shown by the accompanying illustration, and perforated to allow of their being torn out. With each is a duplicate page in a red color to distinguish it. This receives the impression of the carbon paper and a record of the six accounts. There is no perforation on this page, for the white paper ones are for the customers and the red paper ones remain attached to the book for the firm itself. Thus the duplicates of all bills are in bound volumes instead of in loose sheets, stuck every day on files.

How Pages are Numbered.

The system is, however, carried further to a very useful conclusion. The problem next was how to keep track of the bills in each of these volumes: how to duplicate a special check for a customer if one was lost. Mr. McClelland hit upon the plan of numbering each page consecutively. For instance, a customer

bought goods on August 4, and this was filled in in a bill for \$3.21, marked 623. When this was torn out and handed over there was left in duplicate the bill in red paper, also numbered 623. On

August 8 the same customer had her items, amounting to \$4.18, written down on a check numbered 974, and underneath the duplicate had the same number.

At the end of the month the account sent her read after this fashion: 623, \$3.21; 974, \$4.18; 1,128, \$1.95; 1,320, \$5.25; 1,342, .75; 1,518, \$6.27; 1,550, \$1.36; and so on.

She in her turn looked up her bills; the dates were on them, of course, but immaterial. She found all but No. 1,320 for \$5.25. She went to the McClelland store and asked for that number. The book, now filed away, was brought out, and page 1320 turned up, and there was the account in detail, and the woman was satisfied and settled up.

Simplifying the System.

One or two points about this system need additional explanation. It has been mentioned that each check was numbered, and there were six on each page. That would mean either that each page contained six numbers, say, 623, 624, 625, 626, 627 and 628, or that the same number was stamped on all six—namely, 623. Thus six customers might have checks numbered 623, but if any particular one asked for a duplicate there would be no chance of getting mixed, for her name would occur only once on duplicate page 623. The numbering of each check separately is, of course, the ideal way, theoretically, but it would involve greater expense in printing or stamping, and be slightly more difficult to pick out the page itself.

Size of the Bound Book.

As each page contains six checks, a book of the double 200 pages would be sufficient for 1,200 accounts. As soon as each book is filled up it is filed away in a handy form for future reference.

A system of this nature, of course, will mean that every employee will have a separate book of blank checks, or that one is supplied for each "centre" where

(Continued on page 122.)

These 6 counter checks form one page in bound volume and are torn out one by one at perforations, leaving the duplicates. When customers lose counter checks the duplicates are easily turned to.

An Invoice Book That Saves Time and Money

System That Checks Up the Correctness of Drafts as Presented Daily by the Bank Messengers—Page Devoted to Each Wholesaler and Manufacturer on Which Are Records in Brief of All Invoices, Credit Checks, Returned Goods or Empties, Discounts and Payments Made.

WHEN the bank messenger calls at your store and presents you with a draft, what do you do? Do you look at it, note the firm's name who wants the money, accept it and close the transaction? How do you know the amount is correct? Do you have to scurry around among a file of invoices to find out?

Probably there are enough questions already asked, but there are many significant ones on this matter of attending to invoices properly, and so be in a position to accept or decline a draft when it is presented.

It may first be assumed that every man in business is there to make an honest living. When he makes a purchase he accepts an obligation to pay for goods bought. He has no intentions of trying to evade payments. The business is accepted by the wholesaler or manufacturer on that basis.

Get Rid of Antiquated System.

If the retail dealer has no scruples against the draft system (and there seems no reason why he should), then why should not drafts be attended to promptly? This cannot be the case where invoices are filed on a hook in one bunch, one on top of another as they come in. That may be an easy plan on arrival of the invoices, but when it comes to paying for the goods, it is most cumbersome and apt to occasionally result in a mild form of brain-storm.

J. W. Bowman, King Street E., Hamilton, Ont., has a system to cover this objection. He can tell in half a minute whether a firm has drawn on him for the proper amount or not. He operates an "Invoice Book." In conjunction

with this is an "Index Book," in which names of all firms dealt with are placed in alphabetical order.

A draft arrives from John Jones & Co., the biscuit manufacturer. He looks in the "J" page of the index book and finds the page in the invoice book devoted entirely to John Jones & Co. His own figures there show him whether the biscuit firm have drawn on him properly or not. If so, the draft is accepted; if not, the reason is stated on the back. Next time the bank messenger calls he gets the draft.

Let the reader's attention now centre on the drawing on this page. It represents a page from Mr. Bowman's invoice book and shows how he has the above mentioned information always at hand. When, say, a biscuit invoice arrives from John Jones & Co., it is entered on this page of the invoice book. On the dates indicated, for instance, he received invoices amounting to \$8.32, \$2.99, \$8.55, etc. It will be noted these are entered on the left hand side. On the opposite side is shown how the invoices have been met. Mr. Bowman received credit on empties at one time of \$9 and another of \$6.50. He received \$1.03 discount and paid to the firm \$33.60, settling the account up to that time.

Catching the Error.

But his figures, as indicated in the drawing, are all there ahead of the draft. Suppose the draft comes in for \$34.63. He looks up his invoice book and finds that the discount has been overlooked. The draft is returned to the bank with this noted on the back. He can catch an error in a moment. He never forgets a credit note from the manufacturer, be-

cause he has it noted always in the invoice book.

While The Canadian Grocer conversed with Mr. Bowman about his system three bank messengers called with drafts. He checked the amounts over with his own figures in his invoice book and found two correct, while the third was 80 cents too high. He was to have been given a credit of 80 cents on the last shipment, but the manufacturer had overlooked it. He easily caught the error. Where a dealer is doing an extensive trade with many firms he cannot possibly keep all these details in his head at once. He is apt to forget, and if he should he is liable to lose considerable money during the year.

"It is a great thing," stated Mr. Bowman, "to be able to have this information at a moment's notice. We all used to have to hunt through tedious files, pull every invoice off the hook, so we wouldn't miss any, and spend an hour or two in checking up these drafts. A system such as this gives you all you want to know immediately."

The invoice book is kept posted up to date every couple of days or so. Therefore, no matter when a draft arrives he has his own figures for comparison purposes.

A Conservor of Time.

This system brings up, too, the matter of the conservation of time in the store. There is only one source through which money comes in—that is through Sales. No one can hunt through a pile of papers and sell goods at the same time. The system saves time, and time is money with customers in the store. If they are not given prompt service how can we hope to hold them?

1913		JOHN JONES BISCUIT Co.		1913	
DATE		DATE			
June 1	By Lakes.	8 32			
" 10	" "	2 99			
" 17	" "	8 55			
July 2	" "		July 2	To Credit on Empties	9 00
" 15	" "		Sept 13	" " "	6 50
Sept 12	" "		Sept 15	Discount	1 03
			" 15	To Cheque.	33 60
					50 13

The system of J. W. Bowman, showing how he operates his invoice book.

A	B	C	D	E	C.O.D.	MONDAY Oct. 6th 13.
1 50	28	42	1 65	85	3 40	
2 75	37	68	27	72	65	
68	1 65	1 48	38	1 14		
75	2 40	4 16				A - 44.60
1 15	3 81	75				B - 37.75
6 80	7 20					C - 21.18
10 40						D - 45.42
1 64						E - 25.00
2 86						C.O.D. - 17.60
72						<hr/>
15 85						191.05
<hr/>						
44 60						

Keeping Tab on What the Clerks Sell

System of a Kingston, Ont., Firm Which Uses Cash Carriers and Employs Cashier—Daily Sales of Each Salesman and Total for the Day Always Known—Customers' Accounts Entered on Bill Each Day—Always Ready at End of Month.

James Redden & Co., Kingston, Ont., use the small cash carrier system in their store. When an order is taken and the customer pays for the goods the money is sent on the wire to the office where it is handled by the cashier.

A separate pad is used by each salesman and each has a letter of the alphabet to designate him. Thus when the money is sent in to the cashier, either for change or not, the cashier knows who made the sale. She has a sheet ruled as the above illustration on which are marked each salesman's sales, including the proprietors, Jas. Redden and W. H. Dyde. Each day a new sheet is used.

Know Total Sales Each Night.

When closing time comes the cashier totals up each salesman's sales during the whole day and places them on the right hand margin opposite each letter. These together with the money which comes in C.O.D. to the cashier direct are themselves totalled and the sales for the day are known.

With this system Mr. Dyde states it is an easy matter to total sales, weekly, monthly, yearly, etc. Each day of each year, each week and month can be compared with the corresponding period of the past year and a check is therefore had at all times on the progress of the business.

"By this system, too," stated Mr. Dyde, "we keep a check on the work of each clerk. We know every night how

much business he has turned in during the day and we can always check one against the other."

The amount received on account each day and amount paid out are kept in a separate book. At end of each day a balance is struck by totalling sales and amount received on account and comparing that total with total in bills, cheques, silver and coppers together with amount paid out during the day for merchandise.

Check on the Invoices.

A close check is kept on invoices of wholesale and manufacturing firms. A system whereby each invoice is numbered is used so that at any time one may be looked up to find extent of last purchase. This, Mr. Dyde states, is very handy when ordering Christmas or other seasonable goods. It tends to prevent over or under buying. The invoices for each year are then put away in numbered files, easily attainable at all times.

Accounts Daily; Sent Out Monthly.

In the James Redden & Co.'s store accounts are sent out monthly. The cashier looks after this work. It is not, however, left until the month is over before monthly accounts are begun. Each day as each credit customer makes his or her purchase, it is placed in the monthly statement. In short time on the first day of each month, therefore, the monthly accounts are ready for to be sent out.

Amount Received	Amount Sale		
246	E	246	
247	E	247	
248	E	248	
249	E	249	
250	E	250	
Total			

Page from salesman's counter book. As sale is made one of these is torn off at perforation and sent with amount to cashier.

Underlying Principles of a Big

Complete Description of the Store of the Barnsdale Trading Company of Stratford, Ont.—How Its Many Departments Have Been Apportioned, and the Importance Each is to the Whole.



INTERIOR VIEW OF THE BIG BARNSDALE TRADING CO.'S STORE IN STRATFORD, ONT.

On the left are the patent medicine, graniteware and cigar and pipe departments. The special provision counter will be noticed across the aisle. The circular counter is used for displaying vegetables, fruits and groceries in general. To the right is the confectionery and biscuit department as well as shelving for bottled and canned goods. Orders are put up in a section to the rear on the right and taken out by a side door through a passage to the delivery waggons in front. Among the fixtures are three cash registers, computing scales, cash carriers, cheese cutter, meat slicer, electric fans, and several silent salesmen.

ELIJAH KITCHEN BARNSDALE,

president of the Barnsdale Trading Co., of Stratford, Ont., has been in business in that city for 41 years, and a trip through his store to-day is attended by a succession of surprises—at ingenious business systems, mechanical devices, methods for handling customers, the completeness of equipment, and the very assortment of goods in the store. It is a veritable storehouse of bright ideas in merchandising, the product of an unusual ingenuity of mind.

Just to mention two points at the outset: Every evening Mr. Barnsdale can enter his office at the rear of the store, open a book, and read the totals of the cash and credit sales of the day, the amount paid on account, and even the total amount carried on his books up to the hour of closing!

And here as a detail of salesmanship: The particular brand of dairy or creamery butter that is preferred by Mrs. A., and the different brands that Mrs. B. has found most suitable for her table, are marked down in a special book that is devoted to a weekly list of butter customers, the amounts desired and the brands, corrected for that particular week!

22,400 Feet of Store Space.

“A trip through the store.”

The phrase is used advisedly. The width is 65 feet, the depth 110 feet, and the floor space 22,400 square feet. The basement is as well worth visiting as the top floor, and behind is a large two-story warehouse that is quite used to sheltering carloads of flour and of sugar, and even of vinegar.

The store operates the following departments:

General groceries.

Provisions.

Bread—with a bakery—cakes (baked there), and candies.

Patent medicines.

Soaps and other toilet articles.

Graniteware, and other kitchen articles such as pails, mats, washing machines, etc.

Pipes, cigars and tobacco.

Crockery on the second floor.

Business And the Man Behind

Elijah Kitchen, Barnsdale, Established the Business in 1872—Systems He Has Adopted and Methods in Use for Its Operation According to His Ideas of Things — Plans for Following Closely Amount of Business Done Each Day of the Year—Watching the Goods as They Come in and go Out.

Where "Curves" Come in Well.

Coming to a more minute scrutiny of this establishment, which should be studied by reference alike to the photograph of the interior and the ground plan on another page, the circular counter in the centre is one of the most noticeable features. "Curves" are not a common attitude of grocery stores, but this one in the centre, seems to connect the different sections in a way that the more "abrupt" square corners would not do. It creates a feeling rather difficult to describe, but you "feel" it's the proper thing.

Patent Medicines.

Probably the next thing you notice is the patent medicine department on the left side on entering. It looks as if it might be a regular drug store at first, but the assistant manager, George Fulcher, tells you that it is confined to package goods and patent medicines, which are among the more commonly used household remedies. There is no prescribing. Inquire further and you learn that there is a big sale for them, and that the profits are, well, what one ordinarily considers a drug store makes—far from contemptible. A silent salesman at the entrance is filled with toilet soaps. So you have the most saleable articles of a drug store featured in a grocery, and when Mr. Barnsdale comes to figure up his profits he forms no decision to give up this wing of his business.

Before leaving this, reference should be made to the window at the extreme left, adjoining the drug department. This is kept for patent medicines—a single line at a time—which have been found to advertise the whole department.

More "Household Remedies."

Behind this department is another filled with a different variety of "household remedies," in the form of granite-ware, tubs, wringers, mats for the doorstep, pails, boilers, washing machines, coal scuttles, baskets, flower pots, dust pans etc. These are well displayed on wooden stands, sloping out at the bottom.

Tobacco and Cigar Stand.

Before leaving this side of the store, two other side lines should be mentioned. Near the soap display is a small stand for pipes, cigars and tobacco. There is a weekly sale of 19 and 25 cent pipes, and cigars. There is also a silent salesman for gas mantels, which have been a profitable line, as until a short time ago gas had an easy contest with electricity in Stratford.

How Provisions Are Sold.

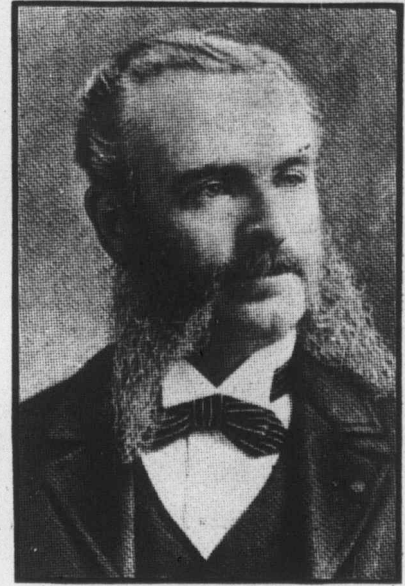
The "centre," on the left hand side, is the provision section of the store. This is a notable feature of Mr. Barnsdale's system of salesmanship. He has a large show case, 10 ft. long, 3 ft. wide and 3½ ft. high, with ice in the centre. On one side is kept butter, and on the other bacon, ham and cooked meats. An electric computing scale is kept especially for this department. Recognizing this as a valuable means for increasing orders in other departments as well—for the woman who can depend on you for choice butter or good sliced bacon will buy other goods out of sheer decency—Mr. Barnsdale has a book kept showing day by day the number of pounds of butter that his customers want delivered, with the name of the maker, if, as is often the case, a special brand is prepared. This list is made up at the beginning of each week. Special care is taken in the purchase of eggs, too.

The rest of the space is devoted to tea, biscuits, canned and bottled goods, and general groceries.

Cakes and Confectionery.

On the right, beside the entrance to the store, are two silent salesmen, filled with all manner of cakes. Every one of these is made on the premises. The photograph was taken on a Monday morning when the cases, of course, were depleted. The sales are quite large, as the goods are known to be fresh and the variety unusually wide.

Next there is a show case of chocolates and other candies, a natural ally of the other confectionery. The shelves at the side are filled with a choice assort-



E. K. BARNSDALE.
President of the Barnsdale Trading Co.
Stratford, Ont.

ment of case groceries, and on top are tasty show cards, containing "few-word" sermons.

The cash registers are divided up evenly: one on the left, one on the right, and one in the centre.

At the back of the store is the "order" or "delivery" department, operated by a system that is explained later on in this article.

Store Rooms.

Passing upstairs in the freight elevator note four reserve stock rooms—1, drugs; 2, candy; 3, spices; 4, paper bags.

Biscuits are also sent upstairs, and oatmeal is put up here in bags.

Bakery Downstairs.

The basement is the home of a large bakery plant, where all the bread and cakes are made daily. It takes three delivery waggons to distribute the bread around the city.

A coffee mill and a currant cleaner, both run by electric motors, are found here too, as well as a large coal oil tank.

One Man for Warehouse.

One man is in charge of the warehouses at the rear, and frequently handles a carload of sugar, and of flour, and large quantities of vinegar and salt. Lifts are used. The barns are under the warehouses, and all are covered with cement floors, including the harness room.

Such in brief is the disposition of the 22,400 square feet of space in the Barnsdale Trading Co.'s premises.

Barnsdale System for Camping On the Trail of Credit Buyers

Reference has been made to the fact that Mr. Barnsdale knows at the end of each day how much cash has been taken in in cash sales, and how much on account, also how much credit has been given, and the total amount of credit on the books day by day.

Not only so, but each clerk's sales are recorded in total each day, and the sales and purchases of each department are kept separate, so that at any time it is known just how much it is making or losing.

How Credit Sales Are Watched.

Another man's method of keeping account of credit sales is always of interest to the grocer, no matter how it resembles or differs from his own. This is one of the conundrums of business, how to keep down credit.

Briefly, Mr. Barnsdale's system is to provide an envelope for each credit customer; to enclose in this the counter checks day by day; to indicate on the cover the amounts of daily sales and the total to-date, and when the bill is paid this envelope and the checks are handed to the customer, and a card with a copy

of the sales is retained, filed away, and the incident is closed.

When each account is paid in full it is cleared off the books, and the next one to be opened by the same person means a new entry in the books, a new envelope and a new number.

The basis of every system is, of course, the counter check. This is always marked "paid," "C. O. D.," or "charged." It is the last-mentioned that will be treated of first, as the "envelope" system relates to it only.

Dealing With New Credit Customer.

Suppose a new customer, Henry Thompson, comes in and asks for credit. If this is granted his name is entered in a book (call it Book A.) whose pages are ruled after the following fashion, running across the full width:

**Date—File No.—Name—Address—
Where Employed—Term of Credit—
When Paid.**

The date, of course, is the time when the account opened, say on Sept. 2. "File No." is 2880, which means that the name immediately preceding was 2879, and the next credit customer will

be 2881. This number, 2880, will be transferred to the "envelope" later, and the account will be known by that number in every record that is made of it.

"Where employed" and "term of credit," will be filled in, in most cases, only the first time, an account is recorded, as often the man becomes a regular (and trusted) customer, these will not be found necessary.

"When paid" is entered only when the full amount is paid up, usually at the end of the month, and marks the completion of account No. 2,880. When a new bill comes in, say on Oct. 1 or 2, the name will be re-entered in the first vacant number, now perhaps 2,970.

Keeping Record of Each Sale.

Now for the detailed record of credit sales made to Henry Thompson. These are taken care of in an envelope, which is reproduced in this article, called Form B. The "No." is, say 2,880, and the amount of the first bill, let us suppose, is 80 cents. This bill is marked "charged," and is sent into the office and placed inside Henry Thompson's envelope, on which the amount, 80 cents, is entered on the outside left in the first space indicated. Next day a purchase of say 24 cents is made; the check sent on, the amount marked on the outside on the second line, and now the total is also recorded, 80 plus 24, or \$1.04 in the second column. Then the check is dropped inside and the envelope filed away in alphabetical order. On Sept. 5 a check of \$1.57 is entered, bringing the total to \$2.61, while now three checks are inside the envelope. So it goes on until the end of the month, when there are say, fifteen checks inside, and the total recorded is \$18.90.

When Mr. Johnston comes in on Oct. 3, after receiving his bill, and pays for it, the entry is made in red ink at the foot of the table, and the envelope has done its work. It contains one more record, however, in the form of a card, besides the fifteen individual checks — a facsimile, practically, of the cover of the envelope (appearing first below it in the accompanying cut, and marked "Front"). This has been filled in, as well as the envelope each day as the checks come in. The reason is simple. As soon as the account of \$18.90 is paid, the envelope and the 15 checks are handed to Mr. Thompson, and the firm retains the other card, for future reference, if necessary. It is marked "Front" because on the rear is a similar space to fill in in case the one side is not enough.

The payment on Oct. 3 is recorded, of course, in the cash book, and also in Book A, in the column marked "When Paid," and the record of Henry Thompson's monthly purchases is complete.

Envelope and card system illustrating the Barnsdale method for looking after credit customers.

Marking Returned Goods.

Suppose an article is returned. The customer is given credit on the outside of the envelope in red, and the total reduced by that amount. For instance, if it was \$10.56 on the line before, the red ink item would be 10 cents (if such was the value of the return), and \$10.46 would appear as the new total indebtedness. Or, again, if a customer pays so much on account, it is marked on the envelope "Cash," in red ink, and the total thereby reduced, while inside the envelope would be a counter check marked "Paid."

On Trail of the Debtor.

Suppose a customer began his account on Sept. 2, 1913, and on going over Book "A" on Nov. 10, 1913, the proprietor should see the line in the "When Paid" column still not filled in, while above and below were such dates as Sept. 30, Oct. 1, Oct. 4, Oct. 6, Oct. 4, Oct. 5, etc., he would look up the record in the en-

Oct. 1—	
Balance forward	\$4,324.76
Filed checks	175.64
Total	\$4,500.40
Cash on account	287.38
Balance	\$4,213.02

Condition of affairs as known by Mr. Barnsdale at the close of every day of the year.

velope to see how the account stood. Perhaps he would find the "red" entries were sufficient to reduce the account, or at least keep it in a reasonable limit, and so might allow it to remain a little longer. If it was steadily increasing, with few or no cash payments, he would, naturally, issue orders that no more credit should be given.

THE DAILY SUMMARY.

Mention has been made of the daily record of cash receipts and credit checks, individually and in totals. This is applied by the firm so that at the end of each day—or, if the bookkeeper is rushed at the end, by 10 o'clock on the following morning—the exact amount of credit carried on the books is known. This daily record is carrying detail to a point not usual even in some of the largest stores. But Mr. Barnsdale wants to know just where he is at, and feels that, if possible, he might as well know it at the end of each day, as week by week, or month by month. As the physician of the Barnsdale Trading Co., he has prescribed a daily reading of the pulse.

Knows Exact Position Daily.

This is comparatively a simple operation. He starts the day, say, with

\$4,324.76 on his books. He has what he calls "filed checks"—that is charged accounts amounting to \$175.64, and he adds the two, making \$4,500.40. From this he deducts the cash paid on account, amounting to \$287.38, leaving a credit on his books to begin the next day of \$4,213.02.

In a city where many of the mechanics are paid every two weeks the amount fluctuates from a low sum at the beginning to a considerably higher sum at the middle of the month, and then payments come in again in large sums. The total rises again as the month nears its close, but the beginning of the next sees it down again.

A comparison of the daily records enables the proprietor to comprehend at a glance whether he is allowing too much credit, and puts him on his guard. But with this knowledge the public would be amazed almost at the low figures that are reached when the most of the monthly payments come in.

What Daily Summary Consists of.

This daily summary appears at the bottom of each page of the cash book, and in this particular instance would read as follows (the figures, of course, being fictitious ones):

Balance forward	\$4,324.76
Filed checks	175.64
Total	\$4,500.40
Cash on account	287.38
Balance	\$4,213.02

THE INVOICE BOOK.

A separate book is kept—the Invoice or Cost Book—for the records of stock purchased for the different departments, each having a separate section of the book. The retail price is fixed when the entry is made. Each page is ruled as follows:

DEPARTMENT.

Date	Quantity	Description of goods	Amount of invoice	Cost price	Bought of	Retail price	Remarks

This illustrates method of looking after invoices for each department as they come in.

FEATURES OF THE BARNSDALE STORE.

At close of each day proprietor knows total amount of cash sales during day, credit placed on books, cash paid on account, sales of each clerk, and total amount standing on books at end of day.

Record is kept of brand of butter favored by each customer.

Book kept for recording all orders taken for delivery with particulars of salesman, checker, delivery man and hour sent out.

Special department for kitchen utensils: granite dishes, pails, tubs, boilers, wringers, baskets, dust pans, coal scuttles, etc.

Fully equipped bakery operated in basement, with bread that takes three delivery wagons daily, and all kinds of cakes.

Special department for patent medicines and toilet articles.

Passage way arranged at side of store leading to front, for use of delivery men without inconveniencing customers by passing through store.

Coffee grinder, current cleaner, and fans for cooling store in summer,—all run by electricity.

Floor space 22,400 square feet.

How Delivery System Operates

In a business of the magnitude of the Barnsdale store some system in checking off goods before they are taken out by the delivery men becomes imperative, in order to avoid confusion and mistakes in filling orders. The extent of the delivery is seen in the schedule covered by three waggons; six times daily—7.45 a.m., 10 a.m., 11 a.m., 2 p.m., 3 p.m., and 5 p.m. The early morning delivery takes charge of goods ordered after 5 p.m. the preceding day, for it is a rule of the store that no such late orders shall be delivered the same day. On Saturdays this time limit is advanced to 6 p.m., but nothing ordered Saturday evening is delivered that day.

So far as Canadian Grocer could learn this rule is a cast-iron one, but it works out with little dissatisfaction.

A Never-broken Rule.

"Occasionally a customer gets huffed at us for telling her we cannot send the goods that day, but most of them good-naturedly agree when we tell them we never break our rule, and either send over themselves or let it go until 'tomorrow,'" said Mr. Fuleher. "They recognize the hardship both to the clerks and delivery men sending goods out, no matter at what hour they are ordered."

when they go out, and the delivery man himself, whose initials appear usually under the heading "Remarks."

System to Prevent Errors.

Special columns are reserved for oil, vinegar, potatoes, flour and brooms, because these articles are kept apart at the back of the store convenient to the delivery quarters, and are often filled in by the delivery men, or if they are rushed, by the men who parcel the goods.

Three persons, as has been said, figure in the records: the man who sells the goods, the man who checks them over before they go out, and the man who delivered them. In this way it is easy to trace who is responsible for any mistake in case a complaint reaches the store from any customer.

"Order No." refers to the number of parcels in the one order.

If for any reason some item in an order is not delivered with the rest, it is marked down on a card, which is deposited in a small drawer under the counter, and the delivery man looks after it on his return.

Passage Way By Side Door.

The plan of the store shows a passage-way leading from the front sidewalk to

dale is president, and as keen as ever in keeping an oversight of his business. He has appointed his son, A. C. Barnsdale as general manager, and recently George Fuleher was brought from London, Ont., to act as assistant general manager.



NEW METHOD OF HANDLING THE COUNTER CHECKS.

Continued from page 115)

sales are made in the store. The numbers in one book would follow those in a preceding one.

Perhaps it is the feeling of security in the bound "volume," or the readiness with which the duplicates of lost checks are turned up. At any rate, both members of the firm assured Canadian Grocer that the system was greatly appreciated by their customers.

Filling Rush Orders.

The book comes in handily in another direction. When customers come in and give orders for "immediate" or very early delivery these orders are taken down on one of the three "outside" checks and sent off as soon as possible. Those that may be deferred are taken on the inner or left hand checks. This is a detail, but one that works out effectively in solving a minor but real problem in having the machinery of store-keeping in easy running order, with a minimum of friction between the customer and the proprietor.

Name	Street	Salesman	Oil	Vinegar	Potatoes	Flour	Brooms	Checker No.	Time	Call or deliver	Order No.	Remarks
Mrs. James Brown	Queen	B	2 gals.	1 gal.	1 bag	100	1	F O	2 p.m.	D	8	V. R.

Form of ruling in book used by Barnsdale Trading Co., Stratford, Ont., to record every order sent out. Separate columns are used for oil, vinegar, etc., as these articles are located convenient to delivery man, who often attends to this part of order himself. Every item is checked over, and names of salesmen, man who puts up order, etc., being in record, any mistake can be traced easily. All orders are made up in special place in store. "Order No." refers to number of packages in order.

In addition to the three delivery waggons, an extra one is used on Saturday, and the firm propose increasing the number to four daily, with five on Saturday.

As a reference to the plan of the store will show, one section, on the right side at the rear, is set aside for taking care of the orders. As a rule these are filled out and tied up at a special counter in this section.

One man is in charge of the delivery men, and registers all "deliver" orders in a special book. The form he fills in is illustrated herewith, and includes the name or initial of the salesman, the one who checks over the orders, the time

the Order Room, without troubling the main part of the store. This removes a very obvious objection to most front door deliveries, and is, in this case, considered much more convenient than any arrangement for arear delivery.

* * *

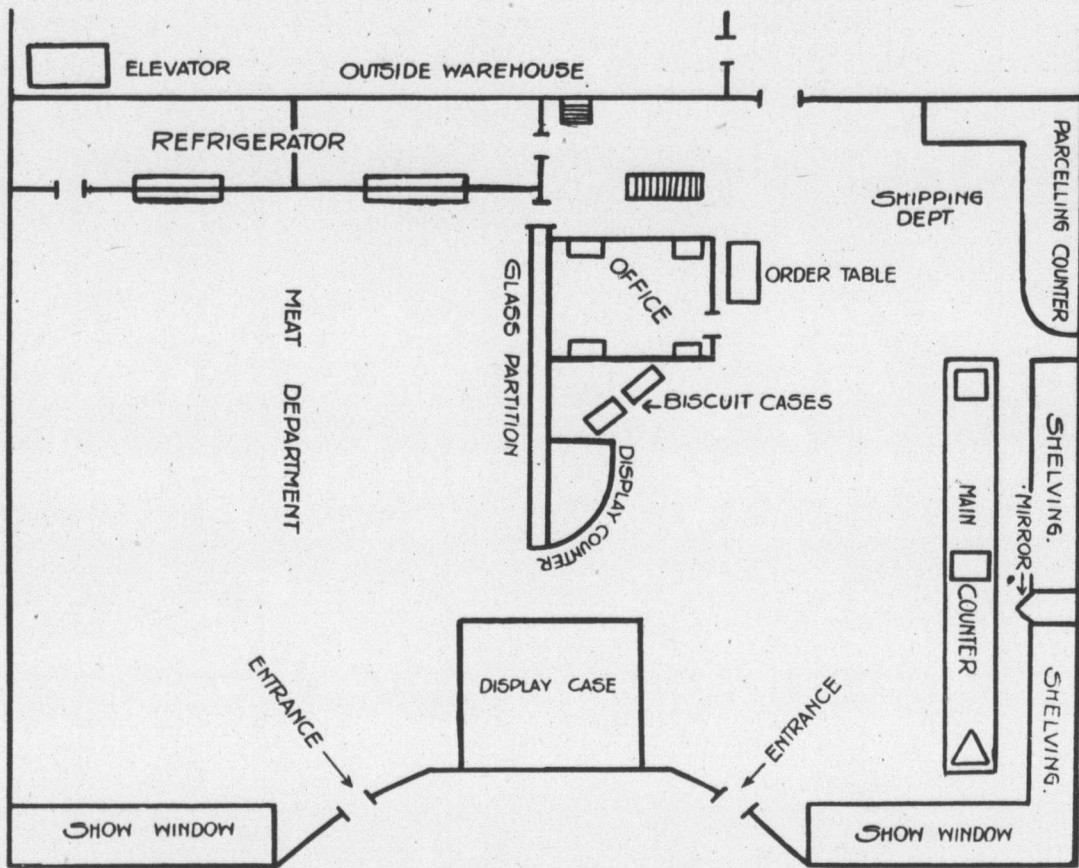
THE MEN AT THE HELM.

The firm name has undergone three changes since E. K. Barnsdale established it in 1872. Then it was known as Taylor & Barnsdale; afterwards as E. K. Barnsdale Co., and later as Barnsdale Trading Co. Of this E. K. Barn-

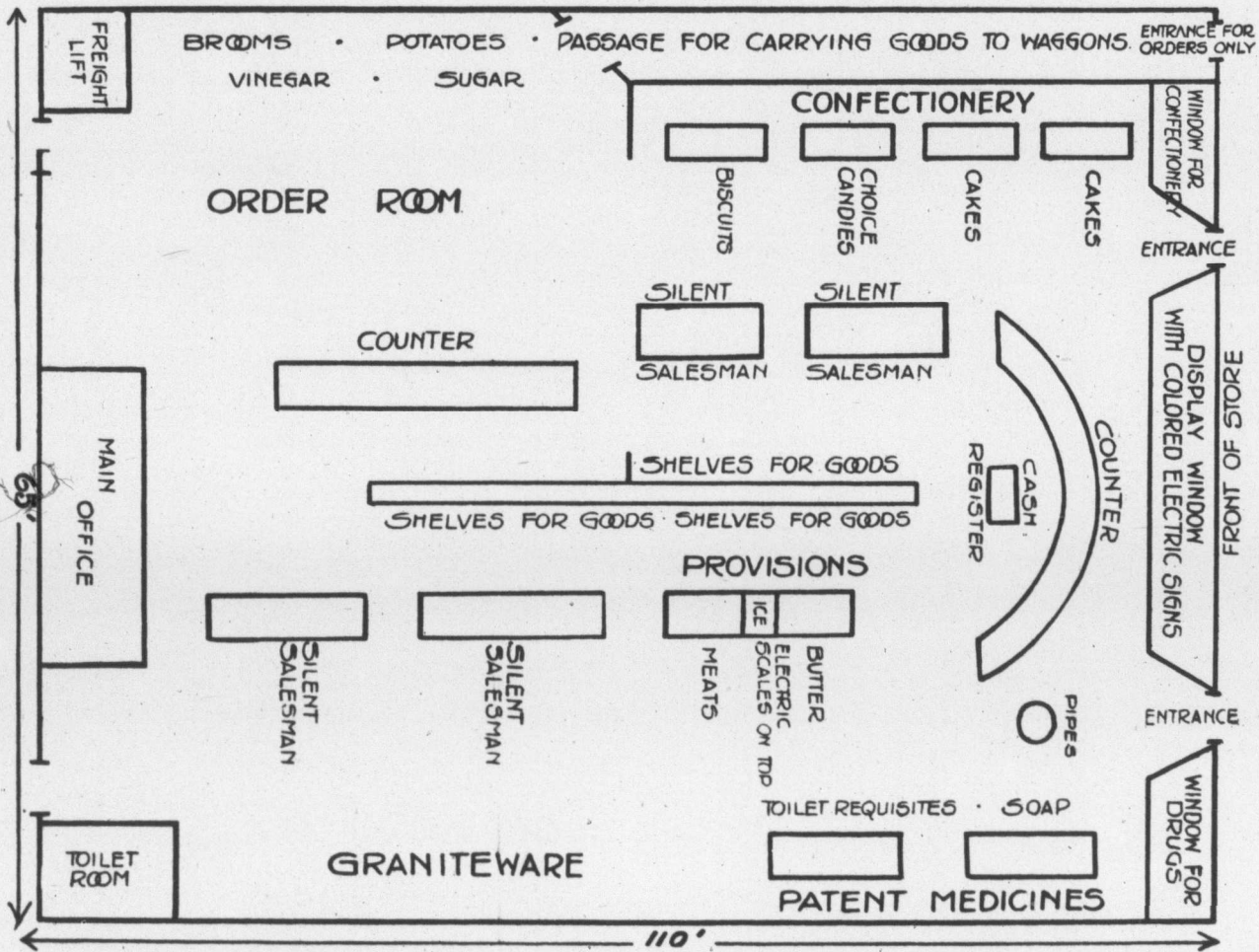
The "credit coupon" book is used in special cases in this store. When a new customer asks for credit and the account is not very sure, or even when sure, but likely to be temporary only, a man is allowed \$5 or \$10 credit as the case may warrant. He gives a note for this and receives in return a "coupon" book. The coupons are torn off as the goods are purchased, and a new one issued if the note, now due, is paid.

The McClelland store has three departments—groceries, hardware and meats. No separation is made, however, in the bookkeeping, and often bills will contain items of all three departments.

THE CANADIAN GROCER



Layout of the Duff Store in Hamilton, Ont. All orders are put up in the shipping department to the rear, so that counters are always free for selling goods.



Plan of the Barnsdale Trading Co.'s Store in Stratford, Ont. Note the arrangement of the various departments.

Advertising Big Factor in "Shop Early" Campaign

When the Customer is Given a Reason for Buying Her Christmas Baking Goods Early, She Will, in Many Cases, Adopt the Suggestion—Prize Winning Copy Submitted for Canadian Grocer's 1912 Contest—An Opinion on Advertising.

CHRISTMAS cake and Christmas pudding can be made on November the 25th just as well as on December the 24th.

Every dealer will admit that, and the majority will say that they can be made better on the earlier date—the ingredients are newer and fresher and the housewife has more time and less worry.

The question is, how can the customer be tempted to buy the articles for her Christmas baking a month or more before the big festival?

There are some who say that "it can't be done." The customer is going to leave off this duty until the last week or, at best, the second last, no matter what one might do. That is their contention.

But this does not hold good in all cases. There are grocers who have been successful in selling a good quantity of Christmas dried fruits—peels, nuts, spices, mince meat, etc., around the middle of November and before. They do it chiefly by Advertising and Window Display.

Good Copy Always Effective.

Advertising has accomplished a great deal for many a merchant in the selling of Christmas goods. It is natural to suppose that there are customers among one's clientele who will be influenced by it. Tell them that the new dried fruits are in. You have the finest procurable currants, raisins, figs and dates; they are the first arrivals and, therefore, contain the most moisture. Your peels are selected from among the highest quality. Your spices are pure. Almonds, walnuts, etc., are the newest, and will give the best results.

Again, the advertisement is always unobtrusive. With it the dealer is certain of never boring a customer. It is there for her to read at her will. She comes to her own conclusions at her own time.

Care Needed in Appearance.

Having selected the medium and the goods to advertise, the next point is the lay-out and the language. Many an advertisement loses much effectiveness because of the unconvincing and injudicious language, and vice versa. Advertising experts agree that the most simple conversation rightly worded and presented is the most effective. The hysterical ad. filled with large, scarehead type is not conducive to the careful attention

of the careful housewife. It is the plainest and simplest of truths, happily expressed, that create the greatest confidence. A heading and introduction appropriate for the season is always acceptable wherever reasonable goods are advertised.

Attracts Early Shoppers.

As already stated, newspaper advertising has been found a good assistant in selling Christmas goods early. Most grocers complain of too much business being crowded into the last week. Why not try the newspaper to overcome this? Let it, together with the window and short personal talks, sell the raisins, currants and other dried fruits, the peels, nuts and spices, for the Christmas baking in November. It will not sell all, of course, but even if only the best custo-

GOOD ADVERTISING A CREATOR OF DEMAND.

By Jno. Forsyth, Dartmouth, N.S.

I regard advertising as just one of the many links in the chain of business—an important one, of course. It first tells the public who you are, and where you are, and what you have for sale. Then when properly used, besides telling of what you offer for sale, it makes people want what you advertise. In other words, it **CREATES** a demand.

To advertise well, one should cultivate the power of description. Have you ever noticed how a person may point out to you the beauties of a face, a flower or a landscape that you have never taken notice of, though you had seen it a hundred times? So a good advertiser should be able to see and describe the advantages and beauties of the article he wishes to sell in such a way as to make the public feel like the baby in the famous soap ad.—"He won't be happy till he gets it."

I believe, however, that it is quite as easy to lose money in advertising—easier in fact—than to make it, and that unless one makes up his mind to give it strict attention and constant application he would do better to keep his money in his pocket.

mers buy—and most of these can be persuaded—it is going to mean a great deal in the final rush. It will give the store a fair chance to sell other goods, and when the festival season is past there will more likely be a good advance over last year's trade.

Winner of First Prize.

The Climax Grocery of Fort William, Ont., captured first prize in Canadian Grocer's 1912 ad. writing contest. It was written by J. J. Freed, and is reproduced here. The first glance, as the judges pointed out, will show an attractive well balanced lay-out. The panels in the four corners, with the one in the centre, indicate an orderly arrangement.

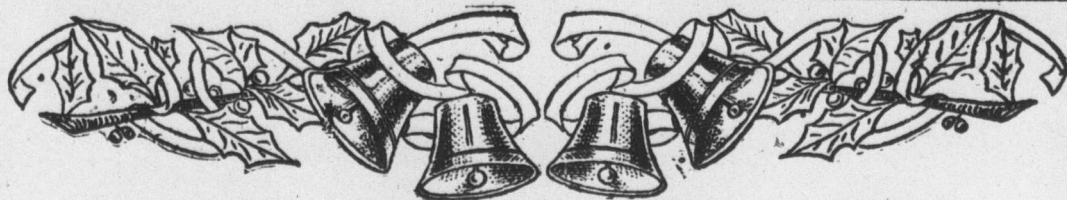
The holly and bells make an appropriate heading cut for a Christmas ad., and the heading is catchy. The goods are all neatly listed and prices quoted in bright, plain type. Only one style of type is used for the body of the ad., while the heading and name are in another. It should be remembered, and pointed out to the printers, that an advertisement printed in several varieties of type is one of the most difficulties imaginable to read.

Descriptive Talks Valuable.

While modern advertising is gradually cutting out all unnecessary rules, there is probably some excuse for the panels in this case, as "specials" are quoted. Wherever possible an appropriate adjective descriptive of the goods advertised is advisable—for instance: "Fine cleaned currants, 10c"; "strictly fresh eggs, per dozen, 60c"; and "finest mixed nuts." How much more likely that these words would create a desire to purchase than plain "currants," "eggs," and "nuts!"

This latter point is the big feature of the advertisement of John Forsyth, jun., of Dartmouth, N.S., winner of second prize, and in the past a winner of more than one first.

Mr. Forsyth appears to have the happy knack of describing his goods with the most acceptable terms. From a retail grocery standpoint this is a particularly good feature. It eliminates that dry, unattractive plainness which too many advertisements have, and gives the dealer a much better chance to sell goods at a fair margin and lessens the need of cutting prices below a figure that ought to be realized for safety.



The Climax Will Ring With Big Values

Sugar
We are still selling the finest grade of sugar
19 lbs. for \$1.00

From now until Xmas and there are only five shopping days in which to make preparations for the big holiday event. Let us assist you from our well assorted stock.

24 lb. bags Flour, Purity, Five Roses, Royal Household, all fresh.
Thursday 75c

New Fruits
Fine Valencia Raisins, per lb. 10c
Finest Valencia Raisins, 2 lbs. 25c
Seeded Raisins, 16 oz. pkgs., 2 for ... 25c
Seedless Raisins, 16 oz. pkgs., 2 for ... 25c
Fine Cleaned Currants, per lb. 10c
Sultana Raisins, per lb. 15c

OLD SANTA CLAUS.
Will need lots of Candy, Xmas Stockings, Nuts, Oranges; etc., to fill the stocking of the little folk.

Send him to the "Climax."

New Nuts
Shelled Filberts, per lb. 40c
Shelled Almonds, per lb. 40c
Jordan Shelled Almonds, lb. 60c
Blanched Almonds, per lb. 60c
Shelled Walnuts, per lb. 35c
Finest Mixed Nuts, per lb. 20c

Cheese
Limberger Cheese, per brick 40c
Roquefort Cheese, per lb. 50c
Trappist Cheese, per lb. 30c
Swiss Cheese, per lb. 40c
Edam Cheese, per lb. 50c

Xmas Dainties
Crystallized Cherries, lb. boxes 50c
Glace Cherries, lb. boxes 50c
Strictly Fresh Eggs, per dozen 60c
Crystallized Pineapple, per lb. 75c
Preserved Ginger, lb. jars 25c

Jam
5 lb. pail Pure Raspberry 75c
5 lb. pail Pure Strawberry 75c
5 lb. pail Pure Black Currant 75c

Pickle Specials
Horse Radish, two bottles 25c
Celery Relish, two bottles 25c
Small Pickles, bottle 20c
Dill Pickles, per doz. 20c

The Climax Grocery

EVANS & HAYES

Phone 94 113 S. May St.

Cereal Specials
Rolled Wheat, 6 lbs. 25c
Rolled Oats, 7 lbs. for 25c
Quaker Oats, 2 pkg. 45c
Corn Meal, 7 lbs. for 25c

Butter
Finest Creamery, per lb. 35c
Choice Dairy, in prints, 2 lbs. 65c
Dairy (by the box) per lb. 30c

The newspaper advertisement given first prize in Canadian Grocer's 1912 Christmas contest. Written by J. J. Freed, The Climax Grocery, Fort William, Ont.

Raisins
Choice new California Fruit, seeded and all ready for the cake or pudding, per pound 10c
SULTANA RAISINS plump and good, per pound package, 15c
TABLE RAISINS Very attractive. Just the thing for the Holiday dinner table, or to play Santa Claus with, per pound 20c.

Currants
Fine large, clean, black, fruit quite ready for the plum duff or cake, per pound package 10c

Spices
The lines "what tho' the spicy breezes" come naturally to the lips as you open a package of
MOTT'S RICH PURE SPICES
That is the only kind we keep, the very best is good enough for our customers. Mixed Spice, Cassia, Ginger, Pepper, Allspice, 1 pound package 5c. True Cinnamon 1 lb package 10c.

Candied Peel
Add greatly to the puddings and cakes.
Lemon Peel, per pound 15c
Orange " " " 25c
Citron " " " 25c
Mixed " " " 30c.

Extracts
Much of your success in culinary operations, depends upon the extracts you use, therefore we recommend the Pure Fruit Extracts, 21 oz bottle 25c. All flavors. Of course we have cheaper, Tinned Extracts, 8 oz bottle 10c, 3 for 25c.

CORN STARCH
Enters largely into your Christmas cooking, we have it in great variety.
Benson, Be Brand St. Lawrence, per pkg. 15c
Challenge and Durham 5c.

Chocolate
For icing the cakes or for drinking we can confidently recommend MOTT'S
Per cake 10c

Baking Powder
The Xmas baking will require a lot of it.
English Cream in tins 10c
Woolf's German 4c and 8c
Avt. pound tin 5c.
A piece of Enamelware free with each pound.

Flour
McLeod's Special
Fills the bill for all kinds of work, bread, pie, cake and puddings.
4 Bags 80c
1 " " \$1.00
1 Barrel 2.55
Barrels 0.25

Cocoa
What better beverage to start the holiday with than a smoking hot cup of MOTT'S COCOA. Its pure, that's sure 10c, 15c, and 25c a tin. The largest size is most economical.

Cake Icing
A good coat of icing gives the cake a Christmas appearance. MOTT'S ICING, chocolate and white, are easily applied. Per pkg. 10c.

CHRISTMAS 1912.

Let Us Make it the Merriest Ever.

We are prepared to do our part, for happiness and merriment are influenced, more than we care to admit, by material things, and we have an abundant supply of "them things" at prices that make it fairly easy to procure them. Look over our adv. carefully and then dig in.

FORSYTH Jr.
WATER STREET
The Man who makes good His Adv's and appreciates your trade.

FREE With each One Dollar purchase of groceries, one fine blown tumbler. 1 dozen with \$5.00.	FREE With each Two Dollar Purchase of groceries, one decorated Japanese Cup and Saucer, suitable for presentation.
FREE With each Three Dollar Purchase of groceries, one Large Glass Fruit Dish.	FREE With each Four Dollar Purchase of groceries, one Nicely Decorated China Cake Plate.

SPECIAL NOTICE
We call special attention to our stock of China and Glassware and more particularly to four lines of CHINA TEA SETS of value.
\$2.81, \$3.08, \$3.08 and \$3.38.
If you need a TEA SET, to see these sets is to purchase.

MIXED NUTS
There are probably more nuts used in December than in all the eleven months together. We have a good stock of fresh nuts, per pound, 15c.

Grapes
Plump, juicy fruit, per pound 15c.

Oranges
Christmas would be far from complete without Oranges. Ours are ripe, rich and delicious, Jamaica per doz. 20, 25 and 30c.
California Sun-kissed, per dozen 30c.

Fruit Syrups
This is Nova Scotia's first prohibition Christmas, we will celebrate it loyally in good fruit Syrup.
Sovereign Syrup, large bottle 25c.
Sovereign Lime Juice, per bottle 10c, 15c and 25c.

Confectionery
You will want a supply of this of course. We have a nice bright, hard mixture, per pound 10c, 3 lbs. 25c.
A nice soft cream, 15c.
A special Xmas mixture 15c.
Xmas Toys per pound 15c.
Boxed Chocolate 10c to 50c.

Cheese
Fine, Ripe Mallow Cheese, per pound 25c.

Eggs
Good case egg, per doz. 35c
Strictly New Laid 50c

Pickles & Sauce
The Xmas dinner table will not be complete without these
Lamb's Pickles 35c
McConchie's " 30c
White " 25c
McCready's " 25c
Martons " 10c
Les-Perrins Sauce 35c
H. P. " 20c
Hindoo " 25c
Pan Yan " 30c
Worcestershire several varieties 10c

Poultry Dressing
To have the Christmas Turkey or Goose just right, use herbs already mixed for the purpose, you will find the proportions of each nicely balanced.
Per tin 10c.

TEA
Give them a cup of especially good Tea on Xmas. We can recommend nothing more suitable than
Forsyth Jr. Unique 40c Tea.

Fancy Biscuits
You will be wanting a few see our assortment, per pound 10 to 20c.

Cranberries and Foxberries
for the sauce, don't forget them.
Each per quart 10c.

This ad. of Forsyth, Jr., Dartmouth, N.S., won second prize in the contest. Note how each line advertised is described, so that desire to buy is created.

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Advertisement From Style of Copy Standpoint

Comment and Criticism Suggested by Five Canadian Merchants' Newspaper Advertisements—Importance of Heading That Will Attract Attention—Benefits of Short Talks About Each Line—The Use of Rules.

ADVERTISING, competently written and judiciously placed, keeps the retail selling machinery well greased. There are scores of merchants in all parts of the country who will back up this. This article only deals with the first mentioned phase—that of the writing of the copy.

Many a good space in a newspaper is spoiled either from a poor setting or poor copy. When white space is purchased the most should be made of it. Good copy should appear and it should be set up in the most attractive form. Experienced copy writers agree that space should not be crowded. They further agree that in order to produce best results there must be concentration. This means that a general description should not be made to cover several articles. One description for one article is sufficient.

Neither is the simple listing of goods considered good advertising. Desire on the part of the reader to purchase must be created and descriptive talks are the most likely assistant in producing the required results.

Don't come to the conclusion that advertising doesn't pay until you know that copy and the setting of it have been the best possible.

On the opposite page there are shown five Christmas newspaper advertisements which, besides serving as a basis for criticism on writing copy, offer some splendid suggestions to those who have advertisements to write for the coming big festival.

HARRY VIGARS & CO., Port Arthur, Ont.—This occupied about half a page in the newspaper, and is one of the most effectively written advertisements one would wish to see. The writer of the copy entitled it "The Xmas Dinner." Surely this, while plain, is sufficiently interesting to catch the eye of every woman who has the greatest of all great feasts of the year to prepare.

Then comes the introduction. Note how interesting it is. "After the excitement of opening Xmas boxes is over . . . what is it that makes a day of good cheer—The Christmas Dinner, of course." On the opposite side are lists of goods which should appeal to all readers. These include pickles, oysters, celery, olives; soups; sardines on toast,

canned salmon, kippered herring; boiled tongue, ham and chicken; entrees; turkey and cranberry sauce; canned vegetables; and plum pudding, mince meat, cheese, fruits, honey, nuts, etc.

There you have "The Xmas Dinner, As It Should Be." This can surely be called a well-written, well laid-out, and well set advertisement. The size of the space of course helps. It is not crowded with rules. There is plenty, but not too much, white space.

WOODSIDE'S, Saskatoon, Sask.—Here we have a well-headed and nicely balanced advertisement. The illustration is appropriate and the introduction beginning "Do Your Christmas Shopping Now" is effective. The advantages are pointed out—"the selection is greater, service is better, and you won't be rushed at the last minute." These are three strong talking points.

Another good feature of this ad. is the way each line is described, and not merely named. For instance: "Cube Sugar—dainty small square lumps of purest cane sugar, per box—35c."

The only criticism one might offer, is that the advertisement is a little crowded. Probably more white space would have improved the appearance.

FREQUENT CHANGES OF COPY SUGGESTED.

By E. A. Reed, Dowling & Reed, Brandon, Man.

Newspaper advertising is a valuable asset to a retail grocery business, but to get the most satisfactory results, the ad should be changed every issue of the paper, and seasonable goods advertised.

A short description of the article advertised should be given telling of its freshness, fine quality, usefulness or whatever other special feature it may have, in that way creating a desire for that certain article. Then the reader should be told why that article should be purchased at your store.

CLIFT BROS., Melfort, Sask.—The heading cut is appropriate. Just whether the introduction is quite serious enough for a business talk would possibly be questioned by some. Good copy writers, however, favor simplicity and a talk much the same as would be given by a good salesman, were he telling a customer about the goods. The second paragraph of the introduction is stronger because it is a straight business talk. It is pointed out that all these Christmas dainties have been chosen for their quality and that they they cannot injure any child if taken in moderation. That is good advertising because it begets confidence.

At the bottom of this ad. are quoted several lines of goods with their prices. Here, however, we see lacking those short crisp talks so much in evidence in the previous advertisement. A customer is more apt to want "Table raisins, large and tasty," than simply "table raisins."

A good feature of this ad. is the absence of rules.

JNO. O. CARPENTER, Hamilton, Ont.—There is good treatment here of small space. The introduction "The Early Bird has been after some of our good things, but we have plenty left for you," is original and strong enough to attract attention. It is then impressed upon readers that the Christmas goods are of a high quality.

Space did not permit a lengthy list of goods and prices, but several suggestions are given which undoubtedly proved profitable. The rules and fancy star might have been omitted without loss to the effectiveness of this ad.

T. A. ROWAT & CO., London, Ont.—This is another comparatively small space used to splendid advantage. The heading at once commands attention and the particular housewife is almost sure to continue her reading about the dried fruits. The copy is convincing throughout, because it is written in a style similar to what the salesman well acquainted with his goods would say.

There is a brief description about each line advertised and prices are quoted in heavier type, both of which, as above referred to, constitute good advertising.

STORE KINKS

Ideas Helping to Build Up Business.

Time Savers and Good Money Makers.

PLAN TO HOLD CUSTOMERS.

Two Hamilton grocers, Eric C. Jamieson and J. W. Bowman have arranged to give a half dozen small household articles to each of their customers, one to go out once a month. These include a milk-bottle opener, a strainer, an egg

POWMAN'S GROCERY STORE

Phone 136

King & East Ave.

Hamilton, Ont.

Dear
Cover
use,
your
hand;

ERIC C. JAMIESON

Phone 1277

Wilson & Fairleigh Ave.

Hamilton, Ont.

Dear Madam:

Enclosed you will find a Milk Bottle Opener and Cover. Very useful, perfectly sanitary, always ready for use, which we know will be an invaluable addition to your set of utensils. This is the first of a series of six very handy, useful articles which we are giving out.

The second article is a very handy sized Strainer, which fits over a glass or cup, can be used for straining tea, coffee, milk, sauces, soups, etc.

The Egg Separator will be the third article. By placing it over a cup or glass and breaking an egg into it, the separation will be instantaneous and complete.

Next comes a Broom Holder, which will hold any sized broom, keeping it out of the way and prolonging its life by keeping the straws off the floor.

The fifth article in the series is a Kettle Spoon Holder. This article is not only unique but very useful. By hooking the holder over the edge of a pot or pan, and laying the stirring spoon into it, you will be saved the extreme annoyance of having the spoon slip down into the kettle.

The last of the series is a Scraper for cleaning dough boards, rolling pins, pans, kettles, etc. A very handy article for a hundred different purposes.

If you like the articles and want to receive them all, be sure and let us know. Please come in and tell us so, telephone or drop us a postal. They are absolutely free and no obligation is implied by your accepting them.

We take this opportunity of again calling your attention to our Grocery and Butcher Store, and wish to impress upon you the fact that low prices on staple groceries prevail at all times. Our stock of spices, extracts, canned goods, tea, coffee, flour, vegetables, syrups, etc., is always fresh and the best.

You can make no mistake by calling in our store, as we always endeavor to please and our prices are right.

Very truly yours,

ERIC C. JAMIESON

Reproduction of small circular showing the various goods to be given away.

separator, broom holder, etc. These dealers have the exclusive right in Hamilton to all the articles as they are purchased from one concern. They have issued a small circular (which is reproduced here), a copy of which is given to each customer.

The idea they say, is to get people coming to the store and as they have to continue for six months to get the six articles, they figure on holding them after that.

EMPHASIZE SIZE AND SERVICE.

Goodwin's, Ltd., Montreal, believe in advertising their size and service as well as their goods. One of their latest methods takes the form of a large canvas painting showing various systems of delivery as light delivery wagons, motor trucks, and horse vans, and in large lettering at the bottom, the accompanying statement regarding the extent of their delivery system.

WE DELIVER THE GOODS.

100 men and boys, at a salary of \$45,000 a year, operate 55 horses and 61 vehicles, including automobiles valued at \$100,000, and maintained at an annual cost of \$70,000. We stop at 25,000 homes weekly, in a territory of 480 square miles. We travel 5,000 miles a week, equivalent to more than 10 times around the world each year. This painting, some 16 feet in length they have hung on the landing half way down the main stairs from the main floor to the basement, and thus in a position where few can fail to see it.

A CHECK ON OUTGOING GOODS.

The accompanying illustration shows the form of delivery book as used by Stewart Bros., Renfrew, Ont. The clerk who makes up the order enters it in the book placing his number in the left hand column, and the total number of parcels in the fourth column over. He also enters the time at which the order is ready to go out.

DELIVERY BOOK

No. of Clerk	Customers' name	Address	Number of parcels	Time entered	Time delivery man leaves	Delivery man's signature for goods delivered
4	Mrs. J. Brown	37 King St.	5	3.15 P.	3.45 P.	C.

Form of delivery book used by Stewart Bros., Renfrew, Ont., to keep check on delivery system and all parcels going out.

When the delivery man comes to make up his load he checks over the number of parcels to see that they correspond with the number entered against him, and signs the time at which he leaves on his rounds. If he loses any parcels on the road, it is then up to him to make good the loss.

The column at the extreme right is for the initial of the delivery man by whom the goods have been delivered, and, as his signature that these goods have reached their proper destination.

CHUTES ON TO SHIPPING COUNTER.

Part of the Shipping Department of the Duff Store, Hamilton, Ont., is composed of chutes from hoppers in the warehouse above. These hoppers are built in a row along the wall of the warehouse and covered tightly. There is one for sugar another for sago, one for rice and a fourth for tapioca, etc.

When a shipment of any of these goods arrive the hopper is filled from above. There is a slide in the narrow chute at the bottom, which when pulled out, allows the paper bag held beneath to be filled rapidly and with little or no waste. These chutes open on to the shipping counter and Mr. Duff finds them quite convenient, and time savers in rush minutes. They were built along with the other equipment 15 years ago.

Making Salesmen From Delivery Youth Timber

Aim of Manager of the Duff Store, Hamilton, Ont., is to Train the Young Men Who Deliver Goods to Positions Behind the Counter—Keeps Watch on the Likely Youths—"Good Goods and Good Service" an Important Motto—Depends a Great Deal on Butter, Eggs and Meats to Get New Trade.



Interior of the grocery department of the Duff Store, Hamilton, Ont. The shipping department is to the rear on the right, and the office to the left. Note the attractive counter displays.

THE training of young men up through the delivery department to places behind the counter, has been one of the chief aims of the Duff Store, Hamilton, Ont. If one were to converse with the manager of this store, Geo. H. Duff, about different phases of the business he would probably tell him of the length of time different men have been in the service of the Duff Store, as salesmen, who had first entered it as deliverers of goods.

And why not? Surely this should be one of the most important objects of any merchant who hires help. The truly successful merchant, in Mr. Duff's opinion, is the one who not only builds up his business by the use of honest methods but who helps his fellow man in the course of the erection.

"That clerk you see now behind the counter," he said to the writer, "was

first employed on the delivery wagon. While there he was taught to take orders from customers, to study the goods and to put up parcels for delivery. He has developed into a first-class salesman."

An Eye On Likely Young Men.

Others were named in the course of the transition stage. "I look around," he said, "and whenever I see a good substantial young man I watch him until I have an opening on the delivery wagon, and then if he is willing I take him on."

Every man in business has probably one particular hobby. This method of training young men to help make their earning capacities better is undoubtedly Mr. Duff's. And it must be considered a very laudable one.

"Good goods and good service" are the underlying principles of this busi-

ness. For more than forty-five years has the name of Duff been a familiar one in Hamilton. The business was founded by the late John Duff somewhere in the sixties, and since his death has been in the hands of his boys. "Good goods and good service" has been the keynote ever since the business was established.

In the early days a feature was made of butter, eggs and meats. This has been maintained on down through the half century. Mr. Duff maintains it is not a difficult matter to hold a customer when good butter, eggs and meat only are sold and when service in waiting on the customer and in delivering the goods is beyond reproach. One can lose a customer about as quickly on any of these articles as by any other reason, so that great care is always necessary to see that the butter, eggs and meats are of good quality at all times.

The Trouble With Dairy Butter.

In this connection Mr. Duff would like to see the day when only creamery butter is on the market. "A farmer customer cannot be offended any more easily than by telling her the butter is bad," he stated. "I do, not mean to say that all dairy butter is not good. Oftentimes dairy is better than creamery, but again sometimes it isn't, so that you either have to accept poor butter and pay the same price as if it were good, or run a chance of losing a customer by cutting down the price."

Stated Hours for Delivery.

A part of the good service given by the Duff Store is due to the stipulated hours for delivery. Goods for certain sections go out at certain hours, so that customers know at all times just when their goods are going to arrive. People, claims the manager of the store, appreciate knowing the time they are going to get their goods. Otherwise one is apt to lose a customer now and again.

Orders Put Up at Rear.

The shipping department in this store is by itself. Practically all goods are put up there, and all leave it by the rear door. A table stands at the rear, and in lower part of the grocery store on which are a couple of files. As an order is taken it is placed on the file and delivery men as well as clerks, who are not otherwise engaged, help to put these orders up. This, states Mr. Duff, saves considerable time, and allows the clerks an opportunity to attend to all customers in the store.

On Friday evening, particularly during the summer season, a great many orders come in. Order takers have been out on the beach for orders to be delivered early Saturday morning. These are all put up Friday night, the staff working late. In fact, Friday night is busier than Saturday night, and Mr. Duff, while he closes the store at 6.30 sharp every week night, would be quite willing, if everybody else did the same, to close Saturday at 6.30. He is opposed to a Wednesday half holiday the year round.

In putting up the orders, each has a particular place in the shipping department, depending on the section of the city to which it is going. This lessens the chances of an error, and saves the time of delivery men in loading their goods.

Oak Fittings Fifteen Years Ago.

Fifteen years ago The Duff Store was refitted with solid oak furniture. The shelving, counters, office, etc., are the very best the oak tree could furnish, and to-day they are just as solid as they were 15 years ago. It is probably safe to assume that in 1898 when the fittings were installed, there were few, if any,

stores in the country with more serviceable or better interiors. A look at the accompanying photograph shows the arrangement. The main counter is on the right, and an exclusive display circular-shaped counter on the left for showing goods only.

Great is the power of display in the opinion of the manager.

"We undoubtedly sell a great many goods through our shelf and counter displays," he said, and added that any goods they had a mind to sell could be sold.

As an illustration of this he recalled an instance where a certain firm sent a barrel of sauerkraut by mistake. Anyway, it was kept, and, while they had never had any demand for this article previously, they soon sold the sauerkraut. Every time the window is changed goods are sold from it, and it is, therefore, considered one of the best introducers of goods about the store.

Commodious Double Refrigerator.

The Duff Store has installed a large double refrigerator, which is used by both the grocery and meat departments. It has glass fronts, so that the meats in the one side, and cheese, butter, eggs, etc., on the other, can be seen by the customer and acts as a selling device as well as a cooler. The doors are large enough for a couple of persons to pass through at once. In fact, each room of the refrigerator has sufficient capacity to put in a good percentage of the store's stock. The ice compartment is not seen from the store, the ice being all put in from the rear. This refrigerator is particularly useful for the Duff Store because of the extent of the butter, egg and meat trade.

The meat department is separated from the grocery by doors swinging both ways and a glass partition. This Mr. Duff considers a very important department. Meat is one of the important purchases of the people along the beach in the summer season, and it begets a lot of trade for groceries. The meat counter is fitted up with a marble top and computing scales, and over it are two large fans driven by electricity. These eliminate the fly pest effectively.

In the warehouse to the rear is an elevator to carry the goods to the warehouse above. All opened goods are kept above the store and the unopened at the rear. This arrangement prevents pilfering.

Above the store ceiling and under the floor of the upstairs warehouse is a space some two or more feet wide, left for putting in small motors or other small machinery which may be installed from time to time. The elevator is operated by a motor. It is only necessary to turn on the switch, and up it goes with a load of goods.

IMPORTANCE OF CONSERVATION OF TIME AND SPACE.

(Continued from page 103.)

is needed by one of the clerks he can go upstairs and at one glance find just what he requires. This saves (during the week) many hours of precious time, and perhaps the temper of some customer downstairs, for the clerk does not have to go hunting among boxes and barrels, that always have a knack of being apparently everywhere but in the expected place when not required.

A warehouse man is always on hand to keep things in working order, he having charge over the warehouse, stock, empties and arrivals, etc., carefully taking note of all the goods he receives, and checking them by the traveller's order. In addition, he is supplied with a book, in which he daily marks down the name of any line of goods that happens to be running out of stock, care being taken that we are never out of an article, if it is at all possible to buy it.

As in the front store, so in the order department, system plays a most important part, thus making a guarantee to each customer that the goods she orders, either by 'phone or otherwise, will be delivered to her satisfaction. Nothing strengthens the confidence of the buyer toward the store more than to know that she can rely absolutely on us to deliver just the articles she asks for.

To attain this satisfactory condition between grocer and housewife, care must be exercised in the filling and checking of all orders leaving the store. No two clerks are allowed to work on one order, thus eliminating confusion and mistakes. In order to further guarantee perfect delivery, only the head clerk of the department is permitted to check and pack the goods, he also supervising the delivery of the same; so it comes that mistakes are few and far between, to the welfare of customer and store.

I might add that there are four copies of "Canadian Grocer" arriving every week at the store, so you can take it for granted that we all value your paper, in fact, we could not do without it—the advice given is always so practical.



ATTRACTING OLD COUNTRY TRADE.

Like most cities in Ontario there are a great many Old Country people in Stratford. W. J. McCully has hit upon a plan for attracting their trade along what may be called sentimental lines.

In one of his windows is a large drawing of a steamer discharging passengers and freight, and on the card are the words, "From Home!"

Displayed in the window is a choice collection of goods "From Home," jellies, cocoas, pickles, jams, etc.

Putting Originality Into the Cigar Display

Montreal Dealer's Idea of Making the Windows Pull Trade—His Ideal of a Background—Selling Points on Tobaccos and Cigars.

A dealer said to the writer the other day, "No, I don't handle tobacco. I have practically no call for it. Let the tobacconist do that work. It's his business, not mine."

On further discussing the matter the grocer in question admitted that he had had some requests, and while this very admission aroused curiosity on the part of the writer as to why he would not sell it and make a few extra cents, as money these days is not so very plentiful, a few glances round the store soon provided the answer. In one corner lay a heap of goods; in another vegetables were scattered hurly-burly, and in another ———. Yes, this dealer was a mere automaton, perhaps not as regular as the latter; at all events not widely enough acquainted with the game and certainly not likely to ever become a Wanamaker.

Contrast with his methods those of the proprietor of the store, a cigar window of which is here depicted. J. Levi the proprietor has ideas on salesmanship.

He realizes the value of display, and furthermore he is a believer in "one article—one display," not "many articles—one display." He holds that

the retailer who wishes to sell one particular line, and get the sales of it greased up, should not distract attention from it by having it prominent in a medley, but should rather have it prominent amongst itself, if such an expression will be pardoned.

Background Originality.

"I am a believer in originality in backgrounds. The eye focussed on the window invariably is inclined to penetrate, but I do not want the eye in the interior of my store until the window has done its work, so that I invariably block the back of the window with such attractive material that it simply drives the eye to the object of which it is descriptive, and the object is always so good that in most cases it invites a test and 'in they come.'

"That is my plan. I can always count on my windows to sell, but they would not pull so well if I were to allow the manufacturers to dress them, because they would appear very much like the other fellow's—too much of a sameness."

The truth of these statements will be readily understood if you study this photograph. Look at the originality in the centre show card. The Cuban cigar

and the message in the word Cuba ("See you be a") are well hitched up and after perusing this the pedestrian looks once more at the array of "good smokes" and as aforesaid in many cases, purchases.

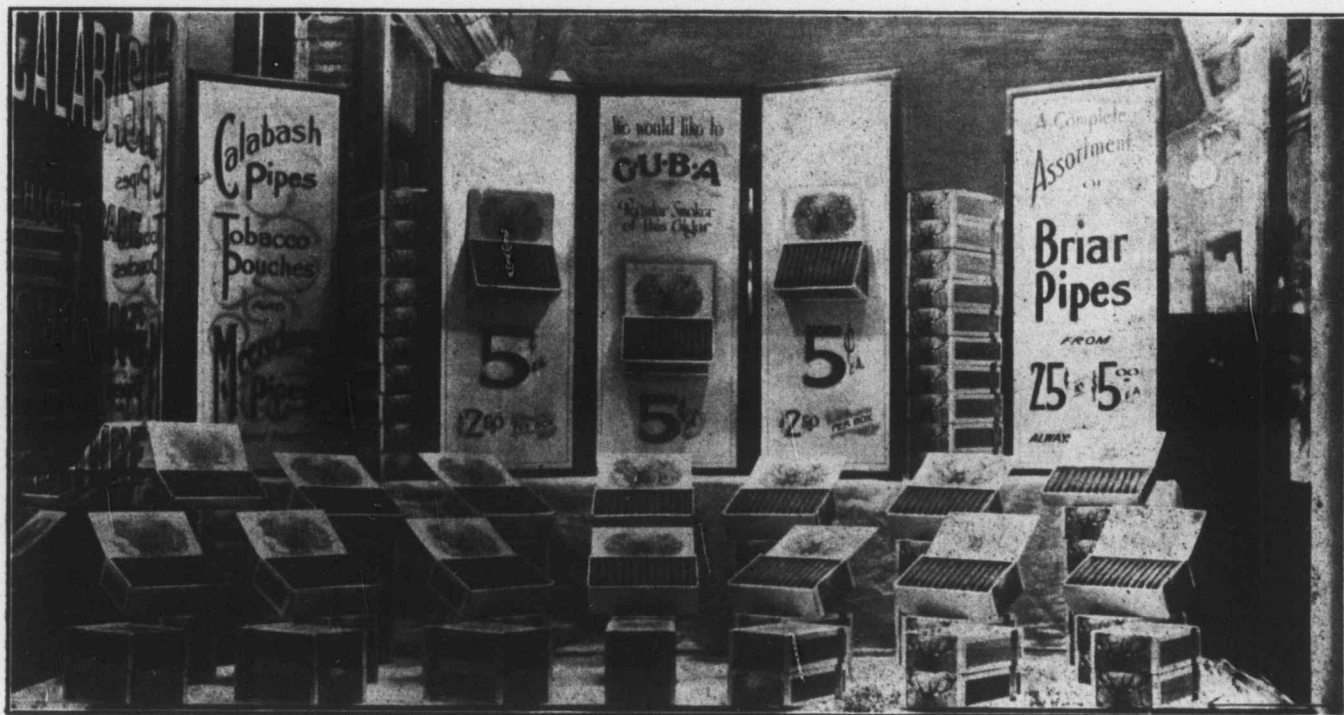
Retailers' Possibilities.

"Grocers have not yet half studied out the possibilities there are for them in all forms of tobacco," remarked a dealer recently. "Why should retailers not get as big a share of this profitable business as the druggist does or the confectionery trade?"

"Windows will pull if properly dressed."

Certainly they will and one's enthusiasm will be greater if he will right now begin to think that "all trade is his," and go after it.

The handling of cigars—that is the proper handling of them—necessitates the use of a showcase, and an air-tight one at that. The cigar to provide a satisfying smoke and not unroll should contain a certain amount of moisture. Many dealers use as a humidior a damp sponge or glass of water, and as there is no extra outlay on this material, it can readily be seen that a little extra profit is not hard to secure.



A Montreal cigar display simply arranged but possessing good selling qualities. Boxes of cigars and pipes make acceptable Christmas boxes, and retail dealers should "play up" this more than is their custom.

The Clerks' Page

By the Cub Reporter

AN ERROR IN SPELLING.

A retail salesman writes:—"In your market reports in the Canadian Grocer, you spell cardamom 'cardamon,' which is not correct. Excuse the liberty, but it appears too regularly to blame the printer."

Editorial Note. — Here is a bright young man who reads the market reports. "Cardamom," is of course the correct spelling.

CINNAMON AND CASSIA.

The Cub Reporter.—Will you please let me know in your Clerk's Page the difference between cinnamon and Cassia?

DAUPHIN, MAN. CLERK.

Editorial Note.—Cassia and cinnamon are both bark, and taken from the same tree. "Cassia Ignea." The cinnamon is the inner bark and is more tender; cassia, the outer and more coarse. Price of former is therefore much higher. Spice manufacturer in defining difference this week for Canadian Grocer said: "Cinnamon may be called the 'cream,' and cassia the 'milk.'"

CLERK'S WORK APPRECIATED.

Bruce McDougall, a clerk in his father's store in Ingersoll, Ont., is known to Canadian Grocer readers as a window trimmer with some fine ideas. In Ingersoll not only customers but public men observe his work and commend it highly. A fall goods window he recently showed is reproduced elsewhere in this issue, and when the curtain was drawn, it is easily understood he had a good many onlookers.

Among these was Joseph Gibson, the Ingersoll postmaster, who generously wrote out his impressions on the display and at same time gives some well-deserved praise to the young man. Mr. Gibson says in part:—

"In passing down Thames street you will invariably notice a crowd of people standing in front of McDougall's window, one of the leading grocers of our town, looking at a sample of window dressing, the finest I have ever seen in all my wanderings up and down this

country for the past fifty years. It is well nigh a perfect picture of decorative art. The three kingdoms of nature have each contributed their share to produce this charming effect. Here you can see the animal, vegetable and mineral kingdom so artistically arranged that they have made this window an object of general admiration. All of the goods are of the finest quality, for which this store is justly noted and the arrangement is all that the most exacting could require; in fact it seems to me that even after partaking his Christmas dinner one would feel like whetting his appetite again, after looking upon such an inviting prospect.

"Bruce McDougall is certainly an artist at window dressing and in this case the handiwork would do great credit to any city on the continent. If ever this young man should succeed in securing a home of his own and beautify it within and without after the fashion of this piece of skill, then some happy girl will get a glimpse of a little paradise on this side of the great divide."

EFFECTIVE ARGUMENTS.

The Cub Reporter.—In selling an expensive broom I would point out to the customer the better quality of corn, the smooth handle, the good workmanship, such as the strong way in which it was wired and sewn together. Then ask her to compare the 40 cent broom with the 30 cent line, and at the same time advise her to take the 40 cent one, as we found by using a broom around the store that the expensive broom lasted much longer and gave far better satisfaction, also pointing out the fact that we sell two of the 40 cent brooms to one of the cheaper lines.

Kelowna, B.C. H. N. DE HART.

A PLACE FOR THE MASTER.

A master is a man who knows a thing so well that he can and does pass the "know how" along to others. He is a man who realizes there is something more to any job than mere making good.

"That boy is a comer. He can sell goods. He ought to have a chance."

Look at the man who makes a statement like this, and what do you see?

You see a man with a discerning mind, a knowledge of human nature, an unselfish viewpoint, and, greater than all, a profound understanding of his job—what it is, what it can be. You see a master.

The true master of men, the ideal executive, exults over the finding of a real man for his business as much as does the scientist who finally discovers some rare species of animal life with a name as long as your arm, which he has been hunting for years. When he finds a man with brains and horse sense who doesn't know it all, who grows with each mistake, who is hard to bury with work, whom reproach can't crush, who has stability and a fair amount of human virtue—when he finds such a man and has ability to recognize him and breadth enough to train him, he has attained greatness.

When you are working for another he is entitled to your brains, if you have any. If he is not worthy of your best, leave him. There surely is a place for you somewhere—a place that will call for all you have. And you cannot do this all simply by doing your own work well. You are doing much, but not enough, when you develop and expand your job with each day, month and year.

OBSERVATIONS OF THE CUB REPORTER.

Regularity in work, play and rest goes a long way towards good health.

• • •

When you haven't said anything discourteous you don't have to explain it.

• • •

By doing only what one is paid for, increases in salary do not come very rapidly.

• • •

Always keep a little ahead of your job. You will then be the first considered when promotion time arrives.

• • •

Second thoughts are best only when they arrive on time.

THE MAN WHO DELIVERS THE GOODS

By Walt Mason.

There's a man in the world who is never turned down,
Wherever he chances to stray;
He gets the glad hand in the populous town,
Out where the farmers make hay;
He's greeted with pleasure on deserts of sand,
And deep in the aisles of the woods;
Wherever he goes there's the welcoming hand—
He's The Man Who Delivers the Goods.
The failures of life sit around and complain:
The Gods haven't treated them white;
They've lost their umbrellas whenever there's rain,
And they haven't their lanterns at night;
Men tire of the failures who fill with their sighs
The air of their own neighborhoods;
There's a man who is treated with love-lighted eyes—
He's The Man Who Delivers The Goods.
One fellow is lazy and watches the clock,
And waits for the whistle to blow;
And one has a hammer with which he will knock,
And one tells a story of woe;
And one if requested to travel a mile,
Will measure the perches and roods;
But one does his stunt with a whistle or smile —
He's The Man Who Delivers The Goods.
One man is afraid that he'll labor too hard—
The world isn't yearning for such;
And one is alert, on his guard,
Lest he put in a minute too much;
And one has a grouch or a temper that's bad,
And one is a creature of moods;
So it's hey for the joyous and rollicking lad—
For The One Who Delivers the Goods.

Opening Prices on Late Fruits and Vegetables

All Quotations Lower Than Last Fall—Tomatoes at \$1.15, a Reduction of 22½¢, and corn at 92½¢—New Valencias Arrive and New Beans — Advance in Some Tobaccos — New Evaporated Apples Open at 9 Cents.

MARKETS IN BRIEF

QUEBEC.

PRODUCE AND PROVISIONS—

Decline in hogs and smoked meats easier. Barrelled pork likely to advance.
Cheese firm on better cable reports. Demand for poultry fell off in warm weather.

FRUIT AND VEGETABLES—

Apples advance.
Florida limes up.
Spanish onions 50c higher.
Tomatoes and cucumbers becoming scarce, and prices rise.

FLOUR AND CEREALS—

Good export demand for flour.
Cornmeal a little easier.
Supplies of mill feeds light, and present prices likely to continue.

FISH AND OYSTERS—

Oyster demand increasing.
Halibut scarce and higher, said to be due to likelihood of export to U.S.
Few immediate effects of new U. S. duty.

GENERAL GROCERIES—

Canned tomatoes open at \$1.15 for 3s, and corn, 92½¢ for 2s.
Prices on all late fruits and vegetables lower than in 1912.
Some tobacco advances occur.
Sugar market lacks strength.
Prune prices expected to be high.
Nuts generally firm.

ONTARIO.

PRODUCE AND PROVISIONS—

Butter and eggs easier.
Cheese ½¢ firmer.
Hogs 25c lower.
Turkeys likely to be shipped to U.S. at Thanksgiving, and lessen Christmas supply.

FRUIT AND VEGETABLES—

Late varieties of peaches higher than finest Elbertas were.
Grapes up 5 to 7½¢.
Apples active again and barrel prices up to \$3.50.
Market glutted with celery and cabbage.
Citrons and pumpkins plentiful.

FISH AND OYSTERS—

Lake herring scarce and price up 2c.
Halibut scarce and advances 1c.
Salmon trout coming in plentifully.
New shipments of Digby herring.
Oysters continue in steady demand.

FLOUR AND CEREALS—

Little buying at reduced rates in flour as trade look for still lower prices.
Rolled oats steady and prices likely to remain unchanged.
Mill feeds continue very firm and scarce.

GENERAL GROCERIES—

New canned prices out. Tomatoes at \$1.15, somewhat higher than expected, but only 60 per cent. pack yet.
Corn at 92½¢, 5c below last year.
All other lines lower.
New evaporated apples at 9c.
New Valencia raisins arrive and sell at 8c.
Old nuts scarce.

QUEBEC MARKETS.

Montreal, Oct. 8.—General conditions are, according to the jobbing trade, showing unmistakable signs of improvement. This is particularly the case in so far as staple groceries are concerned, and as money gradually eases up conditions will even be better.

The chief item of interest this week is the advance news of opening prices on late vegetables and fruits. As expected, canned tomatoes are lower than last year by 22½ cents per dozen, but not so low as anticipated earlier in the season. Corn, too, is a shade lower than 1912, and all late fruits are lower. Reductions in canned peaches all along the line are noticeable.

There is considerable talk about the new United States tariff and its probable effect on prices here, but few seem to be willing as yet to make definite predictions on what results will be.

SUGAR.—Decline in sugar of 10 cents announced last week holds, trade having slackened off since bulk of preserving is over.

The opening of the domestic beet refined campaign in the United States is given as the chief reason for the decline in New York. Business there continues on hand-to-mouth basis. Total stocks

and afloats of raws together showed at end of last week an increase of 355,244 tons over same week year ago. Prevailing price on October 10, 1912, was \$4.85, which was 45 cents per cwt. above present prices.

Extra Granulated Sugars—	Per 100 lbs.
100 lb. bags	4 40
20-lb. bags	4 50
2 and 5-lb. cartons	4 70
Second grade, in 100-lb. bags	4 25
Extra Ground Sugars—	
Barrels	4 80
50-lb. boxes	5 10
20-lb. boxes	5 20
Powdered Sugars—	
Barrels	4 80
50-lb. boxes	5 00
25-lb. boxes	5 00
Paris Lump—	
100-lb. boxes	5 15
50-lb. boxes	5 35
25-lb. boxes	5 45
Crystal Diamonds—	
Barrels	5 20
100-lb. boxes	5 35
50-lb. boxes	5 45
5-lb. cartons	6 30
Crystal Dominoes, cartons	
Yellow Sugars—	7 10
No. 3	4 45
No. 2	4 45
No. 1	4 05

Barrels granulated and yellow may be had at 5c per cwt. above bag prices.

SYRUPS AND MOLASSES.—Good trade is anticipated in syrups from now on. Cooler weather would help, as this is particularly a fall and winter line. High price of butter will also help in cases where both cannot be afforded. Altogether this looks like a good syrup and molasses season.

Barbados Molasses—	Prices for Island of Montreal.
	Extra Fancy. Fancy. Choice
Punchoons	.44 .41 .39
Barrels	.47 .44 .42

Half Barrels	.49	.46	.44
For outside territories prices range about 2 cents lower per gallon than for delivery, Island of Montreal.			
Carload lots of 20 puncheons or its equivalent in barrels or half barrels, to one buyer, may be sold at "open prices." No discounts will be given.			
Corn Syrups—			
Barrels, per lb., 3¼c; ¼ bbls., 3¼c; ½ bbls.	0 04		
Pails, 33¼ lbs., \$1.85; 25 lbs.	1 35		
Cases, 2 lb. tins, 2 doz. in case	2 50		
Cases, 5 lb. tins, 1 doz. in case	2 85		
Cases, 10 lb. tins, ½ doz. in case	2 75		
Cases, 20 lb. tins, ¼ doz. in case	2 70		
Maple Syrups—			
Pure, per 8½ lb. tin	0 75		
Pure, in 15 gal. kegs, 8c. per lb. or per gal	1 00		
Maple Sugar, pure, per lb.	0 10	0 11	

DRIED FRUITS.—All indications point to a high market in prunes this year. Last season prices declined considerably, and some losses occurred, but the opposite appears to be the outlook for this season. Valencia raisins are lower and California higher than year ago. Early advices on currants indicated lower prices, but rains during the drying season will have some influence.

Figs will apparently be a little lower than year ago, but on the whole prices will be about the same for Christmas dried fruits.

On account of apple scarcity, evaps. will continue to strengthen.

A shipment of Persian dates is on the way to New York. The new Smyrna fig season is also opened with a none too active demand as yet.

EVAPORATED FRUITS.	Per lb.
Apples, 50-lb. boxes	0 07½ 0 08
Nectarines, choice	0 11
Peaches, choice	0 09½
Pears, choice	0 12½
DRIED FRUITS.	
Candied Peels—	
Citron	0 17
Lemon	0 11
Orange	0 12
Currants—	
Amalias, loose	0 07
Amalias, 1-lb. pkgs.	0 07½ 0 08½
Filiatras, fine, loose	0 06½ 0 07
Dates—	
Dromedary, package stock, per pkg.	0 10
Fards, choicest	0 11
Hallowee, loose	0 05
Hallowee, 1-lb. pkgs.	0 05½
Figs—	
Finest, 6 crown, about 12 pounds	0 15
Same fruit, 5 and 4 crowns, 1 and 2 cents less.	
Prunes—	
40 to 50, in 25-lb. boxes, faced	0 14
50 to 60, in 25-lb. boxes, faced	0 13
60 to 70, in 25-lb. boxes, faced	0 12
70 to 80, in 25-lb. boxes, faced	0 08½
80 to 90, in 25-lb. boxes, faced	0 08
90 to 100, in 25-lb. boxes, faced	0 07½
Raisins—	
Malaga table, box of 25 lbs., according to quality	2 50 5 25
Muscatsels, loose, 3 crown, lb.	0 07½
Sultana, loose	0 10
Sultana, 1 lb. pkgs.	0 11½
Valencias, old stock	0 04
Seeded, fancy	0 08½
Seeded, choice	0 05
Prices quoted on all lines of fruits liable to be shaded for quantities, according to the state of the market.	
TEAS. —Generally speaking, good teas on primary market are firm. Local trading is not extra brisk, but the usual steady trade is passing.	
Japans—	
Choicest	0 40 0 50
Choice	0 35 0 40
Fine	0 30 0 35
Medium	0 25 0 30
Good common	0 18 0 25
Common	0 15 0 18
Yamashiro	0 75 1 00
Ceylon—	
Broken Orange Pekoe	0 30 0 40
Pekoes	0 20 0 22
Pekoe Souchongs	0 20 0 22
Garden grown	0 75 1 00

THE CANADIAN GROCER

CANNED GOODS.

MONTREAL.—Advance notices on opening of late fruits and vegetables were received this week and prices in every case are lower as was anticipated. Tomatoes have opened at \$1.15 for 3's, as compared to \$1.37½ last year. New prices on tomatoes are about on par with those of 1911. Some time ago it was believed that tomato prices would be around 95 to \$1.00, but frosts in middle of September, particularly in Eastern Ontario, put somewhat of a crimp in that outlook.

India—		
Pekoe Souchongs	0 19	0 20
Ceylon Greens—		
Young Hysons	0 24	0 26
Hyson	0 22	0 22
Spanish No. 1	0 12½	0 12½
Virginia No. 1	0 13½	0 13½
Gunpowders	0 19	0 35
China Greens—		
Pingsuey gunpowder, low grade	0 14	0 18
Pingsuey gunpowder, pea leaf	0 20	0 30
Pingsuey, gunpowder, pinhead	0 30	0 50

COFFEE.—There is little change in the coffee situation from week ago. Market is firm in the South.

Coffee, Roasted—		
Jamaica	0 21½	0 23½
Java	0 28	0 33
Maracaibo	0 21	0 23
Mexican	0 25	0 28
Mocha	0 28	0 29
Rio	0 19½	0 21½
Santos	0 30½	0 23

SPICES.—Pickling spice season is on the wane, but business was good while it lasted. There is, however, a good call for spices used in Christmas baking.

RICE AND TAPIOCA.—The advance in rice, as quoted last week, holds steady with demand fairly active, as rice is more and more being considered a splendid fall and winter food. Tapioca market is shade easier, as stated last week.

Rangoon Rice—		Per cwt.
"B," bags 50, 100 and 250 lbs.	3 30	
"B," pockets, 25 lbs.	3 40	
"B," pockets, 12½ lbs.	3 50	
"C.C.," bags 50, 100 and 250 lbs.	3 20	
"C.C.," pockets 25 lbs.	3 30	
"C.C.," pockets 12½ lbs.	3 40	
India bright	3 45	
Lustre	3 55	
Fancy Rices—		Per cwt.
Polished Patna	4 40	
Pearl Patna	4 60	
Imperial Glace	4 90	
Sparkle	5 10	
Snow, Japan	5 30	
Ice drips, Japan	5 45	
Crystal, Japan	5 10	
Carolina head	7 10	
Imported Patna—		Per lb.
Bags, 22½ lbs.	0 05½	0 05½
Half bags, 112 lbs.	0 05½	0 05½
Quarter bags, 56 lbs.	0 05½	0 05½
Velvet head Carolina	0 09	0 10
Sago, brown	0 04½	0 05
Tapioca—		Per lb.
Singapore, medium pearl	0 04½	0 05
Singapore, seed	0 04½	0 05
Penang	0 04½	0 05

NUTS.—Supplies on spot of most nuts are not large, and prices rule from steady to firm. The best buying season of the year is at hand, and a more active market is expected.

In shell—		Per lb.
Almonds	0 20	0 17
Brazils	0 13	0 21
Pilberts	0 13	0 14
Peanuts, American, according to qual.	0 09	0 12½
Peanuts, French	0 09	0 09
Peanuts, polished, large	0 18	0 19
Walnuts, marbots	0 15	0 16
Shelled—		
Almonds, Valencia	0 38	0 40
Almonds, Alicante	0 45	0 45
Almonds, Jordan	0 50	0 50
Cocoanut, shredded, p.kgs., ¼ lb., 30c; ½ and ¾ lbs., mixed, 29½c; ¾ and 1 lb., mixed	0 30½	0 30½
Cocoanut, shredded, pails, 10 & 15 lbs.	0 20	0 20
Cocoanut, shredded, tins, 5 lbs.	0 21	0 21
Peanuts	0 06	0 09
Walnuts	0 31	0 33

DRIED VEGETABLES.—News received here indicate that Ontario beans will be of good quality this year, and that crop has been good. It is expected that fewer Austrian beans will be imported this year on that account.

Barley—		
Pot. bbls, 136 lbs., lb., 3½c; bbl.	6 75	
Pot. bags 50 lbs.	3 00	
Pearl, imported, Scotch	0 05½	0 04½
Beans—		Per lb.
Dry Lima	0 07	0 07½
White, choice stock	0 03	0 03½
Lentils—		
Green	0 05	0 06
Red	0 06	0 07
Peas—		
Green, whole	0 04½	0 04½
Green, split	0 05½	0 05
Green, decorticated	0 05	0 05½
Yellow, split	0 03½	0 03½
Chic peas, large	0 05	0 05½

BUSINESS SITUATION GRADUALLY IMPROVING

Bradstreet's says that rapid improvement is going on in the various wholesale houses in Montreal. Money is circulating more freely. Improvement is shown in remittances and city collections, and optimistic conditions rule in general. Most manufacturers are busy. Country produce markets have been advancing in view of tariff reform in the States, as large quantities have already been bought for shipment there. This refers particularly to butter. Local demand is strong for eggs. Cheese is easier, although exports have improved lately. Montreal has sold a good deal of Western wheat for European account. Grocery trade is just beginning to open up for the Fall.

R. G. Dun and Company report that trade in wholesale lines in Toronto has been fairly active during the past week. The early movement of the Western crops has had a beneficial effect, and the money tension has been relieved to some extent. The value of the crops in the Prairie Provinces this year is estimated at \$240,000,000. Merchants are in good spirits, and the outlook is encouraging. Groceries are fairly active, with the staple lines moving freely. Leather continues very firm, and hides also firm. Provisions are selling well at firm prices. The grain trade is fair, but the movement is still in Manitoba wheat. Ontario grains are not offering very freely, and prices are maintained. In butter and eggs trade is up to the average, with prices firmer.

Corn has opened some 2½ cents per dozen below last year. Those who gave their orders before May 1 last, get their goods at 2½ cents dozen below prices quoted.

Canned peaches and plums are also lower all along the line as are other fruits as well.

Toronto, Oct. 9.—Prices on late fruits and vegetables were announced this week. Tomatoes open at \$1.15 for group A., as compared with \$1.32½ last year. Although not as low as expected, considering abundant crop, wholesalers feel that retail sales will be large, at 2 for 25 cents. This would give about 25 per cent. profit on selling price. It is pointed out that canners so far have put up only 60 per cent. of requirements, and there still is danger of frosts cutting down balance.

Corn, second great factor in late quotations, is, as expected high, owing to small crop, but at 92½ is 5 cents below last year. Many expect retailers will group corn at 92½ with peas at 82½ and sell 3 for quarter, making up on peas lower profits on corn. Peaches are low for heavy syrup price, \$1.27½, 32½ below last year.

Expectations are for heavy sales in nearly all lines.

Below are given figures for group "A" 1913 and 1912:

	1913.	1912.
Corn, 2's	\$ 0 92½	\$ 0 97½
Tomatoes, 3's	1 15	1 37½
Tomatoes, gals.	3 32½	4 02½
Apples, 3's	0 97½	1 00
Apples, gals.	2 42½	2 55
Pumpkins, 3's	0 82½	0 85
Pumpkins, gals.	2 27½	2 55
Peaches, H.S., 2's	1 27½	1 50
Pears, H.S., 2's	1 52½	1 77½
Pears, L.S., 2's	0 97½	1 22½
Lombard plums, 2's	0 87½	0 90

Group "B" grade 2½c per doz. less than above.

Rumor was current from coast this week that pink salmon would be advanced as well as the best grades. Sales continue very heavy.

VEGETABLES.

Ontario and Quebec Prices.

	Group A, per doz.
2's Asparagus Tips	2 27½
2's Asparagus Butts	1 42½
2's Beets, Sliced, Blood Red, Simcoe	0 97½
2's Beets, whole, Blood Red, Simcoe	0 97½
2's Beets, Whole, Blood Red, Rosebud	1 27½
3's Beets, Sliced, Blood Red, Simcoe	1 32½
3's Beets, Whole, Blood Red, Simcoe	1 37½
3's Beets, Whole, Blood Red, Rosebud	1 52½
3's Cabbage	0 97½
2's Carrots	0 97½
2's Peas, Standard, sieve 4	1 27½
2's Peas, Early Junes, sieve 3	0 85
2's Peas, Sweet Wrinkles, sieve 2	0 87½
2's Peas, Extra Fine Sifted, sieve 1	1 27½
Gals. Peas, Standards	4 02½
Gal. Peas, Early Junes	4 12½
Gal. Peas, Sweet Wrinkles	4 27½
2's Spinach	1 77½
3's Spinach	1 77½
Gals. Spinach	5 30
Beans—	Group A
2s, golden wax, midget, Arctic brand	1 15
2s, golden wax	0 85
3s, golden wax	1 22½
Gallon, golden wax	3 52½
2s, Refugee or Valentine (green)	0 85
3s, Refugee (green)	1 52½
2s, Refugee, midget, Auto brand	1 15
Gallons, Refugee	3 52½

(Group B is 2½c. doz less in each case.)

FRUITS.

2's Black Cherries, pitted H.S.	1 92½
2's Black Cherries, not pitted H. S.	1 52½
2's Red, Ptd. Cherries, H.S.	1 92½
2's Not ptd., Red Cherries, H.S.	8 52½
Gals., Ptd. Cherries	8 02½
Gals., Not Ptd. Cherries	8 02½
2's Cherries, White Ptd., H.S.	1 92½
2's Cherries, White, Not Ptd., H.S.	1 80½

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2's Black Currants, H.S.	1 92½
2's Preserved, Black Currants	2 27½
Gals. Black Currants, Standard	5 27½
Gals. Black Currants, Solid Pack	8 27½
2's Red Currants, H.S.	1 92½
2's Red Preserved Currants	2 27½
Gal. Red Currants, Standard	5 27½
Gals. Red Currants, solid pack	8 27½
2's Gooseberries, H.S.	1 77½
2's Gooseberries, Preserved	7 02½
Gals. Gooseberries, Standard	8 77½
Gals. Gooseberries, solid pack	8 77½
2's Pineapple, sliced, H.S. White Bahama	1 92½
2's Pineapple, grated, H.S. White Bahama	1 47½
2's Pineapple, whole, H.S. White Bahama	1 92½
3's Pineapple, whole, H.S. White Bahama	2 47½
2's Rhubarb, Preserved	1 82½
3's Rhubarb, Preserved	2 27½
Gals. Rhubarb Standard	3 52½
2's Strawberries, H.S.	1 92½
2's Strawberries, Preserved	2 27½
Gals. Strawberries, standard	7 52½
Gals. Strawberries, solid pack	9 77½
(Group B is 2½c doz. less in each case.)	
Lawtonberries—	
2s, blackberries, H.S.	1 92½
2s, preserved	2 12½
Raspberries—	
2s, black, H.S.	1 92½
2s, black, preserved	2 12½
Gals., black, standard	7 02½
Gals., black, solid pack	9 27½
2s, red, H.S.	1 92½
2s, red, preserved	2 12½
Gals., red, standard	7 27½
Gals., red, solid pack	9 27½
Group B, 2½ cents less per dozen.	
Salmon—	
Fraser River Sockeyes—	
1 lb. talls, dozen	1 95
1 lb. flats, dozen	2 07½
½ lb. flats, dozen	1 27½
Northern River Sockeyes, dozen	1 90
Red Springs, dozen	1 80
Cohoos, dozen	1 45
Pinks, dozen	1 00

ONTARIO MARKETS.

Toronto, October 9.—As an introduction to this week's review of general groceries market Canadian Grocer cannot do better than quote two opinions expressed to staff representative on Wednesday. Both are unusually cheering and reflect general feeling that seems to be passing over whole Dominion.

Said a partner in a large wholesale grocery firm: "Ontario trade is quite up to normal, and the West is improving rapidly. We look for a good fall business." He added that canned salmon were selling exceptionally well, and that both earlier and latest in canned fruits and vegetables would have big sales.

Said the head of a firm that deals in a certain line that is used in every household from end to end of Canada.

"Ontario trade is quite normal, with as good results and prospects as during the last few years of material progress. In the West there is increased activity, owing to improved business prospects."

Both men are regarded as level-headed and shrewd in diagnosing conditions.

Only market feature this week is announcement of late fruit and vegetable openings, which are referred to below.

SUGAR.—Beginning of October marks new sugar year when new crop European and domestic beet sugars appear on market. This year European surplus is 350,000 tons greater than last year, and stocks of raw cane sugar in United States and Cuban ports are 314,834 tons compared with 167,590 tons last year, and 5,000 tons United States domestic beet refined carried over. However, increased consumption in Europe and America makes it unlikely, in opinion of many experts, that prices will be on lower basis during present year, but rather have a higher trend.

As great bulk of preserving is over local demand is quiet and most retailers feel safe in depending on continuance of present reduced prices.

Extra Granulated Sugars—		Per 100 lbs.
100 lb. bags	4 50
20 lb. bags	4 60
2 and 5 lb. cartons	4 80
Beaver granulated, in 100 lb. bags	4 35
Extra Ground Sugars—		
Barrels	4 35
50 lb. boxes	5 10
25 lb. boxes	5 30
Powdered Sugars—		
Barrels	4 70
50 lb. boxes	4 90
25 lb. boxes	5 10
Paris Lump—		
100 lb. boxes	5 25
50 lb. boxes	5 35
25 lb. boxes	5 55
Crystal Diamonds—		
Barrels	5 30
100 lb. boxes	5 25
50 lb. boxes	5 35
5 lb. cartons	7 40
Crystal Dominoes, cartons		7 50
Yellow Sugars—		
No. 3	4 45
No. 2	4 35
No. 1	4 05
Barrels granulated and yellow may be had at 5c per cwt. above bid prices.		

SYRUP AND MOLASSES.—Market continues unchanged this week.

Syrups—		Per case.
2 lb. tins, 2 doz. in case	2 50
5 lb. tins, 1 doz. in case	2 85
10 lb. tins, ½ doz. in case	2 75
20 lb. tins, ¼ doz. in case	2 70
Barrels, per lb.	0 03½
Half barrels, lb.	0 03½
Quarter barrels, lb.	0 04
Pails, 38½ lbs. each	1 85
Pails, 25 lbs. each	1 35
Molasses, per gallon—		
New Orleans, half barrels	0 27
West Indies, half barrels	0 29
West Indies, half barrels	0 28
Barbados, fancy, half barrels	0 45
Barbados, fancy, half barrels	0 50
Maple Syrup—Compound—		
Gallons, 6 to case	4 80
½ gals., 12 to case	5 40
¼ gals., 24 to case	5 40
Pints, 24 to case	2 70
Maple Syrup—Pure—		
5 gallon cans, 1 to case	1 25
Gallons, 6 to case	6 60
½ gallons, 12 to case	7 25
Quarts, 24 to case	7 25
Pints, 24 to case	4 70
Maple Sugar—		
Pure, per lb.	0 14
Maple Cream Sugar—		
24 twin bars	1 80
40 and 48 twin bars	3 00
Maple butter, lb. tins, dozen	1 90

RICE AND TAPIOCA.—Market on lower grades is firming up and prospects are for higher prices as the Rangoon crop is short.

Rangoon, per lb.	0 03½	0 04
Rangoon, fancy, per lb.	0 05½	0 06½
Patna, per lb.	0 05½	0 06½
Japan, per lb.	0 05½	0 08
Java, per lb.	0 06½	0 07
Carolina, per lb.	0 08	0 10
Sago—			
Brown, per lb.	0 04½	0 06
White, per lb.	0 05½	0 07
Tapioca—			
Flake, double goat	0 09½	0 10
Medium Pearl	0 05	0 06½
Seed pearl	0 06½	0 08
Flake	0 09½	0 10

DRIED FRUITS.—Conditions and prospects are dealt with at length elsewhere in this issue. Evaporated apples, new crop, arrived this week and are up to 9 and 9½, while old are selling at 8 and 8½.

New stock of Valencia raisins coming in freely and selling at 8c, while old are still quoted at 7½c. Seeded are slightly higher, fancy up to 9c and choice advancing to 8¾c.

Few prunes still on market, and 90's-100's are quoted at .07½; 80's-90's at 8, and 70's at 8½. There supply of California's ends. Oregons are quoted at 9½ for 60's; 9½-10 for 50's-60's; and 10½ to 11 for 40's and 50's.

Apples, evaporated, new, per lb.	0 09	0 09½
Apples, evaporated, old, per lb.	0 08	0 08½
Apricots—		
Standard, 25 lb. boxes	0 16	0 18
Choice, 25-lb. boxes	0 18	0 20
Fancy	0 22	0 24
Candied Peels—		
Lemon	0 11
Orange	0 12
Citron	0 16
Currants—		
Filiatras, per lb.	0 06½
Amalas, choicest, per lb.	0 07
Patras, per lb.	0 07½
Vostizzas, choice	0 09
Vostizzas, shade dried	0 10½	0 11
Cleaned, ¼ cent more.		
Dates—		
Paris, choicest, 12-lb. boxes	0 08½	0 09½
Paris, choicest, 6-lb. boxes	0 07	0 07½
Package dates, per pkg.	0 06½	0 07½
Figs—		
Natural figs, in bags, lb.	0 05	0 07
Comadre figs, in taps, per lb.	0 04	0 04½
Elems, figs, in boxes, according to size, lb.	0 08
Peaches—		
Standard, 50-lb. boxes	0 08½
Choice, 25-lb. boxes	0 08½
Choice, 50-lb. boxes	0 08½
Raisins—		
Sultana, choice	0 10	0 12
Sultana, fancy	0 12	0 14
Valencia, new stock	0 08
Seeded, fancy, 1 lb. packets	0 09
Seeded, choice, 1 lb. packets	0 08½

SPICES.—Demand is still good for fall pickling. Prices are unchanged.

		5 and 10 lb.	¼ lb.	¾ lb.
		Tins, pkgs.	doz.	tins, doz.
Allspice	14-17	60-0 70	70-0 80
Cassia	22-27	72-0 90	80-0 90
Cayenne pepper	23-28	72-0 90	90-1 15
Cloves	30-35	1 08-0 95	—1 08
Cream tartar	33-35
Curry powder
Ginger	22-27	65-0 85	75-0 95
Mace	75-1 00	—2 75
Nutmegs	25-30	90-0 00	1 00-2 50
Peppers, black	19-22	67-0 75	80-0 90
Peppers, white	27-29	90-1 05	1 05-1 15
Pastry spice	20-27	65-0 95	75-1 10
Pickling spice	14-18	75-0 00	75-0 00
Turmeric	16-18
Range for pure spices according to grade. Pails or boxes 2 cents per lb. below tins. Barrels 3 cents below tins.				
Cardamom seed, per lb., in bulk	1 80	2 25
Carraway, per lb.	0 10
Cinnamon, Ceylon, per lb.	0 50
Mustard seed, per lb., in bulk	0 10	0 12
Celery seed, per lb., in bulk	0 60	0 70
Shredded coconut, in pails	0 18	0 20

NUTS.—There is scarcity of old nuts and arrival of new is awaited. Prices are unchanged yet.

In shell—		Per lb.
Almonds, Formigetta	0 15
Almonds, Tarragona	0 17
Brazils	0 20
Filberts, Sicily	0 15½
Filberts, Barcelona	0 09½
Peanuts, green, per lb.	0 16½
Peanuts, roasted	0 15½
Pecans	0 14
Walnuts, Bordeaux	0 13
Walnuts, Grenoble	0 16
Walnuts, Marbots	0 15
Walnuts, Cornes	0 13
Shelled—		
Almonds	0 60
Filberts	0 57
Peanuts	0 08
Pecans	0 15
Walnuts	0 32

COFFEE.—Since our last report, coffee, in foreign markets, has showed continued advances. Options are now all above 10 cents, distant months being at 11 cents. An advance has been established since first week in September of fully 2 cents per lb. on Santos. Rio has shown an advance of 1½ cents per lb. for period. Milds, such as Bogotas, Mexicans, Guatemalas, etc., are reported very scarce at primary markets and New York, and values have been written up fully 2 cents per lb., the advance being most marked on Bogotas, Columbians and Moricaibos. Market looks strong at recently established advantage, and consensus of opinion among trade in New York is that prices will continue firm, and moderate advances are expected during active coffee season.

Local market is quite active, with free buying of Santos, Rios, Bogotas and

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Maricaibos, largely for Western accounts.

Coffee, Roasted—		
Bogotas	0 27	0 28
Guatemala	0 26	0 28
Jamaica	0 24	0 25
Java	0 32	0 35
Maricaibo	0 25	0 28
Mexican	0 27	0 28
Mocha	0 30	0 32
Rio	0 18	0 20
Santos	0 22	0 23
Chicoory, per lb.	0 10	0 12

BEANS.—First shipment of new Canadian beans reached Toronto this week. As predicted, Canadians are selling same price as imported. Market easier, down to \$1.80 in Canadian prime.

Beans—		Per bushel.
Austrian H. P.		2 40
Canadian, prime		1 90
Canadian, extra H. P.		2 25
Yellow eyes		3 25
Brown		2 75
Peas, Canadian, per bushel		2 60
Green, imported, bush.		2 60

TOBACCOS.—Some manufacturers have advanced tobacco prices generally on account of having to pay more money for the raw leaf. The advances vary according to the different brands.

SALT.

Salt, bulk—	
Bbls., fine	1 55
200s., per cwt.	1 10
50's, fine or coarse	0 45
Salt, bags—	
100 3s	3 00
60 5s	3 00
42 7s	2 90
30 10s	2 80
15 20s	2 70

MANITOBA MARKETS.

Winnipeg, Oct. 7.—September shipments of grain aggregated some 27,000,000 bushels, and it has been estimated that some \$22,000,000 in cash has been paid out to the farmers for this amount of produce. This large sum of ready money has been helpful, and is already bearing fruit in greatly improved collections.

The crop is still coming on the market in unprecedented volume; perhaps a little too fast, as the weight of Winnipeg receipts has undoubtedly exerted a bearish influence both in United States markets and at Liverpool. However, as between 80 and 90 per cent. of the grain is contract grade, farmers have been getting more profit this year than for the past two years, when a large percentage was so much damaged as to be only fit for feed.

All staple lines are steady, and the volume of business compares very favorably with that of last year, and the trade outlook is considered most satisfactory. The continued warm, bright weather has been favorable to the retailers, and industrial conditions are quite satisfactory, there being no lack of employment at good wages.

SUGARS.—The big rush in sugars may now be considered over, and things have settled down to normal. The market is well supplied, demand good, and prices steady.

Strange to say there was no reduction here in sugar last week, although there was a decline of 10 cents in the East.

Sugar—		Per 100 lbs.
Extra standard granulated		5 10
Extra ground or icing		5 65
Powdered		5 45
Lumps, hard		5 95
Montreal yellow		4 65
B. C. yellow		4 65

Prices on sugar in bags, 5c per 100 lbs. less.

SYRUPS.—With the new tariff now in effect Argentine corn becomes a factor in the United States markets, and will tend to keep prices within certain limits. Corn as a matter of fact is cheaper by some cents than at the beginning of September, and corn products should be a shade easier at any rate. It is too soon, however, to expect any reductions.

Corn Syrups—		
Barrels, per 100 lbs.		4 25
Cases, 20-lb. tins, 1/4 doz. in case....		2 77
Cases, 10-lb. tins, 1/2 doz. in case....		2 66
Cases, 5-lb. tins, 1/2 doz. in case....		2 36
Cases, 2-lb. tins, 2 doz. in case....		2 48
Molasses—	Per gal.	
Barbadoes	0 45	0 60
New Orleans	0 33	0 35
Maple Syrups—	Per case.	
Quarts		6 20
Half gallons		5 85

DRIED FRUITS.—Winter wood cutting camps will be organized now without loss of time. This means some heavy orders for certain lines. The end of the peach and plum season is also in sight. Generally a brisker trade may now be looked for. Prunes are reported pretty high.

Apricots—		Per lb.
Choice		0 16 1/4
Standard		0 16
Slab		0 11 1/4
Currents—		
Dry clean		0 07 1/4
Washed		0 07 1/4
1 lb. package		0 08 1/4
2 lb. package		0 17 1/4
Figs, Cooking—		
Choice, boxes		0 06 1/4
Half boxes		0 06 1/4
Half bags		0 06 1/4
Nectarines		0 11 1/4
Prunes, in 25-lb. boxes—		
90 to 100		0 06 1/4
80 to 90		0 06 1/4
70 to 80		0 07 1/4
60 to 70		0 08 1/4
50 to 60		0 10 1/4
40 to 50		0 12
Raisins, Valencia—	Per box.	
Fine, f.o.s., 25s. s.p.		2 75
Fine, selected, 25s. s.p.		2 70
4-crown layers, 22s. s.p.		2 75
4-crown layers, 17s. s.p.		1 40
4-crown layers, 17s. s.p.		0 75
No plus ultra, 82s. s.p.		2 20
Raisins, Sultanas—		
California		0 09 1/4
Smyrna		0 14

COFFEES AND TEAS.—The marked reduction in Rios, to which attention was called two weeks ago, still holds, and places coffee at a lower figure than it has been for a long time. No immediate change is anticipated in market.

Coffee—		Per lb.
Rio, No. 5, green		0 12 1/4
Rio, roasted		0 17 1/4
Santos, green		0 16
Santos, roasted		0 21
Chicoory, per lb.		0 11 1/4
Teas—		
China, blacks, choice		0 25
India and Ceylon, choice		0 32
Japans, choice		0 36

NUTS.—There is nothing new to report in nuts, which are usually quiet at time of the year. Demand is naturally increasing with the city's growth, which has been great this year.

In shell—		Per lb.
Almonds, Tarragona		0 16 1/4
Brazils		0 19
Filberts, Sicily		0 11 1/4
Peanuts, Jumbos, roasted		0 13
Peanuts, choice, roasted		0 11

Pecans		0 22
Walnuts, Grenoble		0 18
Walnuts, Marbot		0 13 1/4
Shelled—		
Almonds		0 36
Walnuts		0 31

BEANS, Etc.—Pot barley has declined 20 cents per sack of 98 lbs. There are otherwise no new features in kindred lines. The advent of colder weather and organization of winter camps should improve trade in beans.

Beans—		
Hand picked		3 35
3 lb. picker		1 85
Split peas, sack, 96 lbs.		3 65
Whole peas, bushel	2 75	2 65
Pearl, per sack 98 lbs.		3 45
Pearl, per sack 96 lbs.		4 75

PRODUCE AND PROVISIONS.—Creamery butter and the top grades of dairy remained unchanged, but dairy butter is very firm and likely to go higher. Eggs are still going up in price to the tune of 3c to 4c per dozen. Cured meats are steady. Lard unchanged. Cheese 1/4c up.

Cured meats—		
Hams per lb.	0 19	0 21 1/4
Shoulders, per lb.		0 15 1/4
Bacon, per lb.	0 20 1/4	0 22 1/4
Long clear, D.S., per lb.		0 13 1/4
Mess pork, bbl.		28 00
Lard—		
Tierces, per lb.		0 12 1/4
50 lb. tubs		6 50
20 lb. pails		2 65
3 lb. tins, cases		8 25
5 lb. tins, cases		8 17
Butter—		
Creamery, per lb.	0 28	0 30
Dairy, per lb.	0 23	0 25
Cheese—		
Ontario, large, per lb.		0 16
Ontario, twins, per lb.		0 16 1/4
Eggs—		
Good eggs		0 24
Fresh gathered	0 30	0 32

SASKATCHEWA MARKETS.

By Wire.

Regina, Oct. 8.—Practically all American tobaccos advanced 2 to 5 cents per pound. Some American cigarettes advanced 20 cents per thousand. Sugar has declined 10 cents per hundred. Rolled oats continue on up grade. Canned goods remain steady. Lard has advanced. Remaining markets hold fairly steady.

Produce and Provisions—		
Bacon, breakfast, per lb.	0 22 1/4	0 23
Butter, creamery, per lb.	0 30	0 31
Corn, standard, per 2 dozen	2 05	2 10
Cheese, per lb.	0 16	0 16 1/4
Eggs, per dozen		0 30
Lard, 3's, per case	8 25	8 33
Lard, 5's, per case	8 15	8 23
Lard, 10's, per case	8 05	8 15
Lard, 20's, each	2 65	2 85
Flour and Cereals—		
Cornmeal, 24s, 67c; 25s, \$1.20-\$1.25; 10-10s, \$2.55-\$2.75; 49s, \$1.35; 98s		2 44
Flour, 24s, \$3.00; 49s, \$2.95; 98s		2 90
Rolled oats, 10-5s, \$2.35-\$2.36; 20s, 55-6c; 40s, 99c-\$1.00; 80s	2 05	2 10
General—		
Evaporated apples, per lb.		0 09
Potatoes, per bushel		0 50
Beans, Ontario, per bushel		2 00
Beans, Hungarian, per bushel		2 45
Raisins, seeded, per lb.	0 06 1/4	0 08 1/4
Rice, per cwt.	4 36	4 40
Sugar, standard, gran., per cwt.		5 27
Sugar, yellow, per cwt.		4 87
Starch, standard, per case		2 80
Canned Goods—		
Corn, standard, per 2 dozen	2 05	2 25
Peas, standard, per 2 dozen	2 00	2 04
Tomatoes, standard, per dozen	2 75	3 25
Salmon, Sockeye, 4 doz. case		7 60

Enthusiasm, knowledge, industry, health and ability are the keys that will open all doors to anyone.

Price Comparison Table Back to 1890---Montreal Basis

	1913	1912	1911	1910	1909	1908	1905	1900	1895	1890
Sugar, extra gran., bags.....	\$4.40	\$4.95	\$5.85	\$5.05	\$4.70	\$4.70	\$4.60	\$5.20	\$4.12½	\$6.62¼
Butter, creamery prints30½	.30	.26½	.25½	.25½	.25½	.23½	.22	17½	.20
Eggs, selects31	.29	.28	.27	.24	19-20	.22	17.	.12¼	
Cheese, large14	.14¾	.15½	.12	.10¾	.12¼	.11¾	.10½	.07¼	.10
Hogs, live, f.o.b.	8.75	8.60	6.75	9.15	8.40	*9.25	*8.50	*8.00	*5.75	*5.75
Hams, light20	.16½	.16½	.16½	.15½	.14½	.13½	.12½	.10	.11
Bacon, breakfast20	.18	.18	.21	.18	.15	.14	.14	.11	.10
Ham, boiled30	.26	.25	.27						
Lard, pure, tierces, 375 lbs. net14½	.14	.11½	.15	16¼	.12½	.10¾	.10½	.10	.09
Lard comp., ditto10½	.10¼	.09¼	.13½	.10½	.08½	.06¾	.07½	.07½	
Rlld. Oats, sm'l lots, 90 lbs. in jute	2.22½	2.50	2.60	2.20	2.50	2.55	2.40	1.90	1.95	
Potatoes, 90 lbs. bag85	2.00	1.15	1.00	.75	.90	.75	.75	.40	.60
Oranges, Valencias	7.00	4.50	4.50	4.00	3.75	3.75	5.00	4.50	4.00	5.50
Lemons, Verdelli	3.50	4.25	4.25	4.50	4.00	2.75	4.50	5.50	8.00	6.50
Beans, Canadian prime, bush.	1.80	3.10	2.55	2.10	1.75	1.85	1.60	1.60	1.25	1.65
Peas, 2's group A, doz., ex. fine..	1.27½	1.75	1.77½	1.75	1.60	1.42½	1.22½	1.05	1.45	1.35
Can'd Salmon, sockeye, lb. talls, dz	1.95	2.87½	2.45	2.05	1.87½	1.80	1.55	1.75	1.35	1.45
Raspberries, 2's, red, H.S., doz...	1.92½	2.15	2.02½	1.77½	1.75	1.95	1.67½	1.60	2.30	2.50
Cream of tartar, pure, lb.	27-30	25-32	25-32	23-32	25-30	25-32	25-30	.28	.22½	
Rice, Rangoon B, bags, per cwt. ...	3.15	3.90	3.40	3.00	2.95	3.15	3.25	3.20
Manitoba Flour, first patent	5.40	5.80	5.40	5.80	5.70	6.00	4.75	4.70	4.60	6.30
Winter wheat flour, fancy patent .	5.00	4.50	4.80	5.45	5.45	5.50	4.10	4.25	4.20	5.65
Raisins, Valencias, lb.07½	.07½	.07½	.07	.06¼	.08	.06½	.08¾	.06½	.07½
Currants, fine filiatras06½	.07½	.07¼	.07½	.05¾	.07¼	.05¾	.12	.06½	.06½

*Dressed Hogs, live f.o.b. not quoted.

The above table shows at a glance the trend of wholesale markets covering a period of 23 years back. These quotations have been taken from the files of The Canadian Grocer and were the prices prevailing on the Montreal market on Oct. 1 of each year named.

A study of prices on butter, eggs cheese, hogs, rolled oats, potatoes, etc., show how the producer has gradually been getting more for what he has to sell since twenty years ago. The fact is well known that on such staple articles as these where competition is so keen, retailers can only secure a certain advance over first cost no matter how high in price they become. This means that percentages of profits decline as price goes up.

Sugar is to-day lower, with the exception of 1895, than at any time in the 23 years on October 1. Lemons are lower and omitting this year, oranges have risen and fallen with the production from year to year. It cannot be said that canned goods have advanced greatly. This year in particular they are some higher and others lower than during the other years mentioned. Rice is on the whole lower and raisins and currants have varied but little.

The table shows therefore that practically all articles produced by the Canadian farmer—and their products—have advanced in recent years whereas imports have remained about the same or have declined.

Current News of the Week

Quebec and Maritime Provinces.

Wm. McCausland, grocer, St. John, N.B., died last week.

Vaughan Bros., grocers, flour, etc., Magog, Que., have registered.

Gregoire & Frere, grocers and liquor dealers, St. Hyacinthe, Que., have sold to A. & P. Lassonde.

The Minister of Trade and Commerce has announced that arrangements have been completed with the Royal Mail Steam Packet Co., for a fast steamship service between the British West Indies and Halifax and St. John, commencing Nov. 1. Cable rates will, too, be cut in half.

Ontario.

T. Lane has opened a grocery store in Peterborough, Ont.

M. Mahoney, grocer, Hamilton, Ont., has sold to Frank Kane.

S. Cheeseman, grocer, Hamilton, Ont., has sold to E. H. Hansuld.

John Kerr, of Wingham, Ont., has purchased Pugh's grocery in Palmerston, Ont.

Evans & Hayes, grocers, Fort William, Ont., have dissolved, W. G. Evans continuing.

C. J. Eames, general merchant, Winona, Ont., has sold to Wm. Johnston, of Toronto.

The O-Pee-Chee gum factory at St. Catharines, Ont., sustained a fire loss last Sunday.

J. F. Ryan, of Toronto, has purchased the grocery and liquor business of B. S. Hooley, Trenton, Ont.

Sir William Lever, head of Lever Bros., Port Sunlight, England, was a Toronto visitor during the week.

H. G. E. Choate, son of A. F. Choate, general merchant, Warsaw, Ont., returned home last week after a trip to Aurora, Ill., Chicago, Detroit and Toronto.

Charles S. Morrow, who has been connected with the Quaker Oats Company for the past ten years has opened an office at 39 Front St., E. Toronto, under the style of Morrow & Company, where he is handling cereals in bulk.

T. B. Adams, general merchant, Harrow, Ont., has sold to W. R. Boyce. Mr. Boyce has been a partner in the firm of Adams & Co., for a number of years,

and will continue the business under the firm name of W. R. Boyce -- Co.

Members of the London, Ont., Retail Grocers' Association attended the Dorchester Fair this year and had a great time. They ran a special train which carried some 500 people. Among the grocers present were:—Harry Ranahan, president; James McKenzie, secretary; Thomas Shaw, treasurer; H. Ellis, Alfred Cave, G. Eceleston, E. J. Ryan, F. L. Manning, J. A. MacFarlane, Adam Palmer, A. Baker, Gordon Drake, J. J. Smith, and F. E. Silcox. They put on one of the premier attractions of the fair, the Johnston-Jeffries boxing bout, and they brought along their own police. Harry Ranahan and Adam Palmer were the seconds.

Western Canada.

Miller Bros., grocer, Vancouver, B.C., have sold to Geo. Coran.

Evesham Trading Co., Evesham, Sask., have sold to O. C. Yates.

Rawson & Fordyce have opened a general store at Welwyn, Sask.

E. A. Whatley, grocer, Winnipeg, Man., is succeeded by W. P. Boyd.

The North-West Biscuit Factory, Edmonton, Alta., is scheduled to open in November.

J. Watson & Co., Fairlight, Sask., has purchased the general store business of E. A. Beach.

John Harmes is opening a grocery store in Melfort, Sask. Mr. Harmes comes from Chicago.

The Saskatoon Trading Co., Saskatoon, Sask., on Oct. 10, changed its policy to a straight cash business.

E. H. Briggs Co., Ltd., broom manufacturers, Winnipeg, are applying for authority to increase capital stock from \$40,000 to \$200,000.

The merchants of Canora, Sask., have formed a Retail Merchants' Association with the following officers:—President, W. J. Reid; 1st vice-pres., D. H. Sutherland; 2nd vice-pres., S. Korbin; treasurer, R. J. Hill; secretary, G. E. Hickling.

The Western Retail Association of Winnipeg, Man., has decided to affiliate with the Retail Merchants' Association of Canada. E. M. Trowern addressed the members recently, and the above decision was arrived at. This makes every

province of the West a part of the main branch. The annual fee was placed at \$10.

The officers elected were:

President—Horace Chevrier.

First Vice-President—W. T. Devlin.

Second Vice-President—W. J. McPherson.

Treasurer—H. P. Story.



Following items are from Canadian Grocer of Oct. 13, 1893:—

“L. Egan, of Egan Bros., St. Thomas, Ont., is in Chicago.”

Editorial Note.—Egan Bros. are today in the retail grocery business in St. Thomas. From our issues of 20 years ago, it would appear that everybody attended the World's Fair.

• • •

“W. H. McCracken, of Brussels, Ont., was one of the judges of fruit at the Lucknow fair.”

Editorial Note.—It was just in last week's issue that announcement of the death of Mr. McCracken was recorded.

• • •

“At the regular monthly meeting of the Grocers' Association of Montreal the other night the election of officers took place for the ensuing year, resulting as follows: President, John Johnston; vice-president, O. Ricard; honorary secretary, B. Connaughton; treasurer, J. O. Levesque; directors, S. Demers, John Scanlan, T. Gauthier, V. Raby, A. D. Fraser, and J. E. Manning; secretary, Peter Gannon.”

• • •

Peek, Frean & Co., Limited, biscuit manufacturers, London, England, have placed on the Canadian market exclusively a new biscuit known as “Connaught.”

Late Information on Xmas Dried Fruit Markets

What is Doing in California and Around the Mediterranean—In Former Prices Tend to be Higher on Raisins and Prunes—Jobbers Refuse to Quote on Prunes—Valencia Raisins Lower—On the Whole Difference Between Last Year's Prices Not Great.

If the dried fruit market were dependent wholly on California crops this year it would be represented by a series of ascensions, for, generally speaking, they have been far below the average. But the Mediterranean and Far East will relieve to some extent the high prices that Pacific Coast products will demand. In fact, the season of 1913-1914 will see a nearer approach to a close comparison between the California and the "imported" goods than for several years.

Why Higher Prices Prevail.

Early in the summer—in fact, last spring—dire stories passed the censor of a revolt among California raisin growers (and orange men as well). They had been selling at a loss last year, and were determined to come out of the game this year with a bank balance. Probably they will keep their word. At all events, they quoted new crop at nearly 2 cents above last year's opening, and the indications are that it will go even higher. Mediterranean growers answered the lament of the California men by a boast that they would beat them out in prices on the markets of Canada and the United States, and their boast was not altogether an idle one.

Last year Valencia raisins opened 1¼ cents higher than choice seeded California raisins; this year Valencias hold the vantage by 2 to 3 cents lower. California prunes at present prices are higher than imported ones.

Early Prune Buyers Lucky.

The prune market is in an abnormal, yet interesting condition, and early buyers are already counting their dollars, and congratulating themselves. Two years ago was a bad year for prunes; very, very bad. Jobbers lost as much as \$1,000 a carload. Prunes tumbled, and then took another tumble, and tried it again. Last year they opened lower than the 1911 opening, but still high, and dropped in easy stages, unlike the previous year. But the 1913 crop! Jobbers and wholesalers refuse to set a figure upon it; so afraid are they that it will jump within the month before new shipments are due. Retailers are refused by one wholesaler after another. They won't take a change, for they want all the prune profit they can take after their disastrous experiences of 1911.

To illustrate. In June quotations on new stock were around 3½ cents as a basis for the smaller sizes. This week they had risen to 5¼ cents, with a heavy premium as the size scale rose.

CROP REPORT SUMMARY.

Prunes—Very disappointing; only 50 per cent. of early contracts filled.

Raisins—California crop 30 to 40 per cent. short. Valencia crop much better than in 1912.

Figs—Smyrna crop above average.

Apricots—Yield only 40 per cent., owing to wet weather.

Evaporated Apples—Only 50 per cent.

Peaches—Very plentiful: Currants—Slightly below that of 1912.

Below are given comparisons of the opening prices of prunes for 1912 and 1911 in 25 lb. lots, with 1913 prices likely to open from 1 to 3 cents higher than in 1912:

Prunes—	1912.	1911.
30's—40's	13¼	16
40's—50's	11¼	15
50's—60's	10¼	12
60's—70's	9	10½
70's—80's	8½	10
80's—90's	8	9½
90's—100's	7½	9

Good Valencia Crop.

RAISINS.—The crop of Valencias is above the average this year, and they are being quoted fully 2 cents lower; 22s. for 112 lbs., as compared with 33s. a year ago, or 11s. less. In California, in addition to the protective association that practically has control of the whole crop, the output will be much less. For instance, jobbers were quoted on fancy, both seeded and seedless, 6¾ cents per 16 oz. package, and each has advanced since to 7⅞ cents. On some lines the advance has been ⅝ cents. A late despatch from San Francisco states that the crop is going to be from 30 to 40 per cent. short.

A comparison shows Valencias opening at 6½ cents, or 2½ cents lower than seeded choice and 3 cents below fancy. Valencias last year opened at 9 cents, same as choice seeded are this year. Even at advance Californias are below 1911 prices.

Following table will show how three years compare:

Raisins—	1913.	1912.	1911.
Seeded, choice ...	09	07¾	09¼—09½
Valencias	06½	09	08—08½
Seeded, fancy ...	09½	08	—10

Higher Prices on Apricots.

APRICOTS.—Wet weather in the spring created havoc among apricots, and this year's crop will not be more

than 40 per cent. of last year's. As result prices will be much higher, averaging 3 to 4 cents. The old crop is scarce at present. Compared, however, with 1911, prices of apricots will be low, from 6 to 9 cents below, as in 1912 quotations looked like 1911 cut in two. Following is a table showing comparisons:

Apricots—	1913.	1912.	1911.
Choice	18½	14¼	23
Fancy	19	16	25
Standards	16½	13	25

Peaches Likely Reasonable.

California peaches must have taken pattern from Ontario, for reports indicate an unusually good crop, and, considering the drying process and duty and freight, the basic allowance is less than half what it was last year. Ordinarily this would mean a brisk business, but it must be considered that the preserving of Canadian peaches has been going on to an extent never approached in the history of preserving in this country. The respective tables are as follows:

Peaches, Dried—	1913.	1912.	1911.
Choice	07½	10½	17—18
Fancy	08	13
Standard	08½	09¼

Cheaper Peel Likely.

PEELS.—Prices in peels will be slightly lower this year than last when citron particularly was high. All are above 1911 prices, however. The following is a comparison of the three years:

Peels, Canded—	1913.	1912.	1911.
Lemon	11	11—13	09—11
Orange	12	11—13½	10—11
Citron	15½	16—17	13—15

Currant Crop Doubtful.

CURRENTS.—Currants share with Smyrna figs lower price honors this year, and will run from ½ cent to 1 cent lower than for the last two years. This includes filiatras and Patras varieties. This estimate may be changed somewhat if crop prospects in Greece do not improve. The new crop promised to yield about the same as last year, 167,000 tons. Latest reports are less sanguine, and the estimate has fallen to 155,000 tons, owing to intermittent rains. So far the quality appears excellent and above the average. Shipments began about first of this month, but are expected to be delayed unless the Greek army demobilizes. Present prices are 2 to 3 shillings below last year on Patras.

The experience in currants the past year has been an unusual one. Dealers generally bought heavily in October owing to the war, but the Greek fleet was able to retain command of the Aegean and shipments continued.

Currants—	1913.	1912.	1911.
Fine filiatras ...	06½	07½	07¼—08
Patras	07½	08—08½	08—08½

FRUIT & VEGETABLES

Peaches, Grapes and Apples Have Advanced

Tail-end of Crops in Many Lines Approaching—Celery and Cabbage Prices Demoralized in Toronto by Farmers Rushing in Supplies—Citrons and Pumpkins Plentiful.

MONTREAL.

GREEN FRUITS.—Marked upward movement in apples was evinced this week as supplies fell off and fall demand quickened. Ruling price per bbl. is now \$5 to \$6. New Brunswick blueberries are practically off market. Blue Canadian plums advanced from 45 to 60 cents. Florida limes are scarce and advance may be registered soon.

Apples, Canadian, per bbl.—		
St. Lawrence and Wealthies, No. 1.	5 00	5 25
Alexanders and other Falls, No. 1.	5 00	6 00
No. 2, all grades, 75-¢ less than No. 1s.		
Bananas, crate	2 00	2 75
Cantaloupes, 11-qt. bkt.	0 50	0 50
Cantaloupes, Canadian, crate, 7-10.	1 50	2 00
Cranberries, Cape Cod, bbl.	8 00	9 00
Grapes, Tokay, 25-lb. box	2 25	2 50
Grapes, Moore's early, 6-qt.	0 24	0 24
Grapes, Niagara, 6-qt. bkt.	0 24	0 24
Grapes, Red Rogers, 6 qt. bkt.	0 27	0 27
Grapefruit, Jamaica, 54s, per case.	5 00	5 00
Lemons, Verdelli, case	3 50	3 50
Limes, Florida, box of 100	1 25	1 25
Oranges—		
Jamaicas, 125s to 250s	3 00	3 00
Late Valencia, Canadian, 11-qt. bkt.	7 00	7 50
Pears, Gifford, Canadian, 8-qt. bkt.	0 50	0 50
Pears, Gifford, Can., per bbl.	5 00	5 00
Pears, Oregon, box	3 25	3 25
Pears, Bartlett, Can., per bbl.	6 00	6 00
Pears, Winter, 11-qt. bkt.	0 50	0 50
Peaches, Freestone, 11-qt. bkt., No. 1.	0 50	0 50
No. 2	0 40	0 40
Peaches, Freestone, 6-qt. bkt. No. 1.	0 30	0 30
No. 2	0 25	0 25
Peaches, Crawfords and Elberta, California, box	1 25	1 25
Plums—		
Blue, Canadian, 11 qt. bkt.	0 60	0 60
Yellow, Canadian, 11 qt. bkt.	0 40	0 40
Green gages, Canadian, 11 qt. bkt.	0 40	0 50

VEGETABLES.—Tomatoes and cucumbers are becoming scarce and prices are advancing, cucumbers now being 50 cents a dozen. Celery is more plentiful and fell as low as 35 cents a dozen. Spanish onions reflected scarcity at home and price advanced 50 cents a case.

Cabbage, per doz.	0 35	0 50
Celery, per doz. heads	0 35	1 00
Corn, per dozen ears	0 50	0 50
Cucumbers, per dozen	0 15	0 15
Egg plant, basket of 12	0 75	0 75
Garlic, per lb.	0 10	0 10
Onions—		
Spanish, per case	3 00	3 00
Spanish, half case	1 75	1 75
Red Danvers, 75-lb. bag	2 00	2 25
Peppers, green, 11-qt. bkt.	0 50	0 50
Peppers, red, 11-qt. bkt.	0 60	0 60
Potatoes—		
Green Mountains and Quebecs, per lb.	0 01	0 01
Potatoes, sweet, per bbl.	4 50	4 50
Potatoes, sweet, Jersey, hpr.	1 50	1 75
Turnips, Quebec, bag	1 25	1 25
Tomatoes, 11-qt. bkt.	0 35	0 35
Tomatoes, box 33 lbs.	1 00	1 50

TORONTO.

GREEN FRUITS.—All Elbertas have disappeared and with them the peach season took sudden decline this week. Probably not more than 25 or 30 per cent of peaches are being sent in. Later varieties will continue to end of October this year. Strange to say public seem able to digest a few more earloads, for poorer varieties shown this week are bringing in most cases higher prices than finest qualities Elbertas did week or ten

days ago. While Smocks are disposed of for 25—30 cents. Wagers, Longhursts and few white peaches run as high as 60 cents. Grape season is nearly over, after small supply. Blues advanced to 25c for 6-qt. basket, and greens went for 30, after starting as low as 20, last week's ruling price. Large baskets averaged 40 cents.

Apple market revived during week and was quite active with peaches disappearing. Strange to say baskets were rather lower, but barrel prices advanced. Where latter went begging last week at \$2 and \$2.25, they commanded \$2.50, \$3 and \$3.50 for first-class goods, and some lots of St. Lawrence sold for \$4 per bbl. From now on prices are expected to stiffen. Snows made their appearance for first time in any quantities this week. Crabs are scarce and at last week's 40 cents, none offered, prices running as high as 60 cents. Wholesalers advise buying this week for jelling.

Cantaloupes are nearly at an end and prices inclined to stiffen. Cranberries also slightly advanced, nothing selling for \$7.75 as last week. Pears continue fairly plentiful, and sold between 35 and 40, while choice lots went as high as 50 and 55.

Apples—		
Wealthy, Gravensteins, Snows, bkt.	0 30	0 35
Wealthy, Alexander, Snows, bbl.	2 50	3 25
St. Lawrence, extra fine	4 00	4 00
Crab	0 50	0 50
Bananas, per bunch	1 50	1 60
Cranberries, bbl.	8 00	8 00
Cranberries, box	3 00	3 00
Grapes—		
Concord, 6 qt.	0 25	0 25
Niagara, 6 qt.	0 30	0 30
Niagara, 11 qt.	0 40	0 45
Malaga, case	5 00	6 00
Grapes, Tokay, case	2 25	2 25
Cantaloupes—		
Salmon, crate	0 60	0 70
Salmon, basket	0 35	0 40
Green centres, crate	0 50	0 50
Green centres, basket	0 30	0 35
Oranges, California, Valencias	5 00	6 50
Limes, per box of 100	0 75	1 25
Lemons, Verdelli	4 50	5 00
Peaches, Canadian, large bkt.	0 30	0 60
Peaches, Canadian, small basket.	0 20	0 35
Pears, Canadian, Bartlett	0 35	0 50
Pears, Canadian, Bartlett	0 35	0 45
Plums, California	1 50	2 00
Plums—		
Canadian, green	0 30	0 40
Canadian, blue	0 40	0 50
Canadian, yellow	0 45	0 45

VEGETABLES.—Cabbage and celery this week were placed in same position as tomatoes during last fortnight, for market gardeners and farmers have been loading up retailers until market has been glutted. Wholesale fruit markets were willing almost to give them away: celery retailing for less than 2 cents a bunch, and cabbage hard to sell at \$1 a case.

Red tomatoes were, if anything, a little firmer, with greens going at 20 cents a large basket. Potatoes kept same level as last week, both Ontario and New Brunswick continuing good in quality. Sweet potatoes coming in more freely drew price of hampers down 25 cents. Cucumbers still scarce and price advanced a little. Green peppers were down about 10 cents.

Thanksgiving supplies in form of pumpkins and citrons are in much same position as cabbage and celery, supply being plentiful at public market. Citrons sold at 20 to 25 cents a basket, and 6 to 7 cents each in bag lots, and pumpkins about same.

Fruit market will close about end of month.

Beets, Canadian, per bkt.	0 30	0 30
Cabbage, case	1 00	1 00
Carrots, Canadian, bkt.	0 35	0 35
Celery, domestic, doz.	0 20	0 25
Citron, bkt., 20 to 25c; crate, each.	0 06	0 07
Corn, dozen	0 12	0 12
Cucumbers, Canadian, basket	0 30	0 45
Egg plant, basket of 12	0 30	0 40
Gherkins, 6-qt. basket	0 75	1 25
Mushrooms, per lb.	0 75	0 75
Onions—		
Spanish, crate	3 00	3 25
Silver skin, pickling, bkt.	1 50	1 75
Large cooking, bag	0 30	0 40
Parsley, bkt.	0 25	0 30
Green peppers	0 25	0 30
Red peppers	0 30	0 40
Potatoes, Ontario, per bag	0 85	0 90
Sweet potatoes, bbl.	4 25	4 25
Sweet potatoes, hamper	1 50	1 50
Squash, dozen	0 25	0 35
Tomatoes, Canadian, basket	0 50	0 65
Tomatoes, bushel	0 50	0 65
Tomatoes, green, basket	0 15	0 20
Vegetable marrow	0 15	0 25
Water cress, domestic, 11-qt. basket.	0 50	0 60

WINNIPEG.

GREEN FRUITS AND VEGETABLES.—There are few changes this week in prices of fruits and vegetables, but Ontario apples and Florida grape fruit are now on the market, and the season for preserving plums and peaches is near an end. There is good demand for Ontario grapes, and not very heavy supply so far.

Apples, box	2 25	2 25
Apples, Ontario, bbl.	5 00	5 25
Cranberries, Cape Cod, bbl.	10 00	10 00
Potatoes, loads	0 40	0 40
Potatoes, car lots	0 35	0 35
Tokay grapes, case	3 00	3 00
Ontario grapes, basket	0 30	0 30
Grape fruit, Florida, case	7 00	7 00
Cocoanuts, dozen	1 25	1 25
Washington plums, crate	1 00	1 25
Washington peaches, crate	1 00	1 00
Washington pears, crate	3 50	3 50
Bananas, per bunch	2 50	3 50
Californian lemons, crate	10 00	10 00
Messina lemons	6 50	7 00
Valencia oranges	6 50	7 00
Evaporated cranberries	3 50	3 50
Imported honey, box	5 50	5 50
Ontario tomatoes, basket	0 75	0 75
Ontario pears, basket	0 75	0 75
R. C. crab apples, basket	2 25	2 25
Valencia onions, 140-lb. crate	3 75	3 75
Spanish onions, 40-lb. crate	1 75	1 75

Retailers' Methods for Pushing Fruit Sales

Value Placed on Price Tickets by Guelph Dealer
—Claims They Cut Out Considerable Work in
Rush Periods—Disposing of Peaches by the Car
Load.

The grocers of London, Guelph, Stratford, and other Western Ontario cities, report the biggest business in years in fruit, vegetables and preserving and pickling supplies. Tomatoes were the leaders in the line of vegetables, especially as hundreds of farmers brought in their crops at such a price that they frequently sold retail at 25 cents a basket.

Peaches also, had a tremendous sale, ranging around 75 cents, but going as low as fifty when the market was glutted with a rush of Niagara pickings.

Fruit Selling Methods.

It was in the midst of the rush season of peaches, pears and plums, tomatoes, cauliflower and cucumbers that a representative of Canadian Grocer on one of his periodic hunts for ideas which might prove useful for its readers, came upon a Guelph store, whose front was piled high with hundreds of baskets. Price tickets could be seen in every direction; not on every basket, but on each variety of fruit and size of basket; enough to make clear the selling price of every basket in the display. It proved, the dealer stated, a splendid idea for the transient trade on which rapid sales depended most.

Women would pass, stop, inspect, glance over the laden window and shelves, and sidewalk, and grab one up, hurry into the store, pull out her purse, put down the sum of money, and order the basket sent, or take it away herself. If she thought her bargain was a particularly good one, the chances are she saved the delivery wagon a trip.

Canadian Grocer stepped inside to interview the proprietor, J. A. McCrea, but instead met his son "Bob."

Why Price Tickets are Valued.

"Yes," he replied, "putting the price on our fruit in a period like this is a great saver of time. In fact the hour or so in the morning before I get the baskets ticketed, I'm driven nearly frantic. A woman will rush in and ask what peaches are. Well there are at least two prices, one for the 6-qt., and another for the 11-qt. Or there may be different grades of peaches. Then perhaps she wants to know about the plums, or the tomatoes, so that several minutes will be taken up before she finally comes to a decision. Meanwhile other women are waiting impatiently, probably to have the same answers repeated to them

Eliminates Explanations.

"But, 'with all goods marked in plain prices,' as some of the stores put it, a woman looks everything over, takes in the price at the same time, and not only makes up her mind what she will have, but even does some of your work by picking up the basket and bringing it in herself. Then all we have to do is to take her money, and sometimes to arrange for delivery. It certainly more than cuts the work in half.

"Some grocers may object to putting up prices as others may have lower, but that's every man's own lookout. If it's your own fault, through poor buying, that your prices are higher—if quality is the same—women will catch on soon anyway, even if the labels are not on; if the higher price is due to better quality, surely every one is willing to depend on the common sense and eyesight of the public."

Peaches By the Car Load.

Your Old Friend
A Car of Peaches
is Here.

This was a sign in large lettering set up in the window of a corner grocery in London, Ont., in September when the peach season was at its height. Even without the sign it was obvious that T. Pinney, the proprietor, had pretty big ideas of the fruit needs of his district for hundreds of baskets were piled up in the windows and in front so conspicuously as to draw attention from every passer-by. The prices for the 6-qt. and 11-qt. baskets were displayed prominently. Mr. Pinney made use of his telephone to announce the arrival of a choice lot of Crawfords, and a persuasive tone to the customers who, called, or the general public who stopped to look, and when the Canadian Grocer called during the afternoon he had disposed of the great bulk of his carload, and, incidentally, increased his sales of sugar and glass jars among those who used the fruit for preserving.

THE DEMAND IS BIG.

Two things you have for sale and two things only—material and service.

The reason people go to your competitor rather than to you is not often because they find better material there—but because they find service there.

The reason the employer gives the preferred place to another rather than to you is probably not due so much to the other's superior ability as to his greater willingness to serve.

There is no success without service. There is no getting without giving. Your bread turns to poison when you do not digest it. And the more you give the more you have to give. Service means growth. Its opposite is stagnation. Marshall Field learned how to serve—first his employer, then the people.

Material we have everywhere—in plenty. But real service is a rarity. And it is in big demand.—Glen Buck.

HAMILTON WAREHOUSE SOLD.

R. Simpson, of R. Simpson & Co., Giving
Up Wholesale Business on Account
of Ill Health.

Hamilton, Ont., October 9.—(Special)—R. Simpson & Co., 29 to 31 Charles St., have sold their large red-brick warehouse to The Hamilton Importing Co., Limited, of Hamilton, the purchasers taking possession the first of next March.

Mr. Simpson was the originator of the Simpson Company, wholesale grocers, Guelph, and took quite an active interest in public matters when here. He was a member of the Guelph City Council for a number of years and was President of the Board of Trade. He also took quite an interest as Chairman of the Reception Committee of the Old Boys Re-union held in Guelph some time ago. He makes frequent motor trips to Guelph to visit his relatives and friends. He had quite a severe illness last spring and his health has been somewhat irregular ever since, which accounts for him wishing to take it a little easier in the future. He has, it is understood, received outside offers to do the buying and managing of an active wholesale business in Hamilton, Toronto, London and Western Ontario.

Mr. Simpson, it is said, receives quite a handsome price for his warehouse property. It is uncertain what he will decide upon between now and next spring.

The successful man is the seeker after knowledge. This applies especially to salesmanship. The fellow who only half knows the goods he is selling may "get away with it," but he will not secure the results that would have come to him had he known more.

Prospects for Selling Flour and Cereals

The Autumn a Splendid Time to Canvas Farmers for Winter Flour Supply—With Christmas Festive Season Coming On, Customers Can Easily be Urged to Buy Quality Flour—Opportunities in Window Displays of Package Cereals.

With the fall trade beginning to take on a respectable appearance, some attention should be given to the sale of flour. The small town and country merchant will find the present a splendid time to see farmer customers with regard to the fall and winter's supply. A great many farmers contract in the early autumn. This is a lucrative business for those dealers who get after it.

Makes a Personal Canvas.

One Eastern Ontario village general merchant makes it a point every autumn to suggest to each farmer customer as he comes into the store that he consider purchasing his winter supply. He finds a confidential talk on the flour subject lands a good many sales. In many respects farmers are prone to hold off on these purchases as long as they are allowed to. But once the need of buying now is suggested they readily respond.

Sell Quality Flour.

There is no customer who is more particular about quality in flour than the farmer's wife. She clings to the honored old-time fashion of making her own bread, and is justly proud of having good bread. She cannot make it on poor flour, and, therefore, the need of handling flour that the dealer knows he can recommend to give satisfaction. It is frequently urged upon the farmer or his wife that quality flour should be purchased because of the better results obtainable. By appealing to one's better nature it is almost always possible to raise the standard of goods sold.

Now that Christmas baking will soon begin all over the country, dealers should see to their stocks of flour. Quality should be the keynote. Christmas cake and pudding must be good, and it is, therefore, easy to sell quality flour at this time of year. Now is the best season to raise the standard of flour sold. Once it is raised there will be no trouble in holding it.

Window Creates Sales.

Retailers all over the country are finding greatly increased sales already for rolled oats and other cereals. Package rolled oats and breakfast foods lend themselves to neat, attractive displays. No matter how extensively some of them are advertised to the general public, retailers have used window displays that greatly increased their sales. "We sold some twenty cases of package rolled oats

in two weeks by means of a window display," was what one retailer stated. This was a line well known to the consumer. It goes to show how the dealer can by co-operating with the advertiser

increase sales. Here was a line every customer knew about. Many of them were already regular buyers. But the extra suggestion of an attractive window created a desire to buy and the retailer benefited.

During the autumn and winter months cereal goods displays should not be overlooked. Those known to be reputable lines are made from wholesome grains, and are splendid energy producers. These facts can be pointed out in the newspaper advertising and in personal talks. When backed up by occasional good displays results will be all the more pronounced.

ASSOCIATION NEWS

PETERBOROUGH GROCERS MEET.

The Grocers' Section of the Retail Merchants' Association, Peterborough branch, held a very important meeting last week. The meeting was presided over by Chairman D. H. Kerneghan, and all the executive officers were present except J. R. Bell.

Several important matters were dealt with during the course of the meeting. An interesting address was given by J. T. Braund on the subject of selling goods at a profit. The speaker stated that too many grocers were doing business to-day without first counting the overhead expenses which amount to about 18 per cent.; this should be added to the wholesale prices of the goods, and to that should be added the profit desired. He gave several illustrations of the way grocers are losing money on certain lines of goods to-day, and that it was time for all grocers to wake up to this fact and have these unprofitable methods discontinued.

John Hill, who has been on an extended trip to the Old Country, and has looked carefully into the financial condition of the co-operative societies there, stated some very important facts; and it is expected that Mr. Hill will give a fuller account of his visit at the next regular meeting.

The subject of the wholesalers and manufacturers supplying co-operative societies came in for considerable discussion. N. C. Cameron, the secretary, and who is also the Provincial Treasurer, outlined an attack the Provincial Board was making against these co-operative societies, etc. He stated one instance of a complaint received by him from a retailer against a prominent manufacturer in Toronto, whose goods are to be found on every grocer's shelf in Canada, who had supplied the co-operative stores with their line of goods. The matter was dealt with by the Provincial Board,

bringing the manufacturer "up on the carpet," with the result that in future no co-operative society in Canada could purchase goods from his firm.

They even went further and stated that if any complaint came to them from the R. M. A. office as to any wholesaler supplying the co-operative societies or other section of trade which would injure the legitimate retail merchant they would discontinue supplying that wholesaler.

Mr. Cameron stated he expected one of the greatest fights in the history of the Association would be to prevent the wholesalers and manufacturers supplying other than the legitimate retail trade with goods.

It was decided to hold the meetings for the balance of the fall and winter on the second and fourth Mondays in each month.

UNFAIRNESS TO RETAILERS.

Hamilton Retail Grocers' Association passed, at their regular meeting the other night, a resolution protesting against the daily newspapers publishing wholesale prices of groceries.

The publication of the wholesale prices of sugar a few days ago was used as the basis of the motion. The majority of the grocers complained that afterwards women complained to their grocers because they dared to make a slight margin of profit.

Three new members were admitted, and it was stated that the association now had the largest membership in its history. A committee was struck to consider the question of amusements during the winter months. It is planned to make the meetings more attractive in the winter by providing some amusement feature.

The principal grocers in the south-east end of the city, and those on Can-

(Continued on page 144.)

FLOUR and CEREALS

Flour Market Awaits Lower Prices

Both in Manitoba and Winter Wheat Flour Present Quotations Felt Too High — Export Influenced by Same Cause — Brisk Demand for Rolled Oats.

Western wheat continues to pour into Winnipeg, and shipments East continue to beat all previous records. Uniformly good crops in three provinces with little damage at any point have had inevitable effect of bringing prices down, and to-day at 88½¢ for No. 1 Northern figures are decidedly below last year at same period, while Manitoba flour is still 20 cents higher than last year's minimum. This has had logical effect of causing larger retailers to hold off in expectation of another drop. Present prices also made it uncertain proposition for export, as it is almost impossible to get cost out of it.

Wheat rallied on Tuesday in Winnipeg on cables of drought in India, and advance so decided as to put stop to export for time being.

MONTREAL.

FLOUR.—Market is active and there is a good demand especially for export, following on decline of last week. Prospects are encouraging as offers from Old Country are in line with millers' quotations.

Manitoba Wheat Flour—	Car lots, in bags, per bbl.
First patents	5 40
Second patents	4 90
Strong bakers'	4 70
Flour in cotton sacks, 10 cents per barrel more.	
Winter Wheat Flour—	
Fancy patents	5 00
90 per cent.	4 90
Straight roller	4 70
Blended flour	4 80 5 00

CEREALS.—Cornmeal was a little easier during week, but not enough to look for any change in quotation. In fact, unless heavier supplies come along, it would not be surprising if advance took place.

Cornmeal—	Per 90-lb. sack
Kiln dried	2 60
Softer grades	2 50
Rolled Oats—	90s, in jute.
Small lots	2 22½
25 bags or more	2 12½
Rolled oats in cotton sacks, 5 cents more.	
Oatmeal—Fine, standard and granulated, 10 per cent. over rolled oats in 90s, in jute.	
Rolled wheat—	100-lb. bbls.
Small lots	2 85
Hominy, per 90-lb. sack	2 40 2 75

MILL FEEDS.—Market remains in firm condition and as supplies are none too heavy, continuance of present situation is looked for.

Mill Feeds—	Car lots, per ton
Bran	22 00
Shorts	24 00
Middlings	26 00
Wheat moulee	28 00
Feed flour	24 00
Feed cornmeal, per cwt.	1 85

TORONTO.

FLOUR.—Reduction in prices of Manitoba flour stimulated buying for a

few days, but larger users came to conclusion that further drop was warranted by low price of wheat, and business was left to smaller consumers. While export is fairly good, Canadian market is felt to be too high. Ontario flour is moving slowly, as here, too, prices are thought unduly high, and it is maintained that winter wheat flour is not as low as Manitoba prices would warrant in comparison.

Manitoba Wheat Flour—	Small lots, in bags per bbl.
First patent	5 40
Second patent	4 70
Strong bakers'	4 50
Flour in cotton sacks, 10c per bbl. more.	
Winter Wheat Flour—	
Fancy patents	4 70 4 90
90 per cent.	4 40 4 50
Straight roller	4 50 4 60
Blended flour	4 70 4 85

CEREALS.—Rolled oats are said to be in position where they are likely to remain for some time. There is nothing to warrant higher price, but, on other hand, season is one in which heavy buying always takes place, and larger mills are keeping up prices in face of cuts by some of smaller. Cornmeal continues very firm, as supply is restricted and sifts through merely for immediate demand.

Cornmeal, per 90 lb. bag—		
Kiln dried, 25 bag lots	2 20	2 30
Softer grades, 25 bag lots	1 90	1 85
Rolled oats, per 90 lb. sack, in jute—		
Small lots	2 22½	2 25
25 bags to car lots	2 12½	2 17½
Rolled oats in cotton sacks, 5 cents more.		
Oatmeal, standard and granulated, 10 per cent. over rolled oats in 90 S, in jute.		
Rolled Wheat—		
50 lb. boxes	1 45	
100 lb. barrels, small lots	2 80	
100 lb. barrels, 5 bbl. to car lots	2 70	

MILL FEEDS.—Demand keeps up, and with scarcity all along line prices are firm. In fact, some mills cannot fill orders. Quotations, however, are unchanged.

Mill Feeds—	Car lots, per ton.
Bran	22 00
Shorts	24 00
Middlings	26 00
Wheat moulee	28 00
Feed flour, per bag	1 70

WINNIPEG.

FLOUR AND CEREALS.—Flour prices are unchanged, but expected to go lower in sympathy with the decline in wheat. There is a satisfactory domestic trade and improving export enquiry.

Flour, Manitoba Wheat—	Per bbl.
Best patents	5 60
Second patents	5 10
First clears	4 20
Low grade	2 90 3 10
Jute bags, 10 cents less.	
Cornmeal, 90s	1 95
Rolled oats, 90s	1 65
Oatmeal, granulated, 90s	2 15
Wheat granules, bale, 16-20	3 25

ASSOCIATION NEWS.

(Continued from page 143.)

non Street East and Barton Street East, signified their intention of continuing the Wednesday afternoon closing throughout the winter months, and they expressed the hope that the others would fall in line. It was also explained that those grocers who did not observe the Wednesday afternoon closing principle, experienced difficulty in securing desirable help. A resolution was passed commending those who closed.

The new garnishee law, which is now before Parliament, was discussed, and the members put themselves on record as being in favor of the garnishee wage limit for married men being reduced from \$25 to \$10. The opinion was that if the hotelkeepers could bring delinquent guests to court and receive payment of their accounts through fines, the grocers should have similar protection. As it was now, they claimed, if they brought a delinquent customer to court and attempted to collect their bills, they would be told that they should have had better sense than to sell goods on trust. This was something that should be changed.

Grocers' Letter Box

Sometime ago a method of inexpensive advertising was given in Canadian Grocer by E. C. Matthews, grocer, Parliament Street, Toronto, in which stickers were used. Mr. Matthews received a letter from an Alberta dealer asking for information on where the Rapid Sealing Machine used and stickers could be purchased. The machine is made in New York, but he desires the Toronto or Ontario agents of the manufacturer. Can any reader supply this information?

When you write a letter, give the one to whom you write a chance to explain before you accuse him of wrong intentions. Be courteous, and always attribute the trouble to mistake, not willful imposition.

PRODUCE & PROVISIONS

Export of Milk May Advance Butter and Cheese

Butter and Eggs Easier in Toronto as Result of Warm Weather, but Holding Firm in Montreal—Hogs Decline 25 Cents Again—Tariff May Establish a "Minimum" Price in Canada.

Brisk feeling in provision market last week, particularly in butter and eggs, took on a languid tone with abnormal warm weather, which had stagnant effect as in midsummer. Demand for eggs fell off, and heavier supplies of butter also tended to reverse firm condition last week.

Hogs experienced another decline at end of week from \$8.75 to \$8.50, which is \$1.25 per cwt. less than six weeks ago. Packers look to market becoming easier still in next month or six weeks, but gradually. Hog products rule easier as a result.

A prominent packer in discussing tariff situation with Canadian Grocer said: "For the past two years Canadian hog prices have been higher than those in United States, say Buffalo. Canadian hogs on the average are said to be of better quality than American. It is well to remember, on other hand, that hogs are not sorted here into heavies, softs, etc., way they are in the States. Same price is usually paid for all kinds. Drivers taking hogs over are liable to be disappointed, for Canadian hogs yield 5 per cent. less. When Canadian market is lower than Buffalo and drover takes hogs over he is often nipped. I do not think tariff will have definite or direct effect; but it will establish a minimum price in Canada. Fluctuations are not apt to take place so suddenly or extend so far as in the past. Buffalo prices will prevent Canadian dropping very low. But at same time present prices will tend to ease up some more in next month or two."

Following were offerings on Toronto Produce Exchange on Monday of this week:

BUTTER.—Dairy, 50 box market prints, 24c; not sold; 25 box solids, 22½c, 22c bid; creamery, 50 box solids, finest, 26c, not sold; 25 box prints, finest, 26c, not sold.

EGGS.—400 cases storage C.C., F. cases, 28c, 27c bid.

CHEESE.—50 large Aug. pfr., 13½c, sold; 50 large Sept. pfr., 13½c, sold; 25 triplets, pfr., 13½c, sold; 25 large Sept., 1912, pfr., 13¾c, 10 sold; 25 twins, Sept., 1912, 13¾c, sold; 25 triplets, Sept., 1912, pfr., 13¾c, not sold.

HONEY.—10 bbls. clover, 10c, not sold.

MONTREAL.

PROVISIONS.—Prices on smoked meats are expected to decline any day. There has been increased demand for barreled pork, and an advance is looked for. Pure lard also seems stiffer. Hogs have declined, and are now slightly quoted at \$9-\$9.35. Dressed hogs show even a greater drop, from 50c to 75c. Demand in all lines is quiet.

	Per lb.	Per cwt.
Hams—		
Light, under 12 lbs.	0 20	0 20½
Medium, 12 to 20 lbs.	0 19½	0 20
Large, 20 to 40 lbs.	0 19	0 19½
Bacon—		
Plain, home in		0 23½
Boneless		0 28
Peameal		0 28
Bacon—		
Breakfast	0 20	0 22
Roll		0 17
Shoulders, bone in		0 18
Shoulders, boneless		0 16½
Cooked Meats—		
Hams, boiled	0 30	0 30½
Hams, roasted		0 31
Shoulders, boiled		0 27
Shoulders, roasted		0 28
Dry Salt Meats—		
Long clear bacon, 50-70 lbs.		0 15½
Long clear bacon, 80-100 lbs.		0 14½
Flanks, bone in, not smoked		0 15½
Barreled Pork—		
Heavy short cut mess		30 00
Heavy short cut clear		30 00
Clear fat pork		28 00
Clear pork		26 50
Lard, Pure—		
Pieces, 375 lbs. net		0 14½
Tubs, 50 lbs. net		0 14½
Boxes, 50 lbs. net		0 14½
Pails, wood, 20 lbs. net		0 14½
Pails, tin, 20 lbs. gross		0 14½
Cases, 10-lb. tins, 60 in case		0 15
Cases, 3 and 5-lb. tins, 60 in case		0 15½
Bricks, 1 lb. each		0 15½
Lard, Compound—		
Pieces, 375 lbs. net		0 10½
Tubs, 50 lbs. net		0 10½
Boxes, 50 lbs. net		0 10½
Pails, wood, 20 lbs. net		0 11
Pails, tin, 20 lbs. gross		0 10½
Cases, 10-lb. tins, 60 in case		0 11½
Cases, 3 and 5-lb. tins, 60 in case		0 11½
Bricks, 1 lb. each		0 12½
Hogs—		
Live, f.o.b.	9 00	9 35
Live, fed and watered	9 30	9 65
Dressed	13 25	13 50

BUTTER.—Market continues fairly firm, and there is still fairly heavy demand from North-West, but not as great as in corresponding period last year. Receipts of September creamery are falling off rapidly each week, and prices average 3½ cents higher than six weeks ago. Production both of butter and cheese may be curtailed by export of cream and milk free into United States. Total receipts of butter from May 1 to date, 377,892 packages, compared with 362,537 one year ago. For week receipts were 9,903 packages, as against 11,882 for same week last year.

	Per lb.	Per cwt.
Butter—		
Creamery prints, fresh		0 30½
Creamery solids		0 30
Dairy prints or solids	0 23	0 24
Separator, prints or solids	0 23	0 24

EGGS.—Situation remains about same as week ago, with prices firm in face of limited supply. Cold storage stock is offering fairly freely to supplement shortage at 27½ cents. New laid sell as

high as 36 cents to grocers. Receipts were 4,696 cases, compared with 4,271 a year ago.

	Per dozen.
Eggs, case lots—	
New laid	0 38
Selects	0 31
No. 1s	0 28
No. 2s	0 23
Splits	0 22
New laid eggs, in cartons	0 40

CHEESE.—Market assumed firmer tone at end of week in response to better cable reports. Exports of milk, which is on free list, may lessen Canadian make of cheese. New Zealand cheese is said to be supplying shortage in Canadian and English makes. At present local market is quiet, and feeling is uncertain. At St. Hyacinthe 250 boxes sold at 12½c. At Cornwall 13 cents was paid, compared with 12¾c and 12½c one year ago. Total receipts for week were 59,186 packages, compared with 61,915 one year ago, and 1,304,412 packages for season; while last year there were 1,458,818.

	New.	Old.
Cheese, White or Colored—		
Large	0 14	0 15
Strong	0 16½	0 17
Twins	0 14½	0 15
20 lb. new	0 15½	0 16
Stilton		0 17

HONEY.—Trade is moderate, with prices remaining steady.

	White Clover	Buckwheat
Honey—		
Barrels	per lb.	per lb.
Tins, 60 lbs.	0 12½	0 09½
Tins, 30 lbs.	0 12½	0 09½
Comb, 13-14 oz. section	0 20	0 15-0 16
Tins, 5 and 10 lbs.	0 13	0 10

POULTRY.—Demand has fallen off lately, but with cooler weather it will revive. Fowl and ducks are easier, as free offerings from country points have been maintained.

	Live.	Dressed.
Fresh stock—		
Broilers, per lb.	0 22-0 24	
Broilers, per pair		1 25
Ducks, milk fed	0 14-0 15	0 20-0 22
Ducks, old	0 12-0 13	0 14-0 15
Fowl	0 14-0 15	0 17-0 18

TORONTO.

PROVISIONS.—After recent declines market was almost stationary this week, except that roll bacon was a shade easier, selling down to 16½ cents instead of 17c. Long clear bacon is scarce. Tendency will be, naturally, for further declines if hogs continue to tumble as they have lately.

	Per lb.	Per cwt.
Hams—		
Light, per lb.		0 20½
Medium, per lb.		0 20
Large, per lb.	0 19	0 19½
Bacon—		
Plain, per lb.		0 23½
Boneless, per lb.		0 25
Pea meal, per lb.		0 24
Bacon—		
Breakfast, per lb.		0 21
Roll, per lb.		0 16½
Shoulders, per lb.		0 15
Pickled meats—ie less than smoked.		
Dry Salt Meats—		
Long clear bacon, light	0 16½	0 16½
Long clear bacon, heavy	0 15	0 15

THE CANADIAN GROCER

Cooked Meats—		
Hams, boiled, per lb.	0 29	
Hams, roast, per lb.	0 30	
Shoulders, boiled, per lb.	0 22½	
Shoulders, roast, per lb.	0 23½	
Barrelled Pork—		
Heavy mess pork, per bbl.	25 00	25 00
Short cut, per bbl.	28 50	29 00
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 13%	0 14
Tubs, 60 lbs., per lb.	0 14	0 14½
Pails, 20 lbs., per lb.	0 14%	0 14½
Pails, 3 and 5 lbs., per lb.	0 15%	0 15½
Bricks, 1 lb., per lb.	0 15%	0 15½
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 10	0 10½
Tubs, 60 lbs., per lb.	0 10½	0 10½
Pails, 20 lbs., per lb.	0 10%	0 11
Hogs—		
F.O.B., live, per cwt.	8 50	
Live, fed and watered, per cwt.	8 85	
Dressed, per cwt.	12 00	12 50

BUTTER.—With a lot coming in and warm weather, market had weaker feeling. This was reflected on Exchange in offerings about 1 cent less than week before. Discussing export prospects with United States, one buyer pointed out that fresh made butter was selling in Chicago for 31 cents, compared with 26c in Toronto, which suggested possibility of shipping.

Butter—		
Creamery prints, fresh	0 27	0 29
Creamery solids	0 25	0 26
Dairy prints, choice	0 22	0 24
Dairy solids	0 20	0 22
Separator prints	0 23	0 26

EGGS.—One element in check given to soaring of eggs besides warm weather has been appearance of storage eggs, more especially last ten days. These have been brought out by high prices two weeks earlier than usual, and made it possible to disregard usual controlling influence of scarcity in fresh supply.

Drop in duty from 3 cents to free list has not had effect so far, at least appreciably. "This influence will, after all, depend on our old friend, 'supply and demand,'" said a buyer this week. "If we cannot get enough for ourselves in Canada, stands to reason there would be no object shipping. Canada is not producing enough for herself, although nearly so last year. This, however, was due to falling off in consumption. One year ago egg business was dead, and after Christmas prices slid down rapidly. Now, however, there is better feeling, and stocks are not so big."

Eggs, case lots—		
Selects	0 33	0 30
Selected, new laid, in cartons	0 33	0 35
Fresh gathered	0 27	0 28
No. 2's	0 22	0 22
Splits	0 22	0 22

CHEESE.—Unlike butter and eggs, cheese was inclined to be firmer with opening of new market by reduction in duty from 6 to 2½ cents a lb. On Exchange prices were ⅛c higher.

Cheese—		
Old, large	0 14%	0 15
Old, twins	0 15	0 15½
New, large	0 14%	0 14½
New, twins	0 14%	0 15

HONEY.—Prices continue at last week's quotations, with supply coming in steadily. Ten cents for barrels of clover was considered too high on Exchange.

Clover, bbls., per lb.	0 09%	0 10
50, 30-lb. tins, per lb.	0 10%	0 10½
10, 5-lb. tins, per lb.	0 11	0 11
Buckwheat	0 07%	0 07½
Comb	2 25	3 25

POULTRY.—Market seems to have

reached level and likely to continue for few weeks. This week supply has been light, but condition not likely to last. Many inquiries have been made by United States firms. Dealers expect that Thanksgiving trade with United States in turkeys will be large, as holiday is

later than Canada's, and this may keep turkeys high in interval up to Christmas.

Frozen Stock—		
Turkeys, dressed	0 24	0 25
Fresh Stock—		
Broilers, spring	0 13	0 15
Ducks, spring	0 12	0 15-0 16
Fowl	0 10	0 12
Turkeys, old Tom	0 14-0 16	0 16-0 18

How Ottawa Firm Built Big Cheese Trade

Bryson-Graham, Ltd., Buy for the Future by Storing What They Sell Several Months in Advance — Make Feature of June Cheese — Varieties to Suit Different Tastes.

The fact that all cheese in the store has been kept in stock for a year, and thus allowed to ripen thoroughly, is the main selling talk put forth in the grocery department of Bryson-Graham, Ltd., Ottawa, Ont., to effect cheese sales.

"We buy almost all our cheese in June," states Duncan Bell, manager of the department, "and carry over the white at least one year before we begin to draw from it for our trade. The yellow we draw from somewhat earlier, and sell as mild cheese. As this plan is one not commonly followed out, it gives us a talking point which is exclusive and thus lands us some six cents per pound ahead on every pound sold.

"The time of buying also gives a talking point," continued Mr. Bell. June cheese is made from the June grass milk, the finest milk of the year, whereas July and August cheeses are inclined to be of poorer quality owing to dried out pastures and hot weather." This latter, he claims sometimes makes the cheese ferment and become gassy.

June Make Means Better Profit.

A further argument, but for the grocer only, is that June makes are inclined to be cheaper than September makes. Coming on late in the season, everybody wants to buy. There is a rush at the last moment and prices soar. "One year," claims Mr. Bell, "we were able to buy white at 12¼ cents, and sell it at 24 cents, but as this was exceptional it cannot be taken as an accurate average profit gauge."

"Further," continued Mr. Bell, "we have specialized on white cheese, and have educated our trade to buy that cheese almost in preference to the yellow. To do this we have talked purity. The yellow tint is produced by coloring matter put in the cheese, while the white is the untainted purity itself.

"A further distinction, however, is somewhat to the advantage of the yellow. By the time we have kept white cheese a year it becomes pretty strong. As we open some of our yellow before

that date, we then have two grades, a strong and a mild. Thus when a customer asks for a milder cheese, claiming that 'that last white cheese you sent me was a little strong,' we have a line which will suit the bill exactly."

Method of Storing Cheese.

Particular care is employed in the Bryson-Graham store in storing cheese. On arriving, all cheeses are paraffined and placed on extensive racks in the cellar. These racks are built in rows, with aisles running between, and have heavy plank shelving from the floor to the ceiling so that a large number of cheeses can be laid away at one time. At the same time access may be had to any one cheese in stock at any moment.

To avoid confusion every box is labelled with the kind, white or yellow, the month, and the year. Thus in passing through the cellar 'white, June 1913,' tells a complete history to the clerk who knows the system. This also shows the exact age of any cheese in stock and precipitates detection in looking for a cheese of any required age.

Makes Investment Profitable.

"Financially," Mr. Bell considers the system an excellent one. While it ties up a lot of capital to keep it in working order, the percentage of profit is so much larger than by the old system, that he considers the expenditure fully justified. Concluding, he stated that if all grocers knew exactly what there was in it, and were in a position to make such a system go, more of them would specialize on that particular end of the business.

SHORT ON SHELLFISH.

"Got any oysters?" he asked his waiter.

"No, sah."

"Got any clams?"

"No, sah."

"Have you any shellfish at all?"

"Boss," replied the waiter, "the only kind of shellfish we has is eggs."



Corner in newly opened store of the Stanford Market, Montreal, showing the attention given to fish selling.

Service That Counts in the Selling of Fish

How Manager of Branch of Montreal Store Gets the Customers Coming—Aims to Know Who They Are, Where They Live, and the Varieties of Fish They Like—Example of His Salesmanship.

How to get the most out of any particular department of the store is a question which all go-ahead merchants consider and study closely. Perhaps no more striking solution to the matter as far as the fish end is concerned, can be secured than the plan evolved by Stanford's, Ltd., of Montreal, who not very long ago opened their third store on Victoria St., Westmount, one department of which is shown here.

The Stanfords have been studying various types of consumers for years and have ere now come to the conclusion that to cater properly and suit every one, they must first of all know the little peculiarities and different tastes of all their customers, and above all let them see as much as possible and examine every article before they finally purchase.

Fritz James, who is the manager of the fish department, has assimilated the business maxims of his employers, and though he comes from the south and has the color and accustomed joviality of the colored gentlemen, yet he has things worked down to such a fine point that the public seem to desire service from him.

Display Half the Sale.

It will be noticed that the show case

in front contains an attractive array of various kinds of fish all resting on ice and separated from one another by fresh lettuce, and a few tomatoes for sake of color. Display, Mr. James considers "half the sale."

But to let the public see that they are getting what they ask for, Fritz does all his cutting and cleaning on a long slab behind the case but right in line with the purchaser's eye, and during the cleaning process his patter, not at all out of place or offensive, keeps those waiting to be served in good humor; in fact he does his selling work for the crowd while attending to the individual.

"Know your customer well; know where she lives; what her particular fancy is, and always make her believe you have been thinking of her and trying to keep something aside for her and you'll soon find in her a strong advertisement for the store—and into the bargain a pleasure to serve." This is a little advice from Fritz James, who has been long enough in the business to know what he is talking about.

Service Personified.

As the writer was standing at the fish counter one afternoon, a woman came over to buy her supply of fish for Fri-

day. Fritz was busy with another but raised his head working away all the while, for he thinks it is a dangerous thing to let a customer see that you are paying more attention to a second comer, and said, "Good afternoon, madam, I have something nice for you. Just what you and Mr. Blank like. John, go into the refrigerator and bring out that big plump halibut."

By the time this big fish was secured the other woman had gone, and the fish was laid out for dissection. "Isn't that choice, madam? Have you ever seen anything to equal that in appearance? Just imagine how delightful that steak will be to-morrow!"

This is the line of talk he uses always and the others listening to him first of all purchase what they came for, and many of them add "and you might give me a pound of that nice halibut you were cutting a few minutes ago."

This is the brand of salesmanship that counts. This is the kind of plan that enables the store proprietor to get the maximum out of every department. If clerks in every store were to handle the fish department in this style wouldn't there be a much bigger turnover?

Building Up Methods for Provision Department

Many Dealers Adopting Separate Counters for Cured and Cooked Meats, Butter, Cheese, Eggs, etc.—Attractive Display Refrigerators to be Found in Many Stores — Various Methods for Increasing Sales.

PROFITABLE DISPLAY REFRIGERATOR.

A large combination refrigerator, counter and silent salesman stands at right angles to the rear of the main counter in the store of J. W. Bowman, Hamilton, Ont. This is, of course, used for provisions such as cooked meats, butter, cheese, eggs, etc. It has a glass front so that the ice can be seen in the centre and the foodstuffs on either side. Both ends on the top are also of glass and there is a marble slab in the centre for cured meats. A large meat slicer and a meat holder also occupy places on the top and there is plenty of room left for putting up orders. There is also a cheese cutter on one corner. On a horizontal rod suspended from the ceiling are hung several sides of bacon.

Mr. Bowman believes this fixture to be a profitable one from a selling standpoint, and anyone looking over his invoice book showing provision purchases could readily believe that it is.

SATISFYING BUTTER CUSTOMERS.

"We have found one brand of creamery that suits our customers, and we keep to it. You can't beat it."

This was T. A. Rowat's explanation to a Canadian Grocer representative when in London a few days ago of an extensive business in butter. His customers know just what kind of an article an order for butter will produce, and they give the order, get the article, and it would seem, are satisfied.

It is only another illustration of the precept old and ever new in its application, "Give your customers good quality and they'll stick by you."

The Rowat store seems to make a specialty of provisions; at least these are made a prominent feature of the store.

An Observation Refrigerator.

Well towards the front is an "observation" show case, if one may use the term, combined with a refrigerator. It is made all of glass except the partitions for the centre; even the big chunk of ice being visible as proof that the ham, bacon and cooked meat, and butter are kept cool and palatable.

The cheese has its own glass home, and a cutter attached.

The whole store is well equipped with bin fixtures, electric coffee grinder, etc.

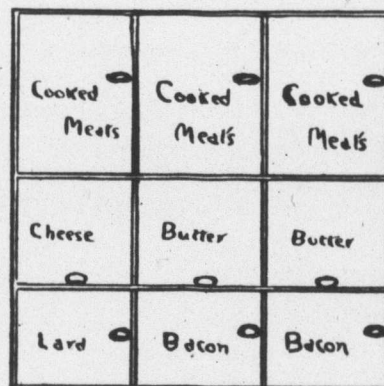
The front windows are used for many an attractive exhibit, usually of one line of goods. During the Canadian Grocer's call one window was given up to olives, and the other to vinegar for pickling, with neat priced show cards.

Attentive to Salesmanship.

One could not be in this store long without noticing the activity of the proprietor, even although he has several clerks to assist him. He waits on a large number of customers himself, old and young, and devotes almost his whole time to salesmanship, rather than working in the office.

NINE SEPARATE COMPARTMENTS.

An unusually large refrigerator for provisions is installed in the grocery of W. E. Humphries, London, Ont. Instead of two large doors, it is arranged in such a way that one section can be opened



Front view of refrigerator with nine separate compartments.

for a special article without exposing the rest to the warmer air of the store. In the top section cooked ham is kept in three compartments each with its separate door. Below are three compartments with "lift-up" covers, in two of which butter is kept, with cheese in the third. Below are stored lard and bacon, reached by doors.

REFRIGERATOR ICED BUT ONCE.

MacKay Bros., of Renfrew, Ont., claim they have solved by a simple method all minor refrigeration problems. Attached to the rear of the store they have built an ice house which they fill and pack in the usual way in winter. Adjoining this is their refrigerator fitted with shelving for the placing of

goods. In the wall between the ice house and refrigerator are two openings, one at the floor, the other at the ceiling, which allow of a current of air from the ice house through the chill room at all times. On hot days these openings are made larger to allow of freer circulation of air, and in cooler weather are kept more nearly closed.

"After the ice is once put in, all trouble is over," claims Mr. McKay. "We never need to touch it all summer. The regulating of the openings is a trifling matter, and by this simple method we have a refrigerator where we can keep a great quantity of goods throughout all the hot weather."

THE OYSTER SEASON.

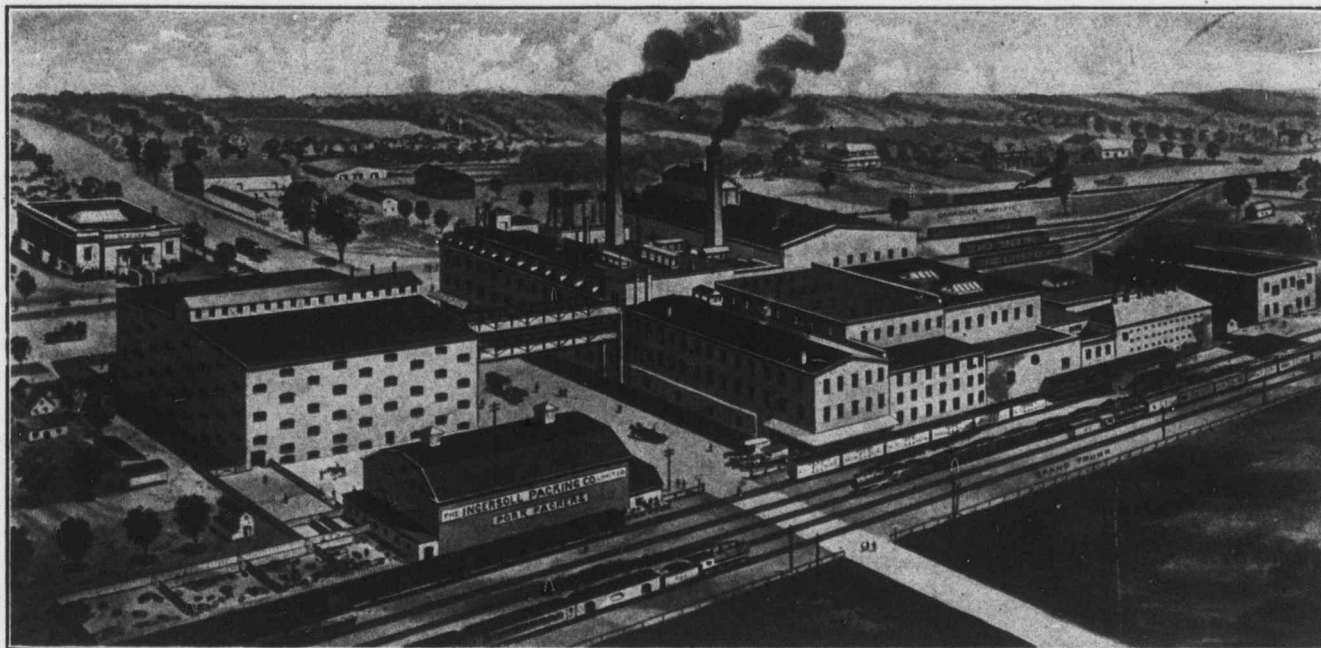
"Oh, hasten, bivalve-oyster—October's here once more: get after Mr. Oyster," we earnestly implore. "Go, bring him in by dozens, his brothers, sisters, cousins, his uncles and his aunts. Go forth," we shout in chorus, "and get some oysters for us—this month we'll take a chance! Speed forth and cast thy anchor right fealty in his midst and ply the trusty yanker as formerly thou didst; load up thy saucy schooner, and then eftsoons, or sooner, unto the shore return. Oh, hasten, prithee hasten, thy cargo we'd be tastin'—our other food we spurn. Through all the torrid summer we've longed to see this day; we went from glum to glummer right from the first of May; and on till through September, we very well remember our hearts were bowed with woe. Go, haul the tender oyster up from his ocean cloister—we want two tons or so."—S. Hart.

Chancellor Day said: "You cannot legislate the unsuccessful man into success by legislating the successful man out of success," but most of the papers of today seem to think this is not so. It is true, however, and they are going to find out some day that the salvation and success of the "dear people" depends on their own willingness to work, and the fellows who won't work at all, or who will only work eight hours per day, will not get anywhere! The genius of success is work! Supreme effort only achieves supreme success. The genius of Napoleon was his willingness and ability to work twenty hours in each twenty-four for days and weeks at a time. Work wins; nothing else will.

THE CANADIAN GROCER

The Ingersoll Packing Company, Limited

"BEAVER BRAND" PORK PRODUCTS



"CANADA APPROVED"

**"Beaver
Brand"
Ingersoll
Hams and
Bacon**

Though "Beaver Brand" Ingersoll Hams and Bacon cost a trifle more, there is a safeguard in that trifle that is worth hundreds of dollars to the dealer outside the actual ham and bacon sales.

"Beaver Brand" products represent the finest selected hams and sides of bacon, **guaranteed sugar cured** and of uniform quality, and bear the Government mark "Canada Approved." They satisfy the trade worth satisfying—the trade that brings you dollars. Give them a trial.



**Ingersoll
Cream
Cheese
Spreads
Like Butter**

Every day brings new successes for the Ingersoll Cream Cheese. Grocers everywhere are daily increasing their sales of this popular brand because of its distinct flavor and its creamy consistency. (It truly spreads like butter). These features, along with the popular price, are fast winning first place for Ingersoll Cream Cheese.

The Ingersoll Packing Company, Limited

PORK PACKERS

Ingersoll

Ontario

Canada

FISH AND OYSTERS

Catch Light, Fish Higher at Atlantic Coast

Tariff Not Likely to Have Immediate Effect With High Prices in Canada—Clam Chowder Agreement in St. John—Lake Herring and Halibut up in Toronto—Splendid Oyster Trade.

MONTREAL.

FISH AND OYSTERS.—Trade in oysters is gradually on the up-grade, and October is expected to be a pretty good month.

Whether any difference in prices will occur on fish just now as result of United States tariff is a question. Fish prices in the East are high; in many cases almost on a par with Boston, so that for present not much change is likely. As soon, however, as Canadian prices get below those of Boston a larger export business is inevitable.

Fresh Fish—		
Bluefish, per lb.	0 15	0 16
Carp, 100 lb. boxes, per lb.	0 10	0 11
Cod, market, 250 lb. cases, per lb.	0 05	0 05
Doree, 100 and 150 lb. cases, per lb.	0 11	0 12
Flounders, per lb.	0 06	0 07
Frogs legs, large, per lb.	0 50	0 25
Frogs legs, small, per lb.	0 25	0 25
Haddock, per lb.	0 05	0 06
Halibut, per lb.	0 12	0 13
Herring, per 100 fish, large.	3 00	3 00
Mackerel, 1/2 lb. fish, each	0 15	0 15
Perch, dressed, per lb.	0 09	0 10
Pike, dressed, per lb.	0 08	0 09
Salmon, B.C., per lb.	0 13	0 15
Salmon, Gaspe, per lb.	0 18	0 20
Steak cod, per lb.	0 07	0 07
Smelts, per lb.	0 12	0 12
Sword fish, per lb.	0 08	0 10
Trout brook, per lb.	0 25	0 25
Trout, lake, per lb.	0 11	0 12
Turtles, small, per lb.	0 15	0 15
Whitefish, per lb.	0 12	0 13
Shell Fish, Fresh—		
Clams, per barrel	7 00	7 00
Crab meats, per gal.	2 50	2 50
Lobsters, live, per lb.	0 37	0 37
Lobsters, boiled, per lb.	0 32	0 32
Oysters, bulk, standards, per gal. \$1.50;		
Selects	1 80	1 80
Oysters, solid meat, standards, per gal., \$1.80; selects	2 00	2 00
Oysters, Cape Cod, shell	9 00	9 00
Oysters, Malpeques, shell	10 00	12 00
Periwinkles, per bushel	2 50	2 50
Prawns, per gal.	2 00	2 00
Scallops, per gal.	2 75	2 75
Shrimps, per gal.	2 00	2 00
Frozen Fish—		
Haddock, per lb.	0 04	0 05
Herring, per 100 fish	1 50	1 50
Pike, per lb.	0 06	0 06
Smelts, fancy, per lb.	0 12	0 13
Smelts, No. 1, per lb.	0 08	0 09
Salmon, fancy, Spring, per lb.	0 14	0 15
Salmon, Gaspe, per lb.	0 15	0 16
Salmon, Qualla, per lb.	0 07 1/2	0 08
Whitefish, per lb.	0 07	0 10
Prepared Fish—		
Boneless fish, 20 lb. boxes	0 06	0 07
Cod, boneless, 20 lb. boxes, 2 lb. blocks	0 07	0 08
Cod, pure, 3 lb. box, per lb.	0 15	0 15
Cod, boneless strip, 30 lb. box, lb.	0 10	0 10
Cod, shredded, box of 2 doz.	1 80	1 80
Cod, skinless, per 100 lb. box	6 00	6 00
Cod, dried, per 100 lb. bundle	6 50	6 50
Pollock, dried, per 100 lb. bundle	6 00	6 00
Salted and Pickled Stock—		
Cod, green, ordinary, per 200-lb. bbl.	9 00	9 00
Cod, green, white napies, per 200-lb. bbl.	10 00	10 00
Haddock, No. 1 green, per 200 lbs.	6 00	7 00
Herring, Gaspe, No. 1, 1/2 bbls., \$2.75; bbls.	5 00	5 00
Herring, N. S., per 1/2 bbl.	3 00	3 00
Herring, N. S., per bbl.	5 50	5 50
Herring, Holland, per keg, 75c; per 1/2 bbl., \$5.00 to \$6.00; per bbl.	9 00	10 00
Herring, Labrador, 1/2 bbl., \$3.25; bbl.	5 75	5 75
Herring, Scotch, keg of 12 lbs. net, \$1.25 to \$1.35; 1/2 bbl.	7 00	7 00
Mackerel, No. 1, 20 lb. kits, \$1.75, 1/2 bbl., \$7.00; bbl.	14 00	14 00
Salmon, Labrador, 1/2 bbl., \$8.00 to \$9.00; bbl.	15 00	16 00
Trout, lake, kegs	7 00	7 00

TORONTO.

Oyster Week, Oct. 20-25.

FISH.—Advance of two cents in lake

herring owing to scarcity, and one cent in halibut for similar reason, are main changes in market this week. Wholesalers here have impression that new U. S. tariff bill will have effect of larger demand across border for halibut and sea salmon, and explain advance in former to anticipation of this. However, naturally only last will be affected by direct exports. Salmon trout continues to come in plentifully from the inland lakes and price is down to 11 cents. Digby herring is latest arrival in new smoked supplies.

OYSTERS.—Situation is practically repetition of last week with demand steady, and supplies regular and unusually good. Next week will see extra orders on approach of oyster week, Oct. 20-25. Both wholesalers and retailers await it with interest to see effect of international campaign. Prices are unchanged.

Frozen Fish—		
Roe shad, weight 3 lbs., each	1 00	1 25
Whitefish, per lb.	0 10	0 10
Fresh Caught—		
Haddock, per lb.	0 06 1/2	0 07
Halibut, per lb.	0 11	0 12
Herring, per lb.	0 08	0 08
Mackerel, weighing 1 1/2-3 lbs., each	0 15	0 25
Pickrel, yellow, per lb.	0 12	0 12
Pike, per lb.	0 06	0 06
Salmon, B.C., per lb.	0 15	0 16
Steak cod, per lb.	0 09	0 09
Trout, per lb.	0 11	0 12
Whitefish, per lb.	0 12	0 12
Smoked—		
Flounders	0 08	0 08
Fillets of haddie	0 12	0 12
Finnan haddie per lb.	0 08	0 08
Kippers, new, box of 40 and 50.	1 30	1 30
Flouters box of 50		
Digby herring, per bundle	0 90	0 90
Prepared		
Cod, quail on toast	0 07 1/2	0 07 1/2
Cod, steak	0 08 1/2	0 08 1/2
Cod, Imperial, 25 lb. pck.	0 07 1/2	0 07 1/2
Salted and Pickled—		
Herring, Holland, new—		
Milkers	0 85	0 85
Mixed, Labrador, bbl.	0 80	0 80
Herring, sea, pails	0 50	0 50
Herring, sea, pails	1 25	1 50
Mackerel, pail	2 25	2 25
Oysters—		
New York counts, gal.	2 00	2 00
Extra selects, gal.	1 90	1 95
Straights, gal.	1 65	1 75
Shells, bbl.	8 00	8 50

ST. JOHN.

FISH AND OYSTERS.—Fishing season in New Brunswick has been about average one from standpoint of both fishermen and buyers. During the earlier part of the season catches were larger than usual and although prices fell off with increased catch volume of business more than compensated for this. During the last few weeks the catch has been light, fish have been scarce and prices higher. On the whole, fishermen will

make about an average season's wages. Buyers, who had fair quantities during earlier part of the season are now hampered by scarcity and there is little stock for export.

Reduction of duties under the new U.S. tariff will not affect the local market very much at present one way or the other, as the scarcity here has brought prices up to about the same level as in New England markets and there will be little stock for export.

Owing rather to general advance in all prices rather than to any marked change in cost of raw material, cost of clam chowders has been raised by all local restauraters and lunch counters from .10 to .15c. and each dealer has posted the sum of \$60 as a forfeit for breaking the agreement.

HALIFAX.

FISH.—Unfavorable weather during pas week has interfered to some extent with fisheries. Receipts of fresh fish were comparatively light. Run of mackerel is about over for season and halibut are scarce. Swordfish are fairly plentiful, but sales of this fish here are light.

Good fat salt herring are scarce. There are lots of small herring offering, but not kind that trade requires. Salt codfish are now beginning to move. Three vessels arrived here this week from P.E. Island ports, with about four thousand quintals. Steamer Palmero, sailing today for Italy took one thousand packages of dry fish.

WINNIPEG.

FISH AND POULTRY.—Trade in fish is normal. Oysters in good demand. A fair amount of Western poultry is on the market.

Fish—	
Codfish	0 10
Halibut	0 11
Oysters—	
Imperial gallon	2 25
Large tins, 4 1-6 gals.	10 50
Pickrel	0 08
Salmon	0 14
Trout	0 12 1/2
Whitefish	0 08 1/2
Cured—	
Kipper herring, box	1 75
Holland herrings, keg	0 72
Salt mackerel, kits	2 75
Poultry (live)—	
Chickens, per lb.	0 16
Turkeys	0 14
Geese	0 10
Ducks	0 10

Oyster Week

October 20th to 25th

It has been unanimously agreed by all the largest oyster packers and sellers (wholesale and retail) to boost the oyster for one week commencing Oct. 20th, when the very finest stock will be in.

We request every dealer in every city, town and village in Canada to join in the movement which is international, covering the whole of North America.

Boost the Oyster

If you advertise in your local papers, boost Oysters, give them prominence in your store, talk them, for there is no food that is more healthful and economical. Oysters should be universally used. Make arrangements with your local hotels and cafes to have oysters on their menus for the six days. Get your patrons to use them in their homes and keep them using them by giving them the best quality money can buy.

Oysters are not a side line or after consideration with us. Being an exclusive house we can better serve you than those treating oysters as a side line.

We supply either "Coast Sealed" or "Seal-shipt," in either 3 or 5 wine gallon sanitary packages.

Let us have a trial shipment. Our claims prove nothing, but a trial shipment will prove our claims. Write to-day.

**Connecticut Oyster
Company**

50 JARVIS STREET

TORONTO

*Canada's
Exclusive
Oyster
House*



Do you, like other dealers, have trouble in handling oysters and liquid goods of various kinds, such as molasses, syrups, vinegars and pickles?

Have you ever stopped to consider the leaks in your business? If you haven't, then it's a safe bet that you are filling the ordinary paper oyster bucket, supposing it to be an accurate measure and are thereby throwing away the cream of your profits on all goods sold in them, for nearly all of these hold considerably more than the Imperial measure calls for—more than you get when buying. You too have had trouble with the delivery of oysters, pickles, and liquid goods in these pails, glass or earthenware.

They have upset or broken and not only wasted their contents, but have spoiled other goods in the basket; they have leaked over your patron's clothing when carrying them home; they have caused you trouble as they have others. Besides the inconvenience and waste, the old-fashioned pails are unsanitary.

Did you ever stop to think with your nested pails that every pail is protected excepting the one you are going to use? That pail is exposed to all the dust and dirt of your place. The cap of the "EMPIRE" pail is put on at the machine at the factory and it is not removed until taken to fill. The EMPIRE is paraffine lined and absolutely sanitary in every sense of the term. Sanitation should be the "watchword" of every merchant.

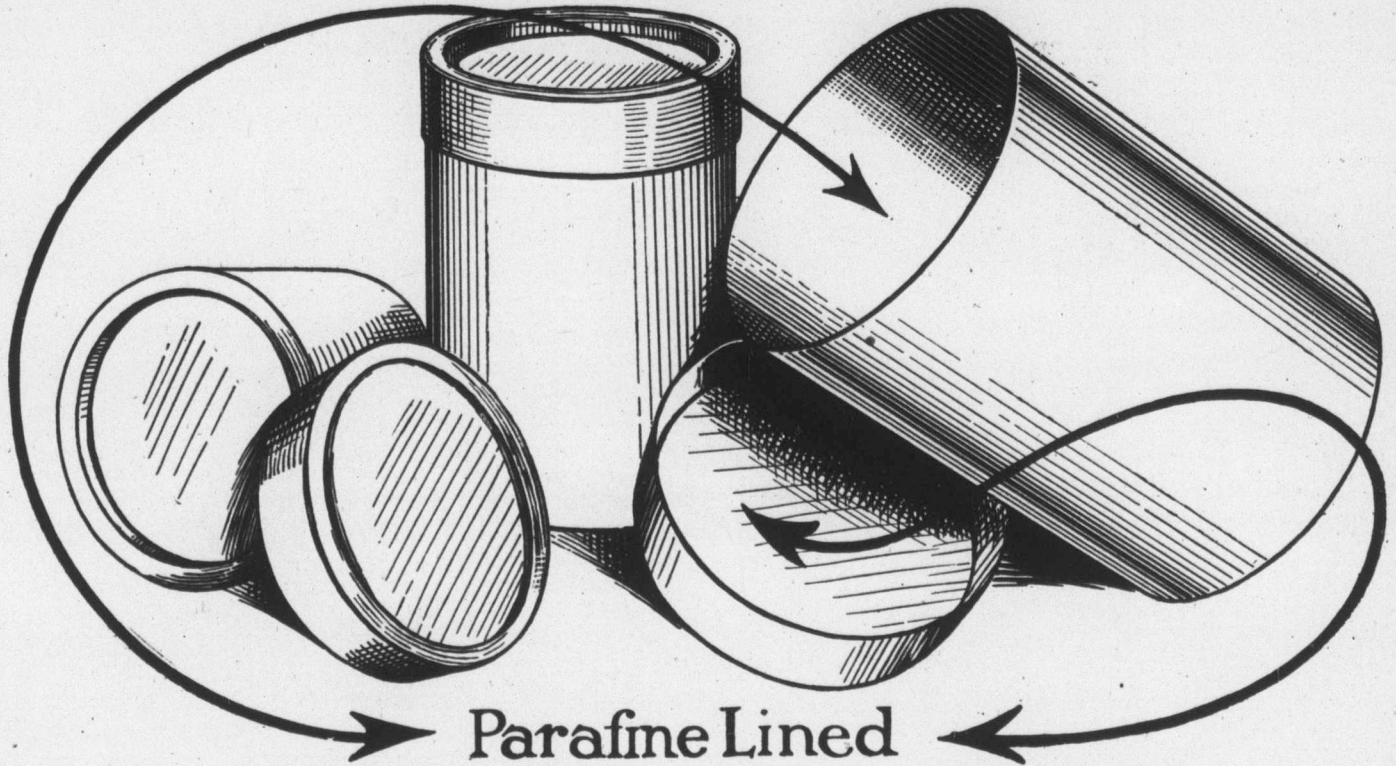
Connecticut Oyster Company

EXCLUSIVE SELLING AGENTS

50 JARVIS STREET, TORONTO

THE CANADIAN GROCER

SOLVED



“THE EMPIRE”

Ensures the Safe and Sanitary Handling
of Oysters and Liquid Goods

by its unique construction, which prevents contents from leaking, regardless of the position of the container—even though it be upside down.

The “Empire” container checks waste in over-measure, eliminates loss from spilling of contents, and spoilage of other goods. It prevents embarrassment of having liquids spilled on the clothing of your patrons. You can wrap it up like a can of salmon.

These pails are put up in cartons and crated. Prices include cartons and crates F.O.B. factory, Sombra, Ontario, and are as follows:

Half Pints	\$12.00	Per Thousand
Pints	14.00	“ “
Quarts	16.00	“ “

Connecticut Oyster Company

EXCLUSIVE SELLING AGENTS

50 JARVIS STREET, TORONTO

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS \$56 PER INCH PER YEAR

BAKING POWDER.

ROYAL BAKING POWDER.

Sizes.	Per doz.
Royal—Dime	0 85
" ¼-lb.	1 40
" 6-oz.	1 85
" ½-lb.	2 55
" 12-oz.	3 85
" 1-lb.	4 90
" 3-lb.	13 60
" 5-lb.	22 35

Barrels—When packed in barrels one per cent. discount will be allowed.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Baking Powder—5-lb. size, \$3.25; 1-lb. tins, \$2; 12-oz. tins, \$1.60; 8-oz. tins, \$1.20; 6-oz. tins, 90c; 4-oz. tins, 65c; 5c tins, 40c.

BORWICK'S BAKING POWDER

Sizes.	Per doz. tins.
Borwick's ¼-lb. tins	1 35
Borwick's ½-lb. tins	2 35
Borwick's 1-lb. tins	4 65

COOK'S FRIEND BAKING POWDER.

Cartons—	Per doz.
No. 1, 1-lb., 4 dozen	2 40
No. 1, 1lb., 2 dozen	2 50
No. 2, 5-oz., 6 dozen	0 80
No. 2, 5-oz., 3 dozen	0 85
No. 2, 2½-oz., 4 dozen	0 45
No. 10, 12-oz., 4 dozen	2 10
No. 10, 12-oz., 2 dozen	2 20
No. 12, 4-oz., 6 dozen	0 70
No. 12, 4-oz., 3 dozen	0 75

In Tin Boxes—

No. 13, 1-lb., 2 dozen	3 00
No. 14, 8-oz., 3 dozen	1 75
No. 15, 4-oz., 4 dozen	1 10
No. 16, 2½-lbs.	7 25
No. 17, 5-lbs.	14 00

FOREST CITY BAKING POWDER.

6-oz. tins	0 75
12-oz. tins	1 25
16-oz. tins	1 75

BLUE.

Keen's Oxford, per lb.	0 17
In 10-lb. lots or case	0 16

COUPON BOOKS—ALLISON'S.

For sale in Canada by The Eby-Blain Co., Ltd., Toronto; C. O. Beauchemin & Fils, Montreal, \$2, \$3, \$5, \$10, \$15, and \$20. All same price, one size or assorted.

UN-NUMBERED.

Under 100 books ..each 0 04
100 books and over, each. 0 03½
500 books to 1,000 books 0 03

For numbering cover and each coupon, extra per book, ½ cent.

CEREALS.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Breakfast Food, 2 doz. in case, per case, \$3.00.
The King's Food, 2 doz. in case, per case, \$4.50.

White Swan Barley Crisps, per doz., \$1.

White Swan Self-rising Buckwheat Flour, per dozen, \$1.

White Swan Self-rising Pancake Flour per doz., \$1.

White Swan Wheat Kernels, per doz., \$1.50.

White Swan Flaked Rice, \$1.

White Swan Flaked Peas, per doz., \$1.

DOMINION CANNERS.

Aylmer Jams.	Per doz.
Strawberry, 1912 pack	\$ 2 15
Raspberry, red, h'vy syrup	2 15
Black Currant	2 00
Red Currant	1 85
Peach, white, heavy syrup	1 50
Pear, Bart., heavy syrup	1 77½

Jellies.

Red currant	2 00
Black Currant	2 20
Crabapple	1 65
Raspberry and red currant	2 00
Raspberry and gooseberry	2 00
Plum jam	1 55
Green Gage plum, stoneless	1 65
Gooseberry	1 85
Grape	1 55

Marmalade.

Orange jelly	1 55
Green fig	2 25
Lemon	1 60
Pineapple	2 00
Ginger	2 25

Pure Preserves—Bulk.

	5 lbs.	7 lbs.
Strawberry	0 60	0 95
Black currant	0 60	0 95
Raspberry	0 60	0 95

14's and 30's per lb.

Strawberry	0 13
Black currant	0 13
Raspberry	0 13

Freight allowed up to 25c per 100 lbs.

COCOA AND CHOCOLATE THE COWAN CO., LTD.

Cocoa—

Perfection, 1-lb. tins, doz..	4 60
Perfection, ½-lb. tins, doz.	2 40
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz..	0 90
Perfection, 5-lb. tins, per lb.	0 35
Soluble, bulk, No. 1, lb. ..	0 20
Soluble, bulk, No. 2, lb. ..	0 18
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

Unsweetened Chocolate—

Supreme chocolate, ½'s 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz..	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box per doz.	0 90
Sweet Chocolate— Per lb.	
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 35
Diamond, 8's 6 and 12-lb. boxes	0 29
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 25
Diamond, ¼'s, 6 and 12-lb. boxes	0 26

Icings for Cake—

Chocolate, white, pink, lemon orange, maple, almond, coconut cream, in ½-lb. packages, 2 doz. in box, per doz.. 0 90

Chocolate Confections—per lb.	
Maple buds, 5-lb. boxes ..	0 37
Milk medallions, 5-lb. bxs.	0 37
Chocolate wafers, No. 1, 5-lb. boxes	0 31
Chocolate wafers, No. 2, 5-lb. boxes	0 26
Nonpareil wafers, No. 1, 5-lb. boxes	0 31
Nonpareil Wafers, No. 2, 5-lb. boxes	0 26
Chocolate ginger, 5-lb. bxs.	0 31
Milk chocolate wafers, 5-lb. boxes	0 37
Coffee drops, 5-lb. boxes ..	0 37
Lunch bars, 5-lb. boxes ..	0 37
Milk chocolate, 5c bundles, 3 doz. in box, per box. ..	1 36
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 85

Nut milk chocolate, ½'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, 5c bars, 24 bars, per box	0 85
Almond nut bars, 4 bars, per box	0 85

EPF'S.

Agents—F. E. Rebson & Co. Toronto; Forbes & Nadeau, Montreal; J. W. Gorham & Co., Halifax, N. S.; Buchanan & Gordon, Winnipeg.

In ¼, ½ and 1-lb tins, 14-lb. boxes, per lb.	0 35
Smaller quantities	0 37

JOHN P. MOTT & CO'S.

G. J. Estabrook, St. John, N.B.; J. A. Taylor, Montreal, P.Q.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Perse, Calgary, Alta.; Johnson & Yockney, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.

Elite, 10c size (for cooking) dozen	0 90
Mott's breakfast cocoa, 2-doz. 10c size, per doz.	0 85
Nut milk bars, 2 dozen in box	0 90
" breakfast cocoa, ¼'s and ½'s	0 36
" No. 1 chocolate	0 30
" Navy chocolate, ½'s	0 26
" Vanilla sticks, per grs. 1 00	
" Diamond chocolate, ¼'s	0 24
" Plain choice chocolate liquors	20 30
" Sweet chocolate coatings	0 20

WALTER BAKER & CO., LTD.

Premium No. 1, chocolate, ¼ and ½-lb. cakes, 34c lb.; Breakfast-cocoa, 1-5, ¼, ½, 1 and 5-lb. tins, 39c lb.; German's sweet chocolate, ¼, and ½-lb. cakes, 6-lb. boxes, 26c lb.; Caracas sweet chocolate, ¼, and ½-lb. cakes, 6-lb. boxes, 32c lb.; Auto sweet chocolate, 1-6 lb. cakes, 6-lb. boxes, 32c lb.; Cinqueme sweet chocolate, 1-5-lb. cakes, 6-lb. boxes, 21c lb.; Falcon cocoa (hot or cold soda), 1-lb. tins, 34c lb.; Cracked Cocoa, ¼-lb. pkgs., 6-lb. bags, 31c lb.; Caracas tablets, 5c cartons, 40 cartons to box, \$1.25 per box.

The above quotations are f.o.b. Montreal.

THE CANADIAN GROUP

WHITE SWAN



This
Trade
Mark
Insures
Your
Profit

Makes A Steady Customer Of Every Purchaser

For over seventeen years the WHITE SWAN brand has been associated in the mind of the Canadian housewife with absolute purity of product.

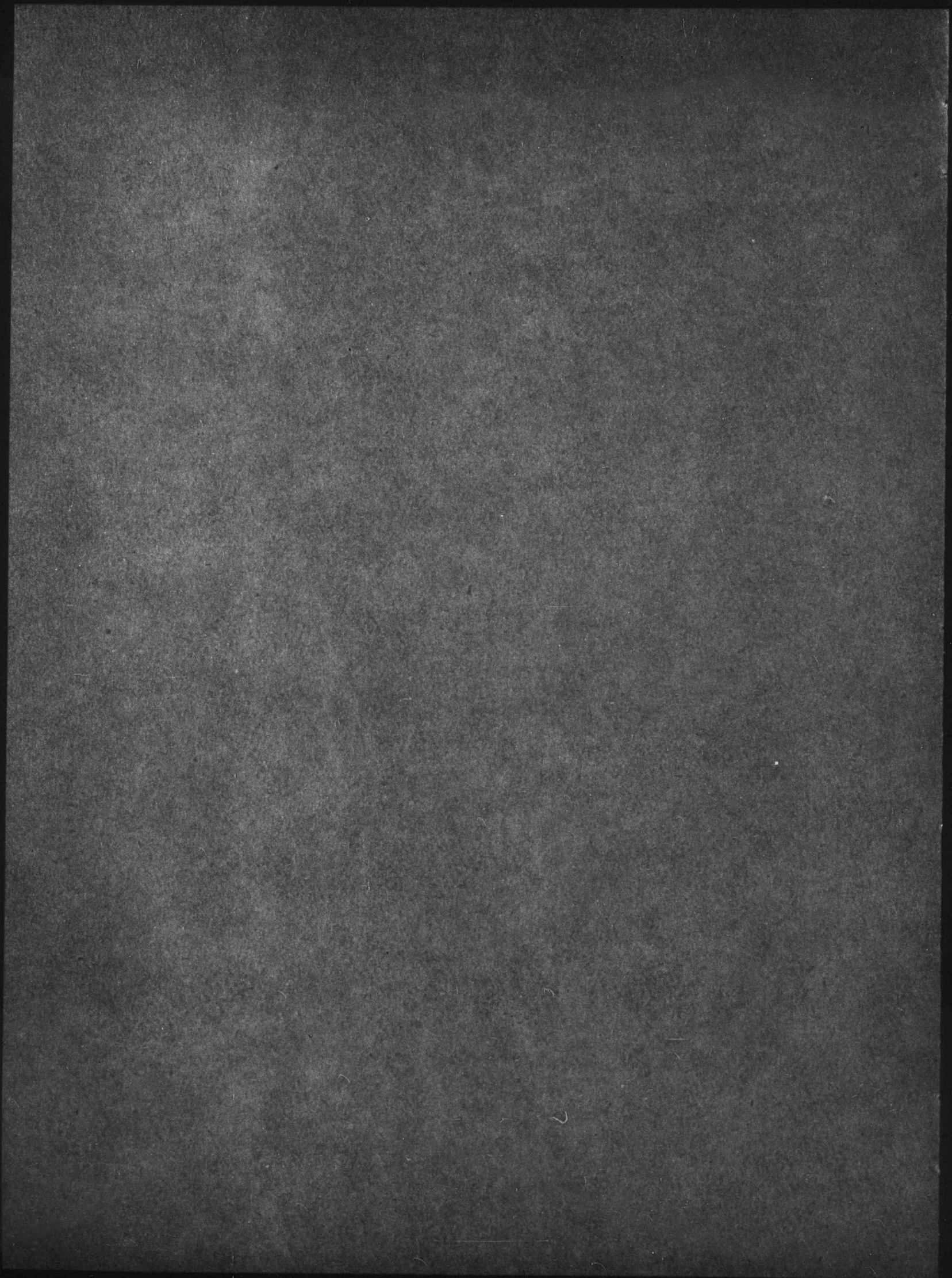
She knows if it is WHITE SWAN it is pure and dependable.

The fact that a dealer carries in stock and makes his leader a brand of spices and cereals for which she has such implicit confidence, is sufficient to make her a steady customer for the rest of her needs.

Order from your wholesaler or direct.

WHITE SWAN SPICES & CEREALS

TORONTO, ONTARIO





"I'm Swift's Little Cook

Representing the World's Highest Standard in Pure Food Products"

"Every Housewife in Canada Knows About Me and the Products That I Represent"

HAVE YOU SEEN THE ATTRACTIVE SWIFT ADVERTISEMENTS MR. GROCER, NOW APPEARING IN ALL the best papers throughout Canada? The Swift Canadian Co., Limited, is telling your customers about the Swift products and especially "Swift's Premium" Hams and Bacon, Silver Leaf Lard. This advertising means more sales for the store that takes advantage by giving prominent display to the Swift line.

Swift's Premium Hams and Bacon

Swift's Colosuet

"Brookfield" Sausages and "Brookfield" Eggs are some of

Swift's PURE FOOD PRODUCTS

The Swift Canadian Co., Limited, has devoted years of study in order to make it possible for every housewife in Canada to buy meat provisions of ASSURED AND UNVARYING quality by merely asking for "Swift" brand goods.



Modern factories — the newest appliances — the best skilled labor and the most rigid supervision all combine to ensure this "Swift" unrivalled quality. All Swift products are prepared under the CLEANEST conditions — by government approved ways. This means pure food for your patrons — good business for you. Stock up now.



Swift Canadian Co., Limited
Toronto - Winnipeg - Edmonton

THE CANADIAN GROCER

"SOCLEAN"

THE DUSTLESS SWEEPING COMPOUND.

25c Pail, 2 doz. in case (4 1/2 lbs.) enlarged size \$4 50
 40c Pail, formerly 50c, 2 doz. in case (8 lbs.) 7 20
 75c Pail, formerly \$1.00, 1 doz. in case (17 lbs.).... 6 75

"ANTI-DUST" SWEEPING POWDER.

2 lb. tins, 3 doz. crates, doz. 1 40
 5 lb. tins, 1 and 2 doz., crates, per doz. 3 90

STARCH.

THE CANADA STARCH CO., LTD.

EDWARDSBURG BRANDS and BRANTFORD BRANDS.

Boxes.	Cents
Laundry Starches—	
40 lbs. Canada Laundry....	.06
40 lbs., Boxes Canada white gloss, 1 lb. pkgs.....	06 1/2
48 lbs., No. 1 white or blue, 4 lb. cartons07
48 lbs., No. 1 white or blue, 3 lb. cartons07
100 lbs., kegs, No. 1 white.	.06 1/2
200 lbs., bbls., No. 1 white.	.06 1/2
30 lbs., Edwardsburg silver gloss, 1 lb. chrome pkgs.	.07 1/2
48 lbs., silver gloss, in 6-lb. tin canisters08
36 lbs., silver gloss 6-lb. draw lid boxes08
100 lbs., kegs, silver gloss, large crystals07
28 lbs. Benson's satin, 1-lb. cartons, chrome label07 1/2
40 lbs. Benson's Enamel (cold water), per case....	3 00
20 lbs. Benson's Enamel (cold water), per case....	1 50
Celluloid—boxes containing 45 cartons, per case....	3 60
Culinary Starch.	
40 lbs. W. T. Benson & Co.'s prepared corn07 1/2
40 lbs. Canada pure corn starch06
(20-lb. boxes 1/2c higher.)	
Casco Potato Flour, 20-lb. boxes, per lb.10

BRANTFORD STARCH. Ontario and Quebec.

Laundry Starches—
 Canada Laundry—
 Boxes about 40 lbs. 06 1/2
 Acme Gloss Starch—
 1-lb. cartons, boxes of 40 lbs.06
 First Quality White Laundry—
 3-lb. canisters, cs of 48 lbs. 06 1/2
 Barrels, 200 lbs.06
 Kegs, 100 lbs.06
 Lily White Gloss—
 1-lb. fancy cartons, cases 30 lbs. 07 1/2
 6-lb. toy trunks, lock and key, 3 in case06
 6-lb. toy drum, with drumsticks, 2 in case..... 07 1/2
 Kegs, extra large crystals, 100 lbs.07
 Canadian Electric Starch—
 Boxes containing 40 fancy pkgs., per case 3 00
 Celluloid Starch—

Boxes containing 45 cartons, per case 3 00
 Culinary Starches—
 Challenge Prepared Corn—
 1-lb. pkts., boxes of 40 lbs. .05 1/2
 Brantford Prepared Corn—
 1-lb. pkts., boxes of 40 lbs. .07 1/2
 "Crystal Maize" Corn Starch—
 1-lb. pkts., boxes of 40 lbs. .07 1/2
 (20-lb. boxes 1/2c higher than (40's.)

OCEAN MILLS, MONTREAL.

Chinese starch, 48, 1 lb., per case, \$4; Ocean Baking Powder, 3-oz. tins, 4 doz. per case, \$1.60; 4-oz. tins, 4 doz. per case, \$3.00; 6-oz. tins, 5 doz., per case, \$6.50; 16-oz. tins, 3 doz. per case, \$6.75; 5-lb. tins, 10 tins a case, \$7.50; 1-lb. bulk, per 25, 50 and 250 lbs., at 15c per lb. Ocean blanc mange 48 8-oz., \$4; Ocean borax, 48 8-oz., \$1.60; Ocean cough syrup, 36 6-oz., \$6.00; 36 8-oz., \$7.20; Ocean corn starch, 48 1-lb., \$3.00.

SOUPS—CONCENTRATED.

CHATEAU BRAND.

Vegetable, Mutton Broth, Mulligatawny, Chicken, Ox Tail, Pea, Scotch Broth, Julienne, Mock Turtle, Vermicelli, Tomato, Consomme, Tomato.
 No. 1's, 05c per dozen.
 Individuals, 45c per dozen.
 Packed 4 dozen in a case.

SYMINGTON'S SOUPS.

Quart packets, 9 varieties, doz. 0 90
 Clear soups, in stone jars, 5 varieties, doz. 1 40

SODA—COW BRAND.

Case of 1-lb., containing 60 packages, per box, \$3.00.
 Case of 1/2-lb., containing 120 packages, per box, \$3.00.
 Case of 1-lb. and 1/2-lb., containing 30 1-lb. and 60 1/2-lb. packages, per box, \$3. Case of 5c packages, containing 96 packages, per box, \$3.00.

SYRUP.

THE CANADA STARCH CO., LTD.

CROWN BRAND CORN SYRUP.

2-lb. tins, 2 doz. in case... 2 50
 5-lb. tins, 1 doz. in case... 2 85
 10-lb. tins, 1/2 doz. in case. 2 75
 20-lb. tins, 1/4 doz. in case. 2 50
 Barrels, 700 lbs. 3 1/2
 Half barrels, 350 3 1/4
 Quarter barrels, 175 4
 Pails, 38 1/2 1 85
 Pails, 25 lbs. each 1 35

LILY WHITE CORN SYRUP.

2-lb. tins, 2 doz. in case... 2 85
 5-lb. tins, 1 doz. in case... 3 20
 10-lb. tins, 1/2 doz. in case. 3 10
 20-lb. tins, 1/4 doz. in case. 3 05
 (5, 10 and 20-lb. tins have wire handles.)

BEAVER BRAND CORN AND MAPLE SYRUP.

Quart tins (wine measure) 2 doz. in case, per case.. 4 70

MOLASSES.

THE DOMINION MOLASSES COMPANY, LTD.

Gingerbread Brand.

2s., Tins, 2 doz. to case.
 Quebec, per case \$ 1 85
 Ontario, per case 1 90
 Manitoba, per case 2 30
 Saskatchewan, per case.... 2 60
 Alberta, per case 2 70
 British Columbia, per case 2 40

DOMOLCO BRAND.

2s., Tins, 2 doz. to case.
 Quebec & Ontario, per case 2 60
 Manitoba, per case 3 00
 Saskatchewan, per case ... 3 20
 Alberta, per case 3 30
 British Columbia, per case. 3 10

SAUCES.

PATERSON'S WORCESTER SAUCE.

1/2-pint bottles 3 and 6 doz. cases, doz. \$ 0 90
 Pint bottles, 3 doz., cases, doz. 1 75

H. P.

H. P. Sauce— Per doz.
 Cases of 3 dozen \$1 90
 H. P. Pickles—
 Cases of 2 doz. pints.... 3 35
 Cases of 3 doz. 1/2-pints.. 2 25

STOVE POLISH.

JAMES DOME BLACK LEAD.
 6a size, gross \$ 2 40
 2a size, gross 2 50

NUGGET POLISHES. Doz.

Polish, Black and Tan 0 85
 Metal Outfits, Black and Tan 3 65
 Card Outfits, Black and Tan 3 25
 Creams and White Cleaner 1 10

TOBACCO.

IMPERIAL TOBACCO COMPANY OF CANADA.

Chewing—Black Watch, 6s... 45
 Black Watch, 12s 45
 Bobs, 5's and 10's 39
 Bully, 6s 44
 Currency, 6 1/2s and 12s 39
 Stag, 5 1-3 to lb..... 39
 Old Fox, 6 lb. boxes 40
 Pay Roll Bars, 7 1/2s 60
 Pay Roll, 7s 59
 War Horse, 6s 42
 Plug Smoking, Shamrock, 6s, plug or bar 45
 Rosebud Plug, 7s 50
 Empire, 6s and 12s..... 44
 Ivy, 7s 50
 Starlight, 7s 50
 Cut Smoking — Great West
 Pouches, 8s 59
 Regal Cube Cut, 9s 70

TEAS.

THE "SALADA" TEA CO. East of Winnipeg.

Wholesale R't'l
 Brown Label, 1s and 1/2s .25 .30
 Green Label, 1s and 1/2s .27 .35
 Blue Label, 1s, 1/2s, 1/4s, and 1/8s30 .40
 Red Label, 1s and 1/2s .. .36 .50
 Gold Label, 1/2s44 .60
 Red-Gold Label, 1/2s55 .80

LUDELLA CEYLON TEA.

Orange Label, 1/2s 24 .30
 Brown Label, 1/2s and 1s. .28 .40
 Brown Label, 1/2s 30 .40
 Green Label, 1/2s and 1s .35 .50
 Red Label, 1/2s 40 .60

MELAGAMA TEA. MINTO BROS.

45 Front St. East.
 We pack in 60 and 100-lb. cases.
 All delivered prices.

Wholesale R't'l

Brown Label, 1-lb. or 1/2 .25 .30
 Red Label, 1-lb. or 1/2... .27 .35
 Green Label, 1s, 1/2 or 1/4 .30 .40
 Blue Label, 1s, 1/2 or 1/4 .35 .50
 Yellow Label, 1s, 1/2 or 1/4 .40 .60
 Purple Label, 1/4 only... .55 .80
 Gold Label, 1/4 only70 1.00

JAMS AND JELLIES. T. UPTON & CO.

Pure Fruit Jams—Raspberry & apple, Strawberry and apple, peach and apple, plum and apple, red currant and apple, black currant and apple, cherry and apple, apricot and apple, gooseberry and apple, huckleberry and apple, fig and apple, 12 oz. glass jars, 2 dozen in case \$1.00 per doz.; No. 2 tins, 2 dozen in case, \$1.90 per doz.; No. 5 tin pails, 9 pails in crate, \$7 1-2c. per pail; No. 7 tin pails, 6 pails in crate, 52 1-2c. per pail; No. 7 wood pails, 6 pails in crate, 52 1-2c. per pail; 80 lb. wood pails, 7 1-4c. per lb.

Packed in assorted cases or crates if desired.

Pure Fruit Jellies — Raspberry, strawberry, black currant, red currant and pineapple flavors, 9 - oz. glass tumblers, 2 doz. in case, 95c per doz.; 12-oz. glass jars, 2 doz. in case, \$1.00 per doz.; No. 2 tin, 2 doz. in case, \$1.90 per doz.; No. 5 tin pails, 9 pails in crate, 37 1/2c per pail; No. 7 wood pails, 6 pails in crate, 52 1/2c per pail; No. 7, tin pails 6 in. crate, 52 1/2c; 30-lb. wood pails, 7 1/4c per lb. Packed in assorted cases or crates if desired.

Pure Orange Marmalade — Guaranteed finest quality. 12-oz. glass jars, 2 doz. in case, \$1.10 per doz.; 16-oz. glass jars, 2 doz. in case, \$1.50 per doz.; pint sealers, 1 doz. in case, \$3.25 per doz.; No. 2 tins, 2 doz. in case, \$2 per doz.; No. 4 tins, 2 doz. in case, 35c per tin; No. 5 tins, 9 in crate, 42 1/2c per tin; No. 7 tins, 12 in case, 57 1/2c per tin; No. 1 wood pails, 6 in crate, 57 1/2c per pail; 30-lb. wood pails, 8c per lb.

JELLY POWDERS.

WHITE SWAN SPICE AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per dozen 30 90

List Price.

"Shirriff's" (all flavors), per doz. 0 90
 Discounts on application.

YEAST.

White Swan Yeast Cakes, per case, 3 doz. 5c packages 1 15

Matthews-Laing Limited

Head Office: **TORONTO**

Packing Plants:

TORONTO, Ont.

MONTREAL, Que.

HULL, Que.

PETERBORO, Ont.

BRANTFORD, Ont.

Branch Warehouses:

WINNIPEG, Man.

SUDBURY, Ont.

FORT WILLIAM, Ont.

SYDNEY, C.B.

Pork & Beef Packers Exporters & Provisioners

The formation of "Matthews-Laing Limited" was the logical outcome of a healthy desire to serve our customers better than we had ever done before.

With the advent of "Matthews-Laing Limited" came a new era of service, a new era of values and a new era of prosperity for our customers.

To-day this service is better than ever. Our branches are equipped to serve your every want with the least possible loss of time. These branches enable you to get your supplies quickly and at lower transportation costs.

With the increased volume of business we are able to give you more for your money.

To-day is the day to resolve to sell the best Canada produces.

"Rose Brand" smoked meats will please your most exacting customers. "Rose Brand" Hams and Bacon have a flavor that brings more sales.

Write for prices on Car lots, or less quantities. We ship to all parts of Canada.

Melagama

Teas & Coffees

They stand alone
in quality and
purity.

We guarantee
their sale, and pay
the freight.

Hadn't you better
order a case of
each TO-DAY?

WIRE AT OUR EXPENSE.

Minto Bros.
Toronto

Fresh Pork Sausages

September marks the opening
of the Sausage Season. Cooler
weather and renewed work demand
something tasty for breakfast.

Nothing can be more so or more
economical than Fearman's Star
Brand Fresh Pork Sausages.

Let us book you for a regular
daily or weekly shipment.

F. W. FEARMAN CO.

LIMITED

HAMILTON

Established 1854

We Are Busy Packing

our 1913 stock of

UPTON'S KETCHUP

a most delicious
appetizing condiment.

Have You Tried It?

Get our prices and put in
a stock before frost comes.

Order early. Do it now.

THE T UPTON CO., Ltd.

Sales Dept.

St. Catharines, Ont.

Factory at

Hamilton, Ont.

Canned Goods

We are headquarters for "Independent" goods. We control the output of a number of "Independent" factories in Eastern and Western Ontario, and it will pay you to get our prices before placing your orders. Watch our advertisements, you will save money.

We offer the following specials this week:

900 Cases Crawford Peaches, 2s, Heavy Syrup,	\$1.20
300 Cases Bartlet Pears, 2s, Heavy Syrup,	1.35
300 Cases Light Syrup Pears, 2s,	.90

All F.O.B. Toronto

Net 30 days

EBY-BLAIN, LIMITED

WHOLESALE IMPORTING & MANUFACTURING GROCERS,
Coffee Roasters, Spice Millers and Tea Blenders to the Trade

CORNER FRONT and SCOTT STS.

TORONTO, CANADA

Florida and Jamaica

GRAPE FRUIT

Now Arriving New Fruit

Californian Tokay Grapes

New Figs due daily

Cranberries

Oysters Haddies Fillets

Fresh, Frozen and Salted Fish

White & Co., Limited

TORONTO

HAMILTON

Wholesale Fruit and Fish

Malaga Grapes

Our first consignment just received. The quality is very fine and prices reasonable. Get some of these.

CRANBERRIES

Fancy Early Blacks from Cape Cod. Good, hard, bright berries. Prices now are lowest for this season.

NEW CROP FIGS

Just In

Extra Fancy Camel Brand

THE HOUSE OF QUALITY

HUGH WALKER & SON

Established 1861

Guelph

and

North Bay

NATION'S

SPECIALITIES

Egg Powder

Custard Powder

Jelly Powder

Health Saline

Agents required where
not already represented

**E. J. NATION & CO.,
LIMITED**

Bristol,

England

APPLES

Before purchasing write for our quotations on the famous **Georgian Bay** apples. We will be packing from five to ten thousand barrels.

LEMON BROS.

Owen Sound, Ontario

In an
Ontario Retail Store

it's first grade quality that sells—there is only a very limited trade for second or third grade goods.

“St Nicholas”

is the first grade of all the Lemons.

J. J. McCABE

Agent

Toronto, Ont.

Manufacturers and Shippers

of the

WORLD

The Great West

has the

Largest Crop Ever

Wheat	-	225,000,000	bushels
Oats	-	250,000,000	"
Barley	-	40,000,000	"
Flax	-	10,000,000	"
Grand Total		525,000,000	"

Consumers in Manitoba, Saskatchewan and Alberta will have **\$300,000,000 to spend**, or 20% more cash than the paid up Capital of all the Banks in Canada.

The Largest and most Progressive Wholesale Commission House in Canada

are open to represent Leading Manufacturers. We daily canvass the trade from Lake Superior to the Rocky Mountains. Have your products pushed by a

→ **Live Wire House**

Write or Wire us, or to our Branches.

NICHOLSON & BAIN

Wholesale Commission Merchants and Brokers

Head Office, Winnipeg

BRANCH OFFICES AND WAREHOUSES

Regina

Saskatchewan

Calgary

Edmonton

Lethbridge

FREE

Book: "Fish and How Handled"

and

Five Unique Designs

If you are selling fish, and want to sell more, you need these signs. They are specially designed for use in the store or window. Book is full of educational matter. Demand for any line is often worked up by neat story telling showcards, and as these will be sent you on receipt of card or letter, we would strongly recommend you to make sure of a supply. They are certainly moving.



IS ALL YOU NEED SPEND ON THEM

**North Atlantic
Sea Products**

Of Quality

OCEAN BRAND

Haddies

Kippers

Bloaters

Fillets, etc.

CANADA BRAND

Pure Boneless Cod

Etc., Etc., Etc.

ASK YOUR DEALER

North Atlantic Fisheries, Ltd.

MONTREAL

The Consumer Knows

Anything That's



Is Safe To Buy.

and

The Grocer Knows

Anything That's



Is Sure To Sell

**H.J. HEINZ COMPANY
PITTSBURGH**

**Sodafied
Deliciousness**

When deliciousness is applied to Meadow Cream Sodas you at once think of crisp, flaky rich creamy—flavored sodas, not tough and hard. This is the exact description of these popular Sodas—delicious in every sense of the word.

They stand without a rival in the biscuit world. Fifty biscuits in every package and weighing one pound (the largest pound package on the market for the price).

Quality is the permanent feature of all Crothers' Goods.

Send for samples and prices of Crothers' Fancy Biscuits and Confectionery as well as Meadow Cream Sodas.

Stock these lines.—You will find a ready sale for them.

The

W. J. Crothers Co.

Kingston, Ontario

There are other
SUGARS

Why certainly! But there is only one

Woodside
XXX Granulated

Guaranteed absolutely pure.

Refined from
RAW CANE SUGAR
only !!

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

Packed in Barrels and Cotton-Lined Bags

Are you Ready for the Rush of Fall Business?

The steady growth of our specials has forced us to secure Larger Warehouse Accommodation. Our new warehouse at 51 Wellington West, contains 50,000 square feet and our office and warehouse facilities will be trebled when we move at the New Year.

You can also enjoy this **Growth** and **Expansion** if you identify yourself with our **Quality Lines** and get the benefit of our Business and Advertising Methods.

The following are a few of our specials which we know cannot be surpassed.



The
Sauce
of
Many
Merits



Delicious
Pickle
Packed
in
H.P.
Sauce



Pure
English
Malt
Vinegar
Guaranteed
Matured
for
Twelve
Months

These Lines Manufactured By
Midland Vinegar Co., Limited, Birmingham, Eng.

W. G. Patrick & Company, Limited
Canadian Distributors
TORONTO, MONTREAL, WINNIPEG, VANCOUVER

27 Gold Medals awarded to



**Crossed Fish Sardines
For Quality
Stella Brand Norwegian**



Young Herring in Tomato Sauce Packed by Stavanger Preserving Co., Stavanger, Nor.

These lines stand for quality and should interest every First Class Merchant in Canada.



Imported Peas

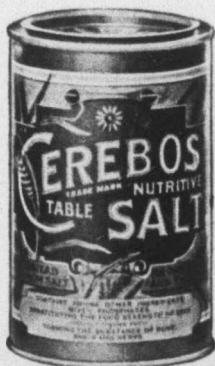


Imported Mushrooms



Genuine Italian Macaroni

**Clarnico Brand Imported Confectionery
Shelled Nuts of all descriptions
for the Fancy Grocery Trade**



CEREBOS

The
Finest
Table
Salt
Made



YACHT
CLUB

Salad
Dressing
Made from
Best
Ingredients
Procurable



LA PERLE

Pure
French
Olive Oil

Your inquiry for prices or information of any kind will be appreciated by

W. G. Patrick & Company, Limited

Importers

77 York St.

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Toronto

Branches at Montreal—Winnipeg—Vancouver.

THE CANADIAN GROCER

SERVICE!!

Largest Stock

Low Prices



Best
Equip-
ment



Perfect
Organ-
ization



Greatest Variety

Thorough Reliability

Hudon, Hebert & Co., Limited
Montreal

THE CANADIAN GROCER

Crystal Sugar

—the Sugar that
is growing in pop-
ularity every day
because it is always
uniform and pure

You need never hesitate in recommending **Crystal Sugar** to your trade for every pound you sell will speak well of your store.

Though it is absolutely imperative that you handle pure sugar during the preserving season, it is just as important that you supply it at all times, for the average housewife knows when sugar is right and when it isn't.

We make the finest Cane Sugar on the market for preserving and all other purposes. **Crystal Sugars** give full profit to you and satisfaction to your patrons.

When sending in your order for our **Crystal Granulated**, **don't** overlook the fact that we also manufacture the finest quality of **Icing, Powdered and Cut Loaf Sugar** on the **market**.

Dominion Sugar Company, Limited
WALLACEBURG AND BERLIN, ONT.



King Oscar Brand

The Famous Norwegian Sardines packed by Chr. Bjelland & Co., Stavenger, Norway.

By Special Royal Permission

The quality and deliciousness of these sardines is well known to consumers everywhere. The demand is already established and a widespread publicity campaign is making more sales for the dealer.

King Oscar Sardines are an all-year-round seller. Are you prepared to supply the demand?

J. W. Bickle & Greening

(J. A. Henderson, Canadian Agents)
Hamilton, - Canada

Pacific Coast Halibut and Salmon

FRESH AND FROZEN

Order your Pacific Coast Frozen Halibut and Salmon for next Winter's requirements from

The Canadian Fishing Company, Limited

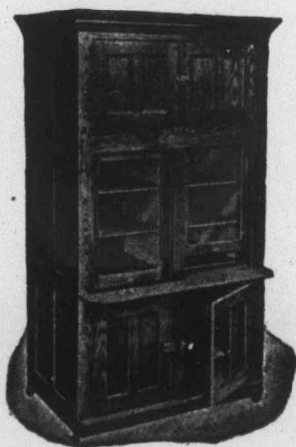
VANCOUVER, BRITISH COLUMBIA

Write for prices and information.

We produce and ship all kinds of Pacific Coast Fish—Fresh—Frozen—Salt—and Smoked.

Quality and Service Unsurpassed

How much of your stock goes to waste because of no refrigeration?



Avoid this waste and unnecessary loss by installing the perfect refrigerator—The Eureka. In one or two seasons the saving alone will pay for the original cost of the refrigerator.

The Eureka is built on the most modern principles of cold, dry air circulation. No zinc or galvanized iron lining to rust and corrode.

Every Eureka Refrigerator is built on the experience and perfection of over 27 years.

Get our catalog and prices before buying.

Eureka Refrigerator Co., Ltd.

54 Noble Street, Toronto

Montreal Representative:

JAMES RUTLEDGE Telephone St. Louis 3076
Distributing Agents, WALTER WOODS & CO., Winnipeg.
Agents at Fort William, Hamilton, Calgary, Moose Jaw, Saskatoon.

BRITISH and FOREIGN

JAM & MARMALADE PULPS

CITRONS, LEMONS AND BITTER ORANGES
FRESH AND IN BRINE

SPANISH OLIVES IN BULK

ESSENTIAL OILS
LEMON, ORANGE, BERGAMOT

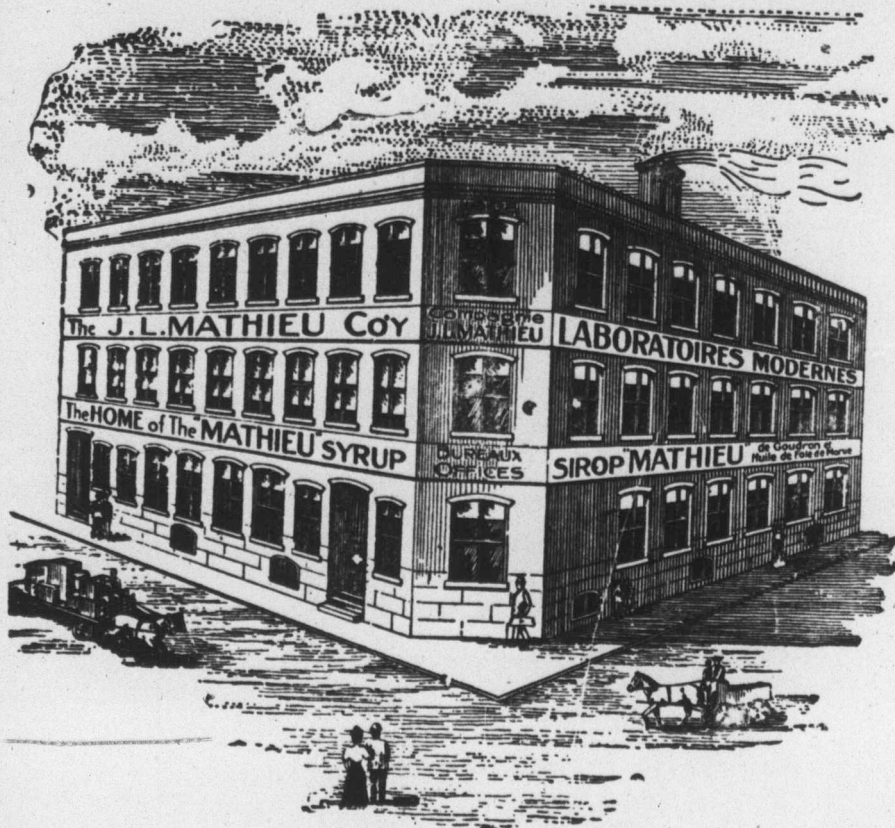
F. C. GOODING & CO.

FRUIT PACKERS AND SHIPPERS

36 Eastcheap, LONDON, England

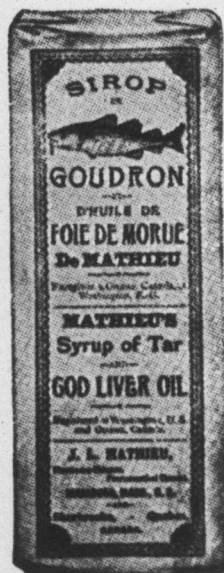
CABLES "GOODINGITE LONDON." ALL CODES.

Represented in TORONTO by W. B. STRINGER



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

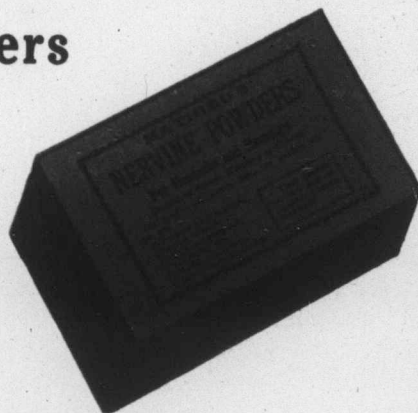
MATHIEU'S SYRUP of Tar and Cod Liver Oil



You can unhesitatingly recommend this preparation which commands by far the largest sale, in Canada, of any cough remedy. It is particularly effective in preventing, alleviating and curing all chest and throat troubles. It not only cures the cold—but so tonifies the system as to make its return almost impossible.

Mathieu's Nervine Powders

This is a magic cure for all headaches, nerve pains, neuralgia, etc. Contain no opium, morphine, chloral or any other dangerous narcotic or poison. Hence their safety for family use. They relieve insomnia, soothe the nerves and give restful sleep. When taken in conjunction with Mathieu's Syrup they are the quickest cure for any feverish cold.



Sold by all wholesale dealers. Don't let your stock run low.

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

*the pick of the
fisherman's catch*

BRUNSWICK BRAND

Located as we are in close touch with very fine fishing grounds, we have the choice of the fisherman's catch.

Our plant is modern in every way, strictly sanitary and is operated under ideal conditions. This insures the very best results in our products. High quality is the key-note of Brunswick Brand Sea Foods. They are proven big sellers and profit producers.

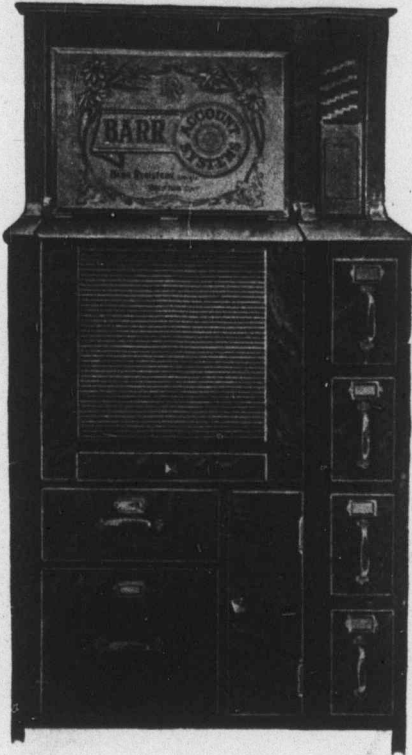
Order Brunswick Brand for your Winter's Stock.

CONNORS BROS., Limited
Black's Harbor, N.B.

AGENTS:—Grant, Oxley & Co., Halifax, N.S.; J. L. Lovitt, Yarmouth, N.S.; Buchanan & Ahern, Quebec, P.Q.; Leonard Bros., Montreal, P.Q.; A. W. Huband, Ottawa, Ont.; A. E. Richards & Co., Hamilton, Ont.; J. Harley Brown, London, Ont.; C. de Carteret, Kingston, Ont.; James Haywood, Toronto, Ont.; Chas. Duncan, Winnipeg, Man.; Shallcross, Macaulay Co.; Calgary, Alta.; Johnston & Yockney, Edmonton, Alta.; Shallcross, Macaulay Co., Vancouver and Victoria, B.C.



The Barr Account Register



Most Efficient and Best to Date—No Other Credit Account System on the Market to Equal it—Make us Prove it

The Manufacturers of the Barr Account Register make this claim and they can prove it by demonstration to any merchant's satisfaction. This announcement will fulfil its whole mission if it gets you sufficiently interested to ask for a demonstration.

**Cut Out The Coupon
And Mail It To-day**

**For
The
Merchant
Who
Handles
Accounts**

The Barr Account Register is the greatest money-saver you can put into your business.

The Barr Account Register is the simplest and most quickly operated system yet produced.

The Barr Account Register has exclusive features which put it in a class by itself and leaves it without a successful competitor in many points of efficiency.

The Barr Account Register gives you an accurate statement of your customer's account to the minute—It makes no mistakes—Gives no offence—Promotes good feeling amongst your patrons—Increases trade and hurries in the money.

The Barr Account Register will wipe out of your business most effectively the long hours and the risks of the old bookkeeping system.

Barr Registers, Limited,
Trenton, Ont.

Gentlemen: We would be pleased to have you demonstrate the Barr Register, showing how it can save time and money for us.

Name
Street and Number
City Province

**BARR REGISTERS
LIMITED
TRENTON ONTARIO**

BISCUITS

from the Old Country

Notice to Grocers and Stores in Canada
McVitie & Price, Limited

are now sending regular supplies of their biscuits to Ontario, Quebec, Manitoba, Alberta, Saskatchewan, British Columbia and the Yukon Territory.

When you sell **McVITIE & PRICE'S Biscuits** you are supplying your clients with first-class goods noted for their excellence and absolute purity.

AGENTS:

Manitoba and Saskatchewan
RICHARDS & BROWN, James Street, WINNIPEG
Alberta
CAMPBELL, WILSON & HORNE, Limited,
CALGARY, EDMONTON AND LETHBRIDGE
British Columbia and Yukon
KELLY, DOUGLAS & CO., Ltd., Water St., VANCOUVER



is the ideal chocolate for cooking and drinking purposes. Is especially suitable for icing cakes, making fudge, etc. Your customers want and should be given only the best—**MOTT'S**

JOHN P. MOTT & CO.

MANUFACTURERS

HALIFAX, NOVA SCOTIA

Put "Snap" into your daily profits

Every household in Canada is a prospective user of "Snap"—No house so refined, none so crude, but "Snap" may be used in it as a daily hand cleaner with absolute benefit. You can supply a great deal in your locality. Are you doing so?

Stock Now—Good Profits.

SNAP COMPANY, Limited
MONTREAL



We have them

Giant

Prince

Globe

Beaver

Fruit Jar Rings

Quality Guaranteed

Walter Woods & Co.
HAMILTON and WINNIPEG

Protectors Cleansers Helpers

BULL DOG

Liquid Ammonia
Chloride of Lime
Liquid Blueing

BULL DOG

Borax, Lye,
Cresoleum
(For disinfecting)



The Bull Dog Family

The Bull dog family, widely known among the good housewives of Canada, is the great sales-promoter for the grocer. It covers so many daily needs of the household that at least one of them could easily be included in "every order of groceries delivered."

Bull Dog Ammonia is the greatest purifier and cleanser of the age.
Ask your jobber for special price in five and ten case lots.

The J. B. Paine Co., Limited

TORONTO

65 Pearl, Toronto

225 Lemoine, Montreal

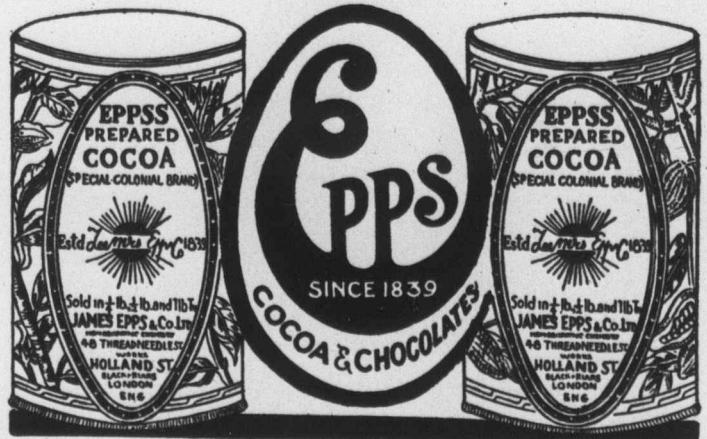
John Gray & Co., Limited
Glasgow **Scotland**

**1 lb. Floral
 Glass**



Samples and Prices
 from

Maritime Provinces, Quebec, Manitoba, Saskatchewan and Alberta, W. H. Dunn, 396 St. Paul Street, Montreal; Toronto, Lind Brokerage Co., 47 Wellington St. East; Ottawa, E. M. Lerner & Sons, 11 York Street; British Columbia and Yukon, Kirkland & Rose, 312 Water Street, Vancouver.



EPPS COCOA

"THE BEST EVER SINCE 1839"

EPPS COCOA IS MADE FROM THE FINEST SELECTED COCOA BEANS AND BY OUR SPECIAL PROCESS THE HIGHLY NUTRITIOUS BUTTER OR OIL CONTAINED IN THE NATURAL COCOA IS MADE SOLUBLE AND EASY FOR DIGESTION.


We have just received a supply of most attractive advertising matter and samples.

Write to-day—for YOUR share.

SAMPLES AND SPECIAL ADVERTISING FREE

JAMES EPPS & CO., Limited, LONDON, ENG.

25 East Front Street Toronto



**SYMINGTON'S
 SOUPS**

One packet of any of the eleven varieties makes a quart of rich, nourishing, and wholesome soup. The flavours are distinctive and delightful. Let any home-cook try these fine soups—just once!

Mulligatawny, Green Pea, Lentil, Pea, Celery, Onion, Ox Tail, Scotch Broth, Tomato, White Vegetable, Mock Turtle.

Easy to prepare—put the contents of packet into water—stir—boil—serve.

Canadian Agents:—
Messrs. F. E. ROBSON & CO.
 25 Front Street East, Toronto



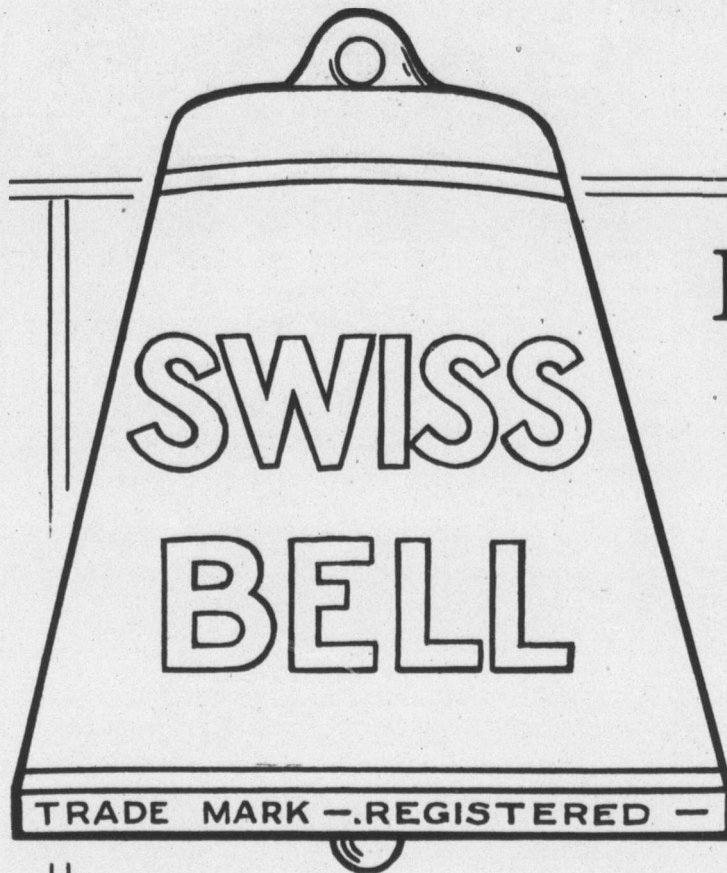
**Three Lines You Should
 Know and Introduce to
 Your Customers**

Tone up your stocks of Condensed Milk by adding these three lines—New Ones and Good. They will bring you new customers and quick returns.

St. George Evaporated Milk, 4 doz. in case \$3.60
 Princess Condensed Milk, 4 doz. in case \$4.50
 Banner Condensed Milk, 4 doz. in case \$5.25

Order them from your wholesaler or direct from the factory. Delivered in 5-case lots to any point in Ontario or East or Halifax. We will prepay freight up to 50c. per 100 lbs.

J. MALCOM & SON
 St. George, Ontario



**From
Canada's
Model
Canning
Plant**

**And from our own
Orchards and Farms**

**A Large Sanitary Plant
CHOICEST FRUITS
AND VEGETABLES**

Our factory is situated right in the midst of the famous garden of Canada—gardens and orchards as far as eye can see. Over a thousand acres of the most fertile of all are under our own cultivation, for our personal use in putting up the noted Swiss Bell Canned Goods—Vegetables, Jams and Jellies.

We see that quality goes into the fruit and vegetables from the day the buds come out in the Spring and the seeds are planted until the fruit and vegetables are ready for the table. Only the best of everything goes into the Swiss Bell Products.

Try our Jams, Ketchup, etc.

**Bell Fruit Farms, Limited
GRIMSBY, ONT.**

Carr & Co's Carlisle Biscuits

have their own distinct following. People who know good biscuits, use good biscuits, demand good biscuits, are the people who buy Carr's Biscuits.



The mere "say so" that you handle Carr's Biscuits puts you into the front rank of a quality salesman.

For prices, etc., write to-day

CARR & CO. CARLISLE ENGLAND

AGENTS—Wm. H. Dunn Montreal and Toronto; Hamblin & Brereton, Limited, Winnipeg, Man., and Vancouver, B.C.; T. A. MacNab & Co., St. John's, Newfoundland.

D. & J. McCALLUM

PERFECTION SCOTCH

Every dealer knows that these two words represent the finest grade Scotch Whisky made. They represent good round profits and perfect satisfaction to the consumer. McCallum's "Perfection Scotch" wins friends everywhere.

Wm. E. McIntyre, Limited

23 Water Street, General Agent St. John, N.B.

MASON'S 'O.K.' SAUCE

THE ORIGINAL

As purveyed by appointment to the House of Lords. As supplied to the House of Commons, H.M. Navy & Army, Government Offices and the Leading Hotels and Caterers throughout the World.

CAUTION—No connection with any firm or company trading in a similar name.



THE MARK OF QUALITY

An introductory size and a certain leader to the larger size. Price

10cts.

Sole Manufacturers:
GEORGE MASON & CO. LIMITED,
LONDON, ENGLAND.

Represented by:—

The Lind Brokerage Co., 49 Wellington St. E., Toronto.
G. H. Gillespie, 437 Richmond Street, London, Ont.
J. T. McBride, 62 Canadian Life Chambers, Montreal.
Nelson Shakespeare Watkins, Limited, 860-864 Cambie Street, Vancouver.
David Brown, 328 Smith St., Winnipeg, Man.
W. C. Mullins & Co., 25 King St., St. John, N.B.
Fenwick Hendry & Co., Wholesale Distributors, Kingston and District.

POWLEY'S SILENT MATCH

POWLEY'S MATCHES ARE GOOD MATCHES

Every Sale will please and bring the customer back for more.

Every Sale gives you 60% profit

Write or phone for more particulars.

The Geo. Powley Paper Co., Ltd.
62-66 JOHN ST. TORONTO, ONT.

The pull that counts



The "Showall" Pull

The modern grocer is not a believer of stuffed windows. He realizes too well the importance of concentration and the pulling power of specialization.

It was on this theory that we planned our new window fixture—the "Showall"—it was this theory (now proven practical) that induced scores of Canadian grocers to install this new and proven fixture. These men to-day are live advocates of the new Showall Window Fixture because it is pulling business steadily and surely. It is paying for itself nearly every month.

Note what one grocer says about the Showall:

THE BEAUTIFUL "SHOWALL" fixture is made of adjustable metal (nickel) stand with plate glass shelves and forms the basis for a splendid background for any line of goods whatever. It is strong, handsome, neat and gives your displays greater weight and adds pull to your trims.

Drop a card to-day—don't delay.

Repeat orders from the same firms tell the tale.

**The Brantford Showall
Window Fitting Company**
67 WILLIAM ST. BRANTFORD



EVERY POUND OF ANCHOR BRAND FLOUR

is unconditionally guaranteed

In the milling of **Anchor Brand Flour** the most searching analysis and tests are made to ensure highest and most uniform quality.

Extreme care, watchfulness, integrity, every advantage given by intelligent use of modern equipment together with the choicest Western Spring Wheats form the complement that obtains the highest possible quality flour—**Anchor Brand**.

The dealer who handles this line is quickly found out because the satisfied users advertise the merits of this exceptional flour.

Sells at standard prices everywhere.

Leitch Brothers' Flour Mills, Limited

Millers of Quality

Oak Lake, Manitoba

“HOLLAND RUSK”

*the original Dutch biscuit, appetizing
palatable, wholesome.*

—the biscuit common to the natives of the “Land of Dykes”—the biscuit that has helped make the Dutch race sturdy and long lived, is the biscuit now made in America from the old and original Dutch recipe.

Along with the health-giving properties of this delicious biscuit goes the feature that promotes big sale. The Holland Rusk has widespread uses, being delicious with jelly, marmalade, poached eggs, hot milk, cheese, berries, fresh or canned fruits, roast oysters, etc. Most women know of Holland Rusk and appreciate its usefulness as a healthful diet.

It sells the year round. Send for trial order to your jobber. If he cannot supply you, write us.

Holland Rusk Co.,

HOLLAND, MICH.

Canuck

ROLLED OATS



"The Nations Breakfast"

The slogan of this wholesome food is well chosen, as is shown by its popularity. It is a perfect breakfast food, and conserves human energy and fortifies the system.

Canuck Oats are made from the choicest Canadian grain, in the cleanest mill that modern science can suggest, and by skilled and experienced millers. This scrupulous care makes them much superior to any other brand on the market.

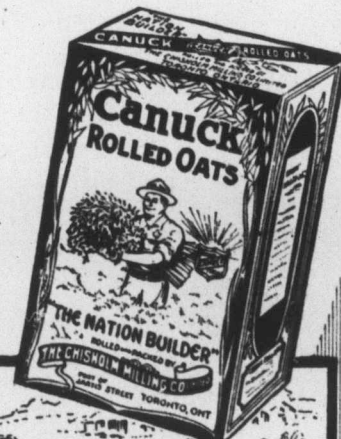
Our Special Offer

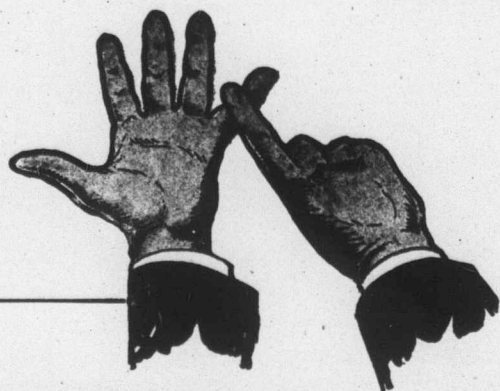
We allow you 10 cents discount, at the time of purchase, on every 12 carton case of Canuck Oats. The discount percentage is larger and you have no bother to secure it. This offer is good on all cases purchased before Oct. 31st.

Increase your business and secure satisfied patrons by handling Canuck Oats. Remember, your profits are good.

Order from your wholesaler or direct.

The
Chisholm Milling Co.
Limited
TORONTO, ONT.



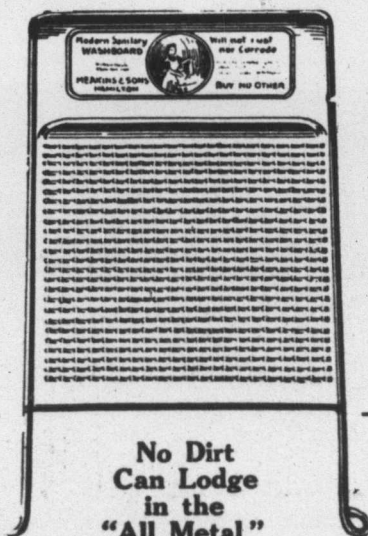


IMPORTANT FACTS

Every one a strong point why up-to-date dealers should handle MEAKINS' SANITARY WASH-BOARDS:

1. They are made in one piece, all metal.
2. Do not rust or corrode.
3. Has no parts to get loose to scratch the hands.
4. It will many times out-wear the old-fashioned wooden kinds.
5. Dirt has no place to lodge on the all-metal, therefore it is perfectly sanitary.

Meakins & Sons
Hamilton, - Ontario



"SHELL" BRAND

Castile Soap

("La Coquille")

The Standard of Purity

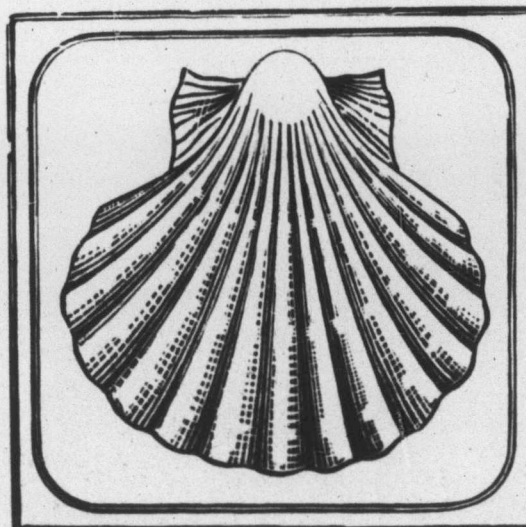
A Pure Oil Soap

Has the largest sale of any Castile Soap in the Dominion. This Soap is especially manufactured by Messrs. Courte Freres, Marseilles, France, for Messrs. Estrine & Co.

For sale by all wholesale houses.

GENERAL AGENTS:

P. L. MASON & CO.
TORONTO



A Table Delight for Old and Young

Jelly, as a sweet at luncheon
or dinner, is unsurpassed—if
it is Chivers.'



Chivers' Table Jellies

owe their immense popularity to the fact that they are flavored with ripe fruit juices, from the finest fruit obtainable, and are prepared with exquisite care and scrupulous cleanliness. Chivers' Gold Medal Jelly is put up in fourteen distinct flavors, every one a wholesome and delicious table delight.

In these days of careful buying regarding purity, you can sell Chivers' and have a confidence in the sale that it will satisfy the most particular customer. Its excellence of quality will gain many repeats.

STOCK UP—THE PROFIT IS GUARANTEED.

CHIVERS & SONS, LIMITED

FRUIT GROWERS

HISTON

CAMBRIDGE

ENGLAND

For samples and quotations apply to the agents :

THE W. H. MALKIN CO., LIMITED

57 Water St.

VANCOUVER, B.C.

(British Columbia and Alberta)

FRANK L. BENEDICT & CO.

45 St. Alexander St.

MONTREAL

(Canada and Newfoundland)

GILMOUR'S Antiseptic Hand Cleaner



**Leaves a Velvety Smoothness,
not an Annoying Roughness**

Quality has always received our chief attention. Profit, while of importance has been of minor consideration. Does not tear the skin like a number of inferior preparations. The price is a popular one, and the tin being attractive both in style and appearance helps sales. A generous quantity of antiseptic ingredients is in each tin.

AGENTS

We have already business coming from all parts of Canada, but are ready to give you control of good territory if you write.

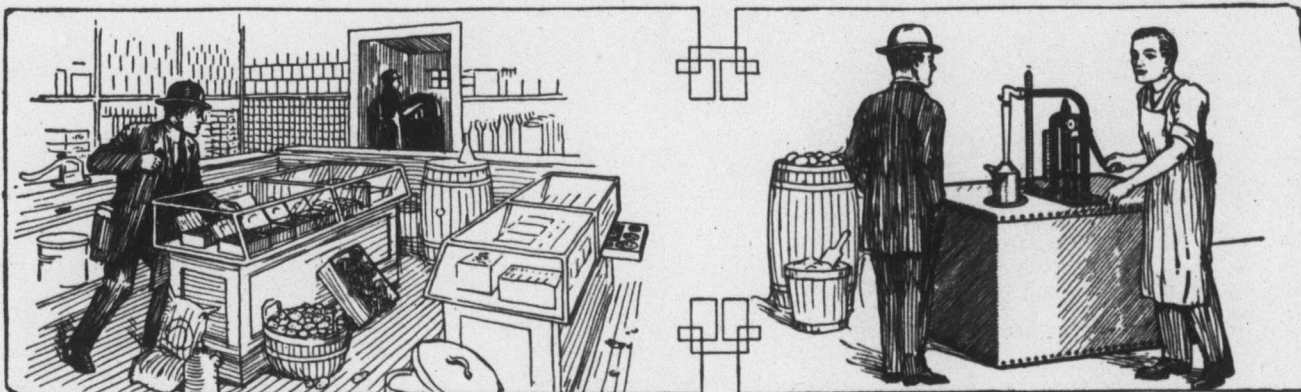
Talcum Powder

Talcum Powder

Here is a paying line. Pound size and also smaller floral varieties. Give it a trial.

THE GILMOUR SOAP COMPANY

- MONTREAL



The Bowser Safe Self-Measuring Oil Tank Can Be Kept in a Convenient Part of the Store

because it is clean and there is no dripping of oil to stain the floor or spoil other articles of food. The old style of tank must be kept in the shed or cellar, which necessitates leaving the store to draw oil. The BOWSER is equipped with an automatic cut-off that checks the flow of oil as soon as pumping ceases, and prevents dripping; it does away with the nasty, oily measure and funnel. The Computer shows how much to charge for, and the Float Gauge shows how much oil is left in your tank. In fact, to sell oil in a cleanly and profitable way you need a BOWSER. Write for FREE BOOK full of information about handling and selling oil.

S. F. BOWSER & COMPANY, Inc.

66-68 Frazer Avenue

Toronto, Ont., Canada

Made by Canadian Workmen and Sold by Canadian Salesmen.

Sales Offices in all Centres and Representatives Everywhere.

Original patentees and manufacturers of standard, self-measuring hand and power driven pumps, large and small tanks, gasolene and oil storage and distributing systems, oil filtering and circulating systems, dry cleaner's systems, etc.

Established 1885.

They Buy, and Buy, and Buy

Notice
 Unique
 Distinctive
 Shape of
 Bottle.
 —
 Large
 Mouth
 —
 Convenient
 Screw
 Top.



YACHT CLUB SALAD DRESSING once introduced into the home, stays there the year 'round. Always fresh, delicate in flavor—always pure—always satisfactory.

YACHT CLUB SALAD DRESSING

On the market 30 years—sold the world over—sales larger every year—steadily and consistently advertised.

An incomparable dressing for vegetable, fruit or combination salads—adds a delicious savour to cold meats or fish—puts a "snappy" tang in cheese and egg dishes—every one of the hundred ways Yacht Club Salad Dressing can be used is a good way.

Your Customers Will Thank You for Your Recommendation of Yacht Club Salad Dressing After They Have Tried It.

Place your orders now for holiday requirements. Every day that housewives are looking for something particularly fine in the way of table supplies—makes new customers for Yacht Club Salad Dressing.

Distributors to the Trade:

W. G. PATRICK & CO., Limited

TORONTO, Ont.

MONTREAL, Que.

TILDESLEY & CO., 176 NO. MARKET STREET, CHICAGO, ILL., U.S.A.

\$OUPS

with dollars in them.

Edwards' Soups are the soups that soon turn into dollars. They're widely and forcefully advertised and they're on the way to being sold the moment you take them out of the case. And customers who buy Edwards' Soups on the strength of the advertising, buy them again and again on the strength of the quality. There's a handsome profit on the sales. Keep a sharp eye on your stock.

EDWARDS' DESICCATED SOUPS

"The Soups with the dollars in them."

Edwards' desiccated Soups are made in three varieties: Brown, Tomato, White. The Brown variety is a thick, nourishing soup prepared from beef and fresh vegetables. The other two are purely vegetable soups.

Write for full particulars of trade terms to

MONTREAL:—Wm. H. Dunn, 396 St. Paul Street.
 TORONTO:—W. G. Patrick & Co., Limited, 77 York Street.
 WINNIPEG:—W. H. Escott Co., Limited, 161 Bannatyne Avenue.



DISTIL

the leading coffee Es-
 sence in Great Britain
 for over a quarter of
 a century and award-
 ed 22 prize medals for
 :: quality. ::

Distil is now gaining in favor and popularity with the coffee drinkers and housewives of Canada because of the rich true Mocha and Java flavor it imparts.

Wherever introduced, dealers immediately find that it has the larger sale. The profits are

most interesting. Price \$5.80 per case of 4 doz. 5 oz. bottles.

Order direct from
 The Harry Horne Co., Toronto
 or
 Leadley Limited, Winnipeg
 Agents wanted for Vancouver, Montreal and St. John.
 Correspond with The Harry Horne Co.

THE DISTIL MFG. Co. Limited
 London, Eng.

The growing taste for Olives

The demand for olives is continually on the increase. And as the trade increases so the dealer's profits increase.

D.W.C. Spanish Olives

allow the dealer the largest profit and give fullest satisfaction to the customer. They are the best selected Spanish Olives packed in carefully prepared brine. They sell at a moderate price.

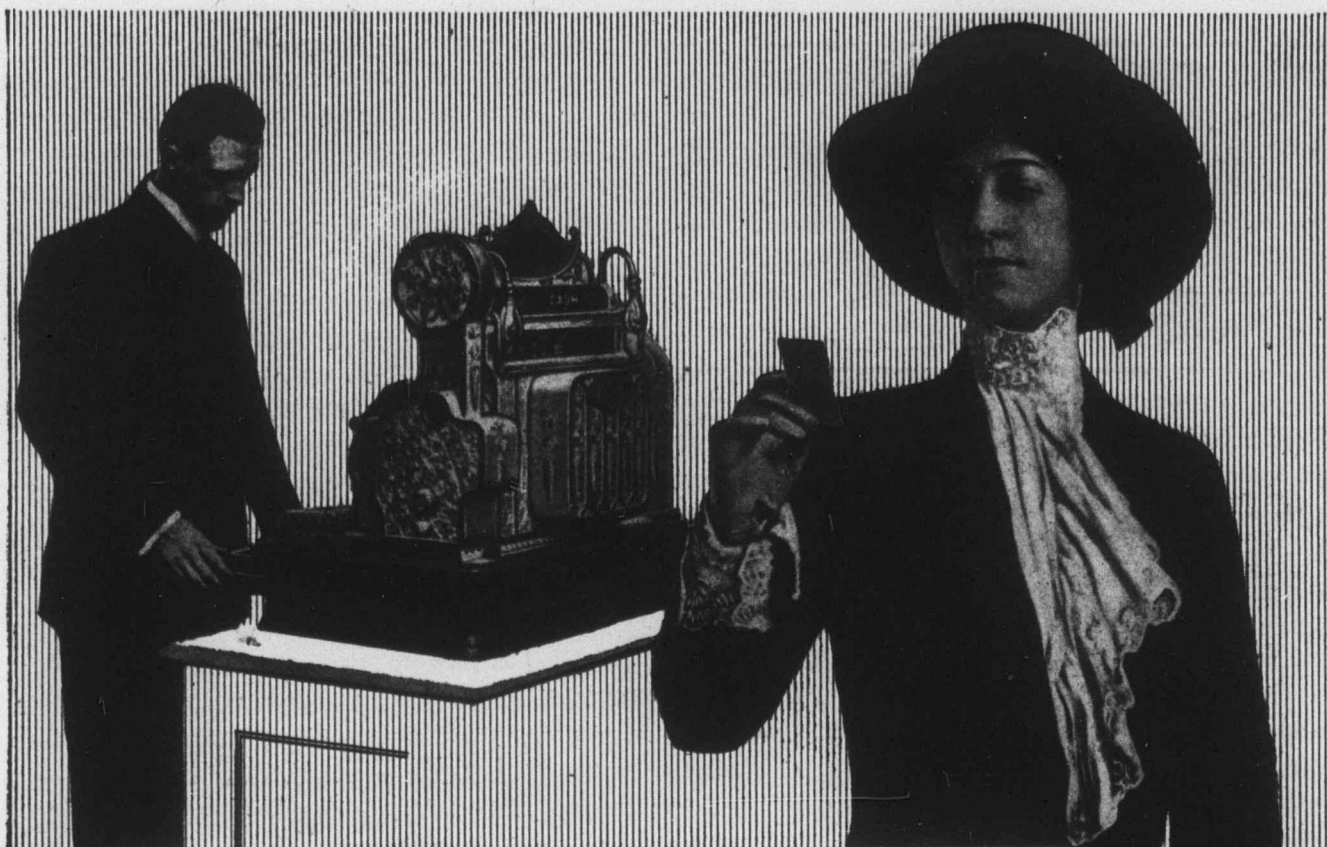
Insist on getting D.W.C. Olives.

Rowat & Co.
 Glasgow, Scotland

CANADIAN DISTRIBUTORS

Snowdon & Ebbitt, 325 Coristine Building, Montreal, Quebec, Ontario, Manitoba, and the Northwest; F. K. Warren, Halifax, N.S.; J. A. Tilton, St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.





Enforced Records Increase Profits

WHEN a printed receipt issued by a National Cash Register is furnished your customers on each transaction, you know positively that your money is properly safeguarded.

The printed receipt going to the customer leaves a duplicate record in your cash register, and enables you to trace the transaction, know who handled it, how much it was, and whether cash, charge, received on account, or paid out.

There is a style and size of National adapted to the needs of your store.
Write for information.

The National Cash Register Company

285 Yonge St.

TORONTO

Canadian Factory, Toronto



**THE FASTEST
SELLING
SPECIALTY**



**IN THE
GROCERY BUSINESS**

OXO CUBES are selling by the millions. Their success is enormous. They have proved their value to the consumer—and their money-making powers to the dealer. The constant OXO advertising—in newspapers and magazines—has taught the women of Canada the possibilities of these marvelous inventions. To-day, reaping the benefit of these marvelous inventions, the women of Canada are buying to the 10c and 25c tins. Stock the 50 and 100 cube tins as well. Hundreds buy these larger sizes and use OXO CUBES regularly for



Soups, Gravies, Hashes, Meat Pies, etc. We'll gladly send you a supply of signs, cards, and window bills.



Corneille David & Co.

Toronto, Montreal, Winnipeg & St. John, N.B.



Freshness

Purity

Cleanliness

are the outstanding features that ensure the unrivalled quality of

“Harvest Brand”

Jams and Jellies, Canned Fruits and Vegetables.

Our large, modern, sunlight factory is located in the midst of the fruit growing district. Our fruits are received “fresh” from the farms and preserved while “fresh.”

Only Sanitary Cans are used—no acids—no solder.

Every Ounce is Pure.

Your customers will appreciate these features — they will come back for more.

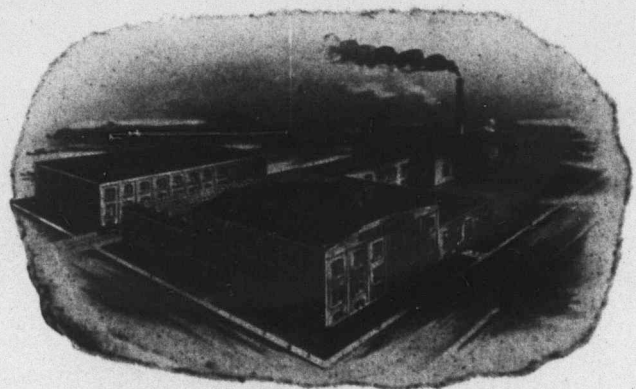
If you haven't been selling Harvest Brand Products to-day is the day to stock up.

Place your order now.

FRETZ, LIMITED

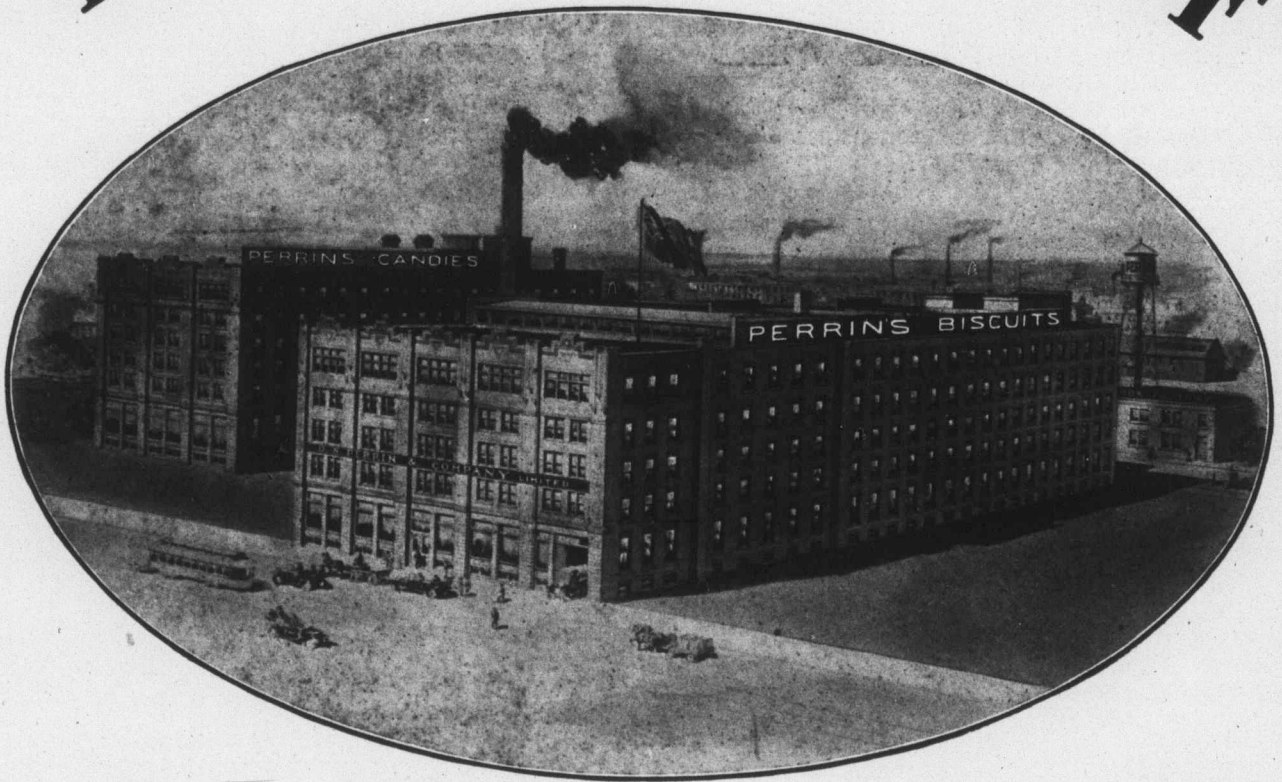
Hamilton

Ontario



THE CANADIAN GROCER

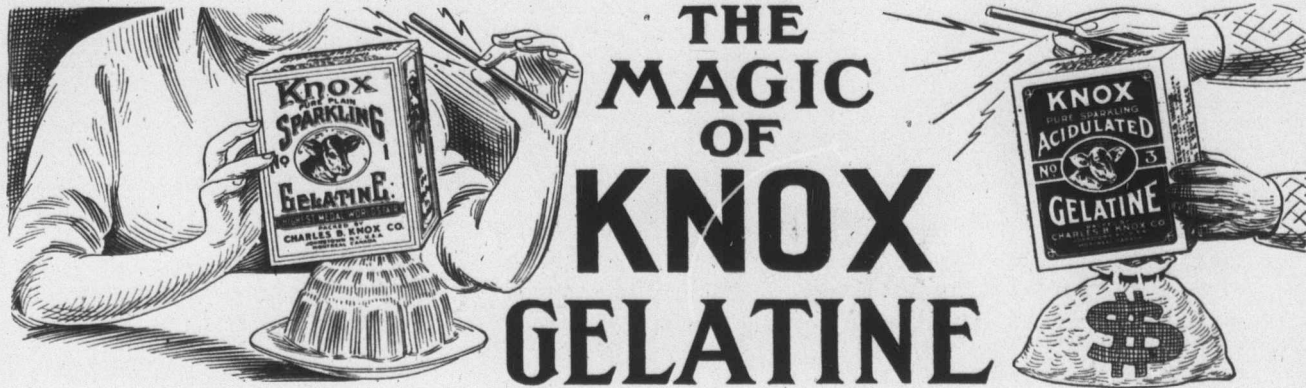
THE NEW HOME OF



PERRIN'S BISCUITS

LONDON

CANADA



THE
MAGIC
OF
KNOX
GELATINE

KNOX GELATINE quickly and easily produces delicious, wholesome Jellies, Desserts, Puddings, Salads, Ice Creams, Sherbets, Candies, etc., for your customers and good profits for you. Each package makes TWO FULL QUARTS (½ gallon) of jelly and this big moneysworth pleases the consumer.

KNOX SPARKLING ACIDULATED No. 3 package contains an extra envelope of LEMON FLAVOR, ready to use. Extensive and persistent advertising has made KNOX GELATINE well known to the housewife. It will pay you to push its sale because it's a steady, lively seller at all seasons and every sale pays you a good profit.

CHARLES B. KNOX COMPANY
JOHNSTOWN, N.Y.

Branch Factory, Montreal, Canada

BEST INCORRODIBLE
TEA LEAD

ALL SUBSTANCES AND SIZES

Grey & Marten, Limited

City Lead Works,

Southwark Bridge, London, England

Telegraphic Address: Amalgam, Boroh, London,
Code A.B.C., 5th Edition.

AGENTS:

TORONTO, C. H. Anderson, 50 Front St., East
HALIFAX, Curren Hart & Co., 45, Bedford Row
ST. JOHN, N.B., S. Norman Sancton



Have No Hesitation

in recommending to your best customer

'Bluenose' Butter

It always opens up in excellent shape, and its quality and flavor are remarkably fine. Taste 'Bluenose' yourself! Then you'll feel more enthusiastic about recommending it.

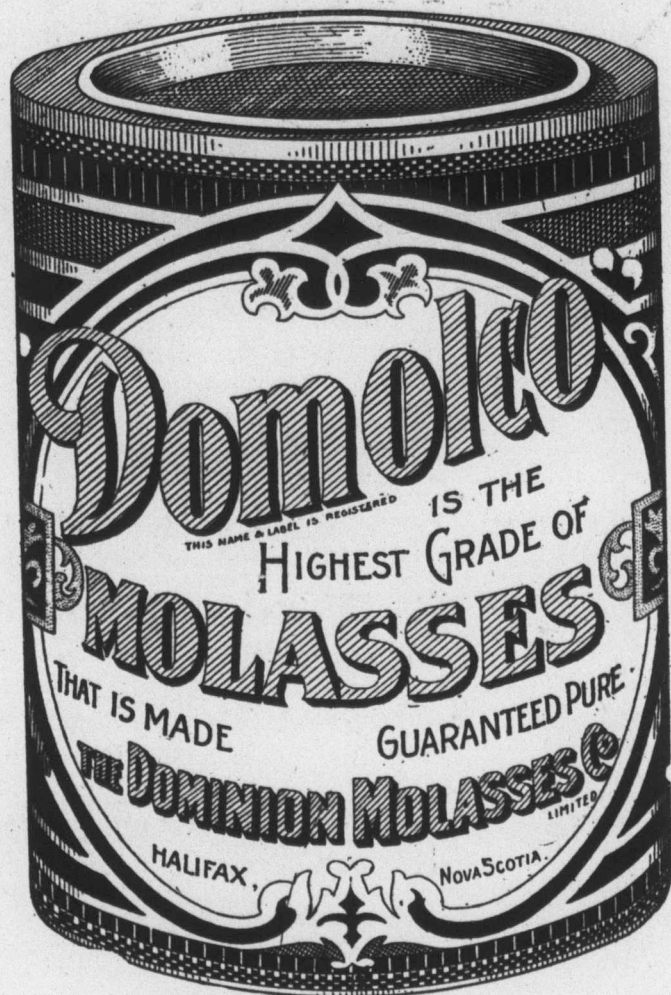
SOLE PACKERS

SMITH & PROCTOR, - HALIFAX, N.S.

**SMITH
AND
PROCTOR**

SOLE PACKERS

Halifax, - N.S.



More "DOMOLCO," Please—

That's the molasses call that is heard from every side. It's the call at the family table, it's the call at grocery store (where handled). This demand for "Domolco" is "profit music" to the dealer's ear.

DOMOLCO

is the highest grade sugar-cane molasses that is made and is guaranteed PURE. Every package bearing this registered label contains the acme of molasses perfection.

Domolco is the table delicacy of the masses—every progressive dealer should handle.

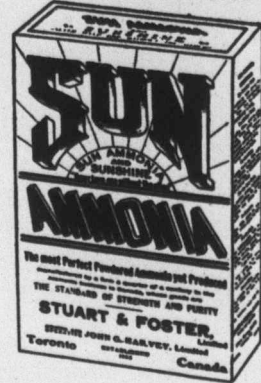
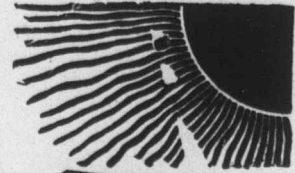
THE **Dominion Molasses Co., Ltd.**
HALIFAX, N.S.

THE CANADIAN GROCER

SUN AMMONIA

(Sold across Canada)

**The Standard of Strength
and Purity for 25 years**



Sun Liquid	85c doz.	\$9.60 gross, delivered.
Sun Powder (10c)	\$2.25 case (3 doz.)	\$2.00 case (5 cases delivered)
Sun Powder (5c)	\$1.35 case (3 doz.)	Less 5% (5 cases delivered)

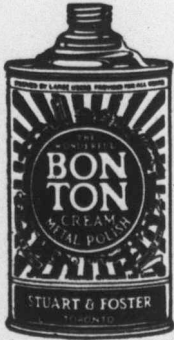
(Prices East of Winnipeg.)

All wholesales or direct to Stuart & Foster, Ltd., King and Berkeley Streets, Toronto.
Established 1882.

The Ammonia for Particular People

The Polish Discovery—the wonderful

Bon Ton cream metal polish



- Remains in solution—no sediment.
- Polishes in half the time.
- Contains no acids or injurious chemicals.
- Greater profits to merchants.

¼ pt. (3 doz. to case), 10c size, doz	85c
(counter display boxes).	
½ pt. (3 doz. to case), doz.	1.50
Pts. (2 doz. to case), doz	2.50

Polish Sales Multiply with Bon To

Used by Grand Trunk Railway Co., Toronto Railway Co., Northern Navigation Co., the Bank of Montreal, and hundreds of large users across Canada.

Wonder-Shine Cleans Without Rubbing

Cut Glass as well as Silver, Gold, Plated Ware

Absolutely guaranteed non-injurious, and saves much disagreeable labor in a home.

The new popular 10c package is a seller.

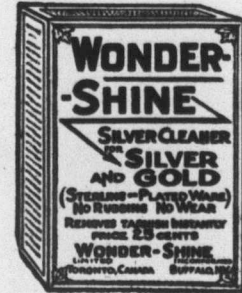
3 and 6 doz. cases, doz.	.80c
25c size, 1 and 3 doz. cases, doz.	2.00

In counter display boxes, with show cards.

Now is cleaning time.

Counter display boxes are silent salesmen.
All wholesalers, or direct to

STUART & FOSTER, Limited
owning and operating (Wonder-Shine, Ltd.)



COOK'S FRIEND BAKING POWDER

on the market for over 50 years.
Only best quality ingredients
used—contains no alum.

If you want your customers to
come back and send their friends,
give Cook's Friend all the prom-
inence you can.

Ask Your Wholesaler

W.D. McLaren, Limited, Montreal

ADS AND SALES

A Study of Advertising and Selling from
the standpoint of the New Principles of
Scientific Management.

By Herbert N. Casson.

**An Invaluable Book for the Manufacturers,
Sales Managers, Salesmen, Etc.**

This is the first book which has attempt-
ed to apply the principles of Scientific
Management to the Problems of Sales
and Advertising.

Cloth-bound, Limited Edition, 167 pages.

Sent Postpaid on Receipt of \$2 to any Address.

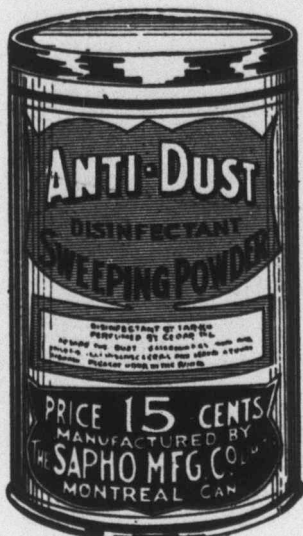
Technical Book Department

MacLean Publishing Co.

143-149 University Avenue, Toronto

A Household Necessity Every Day

Sweeping is a daily practice in most homes. You need but to explain the advantage of using Anti-Dust when sweeping to make it a large selling stock.



Now is the opportune time to stock it. Housecleaning involves an increased amount of sweeping. You can get the business now—and you can keep it all year with Anti-Dust.

The selling points of Anti-Dust Sweeping Powder are: It positively prevents dust from rising and gives carpets and rugs their original color by removing all dirt. It brightens oilcloth and floors, and is the only combined Germicide, Insecticide, Disinfectant Sweeping Powder. When ordering, "Remember the Green and White Tin," the only genuine.

SAPHO INSECTICIDE

Another of the famous line that finds a ready and steady demand in house-cleaning season. You can recommend it highly as the only real demolisher of house insects.

SAPHO INSECTICIDE

With each tin of Insecticide we furnish a spray. It overcomes the trouble of getting into corners; and besides, Mr. Grocer, it clinches all the sales for Sapho. Put in a stock **now**.

Send for Prices of our Different Lines

The SAPHO MFG. CO., Limited

Montreal, Que.



A Thanksgiving Window Dressing Contest

At Thanksgiving practically every grocer makes a special window display. It is a time when there is much feasting and a strong selling window trim means a great deal to the retailer in not only direct results but in permanent advertising. This year the harvest has been good and Thanksgiving should mean much to the live dealer.

CANADIAN GROCER will have a Thanksgiving Window Dressing contest this year. Why not come in on it? You will have a good display. It will mean much to your business. Let it be a help to others. Plan now to surpass your former efforts and to enter it in this contest.

Windows will be judged from the standpoints of Selling Power, Attractiveness and Originality, in the order mentioned.

The competition is open to merchants and their clerks in Canada and Newfoundland.

There will be two classes in the contest—Class 1 and 2 with three prizes in each class.

Winners in each class will receive \$5, \$3 and \$2 respectively, making a total of \$20 in prizes.

When the time comes see that your photographer gets you a good picture. Write The Editor now for a page of suggestions on photographing the window in order to eliminate reflections. This will be sent free on request.

THE EDITOR, THE CANADIAN GROCER
143-149 University Avenue
TORONTO

Dealers are busy selling spices and the housewives are busy pickling

The dealer who sells Hugman's Pure English Spices is sure of good profits, large sale and the goodwill of the housewives because Hugman's Pure Spices put the pickling at its best.



They are the very best procurable.
A. W. Hugman, Limited
 Montreal



You are a judge of good coffee, and your wife will appreciate the simple and quick manner in which KIT is prepared—send now for a free trial bottle—then think about your customers.

AGENTS WANTED.

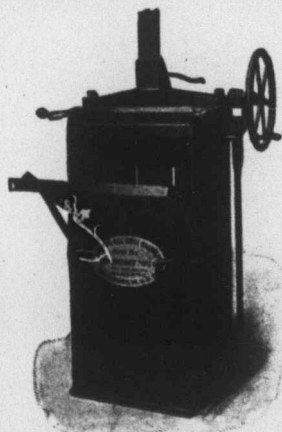
Messrs. F. E. ROBSON & Co.
 25 Front St. E., Toronto.

Please send us a sample of KIT Coffee and selling plan.

Name.....

Address.....

Make Money Out of Baled Waste Paper



Any retail merchant and general storekeeper, large or small, can make money out of

SCHICK'S All Steel BALING PRESS

For Waste Paper

It quickly and easily makes bales weighing 150 pounds, measuring 18x20 x33 inches. One boy can operate it in odd times.

And you get two advantages from it—(1) baling waste paper greatly reduces fire risk and often gives you a lower insurance rate; and (2) it fixes it so that you can sell it. There is always a market for baled waste paper.

Write for prices and Discounts shown in Catalog No. 9.

DAVENPORT MFG. CO., Davenport, Iowa, U.S.A.

CASH OR PARCEL CARRIERS

SAVE TIME & MONEY



Quick Change Means Pleased Customers
 Our guarantee:—We will instal a system of our carriers in your store. After 10 days' test, if they have not proved their superiority to all other makes of store service, we will remove the equipment without cost to you. It will pay you to investigate our modern improved PNEUMATIC DESPATCH TUBES AND ELECTRIC CABLE CASH CARRIERS.



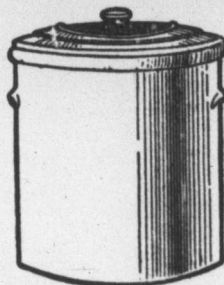
CATALOG FREE

The Gipe-Hazard Store Service Co., Ltd.

99 ONTARIO STREET TORONTO, ONT.

EUROPEAN OFFICE: 118 HOLBORN LONDON E.C. ENG.

BELLEVILLE POTTERY CO.



STONEWARE
 of
 Best Quality
 and
 FIRE CLAY
 PRODUCTS



Mail orders receive prompt attention

BELLEVILLE,

ONTARIO



ROYAL SALAD DRESSING

Every day is Salad Day.

With the growing popularity of Salads of all kinds, comes the demand for ready prepared Salad Dressing.

ROYAL SALAD DRESSING is the final step in the preparation of a truly good salad. Recommend ROYAL to your particular customers, they will thank you.

Made only by

The Horton-Cato Mfg. Co.

Windsor, Can.



German Eagle Brand Products

Now is the best time to start handling

PURE COUNTRY PORK SAUSAGE

Contains nothing but Pork Meat

J.M. Schneider & Sons Limited

HIGH GRADE GERMAN SAUSAGE PORK PACKERS

53 Highest Awards in Europe and America

WALTER BAKER & CO.'S CHOCOLATE & COCOA



Registered Trade-Mark

Our Cocoa and Chocolate preparations are Absolutely Pure — free from coloring matter, chemical solvents, or adulterants of any kind, and are therefore in full conformity to the requirements

of all Pure Food Laws.

Walter Baker & Co. Limited

Established 1780

Montreal, Can. Dorchester, Mass.

When writing advertisers, kindly mention having seen the ad. in this paper.

Coffee, Its History, Classification and Description

By Joseph M. Walsh

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

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

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

\$2.00

IT WILL PAY YOU TO SEND AT ONCE

MacLean Publishing Co.

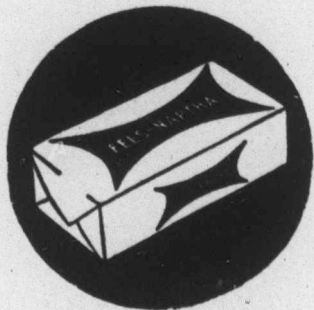
Technical Book Department

143-149 University Avenue, Toronto

It is a Keen

dealer who keeps steadily before him the necessity for dealing in live, dependable, and profit-paying staples.

Of these, one of the foremost is Fels-Naptha Soap—popular with women, reliable, and a quick, steady seller.



OYSTER WEEK IS OCTOBER 20 TO 25

But Don't Wait Until Then to Push Oysters

There is money in oysters every day and YOU should push them from now until the end of the season.

The Oyster Growers and Dealers Association of North America

Will help by furnishing you with free circulars for distribution among your customers, telling them why **THEY SHOULD EAT OYSTERS**. It will also give you **FREE** beautiful posters to display in your store and with striking **OYSTER WEEK BUTTONS** to be worn by you and your clerks during **OYSTER WEEK**.

Write at once for these to

FRANK W. LAWSON,
Manager Oyster Week Campaign,
Navarre Bldg., St. Louis.

DON'T NEGLECT THIS OPPORTUNITY TO INCREASE YOUR OYSTER SALES.

TWO CENTS PER WORD

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



The Test of Time

For more than forty years, Electric Paste Stove Polish has met every requirement of thousands upon thousands of critical housekeepers. What more could you ask? Have you tried it yet?

For Sale By All First-Class Jobbers in Canada.

Manufactured only by John Diamond, 458 North Third St., Philadelphia, U.S.A.

WESTERN REPRESENTATION

Close personal attention from day to day—a knowledge of the Western market, gained from years of experience—a connection built by straightforward dealing with wholesaler and retailer—this is the service we are giving our principals.

We do not accept agencies for lines which conflict with those we already represent. Some lines, however, we can add. One of these may be yours. We solicit correspondence.

H. P. PENNOCK & CO., LIMITED WINNIPEG

Wholesale Grocery Brokers and Manufacturers' Agents



Sell the Genuine "Old Country" Quality Fruit Products—Cairns'

The fresh, natural taste of the ripe, luscious fruit, as in the Cairns products, delights the most fastidious tastes, including that of Royalty.

Dealers of quality goods find Cairns' Jams, Jellies and Marmalades most excellent sellers. Order your Fall supply now.

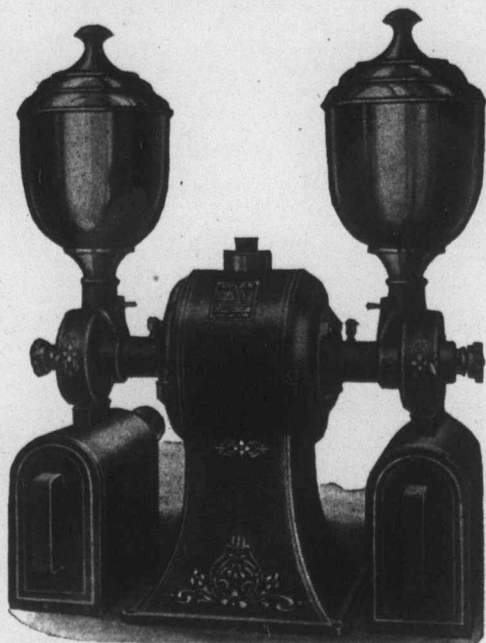
We have supplied the tables of their late Majesties Queen Victoria and King Edward, and are now catering to King George V. by special command.

Alexander Cairns & Sons PAISLEY SCOTLAND

Canadian Agents:
SNOWDON & EBBITT, Montreal, Quebec
NELSON, SHAKESPEARE, WATKINS, Ltd.
Vancouver, B.C.

**More Than Ever in a Class
by Itself**

One of our 12 new models. Wouldn't it be a good idea then to look into the Coles? It ranks with the best and meets your price. 26 models of electric machines. Makers of Hand Coffee Mills for twenty-five years.

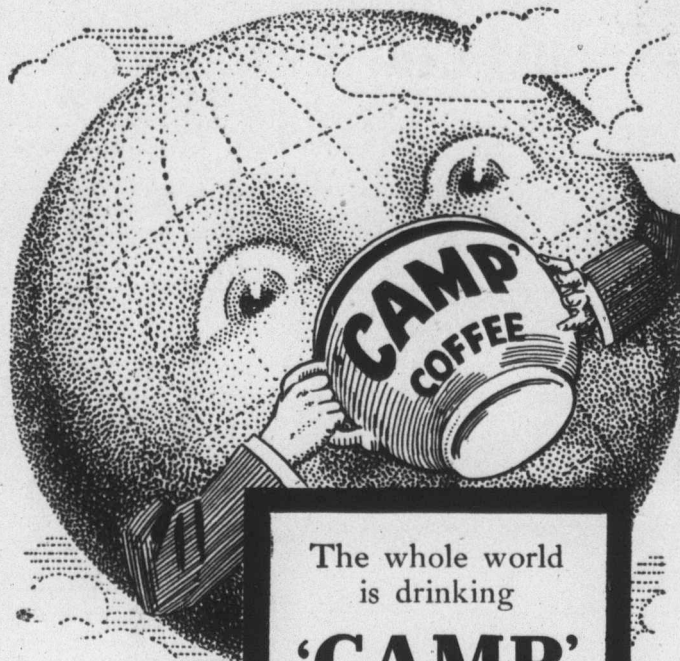


COLES MANUFACTURING CO.

1615 North 23rd St.

PHILA., PA.

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



The whole world
is drinking

**'CAMP'
COFFEE**

and means to drink a
great deal more of it.

DON'T have to murmur—'Not in
stock' when the next inquirer calls!

Ask your Wholesale House
about 'CAMP' to-day.

R. Paterson & Sons
Coffee Specialists
Glasgow



**THE CHEESE WITH
THE FLAVOR.**

Our stock of Old Canadian Cheese was properly made, which is the first point. It is properly cured, which is the main point, and every order means a repeat order.

Our Elgin Brand Pure Pork Sausage and other pork products are just as carefully looked after.

For convenience let us send you one of our post card order books.

We are also open to receive your consignments for cold storage.

**The St. Thomas Packing Co.
LIMITED**

Pork Packers and Provision Merchants, Pork, Pork Products and Beef, Butter, Eggs and Cheese.

ST. THOMAS, ONT.

Wholesale Branches at Windsor and London, Ont.
Let us send you one of our Post Card Order Books.

**B. CANNON & Co., Ltd.
LINCOLN, ENGLAND**

PURE GELATINES

Stocks:-Toronto, Montreal,
New York.

SOLE AGENTS

**FINEGAN & ELLIS
506 Board of Trade Bldg.
TORONTO**

Manufacturers' Agents and Brokers' Directory

The Canadian market is over three thousand miles long and extends from the peach belt to the Arctic Ocean. Manufacturers and merchants can not hope to cover this market satisfactorily or get the best out of their Canadian opportunities without the assistance of local agents. The following firms in all parts of Canada are prepared to act as agents for good lines. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.

ONTARIO.

Brantford Cold Storage Co.
LIMITED
Wholesale Produce Merchants
If you are in need of
HONEY
In any quantity write us for quotations
BRANTFORD, ONT.

Wire us for prices on Currants.
We represent Mr. C. Ceroni, one
of the best and most reliable pack-
ers in Greece.

W. H. MILLMAN & SONS
Wholesale Grocery Brokers
Toronto, Ont.

W. G. PATRICK & CO.
Limited.
Manufacturers' Agents
and Importers
77 York St. - Toronto

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

Morrow and Company
39 Front St. E., Toronto
Cereals

We buy and sell rolled oats, oat-
meal, rolled wheat, pot and pearl
barley, split peas, cornmeal, white
beans, wheat breakfast food, etc.

When writing advertisers, kindly
mention having seen the ad. in this
paper.

WESTERN PROVINCES.

H. P. PENNOCK & CO.,
LTD.
Wholesale Grocery Brokers & Manu-
facturers' Agents.
WINNIPEG
We solicit accounts of large and pro-
gressive manufacturers wanting live
representatives.

WESTERN DISTRIBUTORS LIMITED
Wholesale Commission Merchants, Cust-
oms Brokers and Manufacturers'
Agents. Cars Distributed, Warehoused
and Forwarded. Warehouse on Trans-
fer Track. Business solicited. Our
position is your opportunity.
Saskatoon - Western Canada

Eastern Manufacturers Limited
Manufacturers' Agents,
Saskatoon, Saskatchewan.
Cover Northern Saskatchewan complete-
ly. The jobbing trade in Saskatoon,
Yorkton, North Battleford and Prince
Albert is visited daily. We want to
represent you in this large and grow-
ing territory.

G. C. WARREN
Box 1036, Regina
**IMPORTER, WHOLESALE
BROKER and MANUFACTURERS'
AGENT.**
Trade Established, 15 Years
Domestic & Foreign Agencies Solicited

HOLLOWAY, REID & CO.
Cor. Vermillion Ave. and 5th St.
EDMONTON - ALBERTA
Importers and Manufacturers' Agents
We specialize in Biscuits and Candles
We are still open for a few good
Agencies

The
Condensed Ad.
page
will interest you

WESTERN PROVINCES—Continued.

NORTH-WEST SPECIALTY CO.
Manufacturers' Agents
Cover Saskatchewan completely. All
large centres visited monthly. Open for
agencies for all kinds of Store Fixtures
and Specialties. Warehousing facilities.
Suite 109, Willoughby-Summer Block,
Saskatoon, Saskatchewan.

WATSON & TRUESDALE
Wholesale Commission Brokers and
Manufacturers' Agents
WINNIPEG - MAN.
Domestic and Foreign Agencies
Solicited.

H. G. SPURGEON
WINNIPEG
Wholesale Broker and Manufacturers'
Agent
Canadian, British and Foreign Agencies
Solicited.
230 Chambers of Commerce.
P.O. Box 1812.

FRANK H. WILEY
WHOLESALE COMMISSION MERCHANT
and
GROCERY BROKER
757-759 Henry Ave., WINNIPEG

RUTTAN & CHIPMAN
WHOLESALE GROCERY BROKERS
and
MANUFACTURERS' AGENTS
Fort Garry Court, Main Street.
Winnipeg - Canada

SIMPSON PRODUCE CO. Winnipeg Man.
Will be pleased to discuss with agents or manu-
facturers of Bakers', Butchers' or Grocers' spe-
cialties, the introduction of their lines to the
Prairie Provinces—we go direct to the trade or
through the Jobbers.
Dealers in High Class Produce and Provisions.
Simpson Produce Co. 248-252 Princess St.
Winnipeg. Man.

LEADLAY LIMITED
332 Bannatyne Ave.,
Winnipeg, Man.
Grocery Brokers & Importers.
"Eiffel Tower Lemonade."
"Foster-Clarkes Cream Custard."

Manufacturers' Agents and Brokers' Directory

(Continued.)

BRITISH COLUMBIA.

McLEOD & CLARKSON

Manufacturers' Agents and Wholesale Commission Agents

383-6 Cambie St., Vancouver, B.C.

Can give strict attention to a few first-class Grocery Agencies. Highest References.

O'Loane, Kiely & Co., Ltd.

WHOLESALE GROCERY BROKERS
CANNED GOODS, DRIED FRUITS, ETC.
CANNED SALMON A SPECIALTY

We cover British Columbia and Alberta
Head Office - - Vancouver, B.C.
Reference: The Bank of Montreal.

The CAMPBELL BROKERAGE CO.

Manufacturers' Agents and Commission Brokers.

We have our own warehouse and trackage. Shipments stored and distributed. Can give special attention to a few good agencies.

857 Beatty Street Vancouver B. C.

WORLD RENOWNED



BRAND STUHR.

STUHR'S

**GENUINE CAVIARE,
ANCHOVIES IN BRINE**

(Salted Sardels).

In Tins and Glasses.

"Please ask for our offer"

C. F. STUHR & CO., HAMBURG.



Oakey's

The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Canisters.

'WELLINGTON'

KNIFE POLISH

JOHN Oakey & Sons, Limited

Manufacturers of

Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.

Wellington Mills, London, England

NEWFOUNDLAND.

The CHAMBERLAIN-DOWNEY Company, Limited.

Wholesale Jobbers & Manufacturers' Agents. Grocery, Confectionery and Tobacco Specialties. Correspondence solicited on Domestic and Foreign Lines.

TRACKAGE AND WAREHOUSE,
1214 Homer Street, Vancouver, B. C.

E. O. CORNISH

COMMISSION AGENT

Canned Goods a Specialty

821 Pender St. W., Vancouver, B.C.

McCANN & LANGFORD

Winch Building Victoria, B.C.
Manufacturers' Agents and Commission Brokers.

We can give special attention to a few good agencies. Anything we handle we push
References: Bradstreets, Royal Bank, Union Bank.

T. A. MACNAB & CO.

ST. JOHN'S NEWFOUNDLAND
MANUFACTURERS' AGENTS
and COMMISSION MERCHANTS

Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's. Codes: A, B, C, 5th edition, and private.

OUR GUARANTEE

If this polish damages your customer's piano, we'll pay for the piano. That's why live Grocers everywhere stock it. It sells, repeats, and brings new faces to a store.



THE
PERFECT POLISH FOR
PIANOS, FURNITURE
AND ALL GLOSSED SURFACES

The International Specialty Co.
The PRESTOLENE People, Bridgeburg, Ont.

Order from your jobber, or The Harry Horne Co., 309 King W., Toronto. Leadlay, Limited, Bannatyne Ave., Winnipeg, Man. Every package carries above guarantee in detail. Our travellers carry unique propositions.

GRAB'S HANDY CORD CUTTER

Saves Time, Twine and Trouble
A Necessity wherever parcels are tied or cord is cut.



Every Wrapping Counter needs one or more of Grab's Handy Cord Cutters.

Every shipping room, every mailing room should be liberally supplied.

Just one quick pull across the razor-edged blade of this little device and the toughest twine is cut cleanly, easily. No time wasted searching for a knife, no straining of the fingers in breaking the twine. This little cutter is screwed to the table, counter, bench or window ledge—it can't be borrowed—it can't be lost. And it cuts the twine with no effort whatever on the part of the user. Simply loop the twine over the blade and give the slightest pull.

Invaluable in Shipping Room, Mailing Room or Store

SEND 25c FOR ONE NOW and it will come to you by return mail. If you are in any way dissatisfied you can have your money back for the asking—but you will not want it back. After you use this little cutter once, you will never be without it. Send 25c NOW. Representatives wanted. Liberal Discounts in Quantity Lots.

VICTOR M. GRAB & COMPANY

870 Ashland Block,

Chicago, Ill.

CLASSIFIED ADVERTISING

Advertisements under this heading, 2c. per word for first insertion, 1c. for each subsequent insertion.

Contractions count as one word, but five figures (as \$1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

TO LET

TO LET—IN HAMILTON, ONT., A FIRST-class dwelling, store and meat shop in choice location. Apply Geo. Austen, 97 Main St. West, Hamilton.

WANTED

AGENT WANTED IN EVERY TOWN IN Canada. Make money spare time and evenings. Write now. Lock Box 120, Davenport, Iowa.

WANTED—CAPABLE MANAGER TO TAKE charge of grocery store employing about 45 hands. Give full particulars and experience, character, age, state wages expected and written copy references. F. G. Freeze, Drawer 449, Calgary.

SPECIALTY SALESMAN WANTED — TO handle all kinds of fancy grocery lines either on salary or commission. Box 34, Canadian Grocer, Toronto.

MISCELLANEOUS

BUCKWHEAT FLOUR GUARANTEED pure and unsurpassed by any mill in the province. T. H. Squire, Queensboro, Ont., solicits your orders.

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)

MODERN FIREPROOF CONSTRUCTION — Our system of reinforced concrete work—as successfully used in many of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St. West, Toronto.

COPELAND - CHATTERSON SYSTEMS — Short, simple. Adequate to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

GOOD STENOGRAPHERS ARE WHAT every employer wants. The place to get good stenographers is at the Remington Employment Department. No charge for the service. Remington Typewriter Co., Ltd., 144 Bay St., Toronto.

COUNTER CHECK BOOKS—WRITE US to-day for samples. We are manufacturers of the famous Surety Non-Smut duplicating and triplicating counter check books, and single carbon pads in all varieties. Dominion Register Co., Ltd., Toronto.

PENS—THE VERY BEST PENS MADE ARE those manufactured by William Mitchell Pens, Limited, London, England. W. J. Gage & Co., Limited, Toronto, are sole agents for Canada. Ask your stationer for a 25c. assorted box of Mitchell's Pens and find the pen to suit you.

THE "KALAMAZOO" LOOSE LEAF BINDER is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (tf)

FIRE INSURANCE, INSURE IN THE HARTFORD. Agencies everywhere in Canada. THE NATIONAL CASH REGISTER COMPANY guarantee to sell a better register for less money than any other house on earth. We can prove it. Make us. The National Cash Register Co., 285 Yonge St., Toronto.

YOU CAN BUY A REBUILT TYPEWRITER from us. We have about seventy-five typewriters of various makes, which we have rebuilt and which we will sell at \$10.00, \$15.00 and \$20.00 each. We have also a large stock of better rebuilt at slightly higher figures. Write for details. The Monarch Typewriter Co., Ltd., 46 Adelaide St. W., Toronto, Canada.

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.

ADDING TYPEWRITERS WRITE, ADD OR subtract in one operation. Elliott-Fisher, Ltd., Room 134, Stair Building, Toronto.

EGRY BUSINESS SYSTEMS ARE DEVISED to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egly Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258 1/2 Portage Ave., Winnipeg; 308 Richards St., Vancouver.

BUSINESS-GETTING TYPEWRITTEN LETTERS and real printing can be quickly and easily turned out by the Multigraph in your own office—actual typewriting for letter-forms, real printing for stationery and advertising, saving 25% to 75% of average annual printing cost. American Multigraph Sales Co., Limited, 129 Bay St., Toronto.

ACCURATE COST KEEPING IS EASY IF you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to a decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employees' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalogue. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice street, Toronto.

MOORE'S NON - LEAKABLE FOUNTAIN pens. If you have fountain pen troubles of your own, the best remedy is to go to your stationer and purchase from him a Moore's Non-Leakable Fountain Pen. This is the one pen that gives universal satisfaction, and it costs no more than you pay for one not as good. Price \$2.50 and upwards. W. J. Gage & Co., Limited, Toronto, sole agents for Canada. WAREHOUSE AND FACTORY HEATING systems. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

Agency wanted for the sale of Ontario Peas, Beans; also canned fruit, evaporated apples for the Toronto, Montreal and Halifax markets. By established broker, first-class references given.

Apply Box 35,
Canadian Grocer,
143 University Ave., Toronto.

IT'S PURE

Tell the Trade

MAPLEINE

is listed in Westfield's Book of Pure Foods.

Order of Your Jobber, or Frederick E. Robson & Co., 25 Front St. E., Toronto, Ontario.
Mason & Hickey, 287 Stanley St., Winnipeg, Man.

The Crescent Mfg. Co.
SEATTLE. WASH



CIGAR EXCELLENCE BEN BEY

10 Cents Worth of Delight

Your customers will appreciate your stocking this leader. Not only look good in the case but smoke good. Give them the best.

Write us or ask your jobber.

Ed. Youngheart & Co., Limited
MONTREAL

A Dainty Line
for Dainty Customers

Pascall's

ENGLISH

"Dainty" Chocolates

1/2 lb. and 1 lb. boxes
Demand increasing daily

AGENTS—

Toronto: C. H. Cole
122 Wellington St. West.
Winnipeg: Ruttan & Chipman, Fort Garry Court.
Vancouver: C. & J. Jones.
New Brunswick: J. E. Angevine, Hampton

Keep in mind the dominant fact that mankind from its first appearance on the earth has been schooled by nature to look for signs; for invitations to taste; for suggestions as to what to wear. Tell your story briefly, forcibly, truthfully, and address it through the proper media and you can successfully apply advertising as a means to increased distribution.

ESTABLISHED 1849

BRADSTREET'S

Offices Throughout the Civilized World

OFFICES IN CANADA:

Calgary, Alta.
Edmonton, Alta.
Halifax, N.S.
London, Ont.
Ottawa, Ont.
St. John, N.B.

Vancouver, B.C.
Hamilton, Ont.
Montreal, Que.
Quebec, Que.
Toronto, Ont.
Winnipeg, Man.

Reputation gained by long years of vigorous, conscientious and successful work.

THOMAS C. IRVING, GENERAL MANAGER
WESTERN CANADA
TORONTO

Buyers' Guide

O. E. Robinson & Co.

Manufacturers and Buyers of Dried, Evaporated and Canned Apples.
Ingersoll, - - - Ontario
Established 1886.

EGG FILLERS

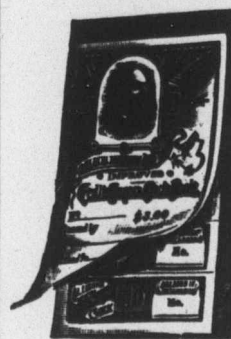
12-DOZ. EGG CASES
The Trent Mfg. Co., Limited
Trenton, Ontario, Canada

Credit Selling and Getting the MONEY!

Credit business is as good as cash trade if you can get your money promptly. The customer who is slow in paying can be put on what is practically a cash basis through the use of

ALLISON'S COUPON BOOKS

Just give him a \$10.00 Allison Coupon Book. Have him sign the receipt or note form in the front of the



book, which you tear out and keep. Charge him with \$10.00; no trouble. When he buys a dime's worth, tear off a ten-cent coupon, and so on until the book is used up. Then he pays the \$10.00 and gets another book. No pass books, no charging, no lost time, no errors, no disputes. Allison Coupon Books are recognized everywhere as the best.

Manufactured by
ALLISON COUPON CO.,
Indianapolis, Indiana U.S.A.

COMTE'S COFFEES

The profits please the dealer. The quality pleases the customers.
We want more agents. Write.

Augustin Comte & Co., Limited
P.O. Box 2963, MONTREAL

FRUIT PULPS

Bitter Oranges and Peels
F. KESSELL & CO. 7-8, The Approach
London Bridge, London Eng.

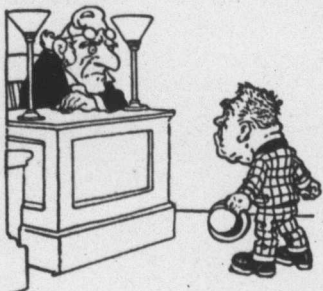
GRATTAN & CO., LIMITED

ESTD. 1825
The Original Makers of
BELFAST GINGER ALE

Agents in Western Canada
EMERSON, BAMFORD CO.
842 Cambie Street VANCOUVER, B.C.

Write us for New Price List of WINDSOR SALT

TORONTO SALT WORKS
TORONTO, ONT. GRO. J. CLIFF, Manager



No Charge Anyway!!!

No Charge Before The Judge—
Don't Bring Them There
No Charge Unless We Collect—
We Don't Ask A Cent

That's our proposition. As straight as can be. As safe as the Bank of England.

Send us your accounts. Get references first. We have rounded up the "dead ones" for others.

LET US PUT LIFE INTO THOSE BAD DEBTS

Nagle Mercantile Agency, Westmount, Montreal, Que.

SUCHARD'S COCOA

The Highest Quality
Most Reasonably Priced
"Quality" Cocoa.
On Sale Anywhere.
FRANK L. BENEDICT & CO.
Agents Montreal

WRITE TO
10 Garfield Chambers, Belfast, Ireland.
for Sample Copy of the
**Irish Grocer, Drug, Provision
and General Trades' Journal**

If you are interested in Irish trade.



THE MCGREGOR PAPER BAG HOLDER.

**HOLDS EVERY SIZE BAG
FROM 1/4 TO 10 LBS.**

hangs right above the counter ready for use. Saves time, space and waste in bags. No hole punching or any extra trouble whatsoever, simply lay the bags in their respective compartments. Quicker service a certainty. No up-to-date store should be without one.

Selling Agents for Canada:
KILGOUR BROS.
21-3 Wellington St. W., Toronto

O. P. MCGREGOR
Patente and Manufacturer
411 Spadina Ave., Toronto

BUY STAR BRAND

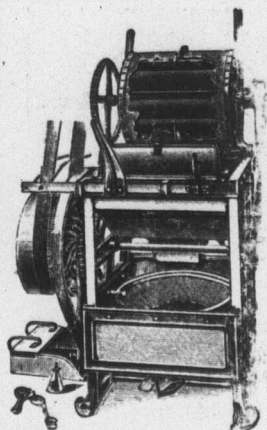
Cotton Clothes Lines

AND

Cotton Twine

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

For Sale by All Wholesale Dealers
SEE THAT YOU GET THEM



Complete Equipment for Modern Grocery and Allied Trades

As Installed in most of the Leading Houses in the United Kingdom

COFFEE ROASTERS (8 Types, 50 Sizes, 2oz. to 1000 lbs. Capacity).
 MODERN TEA SIFTING, CUTTING and BLENDING MACHINES.
 COMPLETE RANGE OF HIGH CLASS GRINDING MILLS.
 THE IMPROVED CURRANT AND SULTANA CLEANER, ILLUSTRATED, GREATLY ENHANCES THE APPEARANCE AND VALUE OF THE FRUIT.

New 1914 Catalogue of all Specialities Free on Request. Mention G.G. Dept.

GROCCERS' ENGINEERING & WHITMEE LIMITED

COLE STREET

SWAN STREET

LONDON, S. E.

THE Perfection Preserve Company

Established over Half a Century
 Long Lane, LONDON, S.E.



PARIS 1912

NOW REPRESENTED BY—
FRANK BENEDICT & CO.
 Craig St., MONTREAL.

*De Luxe
 Imperial Pickles
 and Sauces*



GRAND PRIX

C. O. Genest & Fils

Sherbrooke, P.Q.

Wholesale Dealers In:—

- | | |
|-----------------------------|----------|
| Lard | Kerosene |
| Flour | Coal Oil |
| Grain | Sugar |
| Provisions | Molasses |
| Tea | Rice |
| Canadian Leaf Tobacco, etc. | |

BUY
 "Redona" and "Matador"
 SHELLED

ALMONDS

The most popular amongst the Grocery and Confectionery Trades

COSMELLI & COMPANY

Packers and Shippers of the well-known Red "C" and Red "B" Fruit Pulp.
 Monument Buildings, London, England

John Duncan & Co.
 Montreal

TEAS

of all grades from every tea producing country in the world.

Ask us for Samples.

ZIP HAND CLEANER



The first hand soap manufactured in Canada. It's a funny thing if you have never heard of it! Better stock the original.

ZIP contains a more generous supply of glycerine than any other.

ZIP costs more per tin to make than any other, yet we are satisfied to have it retail at

10c—Good Value—10c.

The Zip Mfg. Company, - Sutton, P. Q.

AGENTS—R. E. Boyd & Co., Montreal; The Harry Home Co., Toronto; Leadley & Company, Winnipeg; A. Francois Turcot, Quebec, Que.; C. O. Genest & Fils, Sherbrooke, Que.

BLACK JACK

**QUICK
 CLEAN
 HANDY**



TRY IT

**SOLD BY
 ALL
 JOBBERS**

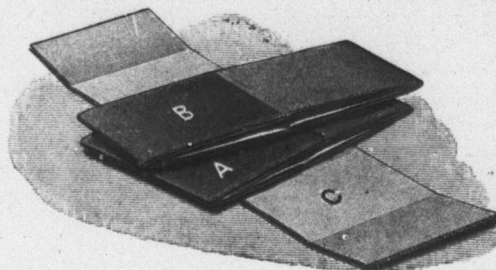
½-lb. tins—
 3 doz. in case

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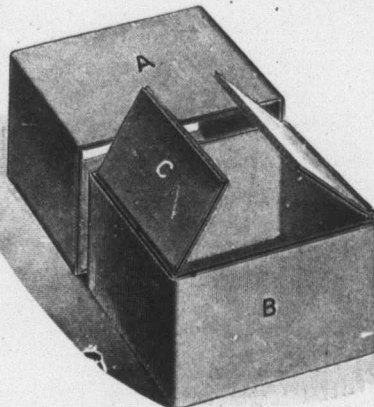
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Our Style
No. 75



Knocked
down



Set up

“SAY SMITH!

Do you know there is hardly a mail opened up here but we get letters commenting on the way our goods are received at the other end of the line—no matter how we ship, express or freight.

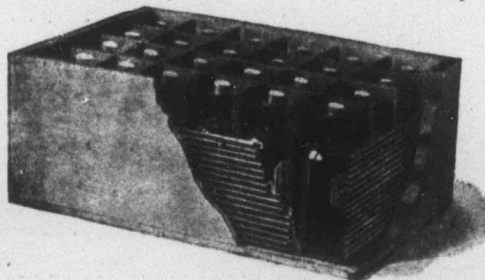
You certainly played a trump card when you suggested, I might say almost insisted on **T & N FOLDING CELLULAR BOARD BOXES.**

They certainly are easier for you to handle, take up less room than those old fashioned wooden boxes. I guess we'll call this experiment a success all right.

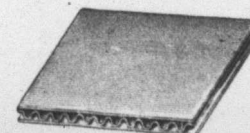
Too bad we hadn't tried them out before. I'm going to write for the T & N catalogue; there may be other sizes or styles we'll need before long.”

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

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



This illustration shows the corrugated partition packing for the shipment of bottles, etc.



Cellular Board, double faced, corrugated, made by T & N special process.



The Thompson & Norris Co.
of Canada, Limited
Niagara Falls, Ontario

Send further particulars :

Name

Address

C.G.

THE CANADIAN GROCER

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The T. A. LYTLE CO., Limited

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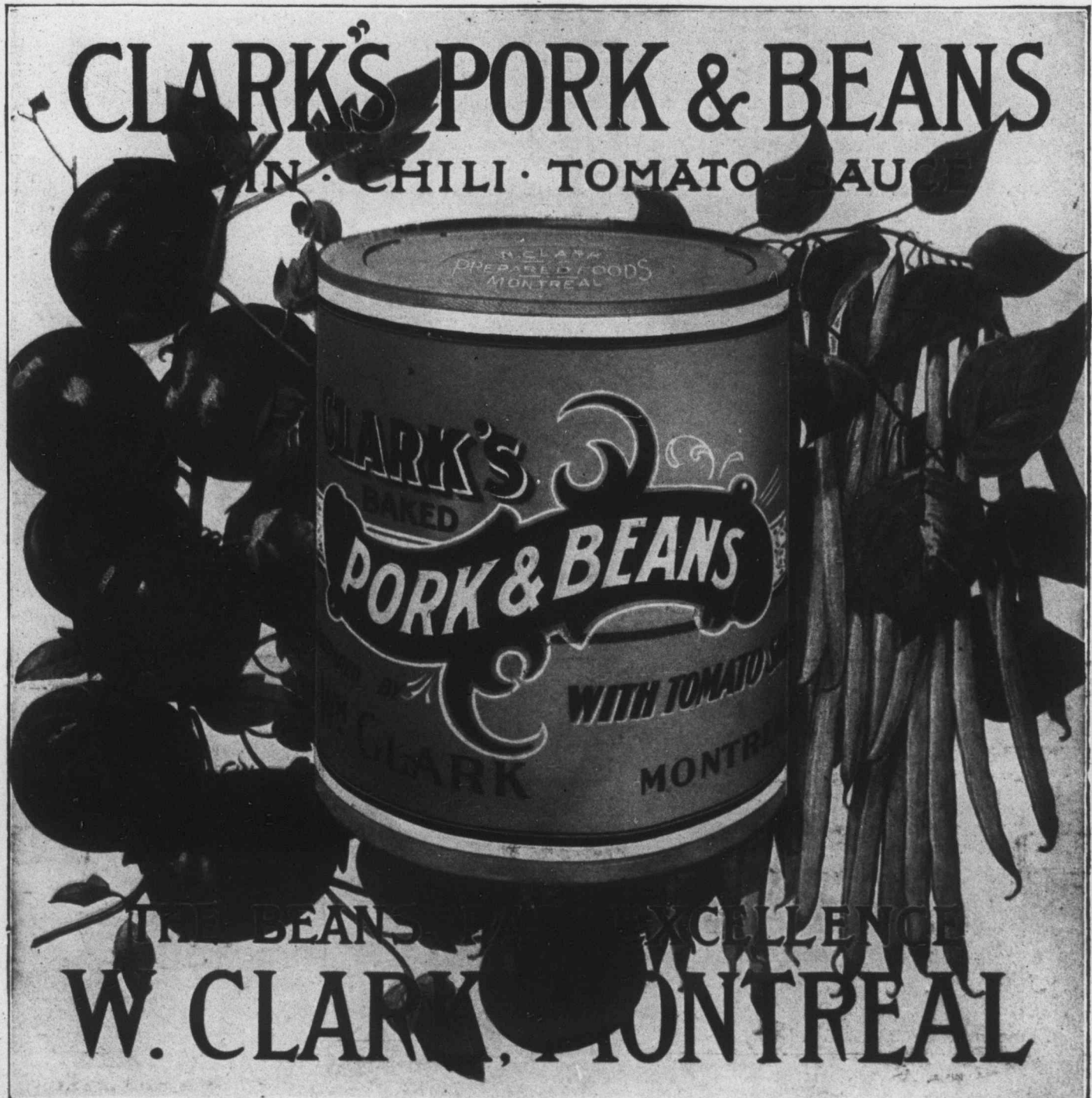
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