

**PAGES
MISSING**

CANADIAN GROCER

ANNUAL SPRING SALES NUMBER

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NO. 16

THEIR NEW HOME
A FAMILY OF ENGLISH IMMIGRANTS ARRIVING AT A WESTERN TOWN



G.W. JEFFERYS

THE MAC LEAN PUBLISHING COMPANY LIMITED

MONTREAL TORONTO WINNIPEG VANCOUVER NEW YORK CHICAGO LONDON ENG.
PUBLICATION OFFICE TORONTO

THE CANADIAN GROCER

Velvet

THE SMOOTHEST
TOBACCO.

"VELVET" IS ONE OF THE GREAT SUCCESSES AMONG
PIPE SMOKING TOBACCOS. IT WILL PAY YOU TO
KEEP A GOOD SUPPLY ON HAND TO MEET ITS EVER
INCREASING DEMAND.



Velvet Tobacco
can be obtained
from all
Wholesale
Houses.

Packed in
1/10 Pound
Tins—3 Pound
Cartons

C O D O U

O

D

O

U

Manufactured by Felix Codou, Mar-
seilles, France, in one of the most
rigidly clean and modern Factories
in the world, these goods are unsur-
passed for quality.

MACARONI

VERMICELLI

SPAGHETTI

Only Taganrog (Russia) Wheat is
used, it being the wheat best adapted
for the production of these delicacies.
Tender as pastes can be, and nutritious
to the highest degree. The name
"Codou" on the package ensures the
quality.

Arthur P. Tippet & Co.

Agents

Montreal

Toronto

Robinson's Patent Barley

has proved itself a healthful and nutritious food for young and old.



Sells Without Effort

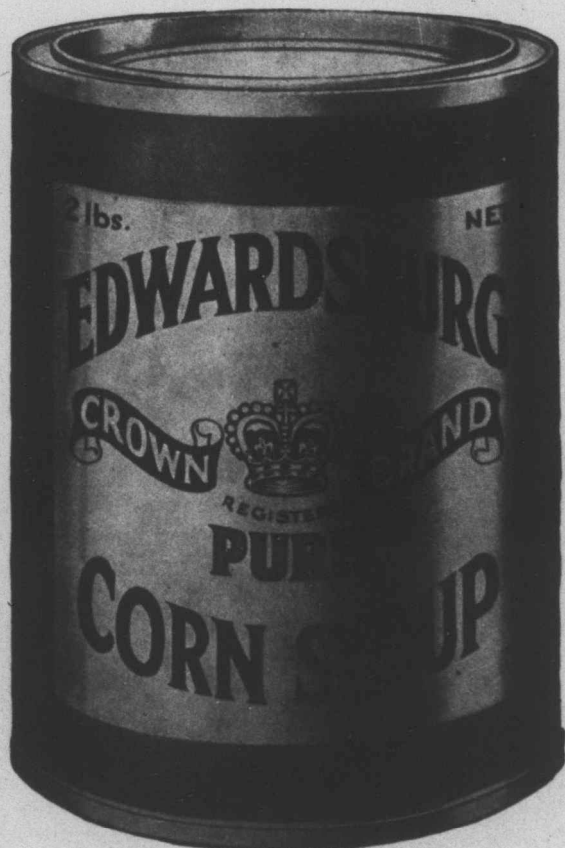
Its reputation is long established and customers like it; that accounts for the steady demand.

MAGOR, SON & COMPANY

403 St. Paul St., Montreal

30 Church St., Toronto

AGENTS FOR THE DOMINION OF CANADA



The Syrup that is always on the run— CROWN BRAND

Everywhere advertised, it hits the public taste, brings the trade and makes the profits.

THE CANADA STARCH CO. LIMITED
MANUFACTURERS OF THE
EDWARDSBURG BRANDS
Works, Cardinal & Brantford, Ont

THE CANADIAN GROCER

A Milk System Perfect BORDEN'S

The products of such a perfect sanitary system invariably receive the topmost attention of the consuming public — this is the position held by the BORDEN lines for over half a century. Each day Borden's Milk products continue to soar in popularity. As the output increases so the sales increase, there being no let up. Borden's receive highest awards wherever exhibited. Make Borden's your leaders.



BORDEN MILK CO., Ltd.

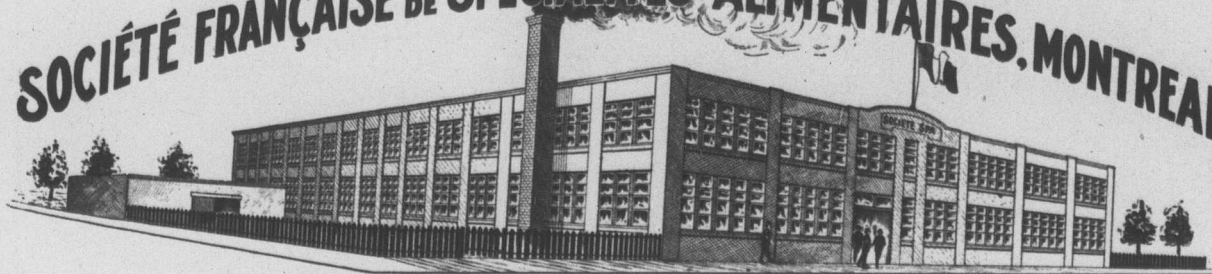
" LEADERS OF QUALITY "

MONTREAL

Branch Office: No. 2 Arcade Bldg., Vancouver



SOCIÉTÉ FRANÇAISE DE SPÉCIALITÉS ALIMENTAIRES. MONTREAL, P.Q.



Paris Paté Sandwich

You certainly will handle this delicacy sooner or later? Why not now? The superlative quality of this product, which is regarded by the best dealers in Canada as a really fast seller, makes it important for you to put in a stock right away.



Nothing But

The Purest of Meats and Spices

**Just Ask Us About The Profits
Just Get A Sample And Taste It**

Ask our Agents:

C. Grantham, Vancouver, B.C.
Woollard & Starratt, Calgary.
Tees & Persse, Ltd., Winnipeg.
A. L. Martin, Port Arthur.
Fenwick & Hendry, Kingston and
District.

F. E. Robson, Toronto.
The Marshall Brokerage Co.,
London, Ont.
F. Roberge, Ottawa.
Buchanan & Ahern, Quebec.
G. W. Gorham, Halifax.

**La Société Française de Spécialités Alimentaires
Montreal**

Ask about Saucisson Spa, the highest class dried French Sausage on the market. The spice added gives it a flavor that cannot help but please. Packed in 5lb. and 10lb. packages.

Travellers wanted in every province.

There is One Brand

that will satisfy the desire and tastes of all classes of your trade for baked beans.

Proper cooking of the highest quality beans, combined with just the right amount of flavoring ingredients, has made

“Simcoe”



Baked

Beans

a popular dish with the classes as well as the masses. “A Better Quality at a Lower Price.”

Notwithstanding the high price for White Beans and high prices prevailing for food stuffs in general, “Simcoe” Baked Beans are reasonable and are continuing to please the lovers of this wholesome food.

Dominion Cannery, Limited
HAMILTON : CANADA

WAGSTAFFE, LIMITED

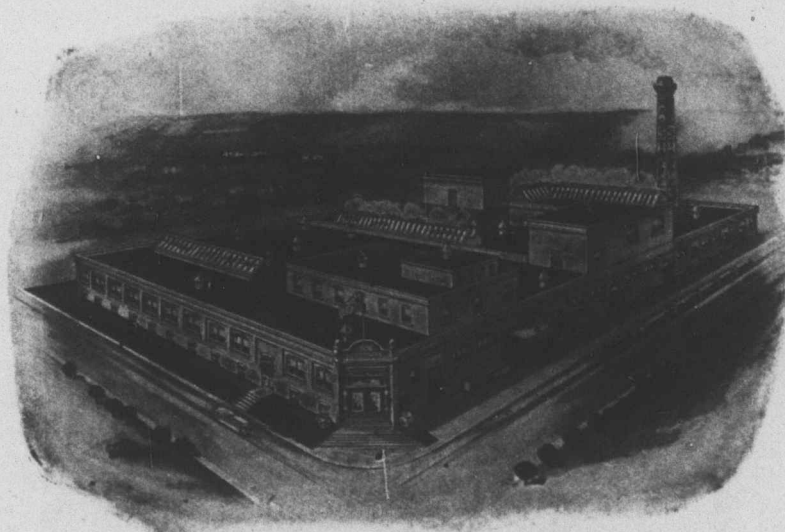
Makers in Hamilton of Pure Jams, Jellies and Marmalades for Shipment to all Parts of Canada

COPPER

SILVER

PREPARED
IN
COPPER
KETTLES

BOILED IN
SILVER
PANS



PACKED
IN
GOLD
LINED
PAILS
AND
GLASS

THE MOST UP-TO-DATE FRUIT PRESERVING PLANT IN CANADA

GOLD

Our line of Jams, Jellies and Marmalades is recognized by the particular buyer all over Canada as the best and purest that can be. The accompanying cut represents the present home of Wagstaffe's goods. It is conceded by expert authority to be the most up-to-date fruit preserving plant in Canada. The walls in processing rooms are constructed of white enamel bricks; the floor is of mastic; making it a factory with every modern sanitary method that money can procure.

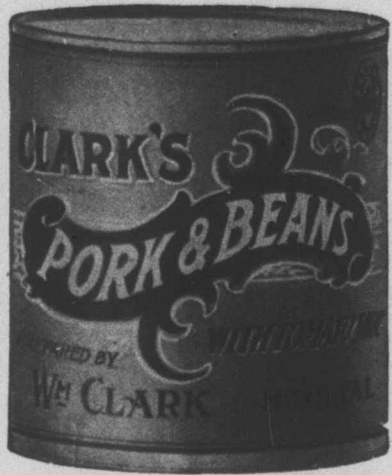
For the grocer who wants to handle the best—Put in a stock of Wagstaffe's—There's good profit for you and satisfied customers.

Wagstaffe, Limited, Hamilton, Ont.

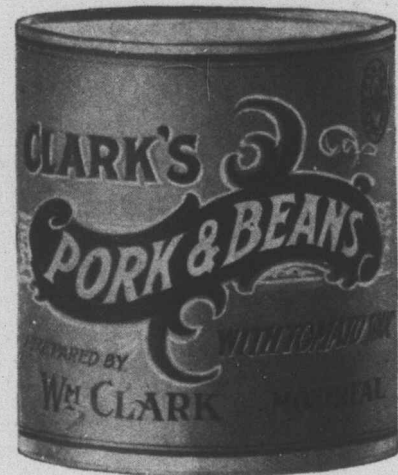
THE CANADIAN GROCER

Clark's Pork and Beans

Plain Sauce, Chili Sauce, Tomato Sauce



Where
CLARK'S
EXCEL
IS IN



QUALITY

The essential feature of all foodstuffs and the most powerful selling factor.

High quality, reasonable selling price, fair margin assisted by extensive and judicious advertising, make

Clark's Pork and Beans

the easiest and most profitable line for you to handle.

STOCK THE GOODS THAT SELL.

W. CLARK, - MONTREAL



Seasonable Sellers That it Pays to Feature

GOODWILLIE'S CANNED FRUITS IN GLASS

Packed at Welland, Ont. The recognized standard of all that is best in appearance, flavor and purity.

CAMPBELL'S SOUPS—21 Kinds

Have the largest sale—the world over—in canned soups. This is the natural result of their superior quality.

ARTAUD'S PURE FRENCH OLIVE OIL

The salad season is coming in. This brand can be depended on, as it sells at sight and brings repeat business.

"CAMP" COFFEE ESSENCE

In demand the year round. Keep your stock up for the Outing season and for the summer weather in the cities. Equally adaptable to both.

A. MILNE & SONS' CANNED FISH

Packed at Aberdeen, Scotland. Herring in tomato, kippered herrings, preserved bloaters, real Findon haddocks—all in tins,—and good sellers.

Ask Your Wholesalers

Agents:



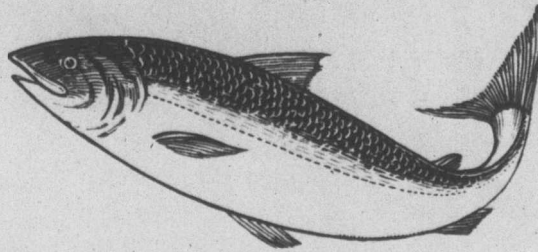
Rose & Laflamme
Limited
Montreal - Toronto



THE CANADIAN GROCER

Anglo-British Columbia Packing Co., Ltd.
H. BELL-IRVING & CO., Limited, Agents, VANCOUVER, B.C.

Sockeye



Sockeye

SALMON

Buy—

SOVEREIGN BRAND
HOLLY LEAF BRAND

THE FINEST GRADE OF SOCKEYE SALMON

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



JUST CATSUP

but it's "Sterling" and that
means more—it means the best

When you stock "Sterling" Catsup or one of the many "Sterling" products, such as Jams, Marmalades, Jellies, Mixed Pickles, Sweet Pickles, Relishes, Chow Chows, Extracts, or S. B. Sauce, you will find standing back of them the trade mark "Sterling" that is country-wide known as the standard of Quality—the mark of value.

"STERLING" CATSUP is just now in great demand, and the grocers who stock it will have several months of profit-producing sales before the home-made kinds step in. Many a good housewife has been won over to the use of "STERLING" the year round, by finding it far the superior of her own make and just as cheap, but without the labor.

**Make your displays talk to your
profit by making them "STERLING."**

THE T. A. LYTTLE CO., LTD.

Sterling Road, TORONTO, ONT.

THE CANADIAN GROCER



SERVICE ALWAYS!

THE KEYNOTE OF SUCCESS

Largest Stock

Greatest Variety

Low Prices

Reliability

Best Equipment

Competent Staff

Perfect Organization

Hudon, Hebert & Co., Limited
MONTREAL

THE MOST LIBERALLY MANAGED FIRM IN CANADA

Established A.D. 1839



FORM A COMBINE WITH SUCCESS AND QUALITY

We offer you the **Goods** of **Quality** which with your co-operation assure **Your Success**.

Your attention to the following lines will mean profits, satisfaction and pleased customers.

CLARNICO XMAS CRACKERS, CLARNICO SANTA CLAUS STOCKINGS for the Fancy Grocery Trade.



YACHT CLUB SALAD DRESSING. A new leader.

IMPORTED CANNED PEAS, "Patrico" Brand.
PEEL, CANDIED AND CRYSTALLISED
LEMON, ORANGE AND CITRON in 7 lb. Boxes for Fancy Trade.

MACARONI, Lion Brand. Genuine Italian Manufacture.

CHERRIES IN MARASCHINO: Fougas and Jourdes, French Pack, quart, pint and half pint bottles.

FRENCH OLIVE OIL, La Perle Brand.

SHELLED NUTS, of all kinds.

SARDINES, Crossed Fish Brand, Genuine **NORWEGIAN** Fish, packed in Pure Olive Oil.



TO INSURE PROMPT DELIVERIES ORDER FOR IMPORT AT ONCE

W. G. PATRICK & CO., LIMITED

IMPORTERS

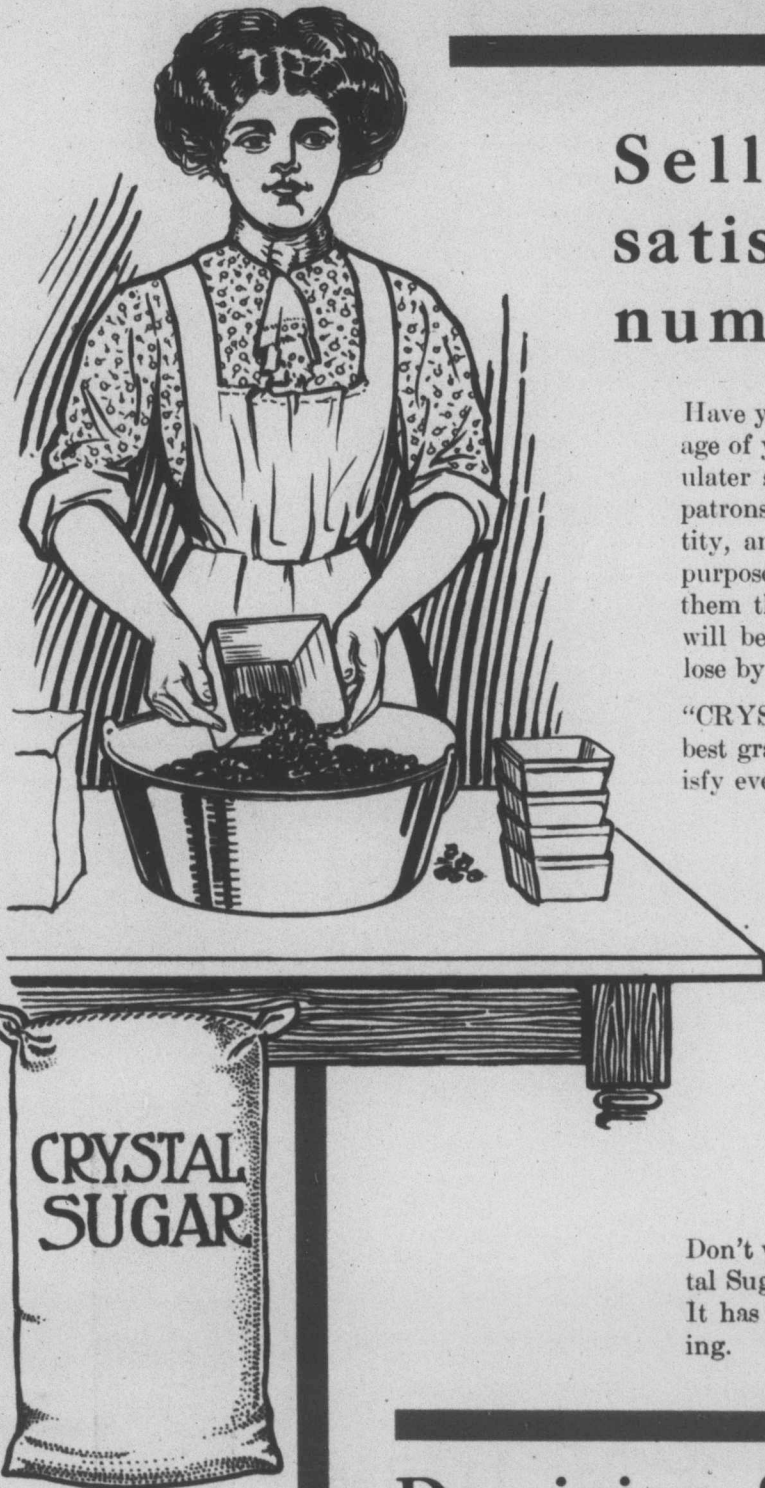
TORONTO

MONTREAL

WINNIPEG

VANCOUVER

CRYSTAL SUGAR



Sell the best and
satisfy the largest
number of people

Have you ever stopped to think what percentage of your sales is made up entirely of granulated sugar? Ninety-nine percent. of your patrons buy sugar every week in some quantity, and use it for both table and cooking purposes. This means that if you do not sell them the best, that almost your entire trade will be dissatisfied, and you are certain to lose by it in the end.

"CRYSTAL SUGAR" is undoubtedly the best grade on the market to-day and will satisfy every one of your sugar customers.

**Stock Up Now
for Preserving
Time Will
Soon be
Here**

Now is the time to place the order for your entire summer's supply. Don't wait until the season has opened. Crystal Sugar is the standard of sugar excellence. It has no superior for canning and preserving.

**Dominion Sugar Company
LIMITED**

Wallaceburg and Berlin, Ontario

LONDON,
ENGLAND.

Purity and sweetness is the Trade Mark
of the English House of Pascall.

PASCALL'S

ENGLISH

CONFECTIONERY AND CHOCOLATES

CAN BE STOCKED WITH CONFIDENCE
SHEER QUALITY SELLS THE GOODS

Pascall's Boiled Sugar Goods. Drops, Barley Sugar, Golden Maltex, etc. Great range in varieties. Flavours strong and true. In air-tight jars and in bulk.

Pascall's Butter Goods: Almonds, Walnuts and other centres encased. Exquisite Butter Toffees, etc.



Pascall's Creme de Menthe. The Ideal After - Dinner Sweet, with the true Liqueur charm (non-alcoholic). Digestive and stimulating. Also Creme de Lime Juice, des Fruits, etc.

Pascall's Chocolates: Coverings smooth in texture, rich in flavour; delicious centres.

AGENTS—

TORONTO—THE TORONTO EUROPEAN AGENCIES, 122 WELLINGTON ST. WEST.
WINNIPEG—RUTTAN & CHIPMAN, FORT GARRY COURT.
VANCOUVER—C. & J. JONES. NEW BRUNSWICK—J. E. ANGEVINE, HAMPTON.

Brand's Rolled Ox Tongues



Have attained their present wide sale because of their unsurpassed quality. Only the finest tongues are used and the greatest care is exercised in every part of the process of preserving and packing them attractively in glass jars. They are splendid window and counter stock.

Brand's A1 Sauce

See to your stock of Brands A1 Sauce. Don't let it run low, for the demand for this popular appetizer is continually on the climb.

Brand & Co., Limited

[Purveyors to H.M. the Late King Edward VII.
MAYFAIR, LONDON, ENG.

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



To the Trade:

We Pack—

**TOMATOES, CORN, PEAS, BEANS, PUMPKIN,
BEETS, STRAWBERRIES, RASPBERRIES, PEACHES,
PEARS, PLUMS, GALLON APPLES, CHERRIES
and any other lines of canned vegetables or fruits
required.**

QUALITY—Second to none.

QUANTITY—Your entire requirements.

DELIVERY—75% Guaranteed on early orders.

**PRICES—WRITE US and get our prices be-
fore closing for your season's requirements.**

ONTARIO CANNERS LIMITED

Head Office—SARNIA, ONTARIO

Western Canada Has Buying Power

Last year nearly 2,000 new towns opened up, and these, with the older centres, each supply large districts, populated by prosperous people who want good goods.

Why not secure a share of this Western business now? It will be larger every year.

We are in close touch with the Grocery Trade, calling on this daily.

Now we represent among others:

The Canadian Salt Co., Ltd.	- - - -	"Windsor" Salt.
Gillespies & Co.	- - - -	Montreal, Que.
M. H. Alexander Co.	- - - -	Cincinnati, Ohio.

We can give personal attention to a few more good lines.

H. P. PENNOCK & CO., LIMITED

Wholesale Grocery Brokers and Manufacturers' Agents

OFFICE: ALLAN KELLAM & McKAY BLDG.

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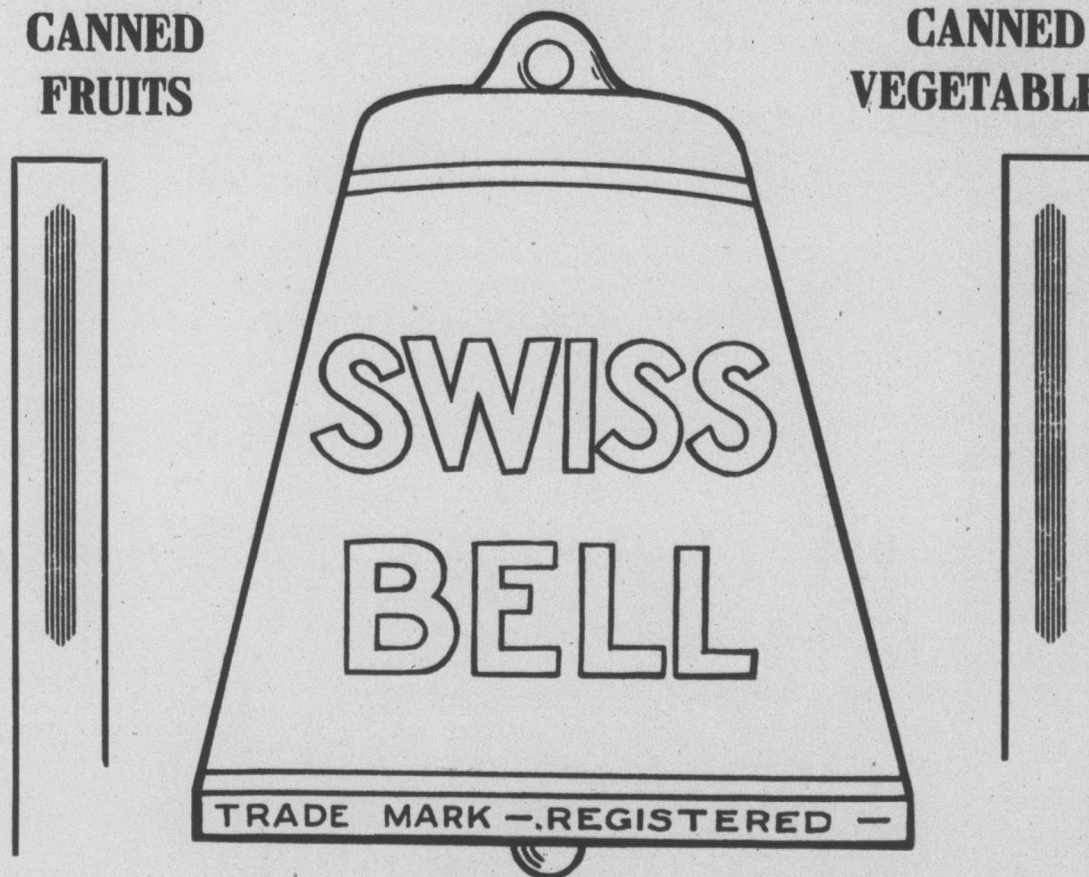
WINNIPEG

Fresh From "Canada's Garden"

JAMS

CANNED
FRUITS

CANNED
VEGETABLES



Our Facilities Command Quality

It is an admitted fact that the finest growth of fruits and vegetables comes from the Niagara Peninsula, which is known throughout America as "Canada's Garden."

With our one thousand acres of gardens and orchards situated in the very heart of this district, and our immense new and sanitary factories in connection, we are enabled to turn out canned goods of all kinds that are second to none.

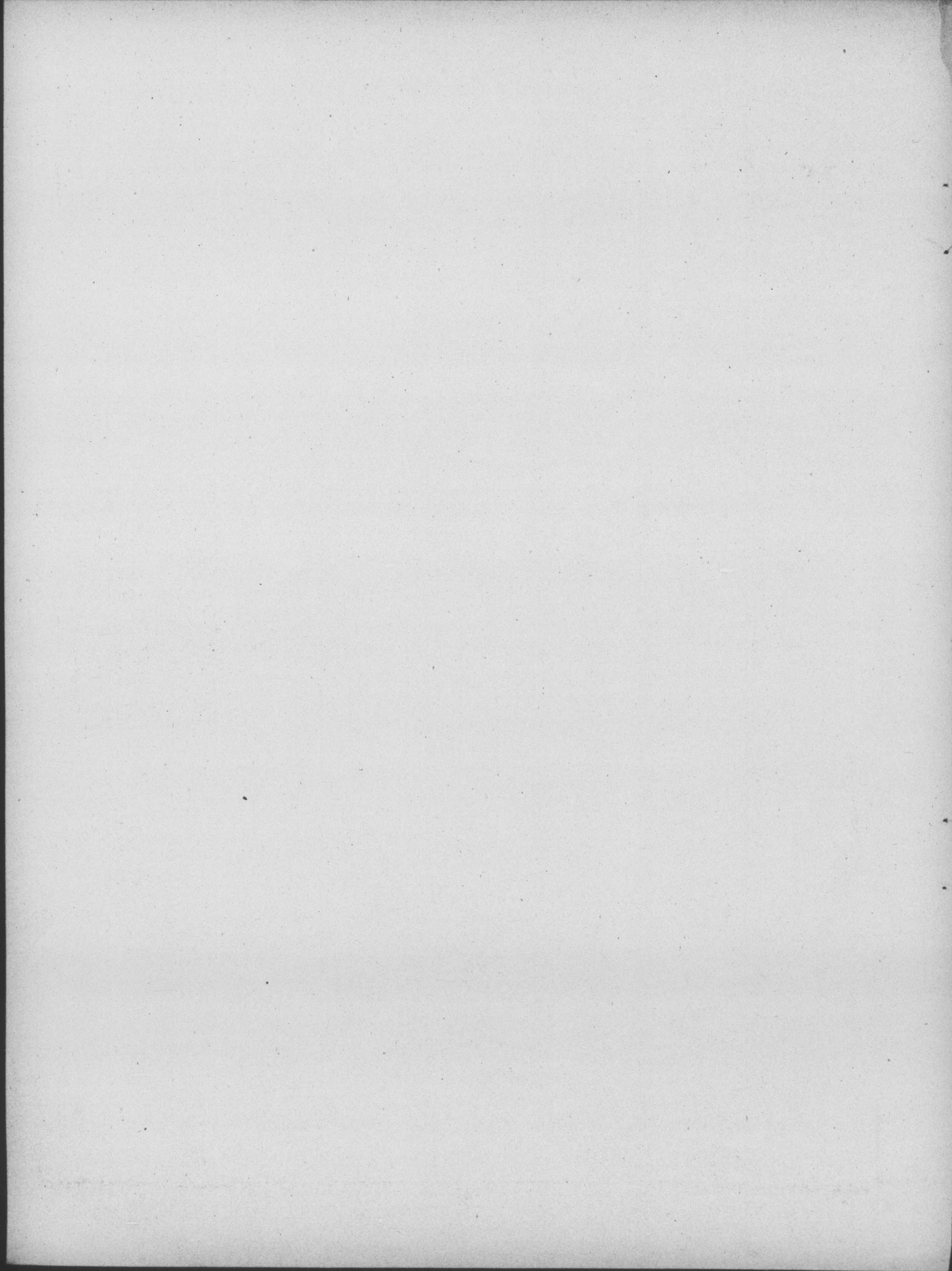
Swiss Bell products never lose their original fresh picked flavor before they are sealed up ready for the table. It will pay you to take a trip to our large plant to inspect it during the packing season.

Bell Fruit Farms, Limited
GRIMSBY, ONT.

Quality in Can and Content



Sanitary Can Company, Limited
Niagara Falls, Ontario



THE CANADIAN GROCER

16 ozs.

Instead of Twelve

16 ozs.

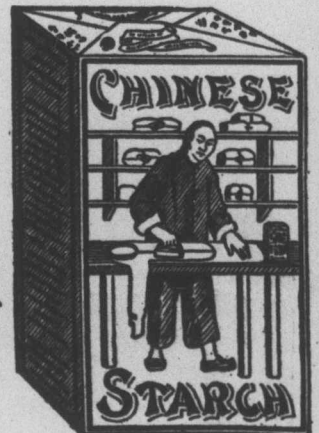
We have appointed
JOHN J. GILMOR & CO.
WINNIPEG

our Western agents. They will supply all information as to prices, etc., to Western dealers and are now booking orders for early delivery.

16 ounces instead of 12 ounces.

That's what you get in a package of our

CHINESE STARCH



SOUND PROFIT

CHINESE STARCH is the only Starch on the market with two oils, one of which perfumes the linen, the other making the iron slip like a skate on the ice.

You can make good friends with the consumer with our CHINESE STARCH because you can hand her four ounces more for the same price and

GIVE HER BETTER QUALITY

We will supply dummy window displays, in fact, co-operate with you in every respect, and you will never regret the day you take on CHINESE STARCH.

The sale of CHINESE STARCH will evoke a confidence in you by your customers and further—will bring you more trade through its excellent working in the laundry.

Here Are Our Other Agents:—

The Standard Brokerage Co., Vancouver, B.C.
The 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.

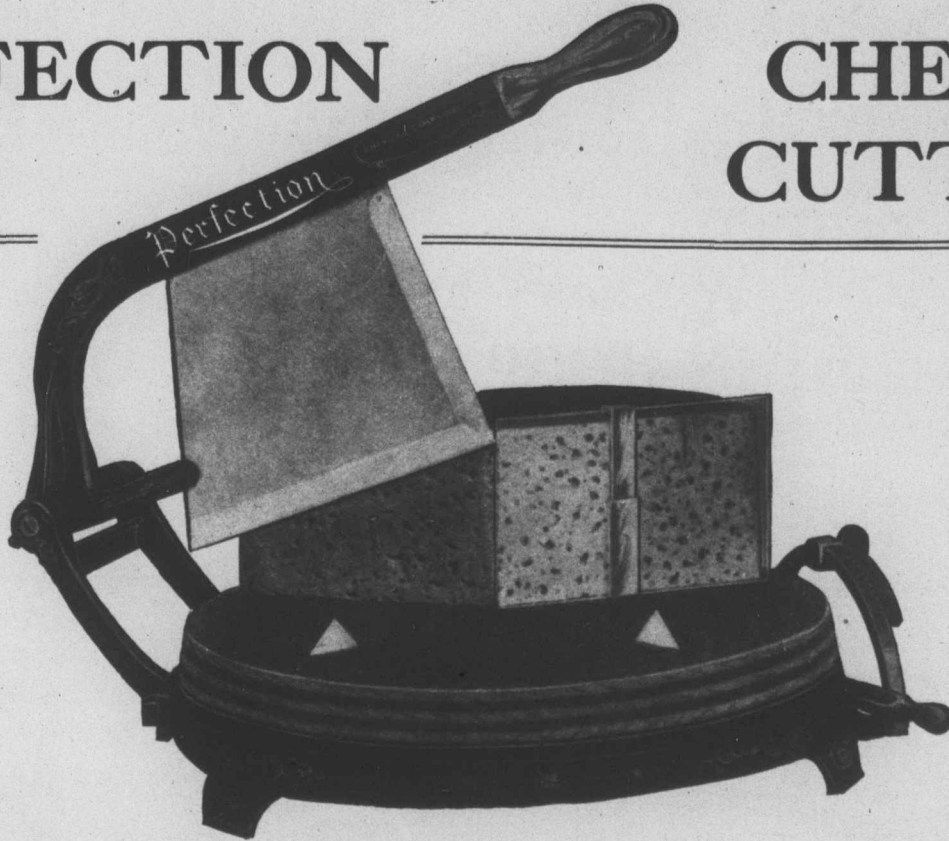
Bolvin & Grenier, Quebec, P.Q.
Eugene Follot, St. Pierre, Miquelon.
Desmarais & Gregoire, Chicoutimi, P.Q.
Scott, Boyd & Co., Port of Spain, Trinidad, B.W.I.
And all the Wholesale Grocers throughout the Dominion.

OCEAN MILLS :- :- :- **MONTREAL**

PERFECTION

Made in
Canada

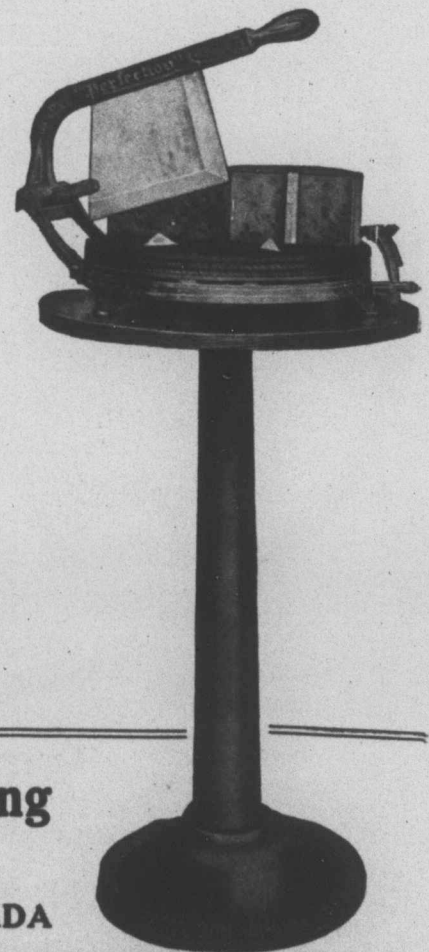
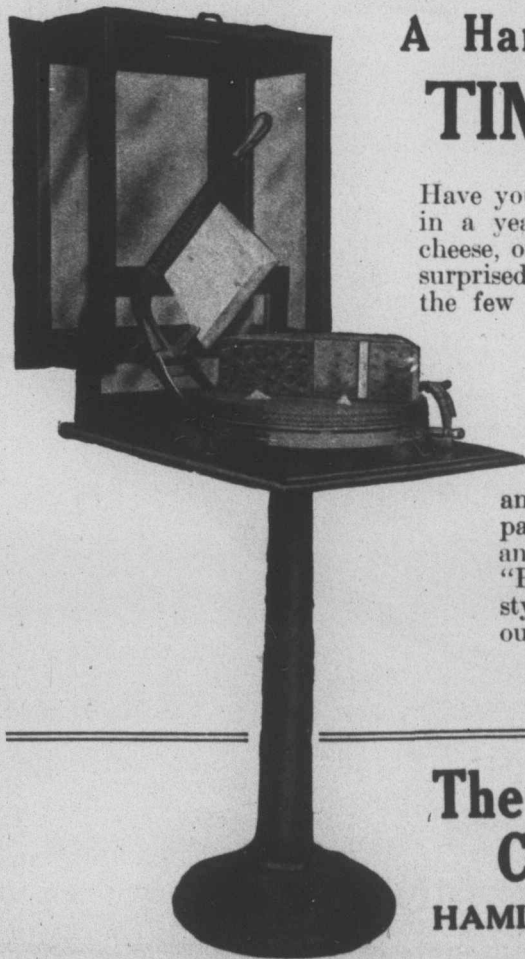
CHEESE CUTTERS



A Handsome, Economical TIME SAVER

Have you ever figured the loss you incur in a year by either careless cutting of cheese, or by drying out? You might be surprised if you did, taking into account the few odd ounces "thrown in" or cut off the cheese "thrown out," the drying out of the cheese, which means a loss in weight, etc. The Perfection Cheese Cutters come as a solution to the sanitary, economical keeping and cutting of cheese. They will pay for themselves many times over and add "class" to your store. The "Perfection" are made in many styles and compute accurately every ounce of cheese cut.

Write for catalog to-day.



The American Computing Company of Canada

HAMILTON

CANADA

THE CANADIAN GROCER

QUEBEC CITY AGENTS AND BROKERS

OATS, PEAS, BEANS, Etc.

handled in any quantities 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.

GENERAL PROVISIONS

**Flour Grain Hay
Oats Pork**

SEED, GRAIN and FERTILIZERS

Geo. Tanquay

48 St. Paul St. - QUEBEC

Quebec's Responsible Brokers

23 Years of Experience
Reliable Trade Connection : : : : **SUCCESS**

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.

BUCHANAN & AHERN

Wholesale Grocery Brokers,
General Commission Merchants
and Importers.

20 ST. ANTOINE ST. (Cor. Dalhousie St.)
QUEBEC, QUE.

P. O. Box No. 29

Dominion Fish & Fruit Company

QUEBEC, QUE.

Proprietors of the new, modern Dominion Cold
Storage Plant, which we open to the trade for safe
and economical storage.

Fruits and Vegetables

of all kinds and in large quantities. We can fill
all orders.

FRESH SALMON

We make a specialty of this line. Supplies
received daily from our own boats, direct
from our own fishing grounds.

**L. Montreuil Jos. Simard
J. N. Beaumont**

PROVISIONS, FLOUR

and

General Groceries

R. F. CREAM & CO., LIMITED

Brokers and Commission Merchants

83 Dalhousie St. - QUEBEC

GRAIN, PROVISIONS

and

GROCERIES

Immediate attention by the Man
on the Spot.

EUGENE PICHER

Commission Merchant

91 Dalhousie St. - QUEBEC

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.

EDMONTON, Alta.
NICHOLSON & BAIN.

HALIFAX, N. S.
E. J. LONGARD.

HAMILTON, Ont.
ALFRED POWIS & SON.

LONDON, Ont.
GEO. H. GILLESPIE.

MONTREAL
GILLESPIES, & CO.

OTTAWA
THE PARKER BROOM COMPANY

REGINA, Sask.
NICHOLSON & BAIN.

SAINT JOHN, N. B.
E. T. STURDEE.

SASKATOON, Sask.
NICHOLSON & BAIN.

TORONTO
J. L. WATT & SCOTT.

VANCOUVER, B. C.
MARTIN & ROBERTSON, LTD.

VICTORIA, B. C.
MARTIN & ROBERTSON, LTD.

WINNIPEG, MAN.
NICHOLSON & BAIN.

**Before
Installing
New Store Equipment**

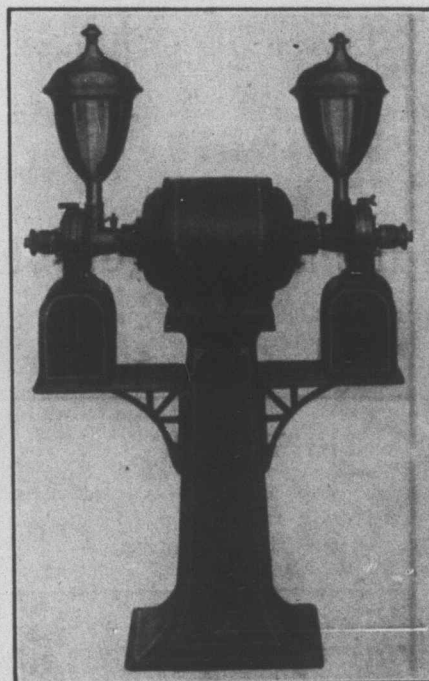
let us send you some points on how to select the best. We are the general agents for the United States and Canada for the incomparable Henry Troemner Agate Bearing Scales. Our Electric Coffee Mills and Meat Choppers are the best on the market. Also metal Tea, Coffee, and Spice Bins and Cans—all our fixtures possess unique features and individuality, are very strong and durable and can be obtained at the lowest possible price.

Full information, prices, estimates, etc., cheerfully furnished on request. We can prove why ours excel.

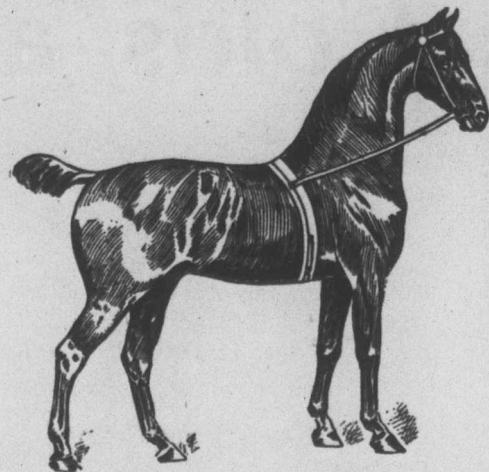
We have been awarded the order for the metal bins to be used by the Hudson's Bay Co., Calgary, Alberta, in their new building, Grocery Dept

J. A. FLESCH & SON

1300 Medinah Building
178 W. Jackson Blvd. **Chicago**



COUNTRY MERCHANTS:—



**You Can't Beat This Offer
No Responsibility on Your Part**

If you stock these goods, frequent visits from the farmer during Spring and Summer will familiarize him with QUINQUINOL, and he will be a ready customer when housing the stock for the Winter. Horses, cattle and sheep, in fact all farm stock, require something to stimulate the appetite, as it is a violent change for them to leave green pastures for the hard Winter food.

We Know This is not the time for STOCK FOODS

But, in order to line up representatives for next Fall, and have all orders in early, as around September we are terribly rushed, we want
ONE DEALER FROM EACH TOWN TO SIGN COUPON BELOW.

(Agencies will be given in order of receipt of application)

QUINQUINOL STOCK FOOD

Is recommended by the Minister of Agriculture.

Has been awarded three Diplomas at big Exhibitions.

Is absolutely free from loss by vermin or moisture, because it is packed in tins and not in cardboard boxes.

Every tin carries a money back guarantee. That's the faith we have in it. 1,000 circulars about QUINQUINOL, with dealer's name and special advertisement for himself supplied with first order.

Costs you \$4.00 per dozen gallon tins. Sells at \$6.00. Good Profit.

FREIGHT PREPAID ON SIX DOZEN LOTS.

**SIGN THIS COUPON IMMEDIATELY. IT MEANS MONEY TO YOU.
WHETHER YOU ORDER NOW OR LATER, INVOICES WILL BE
DATED OCTOBER 1ST.**

50%
CLEAR PROFIT

QUINQUINOL STOCK FOOD COMPANY, MONTREAL.

I wish to act as your exclusive vendor in my locality under the following conditions:

You will ship, freight prepaid doz. and allow me three months' credit. If, after sixty days' trial, I find the goods not all you claim for them, you will take them back at your own expense.

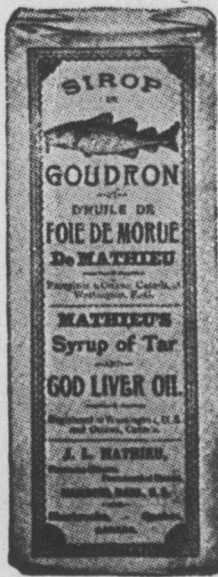
YOU WILL CONFIRM THIS APPLICATION BY LETTER.

Name.....

Address.....

Colds are Common in Spring

The sudden changing of weather from cold to warm makes colds very prevalent in Spring. The grocer has an even chance with the druggist to supply this far-famed remedy



Mathieu's SYRUP OF TAR and COD LIVER OIL

There are times when your customers are suffering from slight attacks of cold, and should take a good remedy, but they do not think it worth while going to a drug store.

By keeping this famous, dependable cure for La Grippe, Pneumonia, Colds and Coughs displayed and suggesting it to your customers, you will materially increase your yearly profits.

Mathieu's NERVINE POWDERS

Your patent medicine department should not be without Mathieu's Nervine Powders, for they are year-round sellers. They quickly remove fever pains, headache and neuralgia that accompany or follow colds. They act speedily and are perfectly safe.

We have testimonials from merchants and their customers all over the country as to the great sale and virtue of these powders.

Let us send a trial order of both medicines.



J. L. Mathieu Company, Proprietors
SHERBROOKE QUEBEC

Newton A. Hill, 25 Front St. E., Toronto, Ont., Distributor for Western Ontario.
Chaput, Fils & Cie., Montreal, Que.

Coffee quality is measured in the cup



That's why—

SEAL BRAND always moves. That's why SEAL BRAND stock is always fresh. Once let a family try—it is ever after demanded.

The few people who do not know—are attracted by our strong advertising campaigns.

There's more than mere coffee profit in SEAL BRAND. It's a customer maker. Have you ever considered what is the value of a regular customer to your store?

No business is built on single sales. The goods that repeat, that have established a position by constant recommendation, are the customer-making goods.

When a customer buys coffee she hopes it will be as good as SEAL BRAND. So why not sell SEAL BRAND to her yourself?

CHASE & SANBORN

The High Grade Coffee House
MONTREAL

"THE 1913 PACK"

We are booking orders for 1913 goods and have a full line to offer. Our pack is gradually being sold at the low prices quoted, and we would advise you to write us for prices, terms, etc. We can make you an interesting proposition on your 1913 requirements.



ALL GOODS GUARANTEED NO. 1 QUALITY

It will be to your interests to write us for prices. We can show you increased profits on your canned goods sales for this year.



KITCHENER BRAND OF CANNED GOODS

Our goods have the quality of the home-made article and every care is taken in the processing. Nothing but freshest fruits and vegetables used, and stringent cleanliness in every process.



OSHAWA CANNING COMPANY, LIMITED
Oshawa Ontario

Grocers Can Save Money If Wise

You Eastern Townships Grocers can buy from us at same prices as in larger cities, and

WE SAVE YOU FREIGHT HOW ARE YOU SUPPLIED IN SEED GRAINS?

Timothy, Clovers, Oats, Barley,
Wheat, Tares, Ensilage, Corn, Dwarf
Essex, Rape, Peas, Yellow Onion
Sets, Sugar Corn.

We also handle a full line of Groceries,
Flour and Feed.

DISTRICT REPRESENTATIVES OF THE
Star Egg Carrier & Tray Mfg. Co., Roches-
ter, N. Y. Sussex Ginger Ale, Manola,
Etc.

C. O. GENEST & FILS
SHERBROOKE, P.Q.

Improved Blended Flour

SOLD ON MERIT

"BUDA" FLOUR

Packed in Sterilized paper-lined
barrels and Sacks

Buda is packed in strong, lined Barrels and
Half Barrels, all lined throughout with ster-
ilized paper; also 98 lbs., 49 lbs., and 24 1-2
lb. sterilized printed cotton sacks. Weight
and quality guaranteed, F. O. B. at Mills.

The Very Highest Quality of
Blended Flour for Bread
and Pastry

INCREASING IN DEMAND

Why not wire your order to-day to

J. B. HARTY
SALES MANAGER

Pictou, Nova Scotia

SHIRK & SNIDER, LTD.
Manufacturers

Lowest Mill Prices C.I.F. destination. Get our prices.
We want your orders.



There was a time when our forefathers were obliged to use the roll and quill pen to keep a record of their business transactions. This method has long since been discarded, to be replaced by the ledger and steel pen, but as business becomes more strenuous and time means money, they too will become unpopular. In fact, thousands of the live merchants in the country are adopting

The McCASKEY One-Writing Account System.

and are cutting the time usually used in keeping books down to a mere bagatelle. The bookkeeping is done with one writing. Your customers always have their accounts made out in full, which acts as an automatic collector without in any way giving offence as a dunning letter or statement would.

There are no more worries and long sleepless hours at the end of each month, in making up your accounts. No surprises, for you always know what is owing you and your customers always know what they owe, and they know that you know what they owe.

Get in touch with us now and solve the bookkeeping problem.



Showing Electric Recorder and Cash Till

The Dominion Register Co. LIMITED
 TORONTO :: :: :: CANADA
 Trafford Park, Manchester Eng.



THE SPRING-TIME IS SHOE POLISH TIME

The almost permanent shine imparted by 2 in 1 shoe polish has made it the most popular of all.

It contains no turpentine or any other leather-destroying ingredient.

Our extensive consumer advertising is of unlimited value to you—keep your stock up to the demand.

Stock 2 in 1 for black
2 in 1 for white canvass or leather
1 in 1 for tan.

If you are not handling 2 in 1, write to-day to your jobber for a trial order.

The F. F. DALLEY CO., Limited
Buffalo, U.S.A. Hamilton, Can.



From Oven

To Consumer

*No loss from
dead or stale
cereal stock*

*If you stick to
Kellogg's Toasted
Corn Flakes*



Statistics go to show conclusively that the sale of **KELLOGG'S TOASTED CORN FLAKES** far surpasses that of all other flake cereals combined. There is a reason why this should be. In the first place our extensive advertising keeps the housewife constantly reminded of these famous Corn Flakes, so that when she is in need of a cereal the first name she thinks of is **KELLOGG'S**. In the second place, once a user, always a user and a friend. In the third place your customers never get a package of stale Kellogg's, because the increased facilities in our large new factory enable us to give an oven-to-consumer service without carrying a stock or necessitating your carrying one.

Handle KELLOGG'S for quick profits

**The Battle Creek Toasted Corn Flake Co.,
Limited**

LONDON

...

...

...

ONTARIO

TWENTY-SEVEN
GOLD MEDALS



AND FIRST CLASS
DIPLOMAS

BY APPOINTMENT

CHIVERS & SONS, LTD.

PURVEYORS OF

**WHOLE FRUIT JAMS,
JELLIES**

AND

CANNED ENGLISH FRUITS

TO

HIS MAJESTY THE KING

Highest Awards (Grand Prix) for Canned English
Fruits, Brussels (1910). Turin and London (1911)
International Exhibitions

FRUIT PLANTATIONS AND WORKS:

HISTON - CAMBRIDGE - ENGLAND

For samples and quotations apply to the agents:

THE W. H. MALKIN CO., LTD.
57 Water Street,
VANCOUVER, B.C.
(British Columbia and Alberta)

FRANK L. BENEDICT & CO.
144 Craig Street West
MONTREAL
(Canada and Newfoundland)

TO THE TRADE:

We take this opportunity of thanking our customers for their appreciated patronage given us in the past, and trust that our treatment has been such as to merit a continuance of same the coming season.

In spite of unfavorable weather conditions, we were able in the past two years to fill orders in full with ESSEX BRAND A1 QUALITY CANNED GOODS, which proves that Essex is particularly adapted for the growing of first-class Vegetables and Fruit.

We are enlarging our Plant and expect to double our pack of these products during the season of 1913. Why not, therefore, book your order where you will be relieved of all anxiety regarding both quality and quantity?

Drop us a line NOW and we will be pleased to quote you our best prices and terms.

Yours Very Truly,

THE ESSEX CANNING & PRES. CO., LIMITED

WAREHOUSING FACILITIES at OTTAWA

as offered by the Dominion Warehousing Company are the best procurable. Direct connection to all railways with tracks at the door, convenient to

steamers, fireproof buildings, low insurance — in short, modern in every particular.

Centrally located and doing the largest business in Ottawa Valley.

Excise—Bond—Free.

Write for low rates.

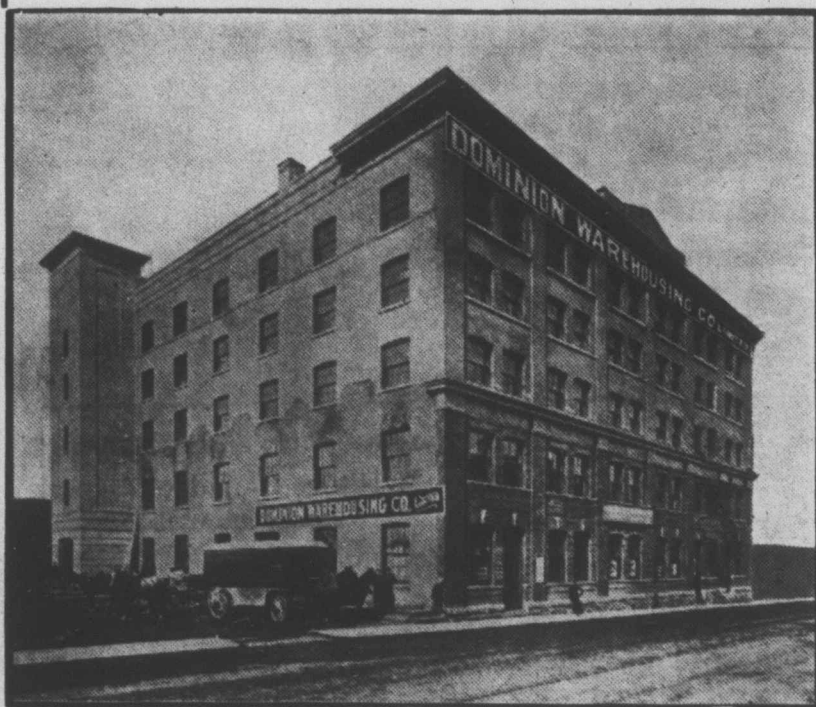
Two Warehouses

No. 1.—G. T. R. Seventy thousand square feet floor space.

No. 2.—C. P. R. Thirty thousand square feet floor space.

Dominion Warehousing Co.
Limited

46-52 Nicholas St. OTTAWA
J. R. ROUTH, Manager.



O'LOANE, KIELY & CO., Ltd.

Head Office—127 Water Street, VANCOUVER

DOMESTIC
and
FOREIGN

Brokerage and Commission

EXPORTERS
and
IMPORTERS

**SALMON, CANNED GOODS, DRIED
FRUIT, AND GROCERS' SUNDRIES**

Mr. Manufacturer, Canner and Packer, are you prepared for the **changed conditions**, which will be brought about by the opening of the **Panama Canal**, and the **two new Canadian transcontinental railroads**?

Vancouver the Gateway

Import merchandise destined for **Western Canada**, hereafter will enter via **Vancouver**.

We work all branches of the wholesale trade, have our own specialty salesmen, and are open to make arrangements for working the retail trade (filling orders through the jobbers).

Twenty years' experience in whole-sale grocery and kindred lines.

We offer you first-class representation in Western Canada.

Reference—The Bank of Montreal.

Your Account Solicited.

MOLASSES

Da Costa's
"EXTRA FANCY"
AND
"CHOICE BARBADOS"

These brands are the standard of quality. When placing your orders for Molasses, insist on getting them, for they give entire customer satisfaction and bring increased business to your store.

The "just as good" Molasses, alas, too often proves to be a boomerang to the grocer; it rebounds by driving customers away, and incidentally, profits. These brands are obtainable from the chief wholesale grocers and jobbers.

Be sure you get Da Costa's.

Da Costa & Co., Barbados

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 MOLASSES CATTLE FOOD
PIMENTO GINGER NUTMEGS
COCOA COFFEE
COCOANUTS, Etc., Etc.**

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

RICE, SAGO, TAPIOCA, PEPPER, CINNAMON and other Spices, WALNUTS, PEANUTS and all nuts for Confectionery purposes, and grocery specialties of all kinds.

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

Rock City Tobacco Lines Sell Themselves

“MASTER MASON”

Cut Plug Tobacco

Cut from our original “American Navy” Plug.
A cool and most fragrant smoke.

“ROSE QUESNEL”

Smoking Tobacco

A really GOOD CANADIAN Smoking
Tobacco. Sweet --- Fragrant --- Pure.

“KING GEORGE”

Navy Plug Chewing Tobacco

In a class by itself.
Delicious and non-irritating.

All Three have an enviable record for QUALITY.

Dealers handling these “Leaders” are not left to move the goods from their shelves by their own efforts.

These lines are extensively advertised—customers come in CONVINCED—selling is easy work for yourself and clerks.

QUALITY backed up with ADVERTISING is the combination that makes these lines profitable to carry.

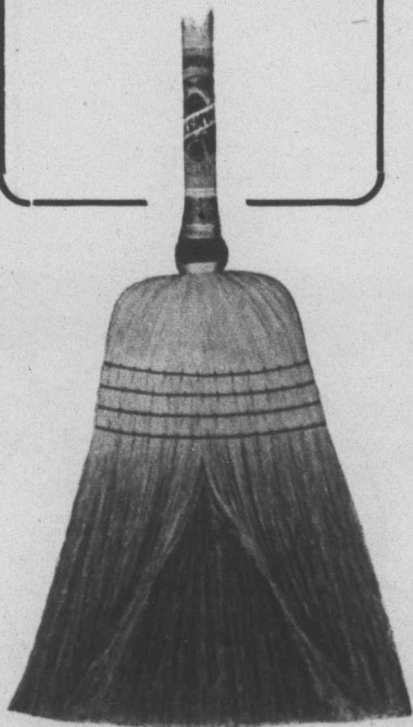
ROCK CITY TOBACCO CO., Limited
QUEBEC

Quality

*Stock up now
for the Spring
house cleaning
campaign.*

The prospects of an early Spring warrants the grocer commencing his house-cleaning campaign now, by getting his stock of cleaning materials before the public.

Fill your windows with a good display of Pansy Brooms, and watch the results.



Pansy Broom

MANUFACTURED BY
H. W. NELSON & CO.,
Toronto, Ont.



Established 1840

Finish

*The Quality
Broom for over
twenty years.*

The Pansy has been the quality broom for the past twenty years, and it is this quality that has given it such a tremendous sale. Women who know the efficiency of this broom will aim at buying every time. Order your stock now and start the campaign early.

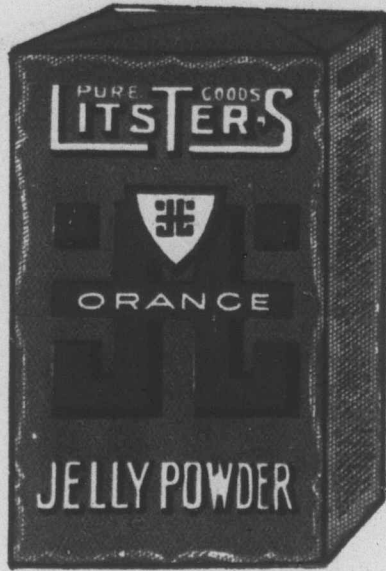


H. W. Nelson & Co.

Limited

TORONTO

Do You Want the Best?



Two weeks ago one of our travellers could not get an order from the best account in a thriving town. The customer was satisfied that the two lines he was already handling were the best. Our man suggested that he compare samples in his own home and we sent him four samples for as many tests.

This is the letter received to-day:—

Anything
 "As per our conversation of last week we have given all the Jelly Powders a thorough test at home and it was our unanimous opinion that they are superior to all the makes I named to you. I am enclosing an order for five gross, which kindly ship *is good* at once."

Litster Quality Wins Out Every Time.

The Litster Pure Food Co., Limited
 TORONTO

EGG INSURANCE?

HERE IT IS, WITH NO PREMIUMS TO PAY

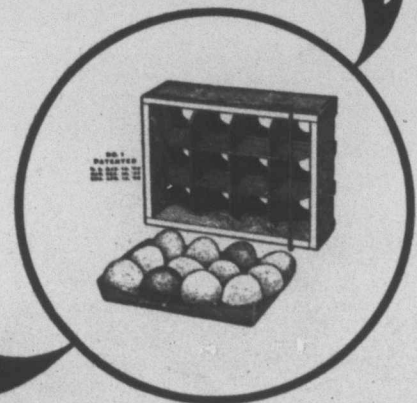
You insure your store, fixtures and stock against fire loss which you may never experience. Why not insure your eggs against breakage? Something which occurs every business day where the STAR system is not used.

STAR EGG CARRIERS AND TRAYS are the answer. They cost you nothing as the money saved through an absolute safe-delivery soon pays for their installation.

We want to tell you more about their time and money-saving features: also about our printed Egg Tray proposition, which is the cheapest and most novel advertising you can procure, while costing you nothing to distribute. May we?

IF YOUR JOBBER CANNOT SUPPLY YOU, WE WILL

STAR EGG CARRIER & TRAY MFG. CO.
 1500 Jay Street, ROCHESTER, N.Y.



A
House
old enough to
have a reputation,
young enough to
be abreast
of the
times

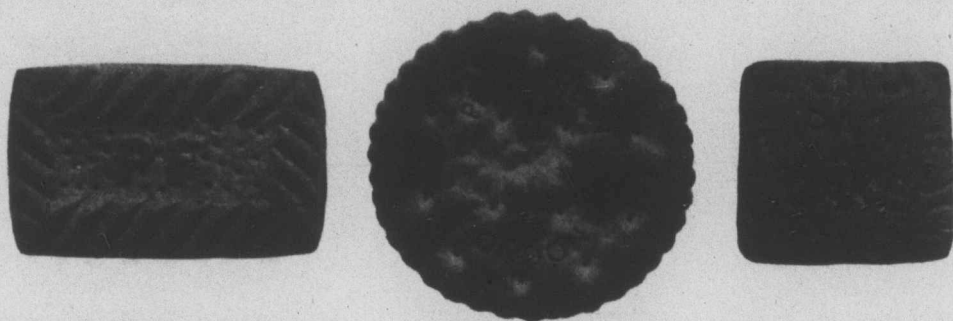
Packer's Celebrated Chocolates

NEW IDEAS NEW BOXES NEW CENTRES
NEW SERIES OF HIGH GRADE GOODS

Mr. J. P. Wright is now in Canada and
will advise our friends prior to calling.

H. J. Packer & Co., Ltd., Chocolate
Manufacturers **Bristol,**
England

THREE VERY POPULAR BISCUITS



P.F. SHORTCAKE

Delicious shortbread biscuits.
About 32 to pound.
About 325,000,000 sold first year.

GOLDEN PUFF

Very light and flaky.
About 42 to pound.

PAT-A-CAKE (reg'd)

Dainty shortbread squares.
About 60 to pound.
Over 425,000,000 sold in one year.

AGENTS: British Columbia—The W. H. Malkin Co., Limited, Vancouver.
Winnipeg—Ruttan & Chipman, Fort Garry Court, Winnipeg.
Toronto—The Harry Horne Co., 309 and 311 King St. West, Toronto.
Montreal—C. Fairall Fisher, 22 St. John Street, Montreal.
New Brunswick—W. A. Simonds, 8 and 10 Water Street, St. John.

PEEK, FREAN & CO., Limited, Biscuit Manufacturers
LONDON - ENGLAND

Make Sure of the Fly— Also the trade!

Many a device has been invented to abolish the household pest—the fly—but none have stood such a test and proven so effective as

The FLYSAC Flycatcher

It is a favorite with housewives, because it has not certain objectionable features very common in other makes.

FLYSAC is hermetically sealed and has no leakage.

The ribbon is evenly coated, making sure of holding the fly and allowing no escape.

FLYSAC will not deteriorate if it is carried in stock for a season, thereby insuring the grocer against loss, and its sale gives you a

100% PROFIT.

**WRITE FOR PRICES. THE SEASON IS HERE
TO PUSH FLYSAC.**

Cheapest and best on the market.

**HODGSON, SUMNER COMPANY, Limited
MONTREAL**

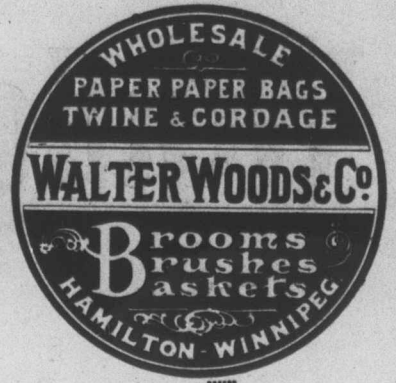
**Exclusive Agents for Provinces of Quebec, Ontario, New Brunswick,
Nova Scotia and Prince Edward Island.**

BRITISH MANUFACTURE



BRITISH MANUFACTURE

THE CANADIAN GROCER

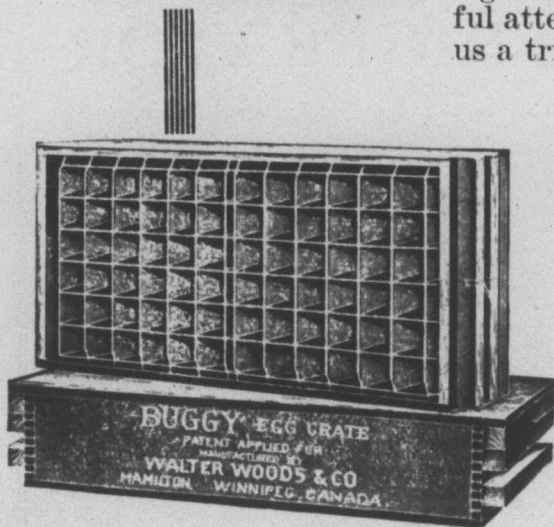
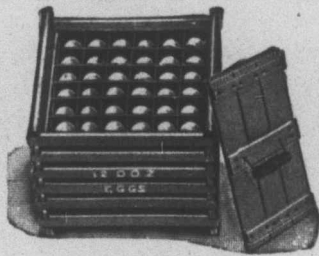


STAPLE GROCERS' SUNDRIES

of many varieties can be had from the old reliable firm of W. W. & Co., at best possible prices. These lines combine the best quality of workmanship and materials, among which are included:

TWINES, CORDAGE, BROOMS, BRUSHES, BASKETS, WILLOW WARE, WOODENWARE, "HUMPTY DUMPTY" (folding), and "BUGGY" EGG CRATES, LARD AND BUTTER SCOUPS, PAPER, PAPER BAGS, ETC., also J. B. Shoe Polish, Shoe Dressing, Silver Cream, Silver Powder, Stovepipe Varnish, China Cement, Embrocation, Etc., Etc.

These lines pull business. Write for catalog and prices. All orders receive our careful attention, and are shipped at once. Give us a trial.



Walter Woods & Co.

Hamilton and Winnipeg

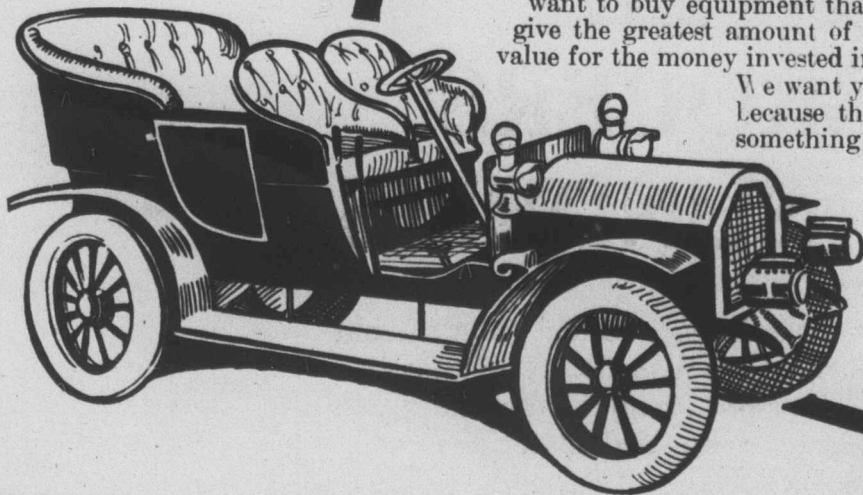
Would you buy a 1904

No, you would not care to have the small boys shout "Ice" after you as you rode down the street. You would not care to have everybody smile significantly as you attempted to drive around in such an out-of-date junk wagon.

Now, apply this to your store equipment. You certainly do not want to buy fixtures that will give your store an out-of-date appearance, and make people think you are a back number, nor do you want to buy equipment that will not be easy to handle, that will not give the greatest amount of efficiency, that will not give you the best value for the money invested in this equipment.

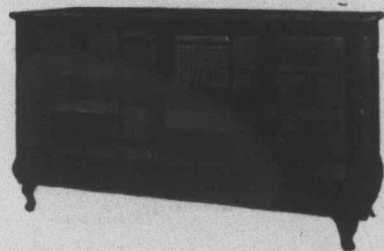
We want you to apply this to a credit register system, because the efficiency of a credit register system is something that means a lot to you in actual dollars and cents.

You may know that the Barr Register System does away with the out-of-date methods of sending out monthly statements, does your bookkeeping all at the one writing, that it keeps your accounts posted right up to the minute automatically—that it prevents many bad accounts accumulating—that it is a won-



Think What This Means To You

If you are on the market for a new selling force in your store—the kind that will insure satisfaction to your customers, a refrigerator that will sell goods and can be had at a reasonable price—all of which means protection to your business relations with your customer, then the installation of an



ARCTIC REFRIGERATOR

is a proposition worth your investigating. The average customer depends upon the honesty and judgment of their grocer—therefore, if they see you have installed the right refrigerator, The Arctic, it means increased trade and satisfaction. Send for catalogue containing illustrations of our many lines of refrigerators, refrigerator show cases, etc.

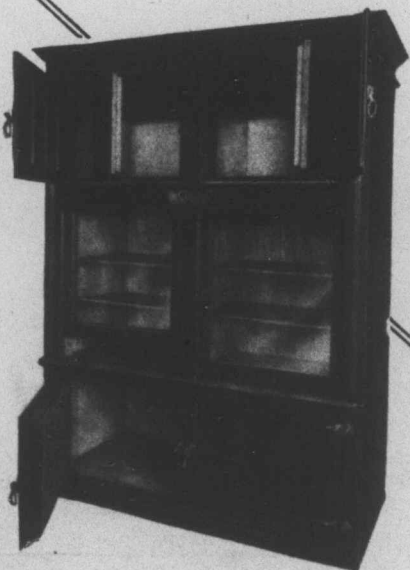
Agents in West, J. UPRIGHT

Regina, Sask.

Quebec and Maritime Provinces WOLF, SAYER & HELLER Montreal

John Hillock & Co., Limited

Toronto, Ontario



Automobile now?

derful collector and keeps your outstanding accounts reduced to a minimum. But be sure to identify these things with

THE BARR REGISTER

There may be other credit registers offered to you, but be sure to make these comparisons before you purchase any of these other appliances:

1—Can they accommodate from 200 to 750 accounts without taking up any more floor or counter space?

2—Have they an index that is never covered, that is always ready for instant use and that will show you immediately, without extensive search, the name of the party you are looking for?

3—Do the steel leaves work so easily that they will neither slam down nor slam up if you happen to let go of them?

There are many other comparisons which we would like to demonstrate to you if you will only give us a chance. We ask you to let us prove to your entire satisfaction that the Barr Register System is without an equal on the market, and that it will save many a dollar in your store. If we can prove to you that we can save money, you want to know it. If we can prove that the Barr Register will save this money in the most efficient way, you also want to know it. So use the coupon now. This puts you under absolutely no obligation. It is simply an easy way for you to say "Show me."

BARR REGISTERS, LIMITED, Trenton, Ontario.
We would like to know more about the money-saving powers of the Barr Register System. Please send full information, prices, terms, etc.
Name
Street and Number
City
Province

SHIPPAMS

"CHICHESTER" BRAND
ENGLAND

SOUPS
TONGUES
GALANTINES
POTTED MEATS

Founded
1750

Gold Medal
Awards

Apply to BUYING AGENTS:

MacLaren Imperial Cheese Co.
Limited
Toronto

Ruttan & Chipman
Fort Garry Court
Winnipeg

Pure Jams from a Clean Factory
This form only may be used for advertising purposes. Value of this form is not to be estimated. Write for more information to E. D. Smith & Son, Ltd., Winona, Ont.

You should try this Tomato Catsup
Taste more than any other. Made of the finest tomatoes. No preservatives. Sold by all Grocers.

From an Orchard of a Thousand Acres
The E. D. Smith Jam Kitchen is situated right in the midst of the fruitful Niagara Fruit Garden of Canada where climatic conditions are more favorable and luscious than in any other part of the world.
The ripe fresh fruits are picked at the very moment of their maturity, and are made into delicious Jams the same day. No chance for dirt and decay. No time for ripening on the way. The result is a Jam of pure fruit and without preservatives.
In no other Jam is there so much of the same fruit.

He knows it's good
But you know it is good for him—
—because the E. D. Smith's Jam is absolutely genuine, made only of whole, sound fruit and without preservatives.
We wish that every household in the Dominion could visit our Factory, to see the care we take in the selection of sound, ripe fruit, the scrupulous cleanliness of every operation, the absence of dirt and bacteria, the mechanical perfection of our machinery, the care we take to make our Jam pure and without preservatives.
E. D. SMITH'S Jams and Jellies

Marmalade for Breakfast
WHETHER you eat a hearty or a light breakfast you will find E. D. Smith's Marmalade a fine appetizer. It makes a delightful "finish" to Eggs, Fish or Meats, while Marmalade is the accepted "light breakfast." If it is E. D. Smith's Marmalade.

You are sure of whole, sound fruit
—when you buy E. D. Smith's Jams. They are made from even better fruit than you yourself would use, because it is picked fresh from our own orchards, when just ripe, and is made into Jam the same day. It will be well worth your while to insist on E. D. Smith's Jams.
E. D. SMITH'S Jams
Order from your grocer today.

A FEW OF THE SERIES OF ADS NOW RUNNING IN ONTARIO DAILIES

We are telling the public through a widespread publicity campaign in the best daily newspapers, magazines also in street cars about the absolute PURITY of all E. D. S. FRUIT PRODUCTS. These include Jams, Jellies, Marmalades, Catsups, Pork and Beans, Grape Juice, etc., etc.

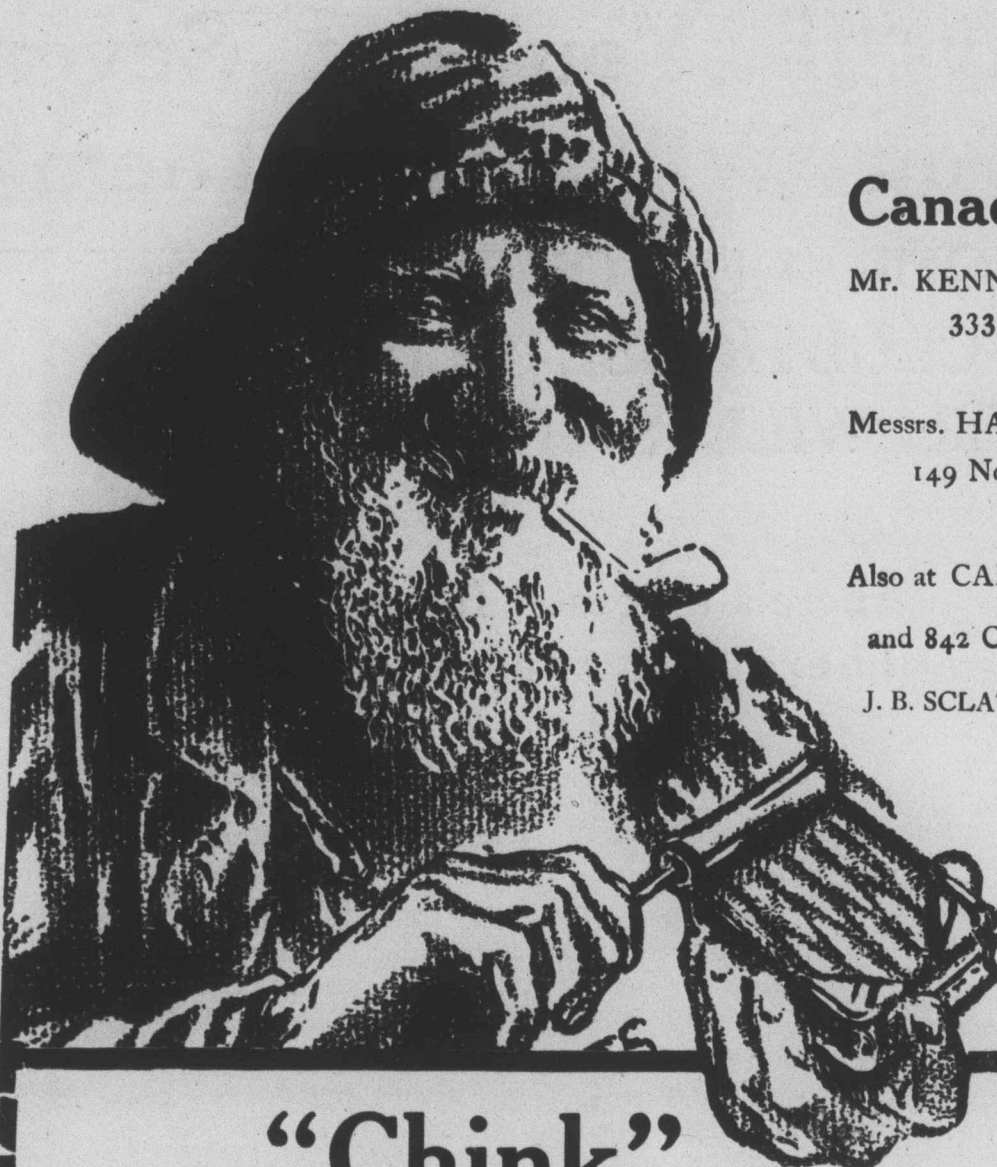
See the latest Government Bulletin on Jams, (No. 244)

and you will see the stamp of GENUINE after the E. D. S. lines. "PRESERVED PURITY" is our slogan. Try a sample order it will be your leading brand.

MADE ONLY BY E. D. Smith, & Son, Ltd.

at their own Fruit Farms WINONA ONT.

Agents: NEWTON A. HILL, 25 Front St. E., Toronto; W. H. DUNN, Montreal; MASON & HICKEY, Winnipeg; R. B. COLWELL, Halifax, N.S.; J. GIBBS, Hamilton.



Canadian Agents:

Mr. KENNETH H. MUNRO,
333 Coristine Buildings,
MONTREAL.

Messrs. HAMBLIN & BRERETON
LIMITED,
149 Notre Dame Street East,
WINNIPEG.

Also at CALGARY, Alta,
and 842 Cambie St., VANCOUVER.

J. B. SCLATER St. John's, Newfoundland

.... "Chink"

More money in the cash drawer. Quick sellers those Skipper Sardines.

People see them in the window—go in—buy one tin—just to see if they like them.

Next day they are round for more—fine goods those Skipper Sardines.

Ought to be in your window. Good for every season. Good for every meal. Good for town and backwoods. Good for profit.

Skipper Sardines

Guaranteed caught in season only and packed in the finest Olive Oil or Tomato.

ANGUS WATSON & CO., Newcastle-on-Tyne, England.

They Say-"If You Eat Seven Olives You Will Like Them"

IF YOUR CUSTOMER EATS
ONE "CLUB HOUSE" OLIVE NO
OTHER WILL SATISFY HER



**There's a reason for everything
There's a reason for this**

There is a very good reason why the waters of The Niagara River fall over the precipice rather than run up it.

There is also a good reason for the tide of the Atlantic rising and falling, but neither are any more reasonable than the fact that people will instinctively acquire the taste for better eatables.

The taste once acquired there will be no need to create it again, and when you supply your patrons with eatables that satisfy, you are building a secure foundation for future business.

Is that not reasonable? "Club House" Olives when once introduced to your patrons, just naturally grow in favor more every day. There's a reason and this is it. They are all selected carefully for their size, shape and color, and preserved so as to retain their luscious natural flavor.

"Club House" Olives bring the best trade to your store and produce fair profits. Introduce them, in fact it will pay you to push them and satisfy the olive taste of your neighborhood.

Send for Sample Order.

GORMAN, ECKERT & CO. Limited

London, Ont.

∴

∴

Winnipeg, Man.

WHITE SWAN

"Surity Of Purity"

SPECIALTIES

What has been your policy in the past years? Has it been one of "get profit whether your customers get value or not," or has it been a "golden rule one?" With the following list of White Swan Specialties on your shelves, you couldn't follow any other policy than the latter if you wanted to.

SPICES COFFEE JELLY POWDERS
EXTRACTS BAKING POWDER YEAST ETC.

These goods not only satisfy your patrons to the last degree, but they give you as good profit as any, and better than many. With every sale, you and your customers are protected by our

"MONEY-REFUND" GUARANTEE

This alone is proof positive of our faith in these products—proof that we are offering you an "all wool and a yard wide" proposition—not a gold brick.

All we ask is that you give White Swan Specialties a trial and find out their real value for yourself. Remember that each White Swan product carries our unqualified guarantee, as to purity and the perfect satisfaction that it will give to your customers. Can you ask for a better proposition?

White Swan Spices & Cereals, Ltd.
Toronto, Ontario

THE CANADIAN GROCER

"KING OSCAR"

The Hall Mark of Quality
in Sardine-dom

"KING OSCAR"



BY ROYAL PERMISSION

Sardines

You can offer "KING OSCAR" Sardines to your most fastidious patrons without the least misgiving. They are of the highest quality and of uniform size, prepared and packed under the most sanitary conditions, and with the most painstaking care.

KING OSCAR Sardines are packed in the finest quality Olive Oil in solderless cans. Canadian people know these widely advertised sardines as the "Sardines that make Stavanger famous." Take advantage of our wide-spread advertising, and introduce the real sardines of quality in your town.

They will help you win.

Ask your wholesalers.

Canadian Agents

J. W. BICKLE & GREENING

(J. A. Henderson)

HAMILTON, CANADA

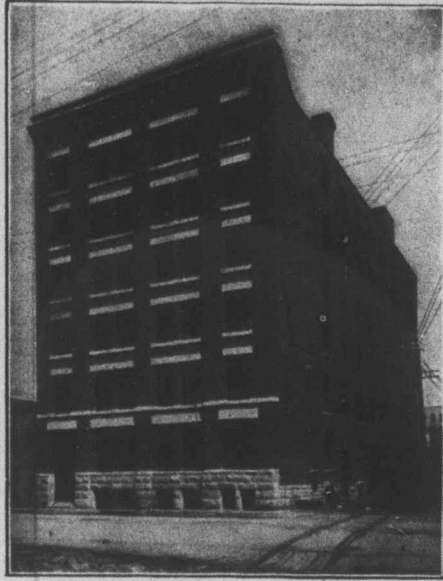
THE CANADIAN GROCER

TEES & PERSSE LIMITED

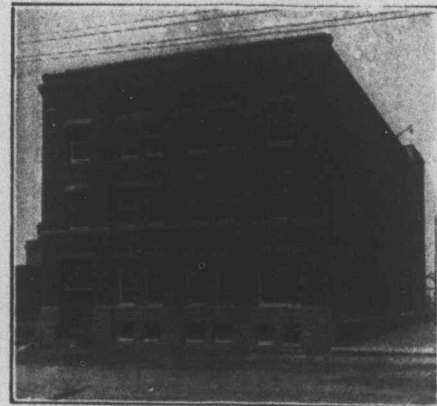
ESTABLISHED 1884

**Manufacturers' Agents
and Warehousemen**

**We have already outgrown
our Western Warehouses
so are:**



WINNIPEG WAREHOUSE



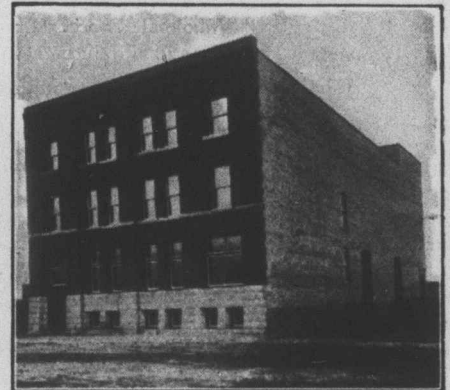
SASKATOON WAREHOUSE



CALGARY WAREHOUSE



REGINA WAREHOUSE



MOOSE JAW WAREHOUSE

1. Building a six storey well constructed warehouse in Edmonton.

2. Adding three stories to our Saskatoon Warehouse.

3. Building a new warehouse in Lethridge.

In addition to these operations we are contemplating adding to our Moose Jaw and Regina Warehouses.

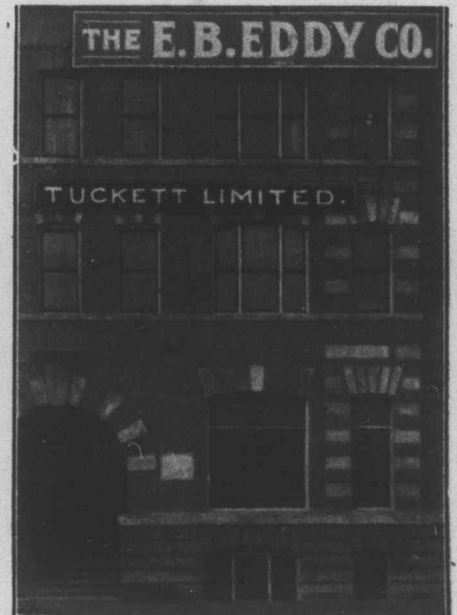
TEES & PERSSE LIMITED

WINNIPEG PORT ARTHUR FORT WILLIAM
REGINA SASKATOON MOOSE JAW

TEES & PERSSE of ALBERTA, Limited

CALGARY EDMONTON

**"From the Great Lakes to
the Rockies."**



EDMONTON WAREHOUSE

**QUALITY GOODS
EFFICIENT
COURTEOUS
SERVICE,
LOWEST PRICES**

are features of our organization. Give us an opportunity to serve you.

H. G. SMITH, LIMITED

Wholesale Grocers, Importers and Produce Dealers.

REGINA :: SASKATCHEWAN

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

EUREKA

Twenty-seven years of Eureka Refrigeration



Over a quarter century experience behind the manufacture of Eureka Refrigerators serves well to make this line the Standard of the Canadian Market. Eureka on a Refrigerator is a guarantee of perfection. The Eureka contains no zinc or galvanized iron or other offensive material likely to conflict with the Pure Food Laws. The Eureka way is the dry cold circulating air way.

WRITE FOR CATALOGUE AND PRICES

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



**DON'T
GUESS**

You cannot go on choosing your fancy biscuit stock forever. You must choose the right one some time or quit. CARR'S Biscuits have been chosen by more successful grocers more times than any other make. There must be a reason. Put in a stock right away.

CARR & CO. CARLISLE ENGLAND

AGENTS—Wm. H. Dunn, Montreal and Toronto; Hamblin & Brereton, Winnipeg and Vancouver, B.C.; T. A. MacNab & Co., St. John's, Newfoundland.

Mason & Hickey

Manufacturers' Agents

Head Office - - WINNIPEG, MAN.

BRANCHES

Regina Saskatoon Calgary Edmonton

Representing the following:—

THE BORDEN MILK CO., Montreal	Evaporated & Condensed Milk
EDWARDSBURG STARCH CO., Montreal	Starch, Syrup and Glucose
GRIFFIN & SKELLEY, San Francisco	Dried Fruits & Canned Goods
E. D. SMITH & SON, Winona	Jams, Jellies & Marmalade
PROCTOR & GAMBLE, Cincinnati	Crisco and Ivory Soap
J. H. WETHEY, LTD., St. Catharines	Mince Meat
INGERSOLL PACKING CO., Ingersoll	Cheese and Smoked Meats
GORMAN ECKERT & CO., London	Olives, Spices & Extracts
THE DOMINION SUGAR CO., Wallaceburg.	Sugar
FOSTER & HOLTERMANN, Brantford	Honey
HARPER PRESNAIL CIGAR CO., Hamilton	Cigars
CRESCENT MFG. Co., Seattle	Mapleine
MAPLES, LTD., Toronto	Maple Syrup & Maple Butter
GEO. T. MICKLE, Ridgetown	Beans
WILLIAM H. DUNN, Montreal	Pyramid Fly Catchers
NICHOLSON & BROCK, Toronto	Bird Seed & Bird Gravel
NATIONAL LICORICE CO., Montreal	Licorice & Gums
SAMUEL HANSON & CO., London, England	Spices (For Winnipeg only)
P. J. SHANNON & CO., New York	Coffees, Green
F. L. BENEDICT & CO., Montreal	Suchards, Cocoa & Chocolate
W. A. TAYLOR & CO., Winnipeg	Horse Radish & Relishes
WM. ROGERS & CO., Denia, Spain	Valencia Raisins
NOR PRESERVING CO., Stavanager	King of Norway Sardines
ROBIN HOOD MILLS, LTD., Moose Jaw	Rolled Oats
THORNTON & CO., Malaga	Blue Fruits & Almonds
GALANOPULOS & CO., Patras	Currants
MANFORD SCHIER, Dunnville	Evaporated Apples

E & R

**EDMUNDS & RICHELIEU
PRODUCTS**

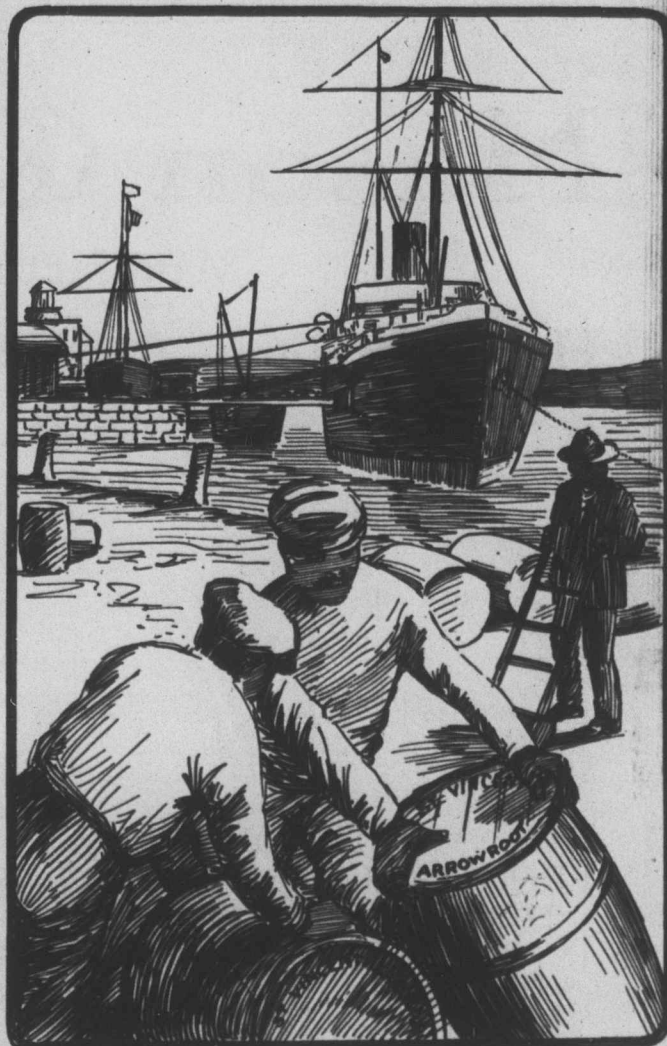
Have Gained Over 100 Gold
Medals and Awards for
Purity and Excellence.

**Chutney
Curry Powder
Essence of Anchovies
Potted Meats**

Can be obtained from

W. G. Patrick & Co.
TORONTO LIMITED MONTREAL
WINNIPEG VANCOUVER

The
EDMUNDS & RICHELIEU
Comestible Co., Limited
LONDON ENGLAND



FOR A CENTURY OR MORE

St. Vincent has shipped the bulk of the world's supply of Arrowroot, because St. Vincent Arrowroot is the best.

As a household staple it has made for itself a place in many homes; its wholesome and nutritious qualities make it a healthful food and a blessing for the youngsters, the aged, and the invalid.

The large variety of delightful dishes into which it can be made explains the "why" of its popularity. It is very easily digested.

Acquaint your trade with the fact that you have St. Vincent Arrowroot and your sales will be large.

For information and samples write J. Elliott Sprott, Secretary.

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

KINGSTOWN

ST. VINCENT
B.W.I.



By Royal



Letters Patent

NELSON'S
Crystal
Leaf
GELATINE

Unrivalled in the kitchen,
can be obtained from

W. G. PATRICK & CO.
LIMITED

St. Paul St., Montreal.
York St., Toronto.

W. H. ESCOTT CO., LTD.

Successors to
Escott & Harmer

WHOLESALE

**Grocery Brokers, Commission Merchants
and
Manufacturers' Agents**

HEAD OFFICE:

181 Bannatyne Ave., - Winnipeg

Branches—Regina, Calgary and Edmonton.

What Advantage Would It Be to You

To have a live firm on the spot in Winnipeg; to sell your goods; store and distribute them; if necessary adjust difficulties—in short, to take care of your interests as you would do personally.

Figure it out and if you have goods you want placed in the Great West write us. We have the organization.

Our travellers cover Manitoba and Saskatchewan.

WATSON & TRUESDALE

Wholesale Grocery Brokers

111 Market Street East

TRACKAGE

WINNIPEG

STORAGE

The McINTYRE COMPANY LIMITED

Bonded Vinegar Manufacturers
St. John, N.B.

are prepared to supply carload lots of White Wine and Apple Cyder Vinegar in bulk, as well as Sweet Apple Cyder for drinking purposes, and wish to appoint agents in all the large towns of Canada for the handling of their product. These goods are properly manufactured and matured before shipping. Samples on application. Address

The McIntyre Company Limited

77 Smythe St., ST. JOHN N.B.

Proprietors of the "THE GREAT EASTERN"
brand of White Wine and Apple Cyder
Vinegars and Sweet Apple Cyder.

MATCHLESS LIQUID GLOSS

Customers come back again and again with "repeat" orders for Matchless Liquid Gloss. They find so many uses for it.

**Cleans and disinfects
as well as polishes.**

Unequaled for furniture, pianos, hardwood floors (unwaxed), and all finished woodwork, as well as for linoleums and oilcloths.

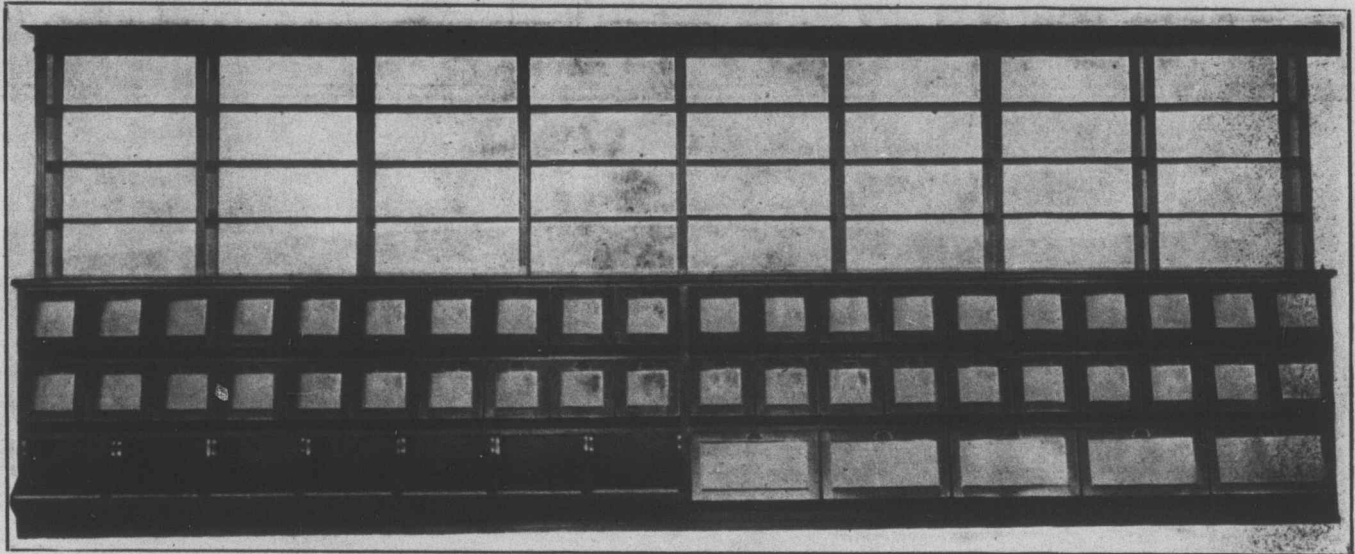
Splendid, too, for renovating automobiles and carriage bodies.



Put up in handsome lithographed tins; also in half-barrels and barrels. Write to any of our agencies.

The Imperial Oil Co., Limited

Toronto Winnipeg Montreal
St. John Halifax



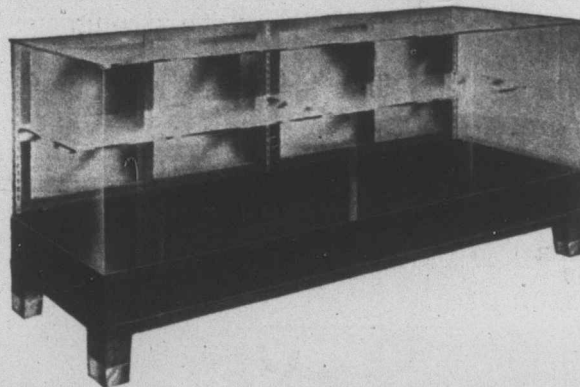
Clear Your Floor for Business Discard Old Boxes, Baskets, Etc.

that have been doing duty as receptacles for cakes, fruits, vegetables, etc., around your isles, blockading the passage and inconveniencing your customers and yourself. Make shopping and serving a pleasure in your store by installing

The "WALKER BIN" SYSTEM

and increase the efficiency of your store service. People to-day do not like the idea of clambering around and over old boxes, baskets and other unsightly impediments—they like to shop in comfort. Save 25% of your store space by using our store equipment. Write now for illustrated catalogue and let us give you an estimate.

"Walker Bins" are protected by patent.



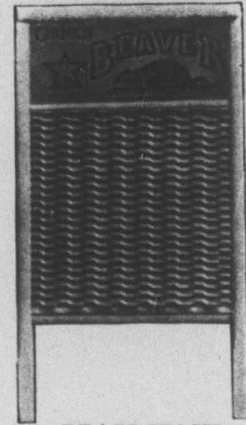
The Walker Bin & Store Fixture Co. Ltd.

DESIGNERS AND MANUFACTURERS OF MODERN STORE FIXTURES
BERLIN - ONTARIO

REPRESENTATIVES:—Manitoba: Watson & Truesdale, Winnipeg, Man. South Saskatchewan and Alberta: J. M. Smith, Box 695, Regina, Sask. North Saskatchewan: Northwest Specialty Co., Saskatoon. British Columbia: Western Plate Glass & Importing Co., 318 Water St., Vancouver. Montreal: W. S. Silcock, 33 St. Nicholas St. Maritime Provinces: R. R. Rankine, 4 Wright St., St. John, N.B.



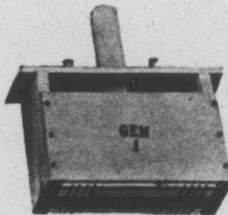
Woodenware



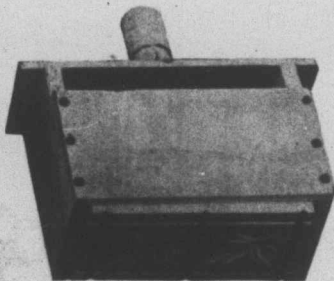
BRASS WASH
BOARDS



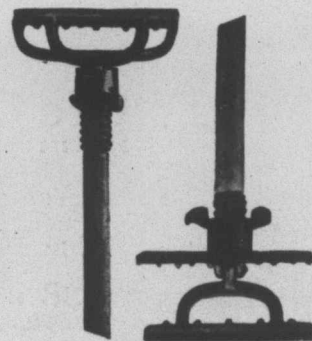
ACME BUTTER
MOULDS



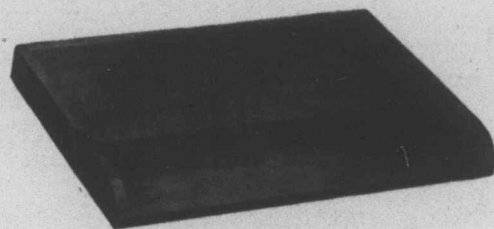
GEM BUTTER
MOULDS



JERSEY BUTTER
MOULDS



MOP WRINGERS



BAKE BOARDS

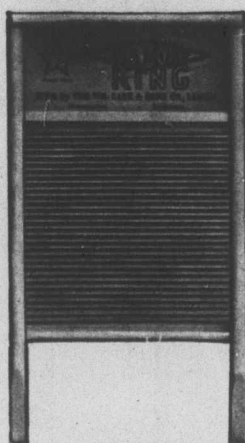
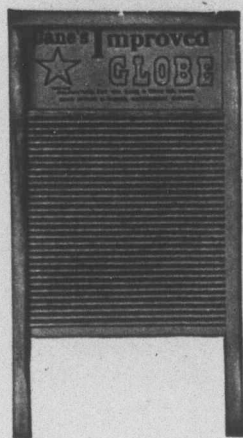
CANE—The Name Attached

Cane's Woodenware has been the standard for many years and has retained its popularity in the face of the new metal ware which has broken into the market. Wooden tubs will not rust, and will retain the heat longer than any other tub on the market. Cane's Washboards are made in many styles to meet all requirements—they are strong, neat, and durable.

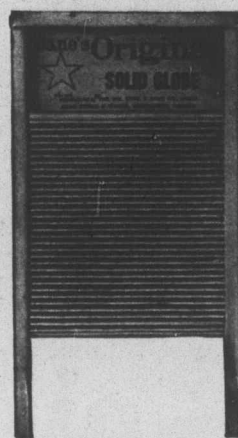
The materials used in Cane's Woodenware are the best that money can obtain for the purpose. Our long experience serves to

The Wm. Cane &
NEWMARKET,

of Quality



GLASS WASH
BOARDS



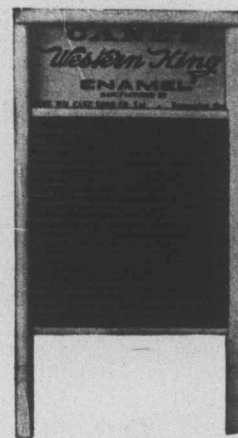
ZINC WASH
BOARDS

to Canada's Best Woodenware

prove this statement—and our **absolute guarantee** leaves no room for doubt. If you do not find Cane's goods what we claim for them, we will refund your money cheerfully. From our clothes pins up, you will find our woodenware perfectly finished, and construction leaves no room for improvement.

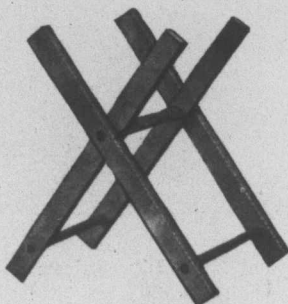
Let us send you our catalog.

Write to your jobber for prices.



WASH BOARDS
ENAMEL

Sons Co., Limited
ONTARIO



FOLDING
SAW HORSE



WASH TUBS

A Pure Vanilla Extract

WHEN you sell your customer a bottle of Shirriff's True Vanilla you do her a service. She gets a vanilla extract that is stronger than the Government's Standard for Purity—an extract that is sure to please and satisfy her.

Shirriff's True Vanilla

and Shirriff's Lemon Extract, conform in every particular with the Dominion Government's New Pure Food Act. They are pure. They have a high percentage of alcohol. And they are aged until their flavor and bouquet are simply exquisite.



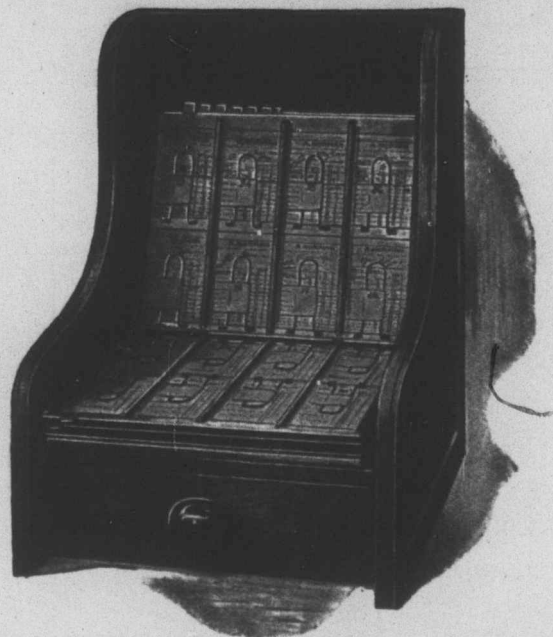
There's a good profit in each bottle you sell—and certain satisfaction to your customer. What more could be desired?

Imperial Extract Co.

Steiner and Matilda Streets

Toronto

Safe From Mistakes Safe From Fire



That's the way your accounts should be kept

A few of the advantages of using the Ullman Account Register are:

- First:— Your bookkeeping costs you nothing, and it is done correctly.
- Second:—Your accounts are safe from fire, that's important enough to think about.
- Third:— When you close your store at night you have the satisfaction of knowing that all your customers' accounts are posted up to the last cent. Write us to-day.



Live salesmen wanted in some localities.

The Hamilton Ideal Mfg. Co., Ltd.

Hamilton, Ontario

THE CANADIAN GROCER

The surest trade builder

Too good to be improved



The leader for over 70 years

Three generations of success

The strongest trade holder

DWIGHT'S

COW BRAND.



1876 TRADE MARK 1880.

SUPER-CARB. BAKING SODA

Used by our grand-parents

Brings a sure profit to you

Used to-day by their grand-children

Cow Brand success is never doubted

Strength-Purity-Reliability

These are the chief selling points of COW BRAND BAKING SODA.

The consumer realizes this and has no hesitation in buying COW BRAND SODA in preference to any other.

Besides, the most of them realize that an article which has stood the test for seventy years must be the best obtainable.

The profit for you is liberal, and means something when you consider how easily this brand is sold.

The Canadian household word

Cow Brand rises as sure as the sun

Even children know the label

LET YOUR JOBBER SUPPLY YOU.

Church & Dwight, Limited MONTREAL, Canada

Manufacturers

Established over 70 Years

Brighten your stock with Cow Brand

Dwight's Cow Brand is your protection



Avoid the "just-as-good" kind

Your stock is incomplete without it

SNAPS

STUDY THESE PRICES

VERY BIG PROFITS FOR YOU

You can rely on the quality of these goods in every sense of the word. We have been dealing in goods of quality ever since 1869.

Being the largest wholesale general food distributors in the Dominion, we can quote you best possible prices on groceries, produce, provisions, flour and feed. We make the largest importations of refined sugar, raw sugar and Barbadoes Molasses. Remember, too

Now Is Seed Time. We are the Agricultural Seedsmen.

Can supply you with the most reliable brands of Timothy, Clover, Corn, Oats, Barley, Wheat and Tares.

OUR SPECIALTY

Car load lots of Flour, Feed, Oats, Barley, Corn, Bran, Shorts, GREEN MOUNTAIN POTATOES, and also the PRINCE EDWARD ISLAND VARIETY.

Salmon

	Per case
RED SOCKEYE	"AUTUMN LEAF" Brand (1/2 lb.), 8 doz. case... \$10.00
	"FALCON" Brand (1/2 lb.), 8 doz. case 9.25
	"GOLDEN LINK" Brand (1 lb. talls), 4 doz. case. 9.50
ALASKA RED	"LIFE BUOY" Brand (1 lb. talls), 4 doz. case . . . 8.50
COHOES	"COCK O' NORTH" Brand (1 lb. talls) 4 doz. case 8.00
PINK SALMON	"SALADA BRAND" (1 lb. talls), 4 doz. case . . . 3.85
WHITE SPRING SALMON	"AUTO" Brand (1 lb. talls), 4 doz. case 3.50

More Bargains!

PRIME WINTER EVAPORATED APPLES, 50 lb. boxes, lb.	5c
HAND PICKED RANGOON BEANS, 2 bushel bags, bush.	\$1.90
HAND PICKED AUSTRIAN BEANS, 2 bushel bags, bush.	2.25
YELLOW BEANS, 2 bushel bags, bush.	2.25
CANADIAN BEAUTY SOUP PEAS, bush.	2.25
N.B.—These peas are hand-picked, and guaranteed to cook in 1 1/2 hours.	
BARBADOES MUSCAVADO RAW SUGAR, 224 lb. sacks, per 100 lbs. .	3.75

Imported Peas

LA MALINOISE	Tres Fins, 100 tins to case	\$12.00
	Fins	11.00
	Moyen, No. 1	9.50
	Petits Pois, No. 2	9.00
LA FLANDRE	Petit Pois Moyen, 100 tins to case	8.65
	Petit Pois Gros, 100 tins to case	8.50

Jams and Pickles

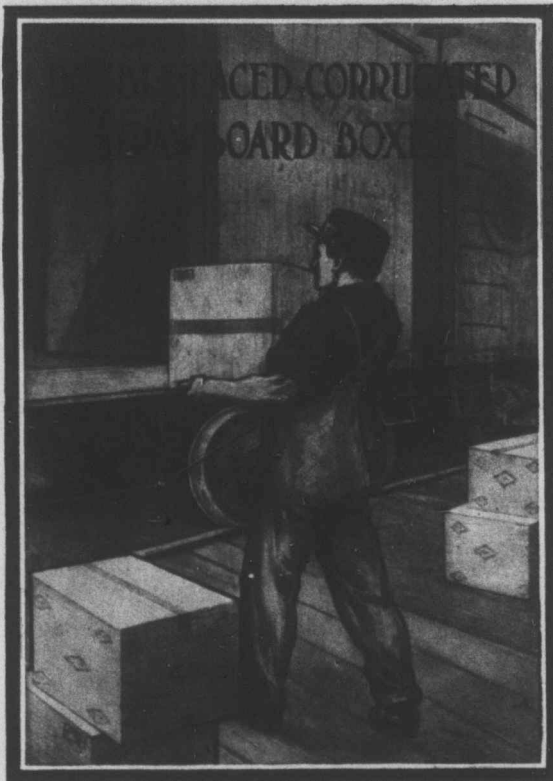
If you want the equal of the imported, the "made and grown in Canada" goods, at the right price, ask us for samples and quotations. These goods won't last long.

Write or Wire Requirements to Dept. C. We Guarantee Quality

JOSEPH WARD & CO. 115 Youville Square MONTREAL

Established 1869

REDUCE



- Your Shipping-Room Labor
- Your Shipping-Room Expense
- The Storage Space for Your Stock of Boxes
- Your Freight Bills
- Your Chances of Boxes Splitting, with Damage to Their Contents
- The Time Usually Required in Boxing Goods for Immediate Shipment and Thereby Facilitate Quicker Service

— by using —

Double-faced



Corrugated

CELLULAR BOARD BOXES

Thousands of dollars are being saved every year by the use of these boxes. They are stronger, lighter, and cheaper than the old-time wooden box, even for shipping very frail articles such as Glass, etc. They will stand the abuse that Freight shipped boxes are given, when a wooden box a great deal heavier and thicker would split open.

There is no nailing or wiring—all that is required is to give the flaps a few daubs of cement with a brush and they are there to stay—they can't be pried open and relieved of their contents.

A small boy can do your boxing just as well as a man—no experience is required in setting up—very little room is necessary to keep your stock of boxes—freight and cartage bills are reduced. In fact, your overhead expenses will be greatly reduced without taking chances on damage in transit.

We make boxes to suit your special requirements. Write to-day for information re **Railway Regulations regarding shipping in double-faced corrugated boxes.** Mention whether you ship by freight or express and what is the usual weight and class of goods you ship.

Write Now.

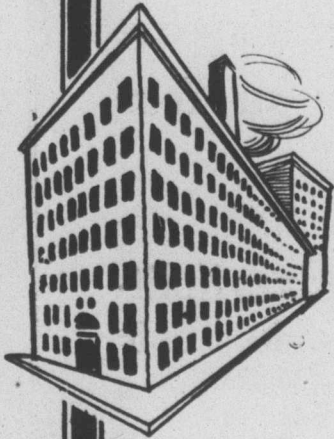
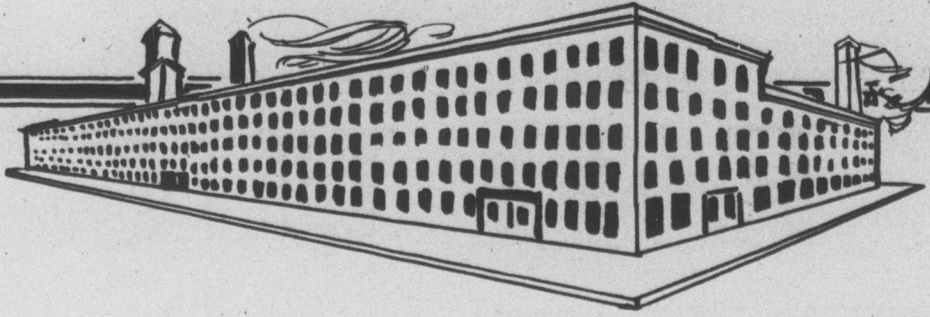
The Thompson & Norris Co. of Canada, Limited

NIAGARA FALLS

CANADA

Factories: Brooklyn, N.Y. Boston, Mass. Brookville, Ind. London, Eng. Julich, Germany

THE CANADIAN GROCER



THE COMING
INDUSTRIAL
METROPOLIS
OF QUEBEC

MAISON

The Ideal City

MR. MANUFACTURER OF FOODSTUFFS, you are seeking the most advantageous location for your factory. Then you will have regard for these facts about Maisonneuve, the most rapidly-growing industrial city in Canada. There are reasons.

ACCESSIBILITY. Maisonneuve is easily reached from all points, lying directly alongside Montreal, with its stores and supplies, affording convenient market for the purchase of raw material and marketing of finished products.

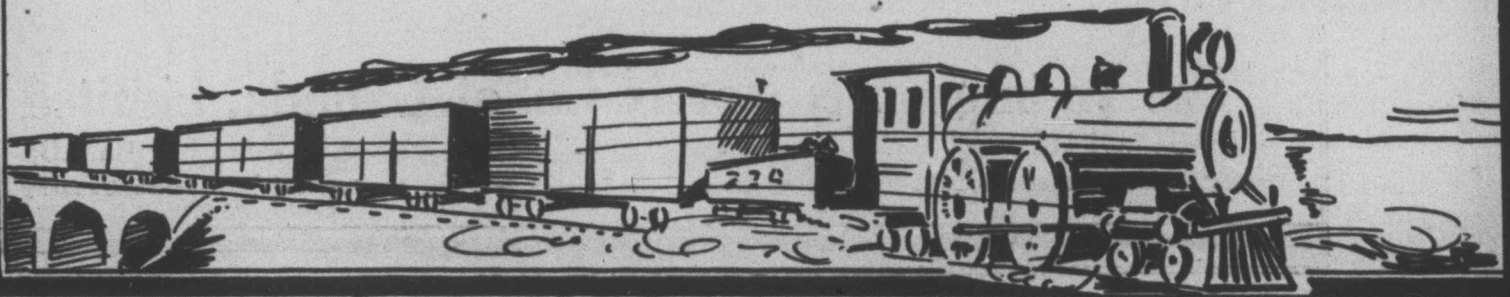
SHIPPING FACILITIES. The C.P.R., C.N.R. and the G.T., with a terminal electric railway linking them all together, furnish sidings for practically all sites, besides which there is the St. Lawrence River with its great docks for ocean liners and up-the-lake boats.

IMPORTANT CONCESSIONS. Ten years' exemption from taxes are freely offered the bona fide manufacturer.

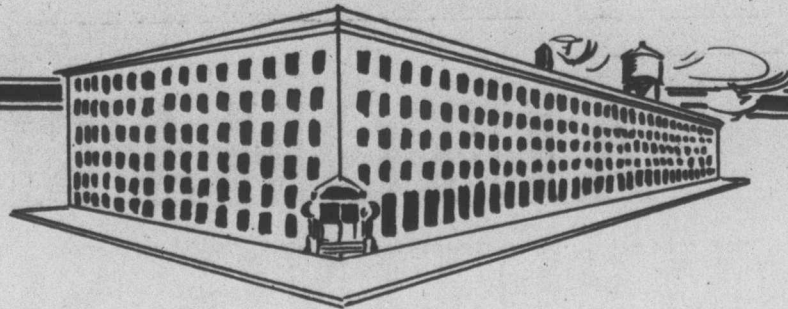
SPLENDID SITES along the terminal railway and elsewhere are available at low prices.

ALL THE IMPROVEMENTS, gas, electricity, water, sewers, power, are readily obtainable.

LOW POWER RATES, the result of competing electric companies, give the manufacturer in Maisonneuve a very distinct advantage.



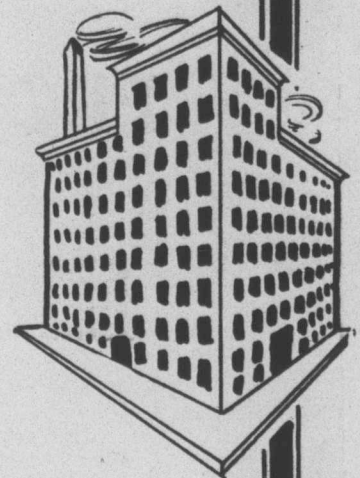
THE CANADIAN GROCER



NEUVE

THE COMING
INDUSTRIAL
METROPOLIS
OF QUEBEC

for Your Factory



FREEDOM FROM LABOR TROUBLES is offered by Maison-neuve, which has the finest labor market in the Dominion of Canada, male and female, skilled and unskilled, for practically all the workmen own their own homes.

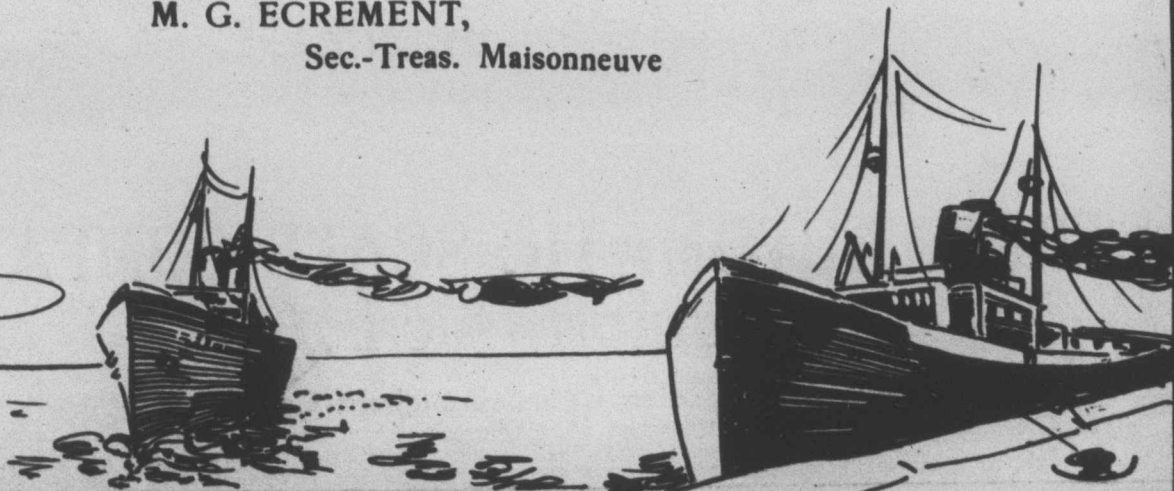
A CONSUMING MARKET of six hundred thousand at your very door is an advantage every manufacturer will recognize, particularly when joined with the economy and convenience of a moderate-sized city.

MAISONNEUVE has a population of thirty thousand people, churches of all denominations, schools, both Protestant and Catholic, theatres, shops, department stores, parks, beautiful shaded streets, mammoth industries, including the UNITED SHOE CO., THE MONTREAL STEEL WORKS, and the VICKERS-MAXIM CO.

GET IN TOUCH with this enterprising town. We can make it worth your while to locate here in Maisonneuve, the Pittsburg of Canada.

FOR FACTORY SITES, WRITE:

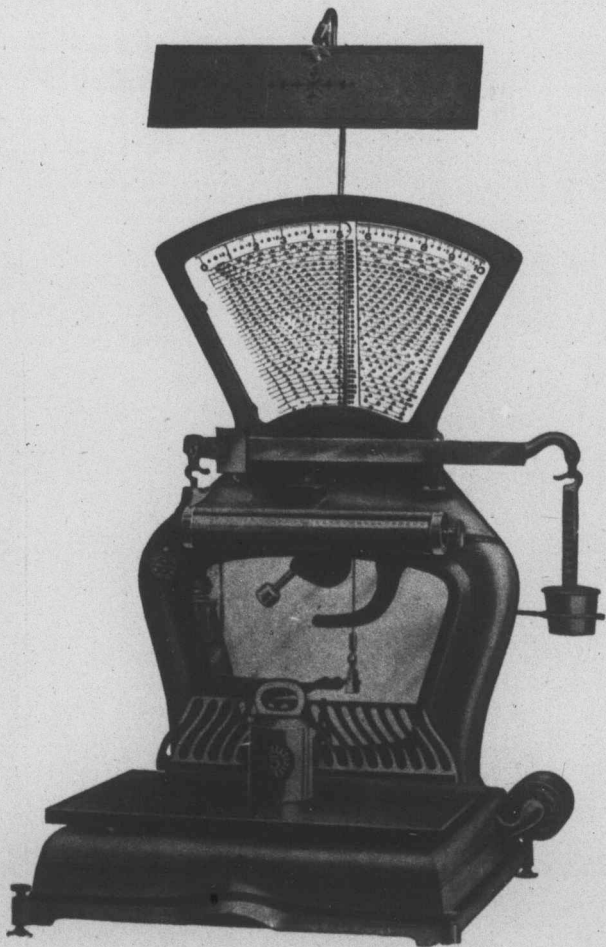
M. G. ECREMENT,
Sec.-Treas. Maisonneuve



AUTOMATIC COMPUTING SCALES

—FOR—

PROGRESSIVE MERCHANTS



Prices \$25.00 up.

Capacity 2 to 100 lbs.

Terms: Small monthly
payments, or for
cash.

Guarantee with every
scale.

Over 16 years on the
market.

DETROIT AUTOMATIC SCALE COMPANY

DETROIT, MICH.

Offices in Leading Cities throughout Canada



26 1/2%
PROFIT FOR YOU

Date 1913

Wholesale Grocers.

Gentlemen:

Send us, **FREE OF CHARGE**, Twenty (5c.) Bars of Quick-Naptha Soap, one large Window Display, including colored paper, Special Signs and Display Cartons, and 50 Premium lists (with our name and address).

In consideration of these Free Goods you may ship us from Woodstock, Freight prepaid, the following assortment of Soaps:—

5 cases		
.....Richards Quick-Naptha Soap.	} at \$4.15	\$20.75
.....Richards Pure Soap.		
.....Snow Flake Chips (100 pkg.)		
20 Bars Quick-Naptha, Free (mentioned above.)		.00
		Total \$20.75

Yours truly,

Name

Address

MR. DEALER. FILL OUT THE ABOVE AND MAIL TO YOUR WHOLESALE TO-DAY. THIS IS AN EXCEPTIONAL OFFER FOR AN EXCEPTIONAL SOAP.

The RICHARDS PURE SOAP CO., Limited - Woodstock, Ontario



There will be a
BIG DEMAND
this year for
**KEATING'S
POWDER**

YOU will be asked for it. "Keatings's" Kills **EVERY** Bug, Beetle, Moth, Flea or Household Insect of any kind coming into proper contact with it. This statement is a **fact** based upon scientific authority.

The 10c, 20c and 35c tins are put up in compact cartons, each containing 3 dozen tins, obtainable at any of the usual wholesale houses.

The advertising campaign is now on. It will run right through the summer, and this year be larger than ever.

**CANADIAN SALES CHECK
BOOKS, LIMITED**

Manufacturers Carbon, Leaf and Carbon Back Counter Check Books.

Special discount for mail orders.

Write for samples.

126 Wellington St. West, Toronto



NUT-LARD

Nature's own substitute
for lard, butter and oil
for cooking purposes.

A Vegetable Product
of Absolute Purity

NOURISHING - ECONOMICAL

The present high cost of living has led scientists to experiment on the production of eatables that will reduce living expenses. After years of experimenting, a nut has been found, which grows in abundance, and the oil of which, when scientifically prepared, forms a very digestible fat which takes the place of the usual oils and grease used in baking and cooking.

Free From Cotton Oil.

It is a delicate fat, 100 per cent. pure. Is light on the stomach, and the price is materially lower than any fat now used, such as butter, pork, lard, oils, etc. You will find ready sale for it in every household, bakers' shops, biscuit manufactory, and wherever lards, etc., are used. Profits are good.

Send for prices to-day.

We are open to appoint agents in all parts of the Dominion except Toronto, and invite Correspondence.

ADDRESS:

**J. Russell Murray - 6 St. Sacrament Street
MONTREAL**

MANUFACTURED BY

Rocca, Tassy & DeRoux - Marseille



JAMS, JELLIES, MARMALADES

The true, luscious fresh fruit flavor of L. & B. Banner Brand Products is bringing these lines rapidly to the front and making for them a permanent place in the homes of thousands of customers.

"Banner Brand" goods comply with every requirement of the Pure Food and Drug Act of Canada. Absolutely no adulterations are used—nothing but combined fruits and best granulated sugar.

Have you tried L. & B. Banner Brand Maple Syrup? Send in your order at once.

Neatly put up in 12 oz. glass jars, 2, 5 and 7-lb. Gold lacquered pails and 30-lb. wooden pails.

LINDNERS LIMITED

340 DUFFERIN STREET TORONTO

Phone Park 2985

REPRESENTATIVES:

The Amos B. Gordon Co.,

Toronto

WESTERN AGENTS:

W. L. McKenzie & Co., Grocery Brokers
Winnipeg, Regina, Calgary and Edmonton



CENTURY

Century Salt possesses a reputation for unvarying excellence which has been won only after years of experimenting in the attainment of perfection in quality. Best for table and dairy. Century salt costs no more than unknown brands—sell the kind that will hold your particular trade.

Dominion Salt Co., Limited

Manufacturers and Shippers

SARNIA - ONTARIO

SALT

A MAN IS KNOWN BY THE
COMPANY HE KEEPS — A
MERCHANT BY THE GOODS
HE SELLS—

Every time you sell a package of

HEINZ 57 VARIETIES

PURE FOOD PRODUCTS

you give your customer one more proof that you are a quality grocer.

That's one reason why it pays to specialize on the 57 Varieties. The others are steady demand—easy sales and quick turn-over of capital.

H. J. Heinz Company



EVERY POUND OF ANCHOR BRAND FLOUR

is guaranteed uniformly Excellent

and in making the above statement we quite realize the full extent of the meaning and weight of the adjectives used—were we in the experimental stage, we would issue no such broad and positive a guarantee, but our experience as Grain Merchants and Manufacturers of Choice Manitoba Hard Wheat Flours covers twenty-five years and our reputation in both capacities is what we regard as our best asset, which is at all times safeguarded with the most jealous care.

Anchor Brand Flour is not manufactured for nor sold to the masses but restricted, as we have claimed during 25 years, for the use of discriminating consumers who care for something a little better than the best—it being quite possible to attain this Standard by grinding but the high-grade wheats.

FREE to Missourians:—3 lb. Samples put up in attractively lithographed cotton bags for distribution through Dealers.

LEITCH BROTHERS' FLOUR MILLS, LIMITED

"Millers of Quality"

Oak Lake

Manitoba

Canada



BEANS AND PEAS

White Haricot Beans	Rice
White Pea Beans	Lentils
Rangoon Beans	Pearl Barley
Large White Peas	Pot Barley
Split Peas	Pea Flour
New Zealand Butter	Potato Flour
	Honey

We hold large and carefully selected stocks of the above, and can offer the very highest qualities at moderate prices, delivered to any points in Canada. We solicit trial orders.

ROTHON & CO.,

23, St. Mary Axe, London, E.C. (England)

Cables: "CHYLE, LONDON."

(A.B.C. Code, 5th Edition used.)

TAROL

Tar and Cod Liver Oil Syrup

Country Dealers:—

Why not provide the family cough cures as well as the other things? There's a nice profit for you, and when recommending

MORIN'S LINE

You can rest assured that you are laying the basis for a nice trade.

Get our General List.

There's more than one interesting line.

Dr. Ed. Morin & Co., Limited

QUEBEC

Turn This Upside Down



Turn This Upside Down

Send immediately for exact likeness of yourself which is on the other side of the illustration.

W. D. McLaren, Limited, Montreal

BISCUITS

from the Old Country

Notice to Grocers and Stores in Canada.

McVITIE & PRICE

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
 British Columbia and Yukon
KELLY, DOUGLAS & CO., Ltd., Water St., VANCOUVER

Purnell's Fine Pickles

IN PURE MALT VINEGAR



Nor do we stop at purity in the Vinegar which is specially brewed for our Pickle and Sauce Department. We select the very finest, freshest vegetables and exercise the strictest care in handling them from the moment they leave the farms until they are ready for table use.

"PURNELL'S Pickles Please Particular People."

Purnell & Panter, Limited

Malt Vinegar, Sauce and Pickle Makers
Bristol, England



"SHELL" BRAND
Castile Soap

("La Coquille")

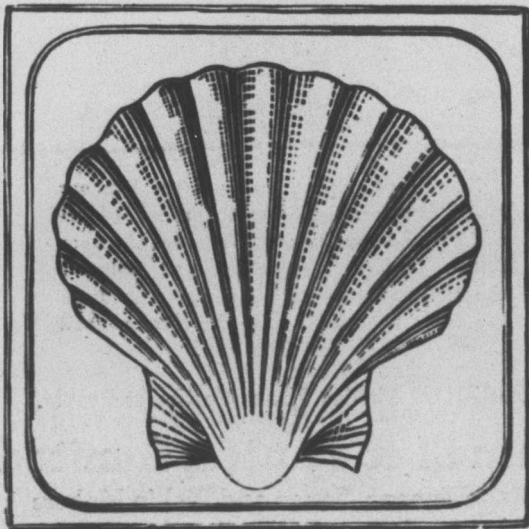
The Standard of Purity
A Pure Oil Soap

Has the largest sale of any Castile Soap in the Dominion. This Soap is especially manufactured by Messrs. Couret Freres, Marseilles, France, for Messrs. Estrine & Co.

For sale by all wholesale houses.

GENERAL AGENTS

P. L. MASON & CO.
TORONTO



RED RIDING HOOD BRAND



5 lb.
SLIP
TOP
CAN

5 lb.
SLIP
TOP
CAN

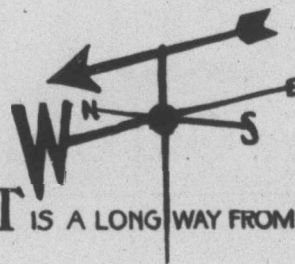
Samples and Prices from

Maritime Provinces, Quebec, Manitoba, Saskatchewan and Alberta—W. H. Dunn, 396 St. Paul Street, Montreal.

Toronto—Lind Brokerage Co., 47 Wellington St. E.

Ottawa—E. M. Lerner & Sons, 11 York Street.

British Columbia and Yukon—Kirkland & Rose, 312 Water Street, Vancouver.



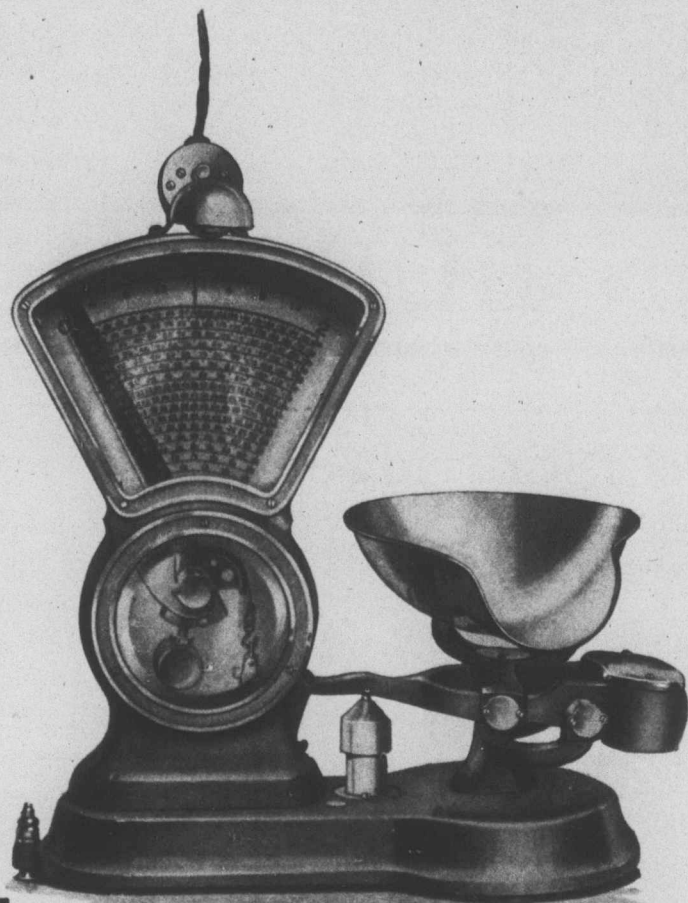
WEST IS A LONG WAY FROM EAST

If You're Shipping

West, freight charges may be troubling you. There is a remedy—Re-ship at Regina. Bulk your consignments together for the long haul to Regina. You save a great deal of money doing this. At Regina we will receive the cars and re-ship the various orders promptly over short, direct routes. As our charges are reasonable, and Regina has roads radiating in every direction, this is eminently practical. If you want to consign a stock of goods to us we have ample storage capacity, and will act as your Western Branch, delivering as goods are ordered.

Write us about your particular needs in this direction.

IT PAYS TO USE THE
REGINA STORAGE AND
FORWARDING COMPANY
LIMITED **REGINA**



OUR 2 LB. SCALE

For the Confectionery Counter.

The latest addition to our family of

Brantford Scales

Many of the Best and Brightest Grocers in Canada are using them. Many more are going to. All are giving absolute satisfaction. Write us for Catalogue, Prices and our easy payment plan on Computing Scales, Computing Cheese Cutters and Meat Slicers.

The Brantford Scale Co., Ltd.
BRANTFORD - - - ONTARIO

The Only Makers of Computing Scales in Canada.



THIS is the washing blue that gives satisfaction both sides the counter. No blue can do more, and you cannot afford to stock any that does less. Remember that when you are about to order.

Every time a woman uses OCEAN BLUE, she marvels at the whiteness and brightness it leaves upon the clothes. That's one source of satisfaction which inevitably leads to permanently profitable custom at the counter, and satisfaction behind it.

Order through your jobber, or write us for samples and prices of

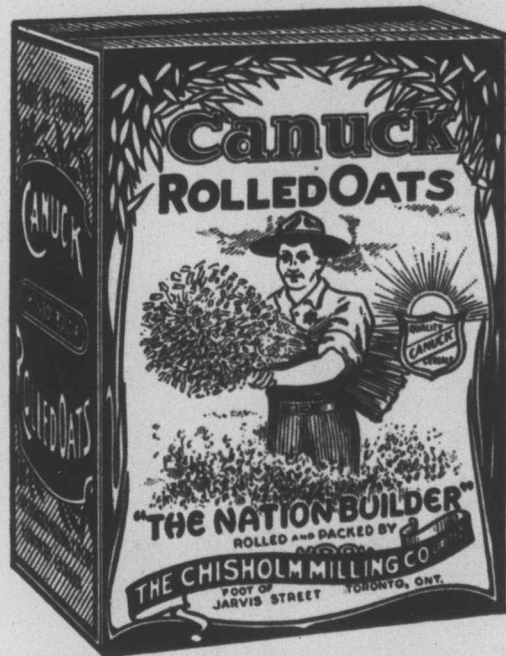
OCEAN BLUE.

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

"THE NATION BUILDER"

Makes Peerless Porridge

Premium
in every
25c
Package



Coupon
in every
10c
Package

A Rapid Seller

The rapidly growing popularity of CANUCK OATS is the result of the extensive consumer advertising we have done to bring before the good housewife the plain, unvarnished facts about this cereal. This one fact alone is proof positive the the Quality of "CANUCK" is the first consideration. Only ten per cent. of the best oats in the country are actually good enough to be used in "CANUCK OATS" —therefore the fine, rich, nutty flavor of porridge made from "Canuck."

The Chisholm Milling Company, Limited

JARVIS ST.

TORONTO

May be obtained from:
J. H. E. Davis, The Chisholm Milling Co., Limited, 109
Youville Square, Montreal, Que.
Fenwick, Hendry & Co., Kingston.
D. Stewart Robertson & Sons, Ottawa.
King & Booth, Hamilton.
Or any Wholesale Grocer.

A large London (Eng.) Tea Firm asked their correspondents in Montreal to send them samples of the best brand of Tea sold in this Country. They sent them Red Rose Tea.



"Good Seed that brought a bountiful harvest."

We realized in the Springtime of our business that the **Quality** of the goods sold must be of first importance and we determined to lay a sure foundation.

We were the first in this Country to appreciate the quality and value of the Teas of Northern India, especially those of the Province of Assam, which is said to be the native home of the tea bush. These teas are noted for their richness, combined with their strength and fine full flavor, being better matured teas and grown on soil of which the tea bush is native—the tea keeps its full strength and flavor for a much longer period than Ceylon Teas; Ceylon not being the native home of the tea bush, it having been transplanted there.

Ceylon produces more delicate and flavory teas, but it is by blending Assam Teas, with their rich full flavor and strength, with those of Ceylon, that the very best results have been obtained. In fact, the careful and proper selection of these teas and blending of certain proportions of each, has probably been

the main cause of the great popularity of Red Rose Tea.

The good-will of the trade has been a most important factor in the success of our business. We believe we have this in a very large degree. Fair methods, good salesmen, good advertising have helped very largely to get this, but the principal reason has been that merchants generally appreciate the splendid quality of Red Rose Tea and use it in their own homes, which makes it very easy for them to recommend it to their customers.

The enormous sales of Red Rose Tea and its outstanding position in the tea trade has proven that we are certainly having a bountiful harvest.

Red Rose Tea

"IS GOOD TEA"

Packed in the Largest and Best-Equipped Tea-Packing and Blending Warehouse in Canada.

Success in Pleasing

is the short cut to prosperity; hence a range of household helps of best quality which every grocer can sell with sure knowledge that his customers endorse every claim made for them.

Brasso Metal Polish
Reckitt's Blue
Zebra Stove Polish
Dome Blacklead

Agents—

GILMOUR BROS. & CO., - 25 St. Peter St., MONTREAL



Quality—The Business Builder



In the last two years, 1912 and 1911, the increase alone in the consumption of "SALADA" tea amounted to 2,314,026 lbs. or 200 car-loads of tea, which is equal to

8 FULL TRAIN LOADS

But think of this! That even after these enormous increases, we have a further increase in the first fourteen weeks of this year, over the same period of 1912 of 251,066 lbs., equal to 21 car-loads. What could speak so strongly for "SALADA'S" quality as this wonderful evidence of Public Opinion?



"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.



METAL
SCREW-TOPPED
GLASS JAR.
2LB. SIZE

RECOMMEND

PINK'S

HIGH CLASS JAMS

TO YOUR LADY BUYERS

IT MAKES ALL THE DIFFERENCE TO THE SUCCESS OF THEIR PASTRY AND THEY WILL APPRECIATE YOUR ADVICE.

THE VERY CHOICEST INGREDIENTS ARE CHOSEN IN PREPARING THEM.

LASTLY—YET BY NO MEANS THE WEAKEST POINT IN ITS FAVOUR — THE PROFIT IS GOOD.

Write NOW for Special Canadian List, Containing Full Particulars to

E. & T. PINK LTD., LONDON, ENG.

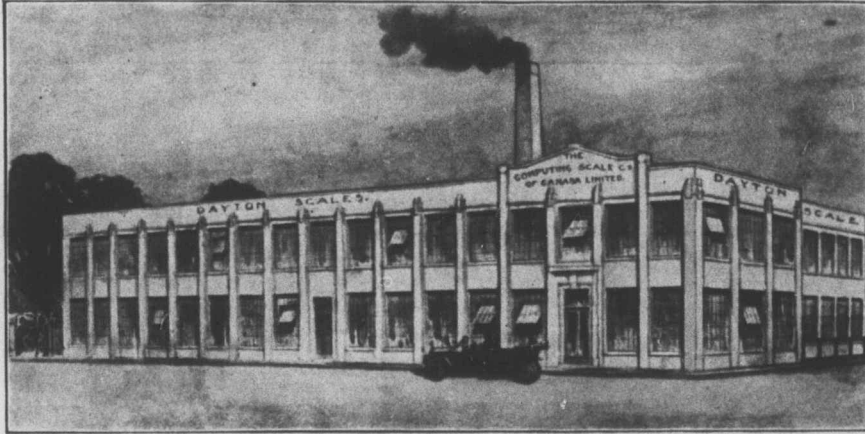
BUYERS in VANCOUVER AND DISTRICT SHOULD APPLY TO OUR AGENTS IN THAT CITY,
Messrs. EMERSON BAMFORD CO.

THE CANADIAN GROCER

THE NEW HOME OF DAYTON SCALES



THE LARG-
EST
COMPUTING
SCALE
FACTORY
UNDER THE
BRITISH
FLAG



A CANADIAN
COMPANY
A CANADIAN
PRODUCT
MADE BY
CANADIAN
MECHANICS

The increased demand for DAYTON SCALES has made this new factory necessary.

The Service Maker Saves Time and Profit

Increase your efficiency and your clerk's by using DAYTON Scales.

A glance shows you the weight and selling price of the article.

Accurate quick weighing saves time and profit.

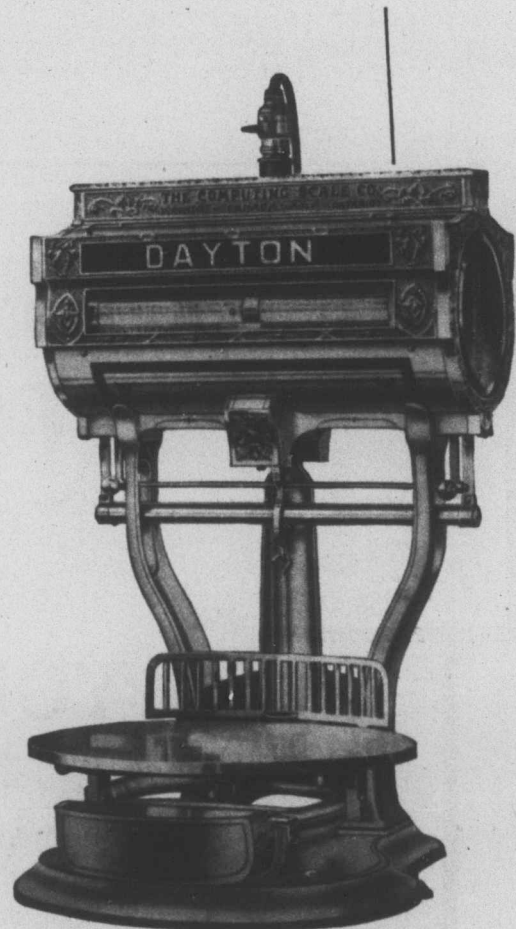
Automatic to the full capacity.

No LOOSE WEIGHTS, POISES or ADJUSTMENTS to get out of order.

DAYTON SCALES are guaranteed to weigh and compute accurately—part of the mechanism being GUARANTEED for TEN YEARS.

"Ask the man who uses one."

**The Computing Scale
Company of Canada, Ltd.**
TORONTO, ONTARIO



The Dayton Electric
Only low platform scale made.

CANADIAN GROCER

SPRING SALES NUMBER

April 18, 1913

The CANADIAN GROCER

Established - - 1886

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 Rector 2009.

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

Phone Rand 3234.

GREAT BRITAIN—

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

E. J. Dodd

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

PUBLISHED EVERY FRIDAY.

TORONTO, APRIL 18, 1913

OUR SPRING NUMBER.

ONCE again we present to readers, our Annual Spring Sales Number. In this issue we have made features of two things in particular—salesmanship in the retail store, and system in business management. We have endeavored to show by getting first-hand information from many of Canada's best retail dealers, that it is a simple matter to create new business. Methods are given by the score where men have used their selling power to dispose of more goods than customers would otherwise have purchased had they been left to their own initiative.

Other things being equal, it is the man who possesses the greatest power to create sales, who makes the greatest success. No merchant who lacks this power entirely will ever make a success unless lack of competition or the special advantages of location simply force business upon him. Therefore, while every reader of The Grocer is a salesman rather than an order-taker, all should go through this issue to find out other good methods some of their confreres are using. Different men have different methods. Here these methods are brought together in concise form and are respectfully commended to the attention of our many readers.

In this connection, the editorial staff desire to express their appreciation of the willingness with which our friends in the trade extended every courtesy in giving us the information asked for with which to compile these articles

QUALITY STANDS AT THE TOP.

NO one will ever be charged with not being sound in the faith who preaches quality. Quality is the very foundation of success in business. Capital, knowledge, enterprise are important, but these will not stand when quality is absent.

It is quality that gives character, and character is as necessary to a business as it is to an individual.

Customers who have become converted to quality give in return their confidence and this is the sheet anchor which holds business.

Goods sold on their reputation may not always earn a better profit than those that are sold on their price, but they do most of the time.

Quality is profitable unto all things in the business world.

WATCHING THE WRONG COMPETITOR.

MANY merchants, and particularly those doing business in country districts not fortunate in having a newspaper as an advertising medium between themselves and their natural consumers, are often greatly worried by the inroads of mail order houses. They find that the very people whose accounts they carry for one, six, and sometimes twelve months, send cash to the mail order houses, and there purchase half their goods. They know that they can sell just as cheaply and often cheaper, under the prices named in the catalogues of the big houses.

This is a problem which has puzzled many of them and they find it difficult to get at the root of the trouble.

In nine cases out of ten the cause lies in the lack of energy and diplomacy on the part of the merchants. They get into a rut and stay there. They do not utilize their faculties to advantage in overcoming this disadvantage and much too frequently do they watch the wrong competitor. They believe if they can sell as cheaply as the opposition across the street or on the next concession line, cut prices when he does, pay the farmers' wives a cent more for eggs than other merchants, they are on the fair road to success and are going to attract a greater share of the trade than their local competitors.

These wrong ideas have been the cause for many a downfall when success might have been achieved. Instead of booming their own business by impressing upon their natural customers the quality of their goods and the values they are getting for their money, they keep their eyes fixed on what the merchant on the next corner is doing.

The outcome of this is that a price on a certain article is cut by one of the number and the rest follow in his footsteps to the detriment of the manufacturer of that article and their own profits. The time soon comes when it is discovered a profit cannot be made; they either purchase a substitute or give up handling it. The manu-

THE CANADIAN GROCER

facturer loses business and the merchant loses profits. The effect is far-reaching.

An essential accompaniment to the success of a country town or village is enterprise among the merchants. They have got to do the booming if they want to secure business and the securing of business means the building up of a place more attractive to the farmers and with greater prestige in the commercial arena. Where merchants judiciously advertise their goods in their home town there will be found few vacant stores and empty houses. They have to be alive to not only their own interests, but to the interests of the whole community. They must see that the money earned in their own district is spent in their home town and to do this there must exist good-fellowship and good-will among them.

Cutting each others' throats at the expense of allowing the money to go to the mail order houses is undoubtedly poor policy, and if carried on to excess spells failure for those who practise it.

A MOTTO FOR THE CLERK.

NONE but an enthusiastic clerk is of any particular value to a merchant. Unless the clerk has life, energy and initiative and is loyal to the store, he ought to be somewhere else.

When the dealer has a young salesman who has enthusiasm for building up the business, who helps to devise new methods, who takes a pride in having the windows attractively dressed and who is loyal to the best interests of his employer, he has an asset that will be well worth his while holding. A clerk who is a good, live, enthusiastic salesman is much in demand these days because the best merchants realize that any other kind is not advantageous to their business welfare.

Enthusiasm should, therefore, become a part of the policy of every salesman. With enthusiasm soon come the necessary attributes—courtesy, politeness, and a desire to give satisfaction in service. The clerk who is not enthusiastic goes about the store as if it were always six o'clock in the afternoon and he had been out the night before. He can be easily spotted by customers who soon discover the service he attempts to render is not up to requirements and so dissatisfaction is caused.

"Be enthusiastic," is a good motto for every young man behind the counter.

A FILE FOR NEW IDEAS.

IN discussing ways and means for keeping abreast of the times, a prominent Western wholesaler said recently that he considered a scrap book for new ideas one of the best aids possible. In this could be placed interesting items relative to the business which could be utilized as the merchant deemed it advisable to brush up or make a change in the business system.

"Competition is growing keener every day in every line of business," he said, "and it is coming more and more to be a time when neither precedence nor capital count for business superiority. The conditions demand the survival of the fittest. The fact that yours is an old and well established firm has its weight; the fact that you have your own money to back your institution is much to your advantage but neither of these conditions will secure your position against a competitor who has been thoroughly trained in the keenest kind of system. The man with business ability will soon find ample capi-

tal to back his enterprise, and his peer of strong and timely assertion will sooner or later, discount the reputation your firm has held in the past."

The retailer of to-day finds many more details that require attention than the merchant of ten years ago and if his methods have not kept pace with progress, he may find that he is conducting his business at a far less profit to-day than he was with the same methods a few years back.

"Newspaper Advertisements," "Methods of Special Sales," "Handling the Sales Force," "Show Window Displays," "Dull Season Sales," "Business Methods," "General Interest." These are some of the heads under which every dealer will find ideas coming in daily that can be filed away in a minute's time, where at a leisure hour they can be looked over and a way studied in which they can be applied to one's own business.

This is frequently the explanation of the way the other fellow pays the interest on his capital and the rent on his house, and still sells at the same profit as less fortunate competitors.

SALESMAN OR ORDER-TAKER, WHICH?

ARE you a salesman capable of exercising a real influence in building up your trade, or are you simply an order-taker and unable to satisfy your customers unless you have the articles for which they seek?"

In this connection a splendid illustration was found recently in a Western Ontario store. One of the show cases in the store was entirely devoted to display of fancy soaps, and of these quite a variety was shown. A customer who had seen a certain soap advertised extensively in magazines entered and enquired from the clerk if they stocked that soap.

"No, we haven't got it," was the brilliant conclusion arrived at after a careful inspection of the case by the clerk.

"Well have you got——soap?" suggested the customer. Another careful survey followed and again the reply was in the negative.

The customer probably could think of the name of no other soap which would answer his purpose so left the store, and not without displaying slight irritation at the clerk.

Now that customer didn't really care what particular soap he got so long as he received a fine toilet brand. He had probably seen the line he asked for advertised, liked the copy and the name and decided to try it. The manner in which he approached the clerk clearly showed he had never used that soap before, so that any one of half a dozen soaps would likely have suited him just as well.

The clerk was completely without suggestion or salesmanship. He didn't even thoroughly know his stock to begin with. Right in front of him he had a show-case containing a fine assortment of high-class soaps, but he didn't even think of reading off the names of these. Just because the customer asked for a particular brand he was floored when he found it was not in stock.

Further, that clerk was incapable of sizing up his customers or else he would have noticed from the manner of the customer that he was only curious to try that certain soap, but would have taken any other, provided it were not in stock.

This clerk was simply an order-taker, altogether devoid of originality. Through a little salesmanship he could have made a sale and sent away a pleased customer.

To which class do you belong, Salesman or Order-taker?

THE CANADIAN GROCER

THE STORE'S BEST PUBLICITY.

OUR satisfied customers are the best advertisers." Above the large mirror behind the counter of the store of Hazel & Dawson, Main St., Hamilton, Ont., may be seen the above words transcribed on a neat card.

How true they are! Where is the store that can build up business without satisfying its customers? A dealer may use all the wiles and schemes imaginable to get business, but if he does not make satisfied customers, it profiteth him nothing. Advertising will bring the people to the store. But if the merchant does not back up his advertising with the proper goods, he cannot exist long. His house is founded on the sands, as it were.

But let the retailer satisfy his customers with quality in the goods, and proper character in the store service, and he has a perpetual advertisement working for him. One does not have to go far afield to seek the reason. People communicate their likes and dislikes—particularly the latter—to one another, and it doesn't take long for a report of lack of service or inferiority in goods to spread through a community.

Every dealer should, therefore, work with a view to giving entire satisfaction to every customer. As the above firm intimate in their modest little card, satisfied customers are truly the best advertisers.

WASTING TIME IN FILLING ORDERS.

WHEN a customer enters the store, it will save time to take her complete order before attempting to fill any part of it. In this way much time and many needless steps will be saved, as almost invariably the customer wants two or more articles from the same shelf or section of the store.

Recently the writer observed a clerk make four trips to the cellar while waiting on one customer, simply because he did not get her complete order at the beginning. In making this \$1.54 sale, over 12 minutes were actually wasted both for the clerk and the customer. The clerk was drawing too heavily on his energy for the business accomplished by making those three useless trips.

Elsewhere in this issue the reader will see the form used by Arthur Poitras, of the Montreal Royal Grocery, Montreal, in this regard. Another Montreal dealer uses a similar form, but on the back of it is given a seasonable recipe, beside which are advertised articles carried by this dealer and which are called for in the recipe. These forms are used to list the order and in case a cash sale is made the list is totaled and receipted, the form being a guide for the delivery department.

In case the order is charged, the items are transferred to the regular charge slips, thus the entries are clear and free from erasures and other changes.

THE BUSINESS OUTLOOK.

Commenting upon the business outlook, The Financial Post states that both from London and New York, information has been received to the effect that the monetary stringency is relaxing somewhat. Cables from London received by bankers and business houses in Montreal and Toronto are altogether more optimistic than they have been for some time. A still better indication of changing is the ready absorption of recent Canadian issues by the London market.

As yet, however, the situation in Canada has not materially changed. Security prices are, if anything, weaker, but it would be erroneous to take that fact as indicating further tightness of money.

EDITORIAL NOTES.

A salesman's worth to his firm is often based on more than the total of his sales book.

Learn to measure your days by the work accomplished rather than by the hours put in.

Evidences of what the dealer can sell if he has an interest in it, are many in this issue.

Absolute knowledge of where the business stands is half the battle with successful men.

The man who's too lazy to think out a business problem says, "I'll take a chance"—and thinks he has nerve! (Tooke Talks.)

* * *

The merchant should push collections when money is plentiful, because it is easier to get payment then. He should push collections when money is scarce; because there is always the danger of it getting scarcer. In fact, he should push collections the whole time, whether money is scarce, flush or medium, whether business is rushing or stagnant. This is one rule which can be laid down arbitrarily—and safely.

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86	—Demand Created for Quality Canned Goods.
87	—Confidence of the Customer Necessary.
88	—Cleanliness and Service Get Business.
89	—Tea Sales Showing Dealer's Power.
90	—Introduction to System Department.
91-93	—Removing Guessecork in Management.
94	—Uses of Cost Book and Daily Statement.
95	—Invoice Book.
96	—System for Making Collections.
97	—Form to Prevent Delivery Mistakes.
98	—Reducing Debts to Minimum.
99	—Discussion on Net Profits.
100	—Six of World's Important Needs.
101	—New Business From Store Interior.
102	—Veterans in the Grocery Trade, D. W. Clark.
103	—Fixtures That Aid in Service.
104-105	—Confectionery Department.
106	—Three Hours' Phone Sales Amount to \$800.
107	—Motor Delivery.
108-109	—Advertising Department.
110	—Attempt to Force the Dealer That Failed.
111	—Display Fixtures that Bring New Customers.
112	—Winnipeg Business of 45 Years Standing.
113	—Store Planning.
114	—Show Card Writing.
115-117	—Store Kinks.
118	—Introduction to Window Dressing Department.
119	—Display of Package Teas Made Effective.
120-121	—House Cleaning Trim That Created Sales.
122	—Figure Profits on Selling Price or Cost.
123	—Sanitary Store as a Business Producer.
124	—A Store Interior Finished in White Enamel.
125	—Large Profit in Patent Preparations.
126-129	—General Markets.
129	—Twenty Years Ago in the Grocery Trade.
130	—Fruit Department.
131	—Toronto Dealer Sells Prunes by the Case.
132	—Fish Department.
133	—Operating a Sanitary Fish Department.
134	—Methods Used in Boosting Flour Sales.
135	—Flour Department.
136	—Over 2,000 Dozen Eggs Sold in Thirty Days.
137	—Produce and Provision Department.
138	—Increasing Sales at Provision Counter.



EVIDENCES of the SELLING

Actual Sales Made by Grocers Where Customers Have Been Otherwise—Cases Where Dealers Have Raised Standard of Use to Develop Their Selling Capacities.

Salesmanship, according to Sheldon, is the power to persuade people to purchase product at a profit. The salesman must know his goods and must have persuasive power to sell them.

GRAPE FRUIT TRADE BUILT UP BY DEMONSTRATING USE.

F. McDougall, Ingersoll, Ont., tells of how he built up a trade in grape-fruit, until now his customers have come to regard grape-fruit more as a necessity than a luxury.

"During the past year," he states, "grape-fruit has shown especially fine quality. Color and size have been all that is to be desired, so that to begin with we had very good material to work upon.

"Every clerk was instructed in the different selling points to be used in selling grape-fruit, and made a specialty of speaking to customers along this line. Where customers were ignorant of the methods of preparation they were instructed to cut the fruit at night, remove seeds, sugar it, if they desired, and allow it to stand till morning. Recommendations were given from extensive users and where possible from the friends of the customer to whom an attempt was being made to make a sale. Also different doctors opinions were used in order to give the arguments more weight.

"Through these methods we have built up a very extensive trade so that now to some customers we sell in case lots.

"No doubt nature has helped us greatly for not only has grape-fruit shown splendid quality, but during the past few weeks or months demand for oranges has greatly decreased through lack of fine quality. Thus grape-fruit have been brought to the front to supply the gap."

HOW CANNED HERRING WERE SOLD FROM A WINDOW TRIM

Fraser, Viger & Co., Montreal, recently had a unique and tasty display of canned herrings in their window. The main body of the window was filled with tins of canned herring, while across the front was a border of baskets of Florida tomatoes. In the centre of the window was a glass server, in the middle of which was placed a can of the herrings

opened. Around this were slices of tomatoes, on which were placed some of the herrings. The dish had a border of lettuce. The simplicity of the display lent great force to its drawing powers.

Selling Vegetables.

A Montreal dealer uses small display boxes, about 2 ft. x 3 ft., with sliding glass covers, to exhibit radishes, lettuce, cucumbers, etc., outside the store door during the spring season of the year. By using these boxes the vegetables are protected from rain, snow and frost, yet are in full view of passers-by. The vegetables under the glass always look crisp and tempting. The dealer states these display boxes are a good drawing card and sell a lot of vegetables.

SEVERAL HUNDRED JARS OF MARMALADE EASILY SOLD

February is usually known as a good marmalade month. Oranges and marmalade both sell well, according as the dealer gets behind them. A good example of the selling power of the retail dealer, in so far as marmalade is concerned, comes from West Toronto. J. M. Evans, a Dundas Street grocer, early in February laid in a stock of some 800 pint jars of orange marmalade, and immediately got behind it with his staff of clerks. It was sold at 20 cents per pint.

Marmalade was shown in one window on attractive glass shelving and on the counters, and was frequently suggested to customers. The result of this marmalade campaign was that before the middle of March more than three-quarters of the entire stock had been disposed of. All this was sold because the selling power of the staff was behind it, no demand whatever having been created by newspaper advertising on the part of any manufacturer. Mr. Evans knew the quality of the goods to

be such as he could guarantee to his best customers, and had no hesitation in recommending it.

UNIQUE WINDOW DISPLAY THAT SOLD SPRING WATER

In the window of Frank Taylor's grocery, at Niagara Falls, Ont., has appeared the following display:—The window was filled with 2 and 5-gallon bottles of spring water. These bottles were placed in a semi-circle, well back in the window. Directly in the centre of the window was placed one 5-gallon glass jar of water as supplied by the city, and which, like most city water, has often been notorious for its bacilli, etc. Against these was placed another 5-gallon jar of pure spring water, which fairly radiated its purity, the water being so clear and sparkling. Between the two jars, one of which was murky and of a dull yellow color, and the other clear as crystal, was a very forceful card, on which was inscribed just one word—"WHICH." That was enough, for one look at the two waters would be sufficient. This display was the more effective, as just about that time the city was being severely criticized for the poor water supplied. Just a few days before several cases of typhoid had broken out, which added considerably to the effectiveness of the display. On the other hand, the source of the spring water was well known, as it was obtained from a famous local spring.

HOW PERSONAL APPEARANCE BUILT UP GROCERY TRADE

"My how clean that grocer is. You would think that he just stepped out of a band-box and his face and hands are so clean. I'm going to leave my grocer and come over here. I do so like to see a clean grocer. One feels like eating the groceries from a clean shop."

POWER of the RETAILER

Persuaded to Purchase Goods They Would Not Have Bought
Goods Sold—Suggestions of Plans Retailers and Clerks May

Anyone can hand out goods asked for, but it requires a salesman to create demand. The former is a detriment, the latter an asset and a necessity to a growing business.



The above conversation overheard by a Grocer representative at the entrance to a Montreal grocery, tells a big story in a few words. Upon investigation it was found that the grocer referred to was very careful about his personal appearances and the appearance of his store. The grocer stated that he had only began business at that stand a few months before. His predecessor had failed because he did not keep a clean store. The clean grocer has built up a fine business in the space of a few months, that now requires the services of four clerks, just by keeping everything clean, even to the clerks. White coats and aprons are used and these are never allowed to get dirty. They are changed as soon as soiled. The store is kept spotlessly clean. It pays.

PLATTER DISPLAY OF OLIVES INCREASED OLIVE TRADE

F. McDougall & Sons of Ingersoll, Ont. in attempting to increase the sale of olives, over and above actual demand, made use of the following device, which they claim gave splendid results. A large platter containing olives arranged on fresh lettuce leaves was placed in a prominent position on the front counter. In each olive was a bright clean toothpick so that any one wishing to pick up an olive might do so without touching any of the others on the platter. Over all was a sign with the words "Help yourself" printed in large letters, and placed in such a position that every customer would see it upon entering.

Following up this free sampling, a display of bottles of different varieties of olives was arranged on the counter close to the platter, and the shelves directly behind the counter devoted to further display. Every salesclerk made it a point to introduce the subject of olives in some way or other to each customer. If one failed to take advantage of the platter display of her own accord, the clerk

reminded her of the purpose for which it had been arranged and placed there. He then explained to her the different varieties of olives showing samples and explaining the different qualities of each. Each clerk entering whole souled into the selling contest soon produced splendid results. Mr. McDougall claims that in this way he more than doubled his olive trade, and now does a business in this one line which he would not exchange for a good deal. To sell bottles in half dozen or dozen lots is quite a common occurrence.

CHANGES THE COUNTER AS THE SEASONS PASS BY.

Grocers know that with the change of seasons new classes of goods sell more readily. There are, however, probably few who follow the seasons with their counters. To explain what this means: Every once in a while one will see a change in the location of the main counter in the store of W. C. Miller, 632 Yonge Street, Toronto. Back in the winter it was on the south side of the store, now it is at the north.

"You see," stated Mr. Miller recently, "the goods behind the counter now are all seasonable lines. The housewife's supply of canned fruits, for instance, is getting low, so I am showing my canned and preserved goods there where they will be more readily seen. All the other spring lines are on this side, whereas on the other are cold weather goods, such as meat extracts, etc. The goods that are seasonable are right behind the counter, where they are handy to get at, and where customers will notice them."

This arrangement saves waste motion in serving customers and obviates the necessity of moving the seasonable lines to where the counter is.

Mr. Miller uses a long narrow table on the side opposite the counter for showing fruits, green vegetables, maple

sugar, etc. He divides this into squares and devotes one pile of fruit or other line to each square display space. The wrappers are always taken off the fruit, so that the colors readily catch the eye. This table is a splendid seller for Mr. Miller.

GOING AFTER BUSINESS WITH TRAVELLER'S SAMPLE CASE

Lewis & Son, of Woodstock, Ont., attribute the growth of their business mainly to the method employed by them in going out to the consumer to solicit both new business, and regular weekly business.

Every Monday, Tuesday, Thursday and Friday, Mr. Lewis, jr., canvasses the city taking two days to the North and west sections and the other two days to the south and east.

Mr. Lewis lays great stress on the importance of carrying samples of the goods on sale, and states that there isn't much use in going to the consumer for an order if he hasn't a sample of the goods along with him. "Placing a sample before the housewife," he states, "is more satisfactory in every way than talking for half an hour. It allows her to see exactly what she is getting, and very often merely from the attractiveness of the sample she will buy what otherwise she would have left off the list." On being asked whether the complete trade of a customer could be gained in this way, Mr. Lewis replied, "There are a few things for which people prefer to go to certain stores, but I feel that when I'm through with a customer the chances for another sample man to gain an order are pretty slim."

The outfit carried on such trips consists of a traveller's sample case filled with travellers regular sample tins. This is claimed by Mr. Lewis to be most satisfactory, as it allows samples of many lines to be carried and all displayed in a clean attractive manner to the housewife.



National display tables, showing goods of four nations, in the store of Peebles, Hobson Co., Hamilton, Ont.

Goods of Four Nations on Display Tables

Unique Arrangement in a Hamilton, Ont., Store to Attract Natives of Other Countries—One Table Devoted Exclusively to Each Nationality—Store in Which Only the Best Goods Are Shown—Others Kept in Background—Selling Methods for Introducing New Goods.

FOUR medium-sized tables arranged diagonally down the side of the store opposite the counter, is one of the selling features in the Peebles-Hobson Co.'s grocery establishment, Hamilton, Ont. This feature does not altogether lie in the fact that the tables are there, but because of the arrangement of the goods and the display cards.

On the table nearest the floor, goods made in Canada only are shown. On the next goods made in Great Britain, next in the United States, and lastly those made in France. On the first table is an attractive display card reading "Products of Canada" and about the words is artistically woven a Canadian flag in colors. Each of the other tables is similarly treated.

W. J. Hobson, the proprietor, stated to the writer that while these tables had only been arranged about three weeks previously they had created a good deal of attention already, and made many sales. There are a good many French folk in Hamilton, and when those who are customers of Mr. Hobson come to the store and see their flag over goods produced near their native homes, they naturally want to purchase some-

thing. Same applies to former citizens of the United States and Great Britain and, of course, Canadian goods have their special admirers.

Sales are made direct from these tables. Wm. Marsh, head salesman in the Peebles-Hobson store, maintains this is much the better plan. It is a peculiar trait in human nature that creates a longing for the article actually seen, and so that customers will have no complaints to make, the articles picked off the table are wrapped up for them. Not only do these tables sell to particular nationalities, but regular, every-day customers buy from them. They all contain most attractive, high class luxuries and semi-luxuries on which profits are not shaved down, so that they are worth while pushing.

"One has got to show the goods now-a-days to sell them," maintains Mr. Hobson. His windows and store interior certainly bear out this view. Goods are displayed on the tables, windows, in showcases, on available spots on the counter, in display cases, and in fact in every place where they will be observed.

"When a new line comes in," Mr.

Hobson stated, "we endeavor to create a demand for it at once. It is shown on the counter and brought to the attention of every possible customer. But display alone will only sell a certain amount; you have got to talk up the distinctive character and quality of each new line before best results are obtained. Once you get the article introduced to customers, then it is up to that article to be good enough to bring repeat orders. We cannot do any more.

"To give you an instance. Some time ago we placed in stock a new line of preserved figs in jars. These we put on the counter, talked them into sales and there soon was a run on them. They brought in the repeat orders and I had to replenish the stock in a short time.

"A somewhat similar instance occurred with new Brazil nuts. A bag of these was placed in front of the counter and all we had to do was to introduce them. The quality was so fine that soon they were disposed of. These are but a couple of instances of how we go about introducing new lines."

Best Goods Only Shown.

Another distinctive method in the Peebles-Hobson store is that the goods

or display are practically all of high quality and most of them in the high class line.

"For instance," said Mr. Hobson, "a woman picks up one of those fancy jars of preserved peaches; she asks how much they are and when I say 35 cents, or whatever they may be, she frequently buys. If she says they are too expensive altogether she has probably in mind canned peaches at 15 or 18 cents, so I tell her that, of course, we have these, and we usually make the sale."

One will see that the display of the fancy peach has a double power. It sells itself or it suggests a purchase which one of the salesmen must convert into an actual sale.

"Same applies to grapefruit," he added. "We usually show only the 2 and 3 for a quarter in a conspicuous place, and if neither appeal to a customer, she is sold the 4 for a quarter which are kept to the rear of the store."

By showing only the best goods in stock, Mr. Hobson claims that every one who comes into the store carries away a good opinion of the attractive appearance of everything, and this creates a reputation which in itself is a business builder.

Bright Store Secures Customers.

At nights the lights in the windows and throughout the store are kept lit. This, claims the proprietor, has been the means of getting many a new customer.

"One morning an American woman who came in to the store, stated that the night before she had passed on a car with her husband and they had admired the appearance of the store interior. 'I said to my husband,' she told me, 'that that is the place where we should deal.'

"Her account was one of the best I ever had," added Mr. Hobson; "she bought in addition to staples many high class goods, sometimes not even asking the price and never complaining."

This was a case where the extra expense of a little electric fluid paid a good dividend. In reality it became an asset.

Fish and Provisions, Too.

In this store are separate departments for fish and meats. The proprietor claims that customers appreciate this combination. "A busy woman," he says, "doesn't want to be bothered having to deal separately with the grocer, butcher and fish merchant when she can get everything for the table under the one roof, or by means of the phone order." He finds that each department aids the other in getting business.

Sask. Convention: London R.G.A. Annual

Saskatchewan Business Men Hold Convention at Regina With View to Forming Provincial Association—Officers of London R. G. A. Appointed for 1913—Harry Ranahan the New President.

For the purpose of organizing the retail trade throughout the Province of Saskatchewan a convention of all retailers of the province has been announced for May 5, 6 and 7, to be held in Regina. Steps taken towards forming such an association have been very rapid, committees having been formulated, dates fixed, a general secretary appointed, and many preparatory details put through at a recent meeting of representatives from Saskatoon, Moose Jaw and Regina.

The objects of the convention are two-fold—First, to consider the forming of a provincial organization, and second, to discuss together such matters as credit, insurance, transportation and traffic claims, advertising, mercantile law, buying and selling, etc.

It is believed that the general conditions, and more especially the financial circumstances of the province, necessitate such an organization, and the convention is looked to with much interest and anxiety by the promoters.

Special rates are being arranged with all railroads for the trip to Regina, and Regina promises to provide a right royal welcome to all who may be sufficiently interested to attend.

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LONDON R.G.A. ANNUAL.

There was a very large attendance at the regular meeting of the London, Ont. Retail Grocers Association on Tuesday, April 8th. It was the beginning of a new year for the association, consequently there was an election of officers. There were several names proposed for President, Messrs. Drake, Wood, McFarlane and Palmer were all nominated in turn, and all declined in favor of Harry Ranahan who is an ex-president. Thos. Shaw was again re-elected treasurer for the fourth time. The retiring president, John Diprose, was presented with a gold headed umbrella as a remembrance of his term in office. Gordon Drake made the presentation in a brief speech telling of the hard work Mr. Diprose had done and how he had increased interest in the meetings. Mr. Diprose made a suitable reply.

Treasurer Thos. Shaw was the recipient of two handsome pieces of Limoges China. Adam Palmer in a happy speech told Mr. Shaw how much the boys thought of him and was sure Mrs. Shaw would appreciate more than ever that her husband was more essential to the

Association than ever. Mr. Shaw in a few well chosen words thanked the members for the kindness and their appreciation of his services.

It was decided after considerable discussion to close all grocery stores on Wednesday afternoons during May, June, July, August and September, except when a public holiday falls in the week. This is adding May and September this year. The matter of the annual excursion caused a great deal of discussion. Toronto, Niagara Falls, Port Stanley and Detroit, were all voted on. Detroit won the day. The date set is Wednesday, July 16th.

President-elect Ranahan thanked the members for the honor they had conferred upon him and promised to do his best to make this the most prosperous year in the history of the association.

The following are the officers elected: President, Harry Ranahan, First Vice-President, H. Fontaine, Second Vice-President, J. W. Eedy; Treasurer, Thos. Shaw, Secretary, Jas. McKenzie, Executive Committee G. B. Drake, R. J. Wood, Alf. Cave Adam Palmer, M. V. Charlton, J. A. McFarlane and John Diprose; Chairman of Sports and Picnic Committee, E. J. Ryan; Auditors, Wm. McKay and J. A. McFarlane.

After the regular meeting the new executive met and outlined a plan to increase the membership and to see that every grocery store in the city got a card notifying their customers of the Wednesday half holidays.



TRADE NOTES.

Messrs. Robinson & Downs, formerly of John Scott & Co., are opening a new grocery store at the corner of Wyandotte and Dougall Avenue, Windsor, Ont.

J. P. Wright, representing Charles Bond, Ltd., chocolate manufacturers, of Bristol, England, and Carsons, Ltd., of Glasgow, is in Toronto on his annual trip through Canada. He has arranged for a display for both firms at Toronto Exhibition, and will be in Toronto during its continuance.

The Computing Scale Co., of Canada, Limited, have moved to their new factory, corner Royce and Campbell Avenues, from 164 King Street West, Toronto. Their new factory is well lighted and airy. Everything has been done to make it comfortable for their employees. Efficiency is the keynote.

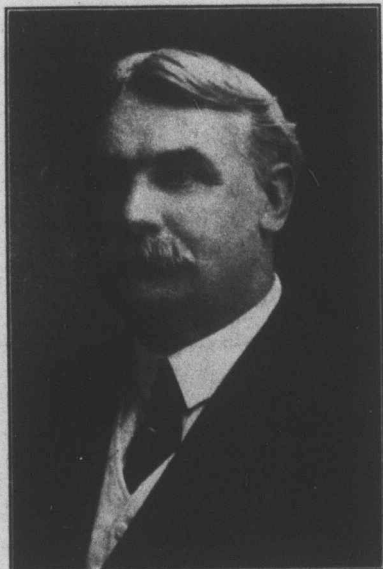
FIRST ANNUAL CONVENTION

ONTARIO



R. G. A.

ON Wednesday morning, Apr. 16, the first annual convention of the Ontario Retail Grocers' Association opened. This Association was formed on Good Friday last year at Hamilton, Ont., after a number of conferences among retailers at different places. At first the London, Hamilton, Brantford and Toronto Associations were chief among the promoters, but during the year many individuals from other cities, towns and villages have joined. The convention served to bring a large number of Ontario retailers together for two good days' conference, and the membership of the Association has been greatly added to. The visit to the various factories was one of the features of the conference, and those who attended have gone home well pleased with their visit.

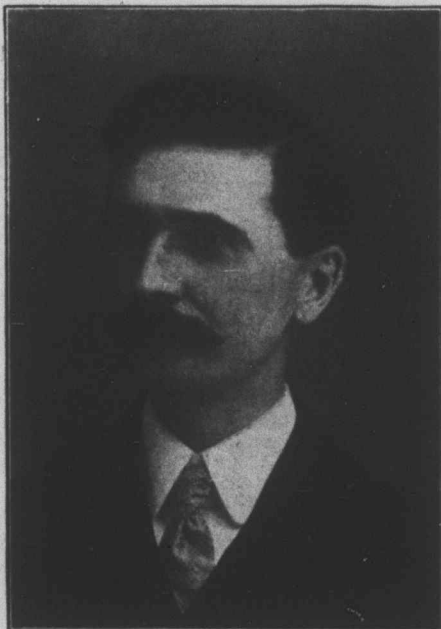


D. W. CLARK,
First president of the O.R.G.A., and president
Toronto R.G.A.
Re-elected President of the O.R.G.A. for
1913-1914.

The Ontario Retail Grocers' Association held their first annual convention in the King Edward Hotel, Toronto, on Wednesday and Thursday, April 16 and 17. Among the outstanding features of the Wednesday programme were President Clark's and Secretary Miller's reports which are presented in full below. The reports as given by these two men show that the foundation of the association has now been most thoroughly laid. Although a year old the association has already made marked progress and through the interest displayed and energy called forth in every discussion, the future success of the society gives every appearance of being absolutely assured. Interest has spread rapidly. Outside towns where no association has been formed, hearing of the good work being done, have written in voluntarily asking

that they too may bear a part of the work and receive a share in the benefits to be derived.

To date the membership has reached the large number of 500 and those who are taking an active part in the association work most sanguinely believe that before the completion of another year the membership will be doubled or even trebled.



J. NO. DIPROSE,
President London R.G.A., and a strong Association worker.
Elected First Vice-President of O.R.G.A. for
1913-1914.

The president's and secretary's reports not only do much credit to the efforts of these two officials who from first to last have gone at everything with untiring energy and never flagging zeal, but also on those who have worked with them towards the common goal. Following is the President's address in full:

President's Report.

Gentlemen of the Ontario Retail Grocers' Association,—

I am sure that you, the retail grocers of the province gathered together here in convention, feel that this is a great day in the grocery trade of the province. This, our first annual convention, marks a new and greater era in the history of the trade in Ontario. This is a realization of a hope and desire that has been foremost in many of our minds for many years.

It was one year ago that the Ontario Retail Grocers' Association came into existence—an organization that is bound to do a great deal for the advancement in the standard of grocery merchandising as well as righting many of the grievances at present existing. This can truly be said to be one of the proudest days

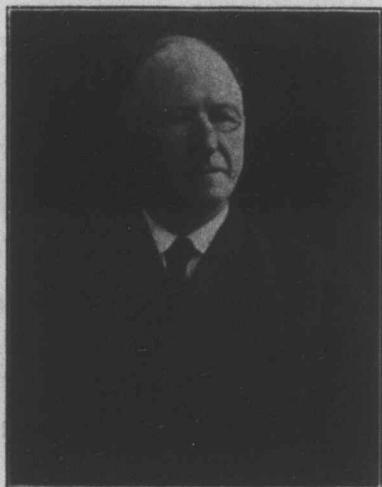


ED. HAZELL,
President of the Hamilton R.G.A.
Elected to Executive Board of O.R.G.A.,
1913-1914.

in my life and I am sure it no less so to many of you. A year ago you did the honor of electing me the first president of this association. At the time I felt backward in accepting it as I felt I couldn't give the needed time to the work, but having been elected, I decided that I would justify the trust you placed in me, and I have put forth my best effort. The first year in any line of endeavor is never the easiest to travel but with an able executive and the assistance of the associations in different cities and towns, and the individual efforts of members of the trade, excellent progress has been made. I think the present convention, before it draws to a close will fully justify my statement. Our success demonstrates in a convincing manner that the retail grocers feel the need of getting together in an association such as ours where our specific needs and requirements can be dealt with by men who understand them and who are directly interested.

Foundation of Association Well Laid.

We started off by drawing up a platform of our aims and objects which we submitted to the trade throughout the province. The manner in which it was received and approved gave us great encouragement in our work. A good deal of time and labor has been spent during the first year in what might be styled 'ground' work. In erecting a building you know how much work it takes in getting the foundation laid. It is the same way in laying the foundation of a big organization such as ours. Direct results cannot always be seen from a good deal of association work. It might be likened to your show window—you may not be able to see it bringing in direct business, but it is working for you just the same. However, we have endeavored during the year to take up a few problems which would bring im-



W. J. MELLEN,
Ex-President of the Brantford R.G.A.

mediate benefit to our members. Two of the most important matters of legislation on which we have been concentrating our efforts are amendment to "weights and measures act" and to the "garnishee law." There has been a great deal of work and some delay in getting petitions from all sections sent in and pressure of business at Ottawa makes it necessary to leave the weights and measures question in abeyance until next session. In regard to the garnishee law, which is a provincial enactment, we have been unable to get any one up to the present to introduce this legislation. We are waiting on the provincial secretary, however, to get a pledge from him, and in the meantime every member of the association should see his representative in the legislature and urge him to support this amendment. The garnishee law, as it stands at present, is as you know, grossly unfair to the retail grocer.

Other Questions Taken up.

There are many other questions of direct concern to the retail grocer that have to be dealt with. During the year application was made to the Wholesale Grocers' Guild to have discounts allowed on all accounts paid before the 15th of the month, but up to the present we have had no reply from that body. Then again there is the present business tax.



W. C. MILLER,
Secretary of the Ontario R.G.A. and the busiest man at the convention.
Re-elected Secretary of Ontario R.G.A. for 1913-1914.

I would suggest that a committee be appointed to decide on a plan of tax reform that will be suitable and more just to the retail grocer. Parcel Post is also looming up before us. While this may not affect the grocers in the city to any great extent, it would no doubt prove detrimental to merchants in the small

centres and for this reason we should do all in our power to keep it from becoming law.

Importance of Trade Organization.

A great deal has been said in regard to the value of different branches of the grocery trade getting together, but probably even more can be done by the retail grocers themselves getting together and co-operating to adjust matters between them, eliminate general grievances and make their business more pleasant and profitable. Every grocer should put forth an effort to organize a local association in his town in affiliation with the provincial body. Where there are not enough grocers to form an association, several neighboring towns might get together and organize. I might refer to the work done by the members of the London Association, in going out to nearby districts and organizing several small vil-



JAS. MAIN,
of Hamilton, one of the vice-presidents during the first year.

lages into an association. A good deal of work along this line might be done by association members in other parts of the province. Remember that in union there is strength.

Appoint a Permanent Secretary.

There is a great deal of work in conducting and organizing an association such as ours and I think it is unfair to ask any man to undertake all the work that a secretary has to do. It seems too great a sacrifice to his business. For this reason, I would be strongly in favor of appointing a paid organizer and assistant secretary who would be paid on a commission basis.

Many Valuable Suggestions.

There are several things I would like to suggest that might be worked into our association to advantage. It would be well to have a good reporting agency to act as a guard against delinquents who

move from place to place. We should co-operate in order to reduce loss by bad debts to a minimum. We might also have an employment bureau where clerks might be secured at a small fee and where clerks in quest of employment might enroll. I would strongly advocate an apprenticing system in Canada similar to that in vogue in the old country as such training tends to make better grocers and better business men. There are too many men entering the grocery business who have no knowledge of it. Wholesalers should discourage those who have had no experience from entering the business as it has a tendency to lower the standard of the trade.

On account of entering another field of endeavor, E. J. Ryan, of London, elected as our first vice-president, found it necessary early in the year to resign his office. Although regretting the loss of his services, we are glad to know we still have his support. John Diprose, elected to his position, has proven an able successor.

In conclusion I wish to thank you for the honor of being your first president, and I also wish to thank the executive for their able assistance during the year. I feel that a good start has been made in an organization which I expect to perform great things for the grocery trade of the province.

D. W. CLARK,
President.

SECRETARY MILLER'S REPORT.

Toronto, April 15, 1913.

Mr. President and Gentlemen:—

In submitting this, the "First Secretarial Report" of the Ontario Grocers' Association, I do so with a great deal of pleasure.

Organized a little over a year ago, the new association has already made its influence felt from one end of the Province of Ontario to the other. The labors of the Association during the past year have been given over mostly to the work of organization, and at the same time, guarding any legislation which might crop up detrimental to the interests of the Retail Grocers' trade.

Rapid Growth of Association.

Since organization, a year ago, we have affiliated with us associations of Toronto, London, Hamilton, Brantford, Guelph, Windsor, Barrie, Woodstock and Dorchester, together with the voluntary individual membership which we have received since our last general meeting.

Petitions Met With Favor.

The petitions, re the Weights and Measures and Regarnishment of Wages, have been widely circulated throughout the Province of Ontario. A splendid average of these have been returned fully signed, accompanied by letters of

encouragement from every source. Almost five thousand signatures are attached to the two petitions.

The consensus of opinion seems to be that the desired legislation is a long looked for relief for the retail trade. Those petitions are now ready to be presented to the Local and Federal House, at such time as our solicitor deems opportune.

I would recommend that the Association, at its Annual Convention expressed to the trade through its "Trade Journals" their appreciation of the co-operation and assistance extended to us in our endeavor to bring about the set amendments, at the same time expressing to the trade journals our sincere thanks for the valuable space and earnest appeals made to the trade through the columns of their papers, and to the publicity given to the deliberations and work of the association during the year.

Favors a Permanent Organizer.

As it is almost impossible for anyone directly identified with the trade to devote any great amount of time to the work of organization, of which there is a great opportunity. I would recommend that the application of Mr. B. Cope, whose communication will be presented to this body and convention, be given due consideration. Mr. Cope comes from the West, where he has been identified with the work of organization, and from papers in his possession appears to have been successful in that direction.

Unity is strength, and if the Association expects to procure any important legislation, we must be numerically strong. It has also been a source of gratification to the members of the executive to have received several voluntary requests from outside points desiring to organize and affiliate with the Ontario body.

Organization 500 Strong.

We have at the present time about 500 paid-up members and feel confident that during the coming year our membership will not only double, but treble itself, before the next annual meeting. The inter-visitations of the different Associations during the year have been conducive of good results and the binding together of closer friendship ties.

A regrettable feature of our work is that in some parts of the country our Association has been unfortunately connected with the Retail Merchants' Association, a few officers of which have been discredited in different parts of the province, with having deliberately made statements regarding our association which were absolutely untrue and uncalled for. It is a regrettable feature that this organization cannot work together with us in unanimity of purpose, and of progress for the trade.

Our work is now assuming large proportions, and is distributed over a wide area, thus making it impossible for the secretary or any other officers of the association to reach all points in the province, and as we have had on different occasions to mail matter to all parts, we see many places where the association can do good work.

The experiences of the year have been many and varied, and as the correspondence will show, various queries have reached me. In every instance I have endeavored to give the requisite attention with all possible care and promptness. Whatever success may have attended the efforts of the Association can be largely attributed to the fact that we have had the most loyal and hearty co-operation. From all quarters have come manifestations of encouragement, together with the greatest kindness and consideration, and these have been the source of satisfaction and inspiration to the association.

To all of the executive officers and other members who have so generously assisted me in the work of the association, which devolved on me, my thanks are due and tendered. To President Clark, I owe much for his optimism, enthusiasm and encouragement.

Trusting that the convention may be one of greatest possible pleasure to the delegates, and profit to the association, all of which is respectfully submitted.

W. C. MILLER,
Secretary.

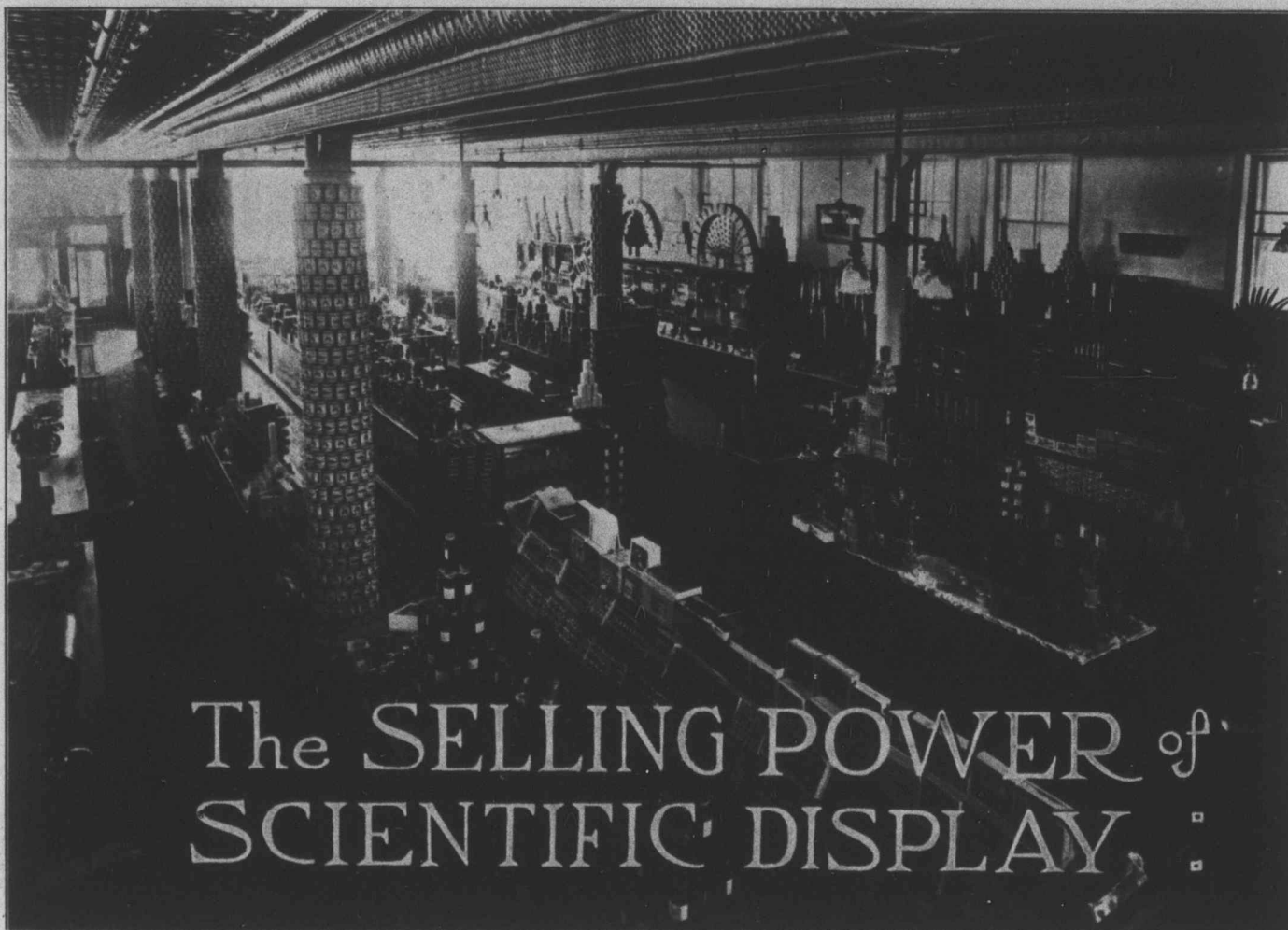
Owing to the necessity of this issue going to press before the conclusion of the convention, further particulars are being held over, and will appear in next week's issue.

CATALOGUES AND BOOKLETS.

A handsome illustrated catalogue has just been issued by Cole's Mfg. Co., Philadelphia, descriptive of new model coffee grinders direct and automatic current driven, of both counter and Pedestal type, also of large single meat chopper and combination coffee mill and meat chopper.

John E. Hill, of Hill & Son, grocers and butchers, Waterford, Ont., has retired. Business will be continued by the son, D. A. Hill.

Clark & Sons, grocers, of Ridgetown, have found it necessary to enlarge their store. The store room at the rear has been added to the main store, giving a thirty-foot extension, and another property has been rented for store room purposes.



The SELLING POWER of SCIENTIFIC DISPLAY

Panoramic view of the handsome grocery store of Robinson & Co., Winnipeg, Man., showing location of the numerous counters, stands, silent salesmen and pillars on, in and around which enormous varieties and quantities of goods can be displayed.

A Business That Grew Up With the West

AMONG the pioneers in the Western Canadian grocery business is the large firm of Robinson and Company, Main Street, Winnipeg. The head of the firm, "Jerry Robinson," — as he is familiarly called by those who know him well, began business in a small way with the beginning of the city. With a well grounded belief in its future, a keen insight into its demands and energy and ability to push along, Robinson & Co. has grown with the West. Its history is one of phenomenal expansion.

Space for the increasing business has always been one of the difficulties facing the management, and last year extensions were made involving an outlay of some \$50,000. In this new annex the grocery department is installed.

With good light, ample space and a stock that comprises everything, W. Ketchen, manager of the grocery department, is able to have things the way he wants them and there are few men who have higher ideals of what a store should be.

People Buy What They See.

Mr. Ketchen is a great believer in display. "Let the people see what you have" is one of

his mottoes. He believes in the show window being utilized to the utmost. "You must show merchandise and show it well before you can sell it."

"I am a great believer in demonstration," said Mr. Ketchen recently. "We generally have four demonstrators at work here all the time. The old proverb, 'the proof of the pudding is in the eating,' should be taken to heart by every grocery man.

"I believe in the demonstrator and in giving him or her a fair show. If a manufacturer has a new line that appeals good to us, and which we think should go, I believe in giving it time. I would sooner have a demonstrator at work for a month or two months than for a week or a fortnight.

Show Seasonable Lines.

"Follow the seasons" is another maxim of the management. It is jams and spring cleaning specialties to-day—Lent is just past. Hot weather will soon be here. There are always lines for special features. It is of great importance to bring certain lines to the front at the right time."

Demand Created for Quality Canned Goods

Instances Where an Edmonton, Alta., Firm Introduced Expensive Line of Canned Tomatoes—Fact That They Were of Solid Pack and Good Quality Used as Talking Points—Many Cases of a High Priced, but High Quality Line of Preserved Fruits Also Sold Since Last Fall—How The Business Has Grown—Written Rules For Clerks

Written for The Canadian Grocer by J. E. Livingstone.

KINDLY allow me space in your valuable paper to state a few facts re the high-class trade and the demand which can be created for the article of good quality. I hold the firm opinion that the retailer can create the demand for high-class fancy groceries, which I have proved in the store by which I am employed. Of course you will find the retailer who will say that their class of business does not

call for certain lines on which a good margin of profit can be made, but has he ever tried to sell these lines in his store? No; he is content to let his customers go to the larger stores of the city for those particular articles he states he cannot sell, and as can be easily seen he has lost many a sale and probably not the sale on these articles alone, but whole orders.

In buying fancy groceries the retailer does not require to place large orders for same, but can get a small shipment enclosed of good lines, so that he is not tying his money up to any great extent, and the most important point is that you have got the high-class goods in stock.

The Call is for Quality.

Now I don't think the consumer will buy anywhere that is cheapest. The call to-day is for the Quality and the stores that cater to this class of business, and go right after it, will get the price. Any man will realize at once that here is something that will add considerably to his profits at the end of the year. I maintain that the retailer who carries the good quality lines will sell them and that his business will be considerably improved.

My own experience has been that clerks can create sales for these lines of goods. The store in which I am now employed is considered the finest in Edmonton and our Grocery Department has made the name for itself of being the most up-to-date in Western Canada. Two years ago our business did not amount to very much, considering the size of the store, and let me state here that at

BEGAN AS APPRENTICE AT 14—MANAGER AT 23.

Jno. E. Livingstone, the author of this article, was made manager of the grocery department of the big Acme store in Edmonton, Alta., two years ago at the age of 23 years. He began his grocery career when 14 years old in Glasgow, Scotland. He had to serve 5 years there before he was allowed to handle the general grocery line and to wait on customers. When 20 years of age, he became manager of the branch store in which he learned the business. Three years ago he came out to Edmonton to try his luck on the Western prairies, and worked for Aitken Bros., in whose store he received his first instructions from a Canadian grocery standpoint. Two years ago he took charge of the Acme grocery department. At that time four clerks were sufficient to give adequate service; to-day the staff consists of twelve.

Mr. Livingstone in this article gives some striking examples of the power of the dealer to create demand for quality goods; his article should be closely read by every grocer.

The Acme store won the Silver Shield as first prize for the best display of groceries at the recent Merchants' Show in Edmonton.

Introduced a Dearer Tomato.

Just a few instances—A certain brand of Tomatoes is sold in this city at 20c per tin. Now this is a good pack, but about two months ago we bought a solid pack tomato which sells for 25c per tin. I was surprised at the sale which this solid pack tomato had in a few weeks, and the clerks now recommend this brand in almost all cases and with good results. Our business demands

the best quality goods and on this brand of tomatoes alone our profit is about 35 per cent. as compared with 20 per cent. on the cheaper brands.

Sold High-Priced Canned Fruit.

Again in canned fruits.—We introduced a certain brand which sells for 40c per tin. This seemed a high price for fruit compared with what our customers were in the habit of paying. Now we have a steady demand for them and have, since last fall, sold about 500 cases. Here again our profit is good. I could go on enumerating on different goods, but time and space will not allow, suffice it to say that the store that carries the quality goods, which can be depended upon, is sure to increase its business.

NOTICE TO GROCERY CLERKS.

- | | |
|-------------------|--|
| 1. Mr. Redford | In Charge of Hotel and Cafe business. |
| 2. Mr. S. Brown | Fruit department case No. 2 and centre table display, also responsible for general display in store. |
| 3. Mr. Jonas | Section 1 and case 1. |
| 4. Mr. Deacon | Section 2. |
| 5. Mr. Wilson | Section 3 and Refrigerator case. |
| 6. Mr. Herd | Section 4. |
| 7. Mr. McWhinnie | Provision department. |
| 8. Miss Wilkinson | Candy Section. |
| 9. Miss Priestly | Telephone order department 9 to 12 and waiting on Ladies during afternoon. |
1. Clerks must see that the sections allotted to them are kept thoroughly clean and stock in good condition.
 2. Place all "want orders" daily on desk not later than 4 P.M.
 3. Each clerk will be held responsible for the stock in their section.
 4. Telephones must be used as far as possible for business only.
 5. During business hours attend to business only.
 6. Clerks must not leave the department without notifying the manager of department.
- Feel the responsibility you have and you will be successful.
Your kind attention to the above will be appreciated by me, and let us all work together to make our department a success.
One City Traveler.
- J. E. LIVINGSTONE.

Reproduction of a notice head of the grocery department of The Acme Store, in Edmonton, Alta., has posted up for the clerks.



Interior view of the grocery department of the Acme Co.'s store in Edmonton.

We display our fancy groceries in the most prominent places in the store. Our show cases and display tables are always attractive and arranged in such a manner that customers are almost led into buying whether they intended to or not. Each clerk in this department has his own particular section to look after, and he is held responsible for the stock and the condition in which the stock is kept. Thorough cleanliness is observed.

Create Demand for Best Goods.

In closing, I would again advise all retailers to buy only the best class of goods and create the demand for them and instruct your clerks as to their superiority over the so-called cheap article. I am certain the business will prosper month by month and that the net profit at the end of the year will be considerably increased.

Best wishes for your paper's success.

HARD TO BELIEVE.

The United States Hen laid 20,400,000 eggs in 1912. This is remarkable enough in itself. What is still more remarkable is that every one of the eggs was at one time strictly fresh.

It has been well said that the world turns aside to let any man pass who knows where he is going. The world turns aside to let all leaders pass, always did, and always will. The leader is often simply the man who is not afraid to be in front and who knows where he is headed for.

Confidence of the Customer Necessary

If Recommendations Are to Count for Much—Fort William Dealer Maintains the Retailer is a Power Towards Increasing Sales—Gives Examples From His Own Experience.

By W. S. Johnston, Fort William, Ont.

In order that I might sell goods to the best advantage it has always been my policy to know them thoroughly. Where they are grown or manufactured, how packed, etc., is necessary knowledge to a good salesman. We always, too, make it a point to try travelers' samples on our own table and open goods on arrival and place them where customers can see them.

Building Up a Jam Trade.

That the retailer can sell practically any good line he has a mind to is known to us all. Here is one example: Last autumn I purchased an assortment of jam put up in two-pound tins by a Toronto firm. The goods were new to me, but the sample was fine and size right for my trade. When the goods arrived I opened a tin on the counter. A certain baker, who resides near the store, was in one day buying his house supplies, so I asked him to sample the jam. He did so, and added, "Send me two tins."

Since that time I have sold him two tins every week. These goods show me one of the best margins of any in the store, so I have been building up a profitable trade. Although the goods were new to me and my trade, yet because

they were all right I have sold them easily.

This is but one instance. I could quote you somewhat similarly on many other of the lines carried. When once a dealer has the confidence of his customers, as I have always tried to get, he can sell them anything he recommends.

I have a line of baking powder that I have introduced to my trade, and am selling every day. I knew it to be good, got my customers to give it a fair trial, and as good results followed, a splendid trade has been built up.

Specialty Salesmen Know.

I maintain that those who say the dealer cannot create demand are wrong. Progressive retailers who understand their business are doing this every day. I have had considerable experience as driver, clerk and proprietor of different stores, and also head salesman of others, and I have seen demand worked up for many goods. Any specialty traveler who calls on the trade regularly knows that the best retail grocers are capable of introducing goods and creating demand for those goods that appeal to them.

Cleanliness and Service Get the Business

So Declares Montreal Grocer Who Gives Special Prominence to These Two Points—If Newspaper Advertising is to Count for Much, it Must be Backed By Clean, Sanitary Store—Service Includes Courteous Treatment and Satisfactory Goods—A Charcoal Deal Emphasizing Latter Point—Power of the Window.

"A CLEAN store is a far better advertisement than a page advertisement every day in the dailies," is the opinion of Alex. Dewitt, proprietor of the grocery store reproduced above, situated at the corner of St. Viateur and Waverly Streets, Montreal, Que.

"A dealer may advertise in the dailies every day and will get a lot of new business in that way, but if his store is not up-to-date and thoroughly clean he will have a difficult task to keep customers coming to his store for their groceries. There is one thing that the particular public demand in a grocery store, and that is absolute cleanliness in the handling and storing of the goods they buy for food.

"The dealer may fool himself by thinking that because the customers do not say anything that they don't notice the dirt and unsanitary methods he allows to exist. He may go along in the old rut for years. His customers may buy from him just because his store is the handiest or the only one in the neighborhood. But the time will come when some shrewd fellow will

start an up-to-date store near by, and his customers fall away from him like the leaves from a tree in the fall. When he gets alive to the cause of this it is too late, for his competitor has the confidence of the trade by this time, and has won for himself a niche in the esteem of his customers." Thus in a nutshell Mr. Dewitt gives the secret of his success.

Quality Goods.

"The public like to trade at a clean store," he maintains; "it looks so nice and makes it all the more effective as a trade getter. Customers will purchase more freely, and will purchase a better class of goods where the surroundings are clean and neat.

"And talking about the better class of goods," continued Mr. Dewitt, "I learnt a lesson just this week. I've been buying a good grade of charcoal, and the other day a salesman came in and offered me charcoal for less money, and, as it looked all right, I bought some. But when I sent this out to my customers who had been getting the

other charcoal, I began to receive complaints, and in a majority of the cases had to take back the bags, even though the customers were advised when purchasing that it was a cheaper grade.

"Why, after a trial they wouldn't have it at any price, and I had to call up my first dealer and pay the higher price for the charcoal, but it was worth the difference to please my customers. That experience has taught me a lesson that I'll not forget in a while. Never again will I venture into the shoddy lines when I can get a reliable one, for I know that it is not the price that wins you customers so much as quality. Of course, it is essential that your price be reasonable for the grade of goods that you are handling, but I would far rather err on the side of high prices than offer a shoddy article."

Neat Arrangement of the Store.

In the arrangement of the interior of his store, Mr. Dewitt has shown good taste. As can be seen from the photograph, it is attractive and exhibits the goods to good advantage. Canned goods



Interior view of Alex. Dewitt's store in Montreal. This has modern bin fixtures and other up-to-date equipment.

occupy a prominent position on the side of the store photographed. The other side displays fruits, confectionery, breakfast foods and package goods, while at the back is the refrigerator and meat counter.

A corner of the case can just be seen to the left of the radiator. In this silent salesman case is displayed the different lines of cheese, pickles, relishes, oysters on one side of the case, while on the other is shown smoked meats, sausages, etc. The refrigerator at the back of the show case has a glass front, and in it is shown the different lines of butter—dairy on one side and creamery on the other.

Show Case for Bread.

A new and commendable feature is shown on the end of the counter. The show case filled with bread is an ideal method of boosting the sales, and tends to give the customer the impression of cleanliness. Of course, some will object on the ground that it allows the bread to dry out too quickly, but if it is displayed in this manner, Mr. Dewitt claims it will sell before it dries to any noticeable extent, and where the dealer is able to get a fresh supply every few hours it is ideal. Bread kept in this kind of a case should not dry out if handled properly and the case kept closed.

Glass Front Bins Installed.

By looking closely at the photograph one will notice the glass fronted bins behind the display stand, on which are displayed jars of fruits. These bins run the length of the store and accommodate all lines of groceries that are in good demand and called for frequently. By this arrangement the salesman is able to serve the customer with the least waste motion. The importance of this conservation is one that demands the attention of every dealer in the country.

Price Card Sold Cream Cheese.

Mr. Dewitt is an enthusiastic advocate of the price card, and to use his own words, "It saves people asking questions and helps to make sales, as people sometimes see an article that they would like to have, but go without it, thinking that it is too much of a luxury when in many cases it is not nearly as expensive as they imagine. Six weeks ago I got in a supply of cream cheese, which hadn't been selling very rapidly, and I decided to use a new stunt. I put it right here on the counter where you see it now and placed a price card on it. It began to sell immediately, and in the last six weeks I have sold more cream cheese than for the six months preceding. The price card did it.

Mr. Dewitt takes great pains in the arrangement of his window displays, and declares they are one of the most valuable assets the dealer has. If the displays are properly arranged it will attract the passing consumer, who upon entering the store decided whether to deal with you regularly or not. If your store is clean, the arrangement neat and attractive, the clerks courteous, the ser-

vice prompt and accurate, and, lastly, but not least, the price right, a retailer has every chance to win that newcomer over as one of his regular customers. Of course, one might do this, even if he falls down on one particular, but if he has all his forces in line and use the proper generalship in bringing these forces into action, he should win the newcomer every time.

Tea Sale Showing Dealer's Power to Sell

A Strong Evidence of Capability of the Man Who Comes Face to Face With the Customer to Make Sales of Goods in Which He is Interested—Where Confidence Exists Recommendations Are Usually Accepted.

A certain grocer in one of the larger towns of Western Ontario is a firm believer in the selling power of the man behind the counter, who has the confidence of his customers, and states that not only can he sell a line of goods whenever he desires, but he can also raise the standard of staple lines sold. Speaking recently along this line, he told how he had sold a certain brand of tea and built up a large trade, in spite of the fact that he had many calls for others.

"For a number of years," he said, "I had refused to stock the tea of a certain tea house. The travelers had called on me continually, urged me to buy, and finally endeavored to force me to make at least a small purchase by threatening to sample the town. This they claimed would make it absolutely impossible for me to get along without handling their particular brand. I had full confidence in the brand I was selling, so told the traveller to go right ahead.

"They sampled the town alright, and in shorter time than I had expected. Of all who received samples I noticed that one family in particular had taken a very strong liking to the new tea. The next time the house-wife was in the store, she asked for a pound of this tea to replenish her supply.

"I told her I didn't stock it, and recommended to her the kind which I had been selling regularly.

"At first she was quite set on her desires, stated that her husband had taken a great liking to this particular tea and now would not drink anything else.

"I felt sure that the tea I was offering was every bit as good, if not better, than the one for which she asked. I told her I could safely guarantee satisfaction from it in every way, but that was not enough to persuade her. Finally I made the suggestion that she take a pound of the tea I was offering, give it every care in the making, and serve it to her husband for several days without in-

forming him where she got it, or what tea it was. The suggestion appealed to her and as there was a difference in price in favor of the tea I recommended, she readily conceded to give it a trial and inform me as to its results.

"Some days later she was in the store again, and curious to know the result of the experiment; I approached her with that aim in view.

"Far from being disappointed she stated: 'When I asked my husband how he liked the tea, he replied, that those — people were doing better than ever and that he was sorry he had not bought their tea long ago. I told him that he hadn't tasted—tea for more than a week, explained what tea I had been using, and incidentally remarked on the difference in price. He was so well satisfied, that he advised me to buy it always.'

"From that day to this that woman has been a continual user of that tea, and would not be without it. This is only one small instance but it shows what a dealer can do with his customers when once he has gained their confidence. Many of my customers have come to so place their confidence in me that upon my recommendation they would buy almost any line I should offer provided it was up to or above the standard of which they were using."

COST OF 10-CENT ARTICLE.

"We shouldn't have to pay more than 90c for a 10 cent article," stated Harry Ranahan, one of the London, Ont., retail grocers. Mr. Ranahan maintains it is one of the duties of the retail association to see that such is the case. With expenses running around 16 and 17 per cent., there was, he considered, little enough margin for the retailer paying 90 cents for a 10 cent article.

The System Way of Doing Business



HIS is an age of doing things systematically. Business methods have advanced rapidly in recent years and to-day the most successful men in every line of endeavor are those who have attended to the building up of the business on an orderly, systematic basis.

It is the way with the human life. The man who eats and exercises in a systematic manner, who attends to his work and play with system, is the man whose life is not easily snuffed out.

Same applies to the life of a retail business. There are no doubt many merchants drifting along with the world's current in whichever direction it has a mind to take them, and who are making apparent successes. But with the application of sound system to their work, how much better would be their progress?

In succeeding pages, The Canadian Grocer presents some systematic methods of retail dealers. One of these shows the complete bookkeeping methods one firm is using to provide that specific knowledge that must go with every well-appointed business. The System deserves special attention in that it shows the firm at any time just where any particular portion of the finances stand. Isn't that important?

Another illustrates how a dealer keeps absolute tab on what the salesmen are doing every day. He knows exactly the value to him of each and at the same time has a complete daily record of the progress of the business from year to year. He knows, too, by another book, what he has bought of certain goods in the past and what he paid for them. In short, he has his business under complete control.

In this issue will be found many similar ideas on the systematic conducting of a business. The reader will find much of value in them, and we commend them to their earnest attention.

Removing Guesswork in Retail Management

The Complete Bookkeeping System of a Firm Which Aims to Have Absolute Knowledge Always at Its Disposal—Inventory Struck Off at End of Each Month—This Gives Approximately Amount of Stock on Hand and Net Assets—Each Day's Sales Known at Any Time—Cash and Credit Register Used.

HERE is happiness and restful nights for the man who always knows where he is at. This is particularly the case as far as the retail merchant is concerned. If he knows at all times the standing of his business, and is even an average business man himself, there will be little occasion for worry.

There are bookkeeping systems and bookkeeping systems. They extend all the way from the ancient pass book owned by each credit customer to the modern cash and credit register and loose-leaf book forms. The pass-book should soon be relegated to the proverbial ash heap. It's time is past and gone and in majority of cases is but a faint memory to those who once used it. Various other systems in vogue have their advocates and each has its own particular merits. Exact Information Always Available.

Findlay & Glover, merchants, of Port Stanley, Ont., a town of 800, on Lake Erie, claim to have one of the most complete retail bookkeeping systems in the country. Their chief argument in substantiating this claim is the fact that at all times they know exactly where they stand in every department of bookkeeping. Not only do they keep an exact record of every day's sales, both cash and credit, but they know what they do every week, every month and every year. They know exactly how much they are owed, and how much they owe. They keep a complete record of all invoices with the dates on which they fall due so that there is never anything forgotten which should be paid. They have, too, a record always of outstanding accounts and know in a moment just how much any customer owes them. Probably the most important book is the "Complete Daily, Weekly and Monthly Total Record." This, as will be explained below, is made up from the other books each day and closed each month, showing the totals of all the various transactions of the month, and the firm's assets.

Use Credit Register.

The first book used by Findlay & Glover in making a sale is the counter check book. As they have the credit register there is marked on the top line of each leaf of the counter check the words "Past Account." There is a check book for each credit customer and the total amount owed by each is brought forward from last sale and placed oppo-

day, cash received on account, paid out for stock such as butter and eggs, etc., and freight. The credit register shows all credit sales of the day. From both these sources the "Daily Detail Record" is made out as shown by the accompanying cut. On February 1, 1913, for instance, the total of the cash register slip showed that \$19,105.95 had been taken in cash since register was last placed at

DAILY DETAIL RECORD						
		Feb. 1 1913				
<u>\$19,105.95</u> <small>CASH SALES</small>		DISPOSITION	REC'D ON ACCOUNT	PAID FOR STOCK	PAID FOR FREIGHT & EXP.	PAID FOR MISCELL.
18 60		Mrs. A. Smith	10 00	25	25	
1 50		Mrs. T. Jones	5 00	1 40		
2 70		Mrs. R. Miller	2 00	80		
6 10			8 00			
7 50			12 50			
<u>33 40</u>			<u>37 50</u>	<u>2 45</u>	<u>25</u>	
		154.42 Cash for Bank				
		2.70 Paid for Stock				
		156.12 Total Cash				
		27.50 On Acct.				
		115.62 Cash Sales for Day				
		33.40 Credit Sales				
		152.02 Total Sales				

Record of each day's credit sales, amount received on account and amount paid out for stock over the counter.

site the words "Past Account." On to this total is added amount purchased next time so that every customer has always his or her account totalled up to date. That eliminates for Findlay & Glover all the work of transferring to journal and ledger. Whenever a credit customer wants to pay his bill, it is there for him all ready totalled. The counter sales books used by this firm have the carbon coated leaf.

Work Done by Cash Register.

The cash register in this store keeps tab each day on all cash sales made that

zero. Subtracting amount of day before from that and cash rang up during the day is secured.

The credit sales on the left show that that day \$33.40 worth of goods were sold on credit. Totals received on account and from whom are indicated in the next two columns. That day \$37.50 were taken on account. The next column shows the amount paid for stock to be \$2.45 and the fourth, 25 cents for freight, making total of \$2.70 paid out of the cash register. On the same sheet is worked out at the end of each day, the

BILLS RECEIVABLE (Notes Owing)						BILLS RECEIVABLE														
No. of Note	Date Matures	NAME OF MAKER	LOCATION	AMOUNT	TERM	DATE WHEN PAID												WHERE PAYABLE	Amount of Interest	WHEN PAID
						Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.			

All notes owing this firm are entered in this form with name of maker, endorser, date of maturity, etc.

THE CANADIAN GROCER

total sales. The cash register has \$154.42 ready for the bank. Since \$2.70 were paid for stock and freight, the total cash in the register, February 1, was \$156.12. But \$37.50 of this came in on account, so that by subtracting, it will be seen that \$118.62 represents the total cash sales for the day. There were, too, \$33.40 worth of goods sold on credit so that total sales for the day will be \$152.02. All the above figures are carried forward to the "Daily, Weekly and Monthly Total Record" shown on next page over.

Notes Closely Watched.

Findlay & Glover have a "Bills Receivable" book which gives all information on notes owing the firm. It shows the date given, name and address of the maker, the signer, amount, time, date when it falls due, where payable, amount of interest and when paid.

Readers will observe that this is keeping pretty close tab on promissory notes. With such a book continually in use there is little chance of date of maturity of any of them slipping the firm's notice. Absolute knowledge is there in black and white. In the column for "Date When Due" there is a space for each month of the year so that all that

do their business on the draft principle, it is devoted to information on drafts.

It will be noticed from the cut that there are blanks for name of firm from whom the goods were bought, the loca-

The items represent the invoices which came in during January. The form shows the date the invoice was entered, date of invoice, name of the wholesale house purchased from, gross amount,

Complete Daily, Weekly and

DATE	RECEIVED ON ACCOUNT	CASH SALES	TOTAL CASH	CREDIT SALES	TOTAL SALES	PAID FOR STOCK	PAID FOR FREIGHT AND EX.	PAID FOR MISCELL.	TOTAL
1913									
Feb 1	37 50	118 62	156 12	33 40	152 02	CASH 2 45 CHECK 11 22	25		131 92

This is the most important book of all those kept by ledge on the progress of the business each day, week, firm's assets each month.

tion, amount, freight or express charges, discount and a space for every month of the year for the date when due. At all times the firm know just what is coming due and are able to meet their drafts at the proper time. None are overlooked so that there is no chance of their credit

discount, if any, net amount, date when due, when paid and amount paid.

This is certainly valuable information for the retailer. A page, or if, necessary, two, are devoted to each month's purchases and at the end of the month the total is easily ascertained. This is

BILLS PAYABLE (See 100)

Date Due

BILLS PAYABLE

No. of Bill	Date of Bill	NAME OF FIRM	LOCATION	AMOUNT OF BILL	PAYABLE ON	AMOUNT OF DISCOUNT	Date Due												WHEN PAID	REMARKS						
							Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec								

A statement showing how the firm stands regarding all its drafts. Date due is found in a moment.

is necessary is to insert the dates of the month when notes fall due. Each month the totals of these notes are made up and the information transferred to the big Daily, Weekly and Monthly Record already referred to.

Keeping Tab on Drafts.

There is a somewhat similarly ruled book for Bills Payable, and as the firm

being impaired on this account. There is also a blank space for date when paid.

Information on Invoices.

Still another important book kept is that showing the invoices received. It is headed "Record of Invoices of Purchases for Month of _____, 1913." The illustration shown herewith explains the importance of such a record.

entered in the Daily, Weekly and Monthly Record as will be seen on reference to same. If at any time there is any question as to the time, firm, price or date due of an invoice, it is only the question of a moment when the matter can be put right.

The bookkeeping system of Findlay & Glover also provides for looking after

Record of Invoices of Purchases for the Month of January 1913.

Date Entered	Date of Invoice	NAME OF FIRM	Gross Amount	Amount Discount	Net Amount	Date Due	Date Paid	Amount Paid	REMARKS
Jan 10	Jan 2	Wholesale Grocery Co	50 00		50 00	Feb 2			
		Dry Goods Co. Limited	155 64						
			225 00						
			415 00						
			628 00						
			491 00						

The monthly invoice book showing name of firms from whom goods were purchased, amounts, when due, when paid, etc.

THE CANADIAN GROCER

delinquent accounts. There is a "Delinquent Account Sheet" in connection with the credit register. This is ruled to show the name, amount, when account began, when account was closed and re-

hand and in bank by subtracting amount paid out.

Findlay & Glover take stock at end of January. The Record represented here begins with February 1, just after

book, the notes due the firm immediately present themselves, and are entered in the place "Notes Due Firm" allotted for them. "Cash on Hand and in Bank" is found to be, say \$500, at the end of February. "Accounts Receivable," are \$3,685.23 and the sum of these three items—notes due, cash, and accounts receivable—added to the total \$8,020.28, representing the stock, etc., on hand, give the total assets of the firm at the end of February to be \$13,401.94.

Next is found the liabilities by adding together invoices to be paid, drafts outstanding and cheques given by the firm, but not yet cashed. The total comes to \$2,995.98, which, when taken from the total assets of \$13,401.94, leave a balance of \$10,405.96, representing the net assets of the firm.

Readers will note that this system enables Findlay & Glover to carry on a perpetual inventory throughout the entire year. They know approximately at the end of each month what stock they have on hand and their net assets. At the end of their fiscal year they take an inventory so that once a year at least they have absolute knowledge of the standing of the business. The "Daily, Weekly and Monthly Record," supplies absolute knowledge on many things. The sales of any one day of the year, of any week or any month are known and can at any time be compared with those of any day, week or month of previous year. The page in this book is ruled in five blocks of six lines allowing a line for each working day in the week and a block for each week of the month.

The Expense Account is kept in the Ledger and includes wages, horse feed, fuel, light, freight, stationery, etc. This firm are always strict in writing off depreciation in fixtures and debts that are uncollected.

Readers will see that the above presents many good suggestions on book-keeping. The article demonstrates that there are men in the trade who are keeping so close to the business that they never allow anything to get away from them. It should be the aim of every dealer to have some system that will provide him with absolute knowledge on how the business is progressing. Only in this way can he advance with assurance.

Monthly Total Record.

TOTAL PAID	CASH IN BANK	RECEIPTS FOR THE DAY	TOTAL CASH ON HAND AND IN BANK	PAID OUT FOR THE DAY	BAL. ON HAND AND IN BANK	DATE	MONTHLY STATEMENT
13 92	150 00	156 12	316 12	13 92	302 20		Amount of Stock on Hand 5720 33
							Fixtures, etc. 1733 75
							Total Purchased for the Month from Cash Drawer 64 46
							Total Purchased for the Month from Invoice Book 1864 64
							Total Stock on Hand, Fixtures, etc. 9583 18
							Sales for the Month 1953 62
							Less Est. Gross Profit (20 per cent.) 390 72
							Cost of Goods Sold from Stock 1562 90
							Notes Due Firm 1196 43
							Cash on Hand and in Bank 500 00
							Accounts Receivable 3685 23
							Total Assets 13401 94
							Bills Payable (Amount to be Paid) 1359 75
							Other Liabilities (Profits Outstanding) 689 99
							(Cheques not Cash'd) 946 24
							Net Assets 10405 96

Findlay & Glover. It shows absolute know-month and year and shows approximately the

marks and is in separate sheets, not in book form.

The information contained on this delinquent account sheet is transferred to a book on "Outstanding Accounts" which is shown herewith. There is a space for the amount brought forward from year to year and blanks for each month of the year. As this book is kept up-to-date, the amounts of all delinquent accounts are at the finger's end of the firm.

The Daily, Weekly and Monthly Record already referred to is the culminating point of the entire system. This shows the totals of everything—amount received on account each day, week or month; cash sales, total cash, credit sales, total sales, amount paid for stock, amount paid for freight and express, for miscellaneous, cash in bank, receipts for each day, total cash on hand and in bank, total amount paid out, and balance on hand.

The amount received on account is got from the Daily Detail Record already described. So is the information on cash and credit sales, and amount paid for stock and freight.

The total cash on hand and in bank is obtained by adding cash in bank and receipts for the day and the balance on

stock had been gone over. In the Monthly Statement at the right hand side of the large cut, the first information is "Amount of Stock on Hand" as shown by the inventory. The next line deals with fixtures which also includes delivery outfits and all equipment. The third shows the total amount purchased during the month from the cash drawer, the fourth the amount purchased as indicated by the Invoice Book already described. The sum of all these as represented by the figures \$9,583.18, gives total value of stock, fixtures, equipment and delivery outfit at the end of February.

The next item shows sales for the month which will be found by adding up the sixth column from the left—"Total Sales." The firm figure on an average margin of 20 per cent. on sales so that by deducting this percentage they have approximately the cost of the goods sold from stock which is represented by the figures \$1,562.90. By subtracting this sum from the total stock, etc., \$9,583.18, the value of the stock at the end of the month is found to be \$8,020.28.

By glancing at the Bills Receivable

Outstanding Accounts.

NAME	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
AMOUNT BROUGHT FORWARD												

A Form which gives the firm all information on accounts that have not been paid.

Uses of Cost Book: Daily Trade Statement

How John Diprose, a London, Ont., Grocer, Keeps Track of Cost of Goods in Every Invoice—Value to Him of Information in the Cost Book—Daily Business Statements Also of Great Assistance—Shows What Each Clerk Does Each Day and Gives Total Daily, Weekly, Monthly and Yearly Sales.

TWO important features of the office system of John Diprose, a London, Ont., dealer, are his Cost Book and Daily Statement of Business.

The Cost Book is, as the name implies, for the purpose of keeping track of goods purchased, quantity, cost, etc. The diagram shown herewith represents Mr. Diprose's Cost Book and shows how it operates.

In the first place the pages are arranged in alphabetical order as far as various kinds of goods are concerned. This is so that the information it contains can be got at with minimum trouble. There is also an index book with every article tabulated in alphabetical order with the page named on which each article can be found in the Cost Book.

All Invoices Entered.

When an invoice comes in, it is entered in this book. There is the date first and the firm from whom the goods were bought next. Mr. Diprose states that the latter information comes in very handy frequently. For instance a merchant desired on particular occasions to purchase lines not often handled. Probably they are only called for once a year, so he is apt to forget from whom they were purchased last. With the Cost Book this is all overcome. The information is there in black and white. Mr. Diprose has found it necessary several times to consult the book for this purpose.

A description of the goods is given in the third column. In the case of Olives it will be observed that he knows that on a certain occasion he bought 10 oz. oval bottles and on another, for instance, 16 oz. pickle bottles. He can tell from the dates just how well each is

suitable for his trade, which of course aids him in his buying. The quantity of the invoice is also an important consideration. By watching the dates on which the goods are bought, he can tell just about how much is going to be sufficient for his trade when the traveler calls around. This, it will be noted, is splendid information for preventing too large or too small a stock of any particular line.

Knows Previous Costs.

The next column explains why the book is called a Cost Book. A dealer in buying goods is often at a loss to know just what he paid before. If the traveler doesn't know or he is ordering by mail, he has to dig up his file of invoices probably from some dusty corner to find out the last price if he is not equipped with some such book. With the Cost Book he simply turns up to the article required and has immediately the cost at time of last purchase.

There are also blank spaces for "freight" and "terms" as these are frequently required. The last column is for total cost—invoice cost, plus freight, if any. This book has been kept up for 6 years by Mr. Diprose and has been the means of saving him considerable money. He states that if it were in loose leaf form it would serve the purpose better as then pages could be inserted as desired when new lines come into stock.

STATEMENT OF BUSINESS DONE.

By means of the other book referred to in the opening paragraph and which is also illustrated here, Mr. Diprose keeps close tab on the details of the business of each day in his three stores. This is a "Daily Statement of Business as shown

by the Clerk's Daily Statements," and by means of it he can tell just how things are progressing each day of the year. The first column is used for listing the clerks, each having a separate drawer in the cash register, A, B, D & E, respectively in this case. The next space is for marking the amount of cash each night in the various drawers of the register. The cash register also tells the amount "paid out" by each clerk, the "cash taken in" being the total of the first two. The amount "received on account," is shown by the fifth column. The sixth column "refund on cash sales" is seldom used so that the "net cash sales" is usually found therefore by subtracting amount received on account from cash taken in. The columns for "cash over" and "cash short" are not often used, but occasionally there are a few cents out one way or the other. The next two spaces give information on the credit sales so that the total cash and credit sales for the day are easily secured.

Good Gauge on Work of Clerks.

This book keeps Mr. Diprose thoroughly informed as to the amount of work done by each clerk each day. It is ruled so that each week's work can be totalled up and hence it can be readily found whether the salesmen are turning over sufficient goods to warrant their salaries. Definite information is always at hand when a salesman is desirous of having his salary raised to determine whether he is competent enough to warrant the raise.

This book, too, gives desolute information on each day's sales, each week's, month's and year's, so that at all times, the Diprose stores know exactly what progress is being made. Any day in the year can be compared with the corres-

COST BOOK

OLIVES.

Date	Bought From	Description	Quantity	Cost	Freight	Terms	Total Cost
April 18, 13	H. Jones & Co.	16 oz. oval	2 Cases	2 10	—	Net	18

Form illustrating the Cost Book used by John Diprose, London, Ont.

THE CANADIAN GROCER

Date Sat. Apr. 12/13.

Daily Statement of Business as Shown by Clerk's Daily Statement.

Clerk	Cash in Drawer	Paid Out	Cash Taken In	Rec'd on Account	Refund on Cash Sales	Net Cash Sales	Cash Over	Cash Short	Credit Sales Returned	Net Credit Sales	Total Cash and Credit Sales
John A	60 00	4 50	79 00	14 50	—	64 50	—	—	—	20 00	34 50
Thos, B											
James D											
Geo. E											
Totals for day											

Above diagram shows how Mr. Diprose keeps track of what each clerk is doing, and also how the business is progressing each day.

ponding day of the preceding year. Same applies to any week or any month. Every retail grocer who prides himself on being a good business man should have the knowledge supplied by such a book as this. Any system would be commendable which gives this information.

John Diprose is the proprietor of three stores in London and knows always what each is doing. The information supplied by this statement helps often to increase sales by creating a friendly rivalry among the salesmen of the three.

Mr. Diprose is president of the London Retail Grocers Association and first vice-president of the Ontario R.G.A.

RULES FOR GOOD BUYING.

Grocer Sol. Westerfield, of Chicago, at one of his conferences with women's club members in that city presented the ladies with the following rules for good buying:

1. Do not make your grocer and your butcher deliver goods two or three times a day when one delivery would suffice.
2. Do not telephone your orders; go to the store and see what you are buying.
3. Pay cash; long extensions of credits and frequent losses help boost the prices of food products.
4. Do not buy in small quantities when you can buy in larger quantities.
5. Do not always demand the choicest cuts of meats. Plain cuts often are just as good, and they are much cheaper.

The merchant whose help prove of the most value to him is invariably the man who proves to be of the most value to his help.

Invoice Book Used by Woodstock Firm

A Page Devoted to Each Wholesaler With Whom the Firm Does Business—Payments Also Kept Track of, as Well as all Balances.

The accompanying illustration shows the form of invoice book used by Lewis & Son, of Woodstock, Ont. A separate page is kept for each wholesale company, and from it can be obtained at a glance the exact state of the account with that company. In it are entered not only the amounts of each invoice, but also the various payments and the way in which each is made, with the date.

The balance column shows the amount still owing the wholesale company, and, as entry is made in this after each charge or credit entry, the exact state of the account to date is always given.

This system was originated by Mr.

Lewis, jr., and has been found to work very satisfactorily for this store. Recently the system of entering up charges and credits on the two sides of a regular ledger form and omitting the balance column altogether was tried, but Mr. Lewis claims that the original method gives by far the greater satisfaction.

You are not doing the customer a favor when you adjust a complaint, and it is foolish to act as if you were.

The customer who likes to argue does not grow more fond of the man who accommodates him by arguing with him.

BLANK WHOLESALE CO.							
Date	Description	Charges		Credits		Balance	
Jan. 12	Balance to Date					527	30
" 13	By Invoice	22	70			550	00
" 26	To Cash by Chk.			100	00	450	00
" 22	Cr. By Raisins Returned			63	00	387	00
" 27	By Invoice	40	14			427	23
" 27	" "	42	80			470	03
Feb. 7	By Credit Note			10	25	450	78

Form showing operation of the Invoice Book of Lewis & Son, Woodstock, Ontario.

A System for Making Prompt Collections

How One Dealer Kept Down His Book Debts—Allowed Credit Only to Customers With Good Records—Efforts Were Made to Collect Money Always on the Day That it Was Due—Splendid Results Followed.

Written for The Canadian Grocer by an Eastern Dealer.

THE recent discussion in the columns of The Canadian Grocer on methods of collections has induced me to put in my little say. This is a very broad question and so many factors have a direct bearing on it, that every man has to solve the question for himself. Many good pointers have been developed during this discussion that will materially assist dealers in handling this problem. I am not writing to give advice, but want to tell how I solved this problem when I started in business for myself some years ago.

About five years ago, I purchased a business in a "railroad town" of about 7,000 population. Now, any dealer who is doing business in a "railroad town" will know what I mean by that term, but to the uninitiated I will explain. It is a division point on a railroad where a large number of their employees reside. These men are paid regularly once a month and use this fact as a lever to get credit from the local dealers. Very few of them pay cash. Why this should be, was always a mystery to me, as they invariably draw good-sized salaries; but it is a case of "easy come, easy go," with the dealer very frequently getting the "go by."

The business I had just purchased was a credit business and immediately I had my problem, "Cash or Credit," to solve. Knowing the troubles of other merchants in this regard and the many failures of business men in this place, I naturally favored a strictly cash business. But on my predecessor's books were a large list of credit customers that I would surely lose if I adopted the cash system. After much thought and deliberation I adopted the following plan.

To all outward appearance I would run a cash store and endeavor to work the credit customers gradually into paying cash. I went over my predecessor's books and picked out the customers who had paid regularly, in full, each month for two years. All these, which numbered about 35 out of over 200 accounts on the books, were given credit. All others were firmly refused. Knowing of the army of chronic "dead beats" in this town, I made a resolution to the effect that "No new account would be opened for three months." With these plans and resolutions, the doors were opened for business, and my troubles began. I

really believe that every "dead beat" in town came to deal with me. First week or so they would pay cash and then they would be "short" and ask for credit. This was firmly but resolutely denied and the reason given that the customer was not known and anyway I had all the accounts I cared to handle. In this way I kept them coming and paying cash with the idea that perhaps they would get a chance at me later on. I must say that this plan of not opening any new accounts saved me hundreds of dollars. I recall one woman, who ran a large boarding house, who was very persistent in endeavoring to get me to give her credit. Her persistency made me curious and upon making enquiries of my competitors I found that she owed one man \$50 and another \$95, which they had been unable to collect. When she came in again I told her in a nice way of this and stated that under no circumstances would I give her credit. She took it nicely and traded with me until I sold out, and paid cash. Those 35 accounts I had culled from my predecessor's customers were ideal ones, being paid up in full regularly each month. I never lost a penny with these.

Added New Accounts.

At the beginning of the fourth month I added about ten new accounts. These were the very pick of my cash customers and their standing had been carefully looked up and found to be excellent.

Then when an account was opened, the customer was asked when she could pay regularly. If she said the 15th of the month, I politely told her, I did not want the money on the 14th or 16th, but on the 15th, and that if she couldn't pay on that date I would rather not open the account. This made them realize the importance and seriousness of the obligation they were assuming and drove home the impression that I would want my money on the 15th. Thus they would think about it all month and regularly on the date promised I had my money. This date was recorded as also the date of the payment and amount. In case the customer didn't pay by 3 p.m. of day when payment was promised, I immediately went after them and got my money before it was all spent. But when that customer asked for further credit it was refused.

"You did not pay when you promised me you would, so how do you expect me to trust you again?" I would say. Of course, some of them quit but they soon came back, paying me cash. Soon as the public got the impression that it was hard work to get credit from me and that you had to go through a lot of questioning, my store developed into a kind of "credit aristocracy" store and I had the pick of all the accounts worth while in that town. My trade doubled in six months and 60 per cent. of my business was cash trade which speaks well for my system. By getting after

Name—Mrs. John Watson		Where Employed John Doe Mfg. Co. Ltd.	
Address—179 Main West		Salary—\$60 per month	
Recommend by—Imperial Bank		Will pay account regularly on 15th.	
Jno. Dean, Shoemaker		Credit limit— \$20 per month	
Jan. 15.	Paid \$13.60.	In full.	
Feb. 15.	" \$14.50.	"	
Mar. 15.	" \$11.20.	"	
Apr. 15.	" \$8.00.	Balance \$3.50. Insurance due.	
May 15.	" \$17.00.	In full of a/c.	
June 14.	" \$9.00.		

Form used for checking credit accounts.

the delinquent ones on the very day they promised payment I usually got my money although some of these people had beaten my competitors out of tidy sums.

Losses Were Small.

When I sold out my business I only had accounts totalling \$997, although I had a monthly turnover of about \$3,500. I sold out in March, collecting all but \$74 within 18 days and within two months had it all but \$20 which amount was divided in small amounts that I could have easily collected but as the owners needed the money more than I did, I wrote them off the books. This proves the quality of my accounts and the efficacy of my plan of handling this problem.

Next door to me was a lumber merchant who had the reputation of being the best collector in town. His method was simply calling in person for his money the day and hour it was due. He never missed the day and never called the day before or the day after. He was always on the job the minute the money was due and by being there, got it.

Bookkeeping Systems.

I received my training in a general store in the country. It was a large store and had about 600 active accounts. The collection of these accounts was a serious problem. I remember when they used the old form of bookkeeping; Day Book, Journal and Ledger. Every month the accounts had to be written out again, taking one man about all his time making these out. To get any particular account you had to put in a request for it about a week ahead. At this time the accounts would total from \$6,000 to \$7,000. Shortly after I became identified with this store they changed over to the looseleaf system. It was a great surprise to see the speed with which those accounts were gotten out at the end of the month. All the bookkeeper had to do was to add up the sheet and tear it out. He always had the accounts ready by the evening of the second day. The result was the reduction of the outstanding accounts from \$6,000 or \$7,000 to \$3,000 or \$3,500, simply by having the accounts ready when the people had the money to pay them.

An Amusing Instance.

I recall one amusing instance that shows the attitude of the old-time farmer. During the depression of 1907 we were sorely in need of ready cash so myself and another clerk were sent out to make collections. On my list was a farmer named John White who had owed us \$125 for over a year. Although we had pushed him hard for it, we had not been able to get payment from him. I told Mr. White what I wanted, but he

said he couldn't pay just then. I used every argument and persuasion to get him to loosen up, but in vain. At last, in desperation, I told him our position and said that unless we got the money from him we would have to borrow from the banks paying them 8 per cent. Say! it was funny to see that old codger's ears prick up at the mention of that 8 per cent. I saw my opening and laid low for his next move. "Would you like to borrow some money at 8 per cent.," he cautiously inquired. "Would we, well I just guess we would and would even pay 9 per cent. to get \$200 this afternoon," I eagerly replied. "Well, if you will pay that interest I'll lend you \$200." And he went away to get the money. Think of that! the old fox had the money in the house and wouldn't

pay up, but his greed was his undoing. He returned with a roll of bills that would choke a cow. He peeled off twenty ten dollar bills and must have had at least thirty more. I wrote out a receipt for "One Hundred and Twenty-five" dollars and handed back \$68, keeping \$7 out, for interest on our account for one year. Was that farmer mad! Well, he fumed and foamed, hummed and hawed, was going to thrash me, but I stuck to my guns, berating him for his deception, and came home with the money.

The trouble with the retailers is that they do not give their accounts individual scrutiny as is done in a wholesale house. If each account were passed upon individually the retailer would suffer less from "Bad Debts."

Form to Prevent Mistakes in Delivery

Goes Out With Each Shipment of Goods—Request That Customer at Once Notify Dealer of Any Error—One Half of Form Goes Out While Other is Placed on File—Tag Used in Case of Shortage.

The accompanying illustration shows the form of notice sent out by Wm. Metcalfe & Co., retail grocers, Berlin, Ont., with every shipment of goods. The form to the right goes out with the shipment while that to the left is kept on file in the store. Through the notice which the customer receives, her attention is called to examine and check over the whole order. In case of a mistake being found instructions are given as to how to trace it up. Also the necessity of looking after such mistakes immediately is urged upon the customer. The slip also contains the total number of parcels, the number of the clerk who put up the order, and reports of any shortages caused by goods not being on hand, but to follow later.

On the slip retained in the store the

date, number of parcels in the order, address of customer, and initials of sales-clerk are recorded. Where shortages occur a special tag form is made use of to record the fact. On the tag is kept the goods short, amount of such goods ordered, and address of customers. As soon as the goods come in the tag is attached and sent out along with them. A second form as illustrated below is also sent out with the remainder of the order.

This, Mr. Metcalfe claims, is a very valuable form as it helps to do away with mistakes, and in case of mistakes occurring renders a settlement much easier both from the standpoint of the retailer and consumer.

Apr. 3.

No. 5.

John Smith,

101 Water St.,

K.Q.

IMPORTANT NOTICE

No. WM. METCALFE & CO. Berlin

Please examine and check these parcels at once and report any shortage or mistake, returning this slip which bears the packer's number.

We will not make any allowance or hold ourselves responsible for any shortage after the goods have been in your possession for twenty-four hours.

No. Packages 5

Packed by 24

Remarks: 3-lb. bacon to follow.

With this form Wm. Metcalfe & Co., Berlin, Ont., cut down delivery complaints.

Reducing Outstanding Debts to a Minimum

Oshawa, Ont., Firm, With Long and Successful Career Recently Sold Their Business and Had Less Than \$25 in Unpaid Accounts—System Was to Place Credit Limit on all Weekly and Semi-Monthly Paid Customers—Illustration of How Firm Went After Delinquents—Cutting Down Delivery Expenses.

Written for The Grocer by Frank Crysdale, Oshawa, Ont.

HAVING been asked by The Grocer to relate the experiences of C. H. Crysdale & Son in the matter of keeping credits under control, I herewith present the methods we employed up to the time we disposed of our business a couple of months ago.

My father, C. H. Crysdale, had been in the grocery business in Oshawa for 32 years. About seven years ago we adopted the money-limit system of credits in connection with those customers who bought all their necessities on the hand-to-mouth basis. When we sold our business there was not more than \$25 in outstanding accounts.

In Oshawa, of course, as in every such place where a retailer has been in business for any length of time, one gets to know everybody, what everybody does, where they work and their standing in the community. What we didn't know, we made it a point of finding out whenever a new customer asked for credit.

Limit Placed on Customers.

Our system of putting a check on indiscriminate credits was as follows:—On every customer paid by his employer by the week, about whom there was any doubt at all, we placed a limit of \$5 credit. On a customer paid semi-monthly, the limit was \$10. When we decided on adopting this plan we made it a point to enforce the regulations, courteously of course, but every one was given to understand, forcibly, but judiciously, that we could not change our course one iota.

The result was we carried on practically a cash business and were positive that bad debts could not, at any rate, go beyond certain limits. We found some at first who complained a little, but on the whole it was not difficult for us to put into practice our plan. Later on almost all of those who had complained were thankful because we had insisted on them paying up regularly. It had prevented them from getting behind in their payments and made their lives happier.

How \$7 Was Collected.

If, after all, the above precautions failed to keep all accounts properly checked,—and such instances are bound to occur—I made it a point to get after the delinquents. Here is a case in point: A certain customer owed me \$7 which I could not get out of him. He admitted



FRANK CRYSDALE, Oshawa, Ont., who tells in this article how he kept down bad debts.

his indebtedness, but always put me off, although I called at his home regularly. I suggested that he pay me a dollar a week or even 50 cents. Anything at all would have been satisfactory as long as I knew I was getting my money. But it was of no use; I couldn't squeeze a dollar out of him.

Knew Heads of Factories.

In Oshawa there are several large factories and many of our customers were employees of one or another. Such was the case in connection with the one above referred to. I always made it a point to keep closely in touch with the resident heads of these concerns, and occasionally got their assistance in collecting debts, as well as their trade. One day I happened to be near the factory where the customer lived, so I dropped in to see what I could do.

"You have a man working here by the name of——," I said to the office manager.

He replied that he had. When I told him my errand he touched a button and asked a messenger to have Mr.—— come into the front office.

"This man says you owe him \$7; is that right?" he asked when the employee appeared at the office. He admitted that it was correct.

"How long have you been owing him?" was the next question.

"About seven or eight months."

"Have you ever made an attempt to pay it?"

"No," he replied.

"Why haven't you?"

"Well, I didn't think I could afford it," was the reason advanced.

"You can afford money for booze all right, and why can't you pay your grocery bill? Now you begin right away to pay off that debt at so much a week or however you please or you'll have to look for another job."

That settled the question and gradually I got my seven dollars. This is but one example of how on various occasions we went after accounts that seemed hopeless, and together with our limit system above described, explains why there was so little outstanding money when we sold the business.

Deliveries at Stated Hours.

With regard to our delivery, we found that by operating it on a systematic basis and by using the telephone early, we cut out considerable of the expense. We had but one wagon and by making our deliveries at stated hours we found it could do the work quite satisfactorily.

For instance, the first delivery was at nine o'clock, and went to the North-east and North-west of the town, returning by 10.30. The South end was then covered before 12 o'clock. In the afternoon the north end was covered between one and three and the south end between three and six. There was no Saturday night delivery. When we established this system we found our customers worked into it nicely, and as it cut down our delivery expenses considerably, was quite a boon to the business.

To facilitate the working of the system we made it a point to call up our customers in the modern district by phone between 8 and 9 in the morning, so that we would not be delayed in getting the wagon out and that customers would be satisfied. As we kept fresh vegetables and fruit as well as fish, in and out of season, we had usually something special to offer. On Saturdays we had many customers come to the store in the morning to purchase their week-end groceries.

To outlying districts where often the mud was axle deep, we scarcely sent our wagon more than once a week. It was

(Continued on page 15.)

Opinion on What the Net Profit Should Be

Some Interesting Questions Answered by Members of the Trade and Deductions Made From Same—Average Net Profits Around Six or Seven Per Cent.—Turnover Depends on Character of Stock and Location of the Dealer—Once a Month, Say Some.

What per cent. on sales should a retail grocer figure getting above cost and all expenses?

How often in your opinion should a grocery stock turn over in a year?

What amount of business should a dealer do in a month who carries say a \$3,000 stock?

What charges would you include in figuring overhead expenses?

The above were questions recently submitted by The Grocer to a number of prominent Canadian retailers with a view to working out, if possible, something comparatively definite on the matter of figuring profits. The views of some are appended:

W. J. MELLEN, Brantford, Ont. — Net margin should be not less than five per cent. A grocery stock should turn over once a month on an average, and a dealer with \$3,000 stock should do from \$30,000 to \$36,000 a year business. In figuring overhead charges a grocer should include all expenses connected with the business including his own salary and his own living.

R. C. BRAUND, Peterboro, Ont. — In a retail grocery business, one should make from 7 to 10 per cent. net profit on the total turnover. On the character of the stock, depends the number of times it should move. A small stock of staple goods will turn frequently, but where the stock is of a general character it becomes less staple and doesn't turnover so frequently, probably from three to four times yearly. If the \$3,000 stock were composed of only groceries, meat and confectionery, it should result in \$18,000 in a year or \$1,500 per month. It is difficult, however, to state definitely just what should and should not be. The more most men's businesses grow, the more general the stocks become and as they get more and more away from staple goods, stocks do not turn over so rapidly. A meat stock should, however, turnover 25 to 30 times a year.

In figuring overhead expenses, all charges which have to do with and which have to be paid out of this business should be included.

A HAMILTON grocer maintains that there should at least be 6 per cent. made on sales and that the stock should turn over not less than nine times a year. A store carrying \$3,000 stock, should in his opinion do from \$30,000 to \$40,000 a year. His firm figures that overhead expenses cost 17 per cent. on turnover.

E. F. MASON, Peterboro, Ont.—From 3½ to 5 per cent. should be the net profit in the grocery business. The stock ought to turnover at least six times a year so that a \$3,000 (cost price) stock should produce from \$22,000 to \$24,000 sales a year figuring on a gross margin of say 20 per cent.

In figuring overhead expenses, rent, taxes, light, electrical power, heat, water, ice, insurance, delivery and interest on investment are taken into consideration by us.

A WESTERN ONTARIO grocer thinks that the net profit should be from 7 to 8 per cent., but that turnover must be governed largely by location. "So much depends on the kind of business done and what one wishes to do to answer these questions," he maintains.

"In a city like Toronto I should think the stock should be turned over once a month while in a place like our town, the stock turning over seven or eight times a year would be doing very well indeed. You understand of course the reason is that having everything at one's hand in Toronto, there is no necessity to carry the stock that exists here.

"Every grocer I think specializes in some line or other, some in butter, eggs, meats, flour and kindred things; others specialize in teas, coffees, and what may be termed the better class of groceries. It is not reasonable to suppose that the latter grocer would turn over his stock nearly so frequently as the former."

In the matter of overhead expenses he would include rent, light, heat, stable and delivery, etc., salaries, interest on investment, insurance and taxes.

Some Deductions Made.

The answers given to the above questions should cause us all to do some thinking. Among the points brought out are these:—

First.—That some lines turn over more rapidly than others;

Second.—That the more rapid the stock turns over, the tendency is to work on a smaller net margin;

Three.—That location affects the capacity of a merchant to move his stock. The closer one is to large wholesale distributing points, the less becomes the necessity for buying in quantities and therefore, the stock turns more quickly;

Fourth.—The more general the stock, the less becomes the tendency to turn it

rapidly; and the more staple it is the more quickly it moves;

Fifth.—Six or seven per cent. is about the average net margin that should be made on a grocery stock.

Mr. Mellen maintains that a \$3,000 stock of groceries ought to turnover once a month. Assuming that this is the selling value of the stock, that would mean a turnover of \$36,000 a year. At 5 per cent. net margin, the profit would amount to \$1,800 after paying all expenses including proprietor's salary, etc.

If the net margin were 10 per cent.—the outside figure intimated by Mr. Braund—and the stock turned over six times making \$18,000 in the year, the net profit in dollars would still be \$1,800. If 7 per cent., the inside figure, it would amount to \$1,260 in the year.

The Hamilton dealer's opinion is that the stock should turn over at least nine times, making a total of say \$27,000 for the year. At 6 per cent., there would still be \$1,620 net margin for the year.

In the next case, Mr. Mason suggests 3½ to 5 per cent. net margin and a turnover at least six times during the year, say a total of \$22,000 in sales. At 5 per cent. this would mean \$1,100 net profit.

Here then are some interesting figures for perusal. They deal with a subject on which every dealer must have ideas as far as his own business is concerned, at least. These figures will, no doubt, bring out some new point that may possibly have been overlooked. Views of other dealers on the subject will be appreciated.

REDUCING OUTSTANDING DEBTS TO A MINIMUM.

(Continued from page 14.)

our aim to get customers there to order enough supplies for the week at once. This we found rather easy to accomplish and were thus saved considerable trouble and expense.

Ideas From the Trade Paper.

Before I conclude, I would like to say a few words about The Canadian Grocer. I maintain that every grocer should take it. Dealers may say they know enough about the business and all that, but let me say that we thought we knew pretty nearly all about it—my father having been in it for 32 years and I for 15—yet there have been scores of times when we secured good practical ideas from it.

Six of the World's Most Important Needs

By Elbert Hubbard in MacLean's Magazine.

The Honourable Mark Anthony made a little speech at the funeral of the late Julius Caesar, wherein he paid a great compliment to his subject.

Among other pleasant things reported by the press, Mr. Anthony said, "He brought many captives home to Rome whose ransoms did the general coffers fill."

Julius Caesar knew only one way to make money, and that was to hold somebody up. He knew how to use the taxing power of the State, and if parties taxed did not respond he knew how to go after them and collect the amount due.

He fined one concern in Gaul twenty-nine million sesterces, and collected it on a body attachment, vulgarly called kidnapping.

Julius Caesar was a lawyer, and, as a rule, a lawyer knows only one way to make money—and that is to get yours.

The business man of to-day is a creator, a builder and an economist. He who thinks otherwise is a Marxian Socialist and a small-bore petty diplomat.

The only way to make money is to render a service for humanity: to supply something that people want, and to carry things from where they are plentiful to where they are needed.

He who confers the greatest service at the least expense is the man whom we will crown with honor and clothe with riches.

Any other policy is running on its rim on the high clutch, headed for the cliff.

We live in an age of business. Economics is fast becoming a science.

There is only one sin, and that is waste.

And disuse and misuse are both forms of waste.

The best brains of the world are at work now endeavoring to eliminate lost motion and take up the economic slack.

The men who are making the biggest fortunes are making their money out of by-products.

That is to say the thing that was once thrown away and discarded is now being coined into cash.

Half of the population in America are engaged in farming. Farming is a pri-

mal need, because we get our food out of the soil. Next to food, love is the chief requisite, and no man is loving, lovely or loveable who is on half-rations.

Richard Cobden put this concisely when he said: "The ratio of marriages keeps pace with the price of corn." Only well-fed people are capable of love, and a corn-fed product is always prosperous. Next to farming in importance comes transportation, because a thing has to be at a certain place at a certain time in order to possess value. The railroads bridge time and annihilate space.

The third most important thing in the world is manufacturing, which is taking raw products and combining them into forms of use and beauty.

The fourth most important thing is distribution. Our great cities are centres where vast warehouses are located, and these warehouses gather together the products of the farm, the factory, the mine, the sea, and distribute them to the millions who need them.

The fifth most important thing in the world is banking. The banker is one who takes the savings of the people and loans out again a certain per cent. of these savings to the people who can use money to make more money. Statistics show that, with a fair capital to start on, the banker can safely loan out 85 per cent. of his deposits, and at all times stand ready to meet the checks of his customers.

Banking is a great move in economics, as it keeps money active instead of allowing it to be stored away in the ginger jar and in the unsafe and unsanitary clock, where the mice and cockroaches do congregate and thieves break through and steal you to a standstill.

The sixth most important thing in the world is advertising, and advertising is telling who you are, where you are, and what you have to offer the world in the way of service or commodity. The only man who should not advertise is the man who has nothing to offer, and such a person is a dead one—whether he knows it or not. For him, Charon's mud-scow is grating on the sands, and the boom of the surf can be heard just beyond the harbor-bar.



The North Star Grocery, Calgary, Alta., has a neat, compact arrangement of goods on the shelves. Note the modern equipment and clever utilization of every inch of space without the appearance of overcrowding.

Making Store Interior Get New Business

Bright Looking Calgary Store That is Increasing Sales—Moved Into Last August and Results are Showing Already—Regularity in Shelf Arrangement—Shelf Partitions Hidden With Goods.

ABOVE is a reproduction of the bright looking North Star Grocery of Calgary, Alta., of which H. Yucht is the proprietor. Believing that an attractive interior arrangement is conducive to good business, Mr. Yucht endeavors to arrange the goods on his shelves and counters so that they will create the best possible impression on customers and probable patrons who come into the store. He maintains that if people can once be induced to come inside, there should be something there to create a desire on their part to purchase.

"We aim to have our goods displayed attractively," Mr. Yucht recently stated to the Grocer, "and the salesmen behind the counters keep them on the move all the time."

Symmetry in Arrangement.

A glance at the illustration shows regularity in shelf arrangement. On the right side are the bottled goods and

on the left the canned goods. The upright partitions of the shelving do not show. Instead there are rows of canned goods, thus presenting an entire front of saleable articles and not part wood. This is a feature seldom run across in a grocery store.

By looking at the goods on the top shelves it will be seen that the pyramids are made of the same cans or packages on one side as those directly opposite. Symmetry is, therefore, carried further than usual. The compact arrangement at the rear also commands attention.

Instead of showing fruits and vegetables in boxes and barrels in front or all about the store, Mr. Yucht has them in a neat row of especially made boxes along the right side. This permits a customer to see at a glance every line in stock and tends to increase sales of these goods.

New Location Helpful.

The business of the North Star Gro-

cery has only been done in the present location since August last. It was then that a move was made from other premises on account of lack of space. The change, Mr. Yucht states, has been quite advantageous to business, illustrating the value of a good location.

Care is given to credits in this store. While the business is almost half cash and half credit, the credit customers are closely watched, the wheat being sorted out from the chaff.

E. H. Soules, a Hamilton, Ont., grocer, is a believer in unique display cards. Among the many he has in his store is this: "You never 'saw' better values than here," with the saw made of a picture of a hand-saw. The solution of such easy puzzles, he claims, gets the interest and attention of customers from their out-of-the-ordinary character.

Veterans in the Grocery Trade No. 4 D. W. Clark

David Clark Has Been in the Business in Toronto for Thirty Years—Some of His Methods for Building Up Trade—Has Never Been a Price Cutter—Caters Solely to High-class Trade—Advises Close Watch on Indiscriminate Credit—Suggests Time Limit on Doubtful Customers—Enthusiastic Association Worker And a Reader of The Grocer Since Its Inception.

"I am not in the grocery business to keep my competitor out."

This is the spirit in which one of Toronto's oldest grocers, D. W. Clark, has done business for the past thirty years. He has never been a price cutter, always maintaining that the man "who lives and let live" has the best opportunity to succeed. The best policy as far as he was concerned was to buy as well as possible and place a fair margin on the goods to be sold.

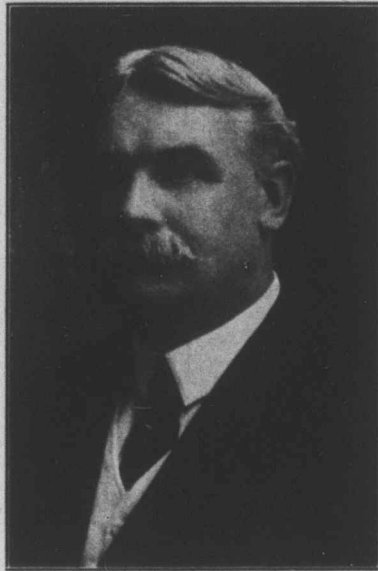
Mr. Clark is truly one of Canada's veteran grocers. He began business in Toronto in the fall of 1883 when 21 years of age. His first stand was on the corner of Nassau Street, Bellview Avenue, where he remained until about six and a half years ago. He then moved to his present place of business on Avenue Road, and, when one considers the increase in trade, he certainly has been fully justified in accepting this location. The change to him demonstrates that location is one of the chief assets of the grocery business, and should be given every consideration when a dealer contemplates a move.

Quality a Mainstay.

Being in a splendid residential district, Mr. Clark naturally pays strict attention to the quality of the goods he sells. This he would tell you is one of his mainstays. By handling only goods of accepted quality he believes that customers never lose their confidence in the dealer to give them good foodstuffs. They eventually accept his word as gospel, and he sells them those lines which he is desirous of pushing from a quality first and then margin standpoint.

"There are many good buyers in the grocery trade to-day," Mr. Clark recently stated to the writer, "who simply give away everything they save in buying. They fail to capitalize the asset of being good buyers."

He explained that too many who get goods right fail to take advantage of their purchasing ability. In the purchase and sale of stocks or real estate, or almost anything else but groceries, they would consider anyone foolish who did not take advantage of a rise in price. But in canned goods or sugar it seemed to be a different matter. They took their risks for nothing. This was against the accepted principles of sound business.



D. W. CLARK,
Who has been in the Grocery business for
30 years.

Why No Price Tickets Are Used.

As stated above, there has never been price cutting in the Clark store. It is his contention that for his business price tickets even with the legitimate prices marked would be detrimental to his business. His class of trade, he claims, is not looking for bargains, and says that if he were to use tickets on his goods customers would consider them as such. That would, he maintains, tend to lose him his prestige with his good customers. So he has never used the price ticket. Occasionally competitors begin using these tickets advertising goods a little cheaper than he is quoting at. A few customers refer to them, but he replies something like this: "I must live, and I only charge you a fair price on everything; I am not in business to put my competitor out, but to make a fair, honest living, etc." and always these people see the force of his argument.

Once a competitor had a ticket on some peaches marked "30 cents a dozen." One customer whom he knew watched these prices a little asked him his price on peaches. They were only 25 cents a dozen.

"Why don't you put a ticket on them?" he asked; "one of your competitors is selling them at 30 cents."

"I never watch my competitors," replied Mr. Clark. "I always try to sell

at a fair price, no matter what others are doing."

The customer admitted the soundness of this claim, and watched no more the other parties. This incident exemplifies concisely Mr. Clark's long established method in the matter of cutting prices.

The new man in the trade is often beset with many trials and tribulations. Chief among these is the collection of accounts. Much money is oftentimes lost by indiscriminate credit. Mr. Clark's advice to the new dealer in this regard—and he has formed his opinion on the strength of 30 years of service—is that he should insist on being paid at the proper time.

"A time limit is to my mind the best method of keeping down bad debts," he said to the writer; "let the dealer arrange with the customer how often he is to be paid, whether once a week or once every two weeks. If on Monday morning goods are asked for before the past week has been settled up, then that is the time to insist on getting the money."

"Let him say to the customer, 'You promised to pay me every week and I didn't get my money on Saturday; you surely cannot expect me to give you more goods when you haven't settled for the others.'"

"If a dealer does this, those customers will respect him more. They may go elsewhere for a time, but they usually come back because they know you are honest and fair."

Value of Delivery Service.

In modern retailing service is one of the strongest planks in the foundation of the business. Mr. Clark found this out over six years ago when he moved to Avenue Road. He was not prepared to accommodate the trade that immediately came and states that this lack of service lost him considerable business. A good class of customer, he claims, wants a good delivery service, and is willing to pay for it. He has four delivery wagons on the road all the time, and sometimes five and even six. To facilitate the service and eliminate complaints he has a book for each driver, in which is marked the route for each trip. This saves time. There is also marked the time the driver leaves the store and the time he gets back again. This shows how the drivers are

doing their work and puts a check on wasting time at the back doors.

Great Believer in Associations.

The trade is pretty well acquainted with the association side of D. W. Clark's career. Among the boys he is familiarly known as "Dave." He is now president of the Toronto Retail Grocers' Association, and was the first president of the Ontario Retail Grocers' Association. He joined the former at

its inception in 1886, was president in 1893, and is to-day the only charter member in the grocery business. He took a prominent part in the formation of the Ontario R. G. A. in 1912, and became its first president.

It is interesting to note in this connection that Mr. Clark has been a reader of *The Canadian Grocer* ever since the first issue—twenty-six years ago. This is a record that may be evened, but which cannot be excelled.

to vacate the premises and moved across the street some time ago.

This gave Mr. Shaw his chance. He bought a neat little silent salesman stocked with some good lines of cigars and pipes and now he does a nice little trade in these lines. The street cars stop opposite his door and this has tended to help out his cigar business.

Values the Credit Register.

Among the other equipment in this store are to be seen an account register, computing scale, meat slicer, coffee grinder and cheese cutter.

Mr. Shaw was probably the first London grocer to instal an account register. He has had it for some three years and finds it to work exceedingly well. The best of it is, he stated, "there is no bookkeeping to do." The customers appreciate it because they have always their accounts totaled up to date.

Meat Slicer Attracts Trade.

There is money in a good meat slicer, Mr. Shaw maintains. "People frequently ask to have their bacon or ham cut on the slicer because of the even slices," he says. "We get a great deal of business for parties, social functions, curling bonspiels, etc., for sandwiches, just on account of the slicer."

Here then, are several instances showing the value of equipment in increasing sales and giving rapid service—two things to be much desired by every retail grocer.

Thos. Shaw is a well known association worker. He is a long standing member of the London R.G.A., and an ex-president, and was the first treasurer of the Ontario R.G.A. formed on Good Friday of last year. The latter association had no hesitation in appointing him master of the exchequer.

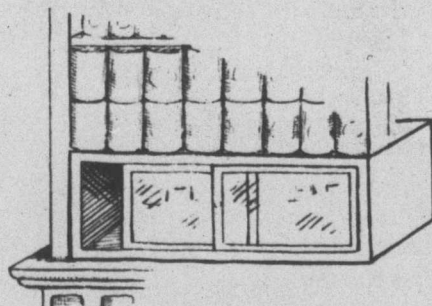
Fixtures that Aid in the Store Service

Some of the Appliances in the Store of Thos. Shaw, a London Grocer to Facilitate Business and Help to Satisfy the Customer—Device For Lifting off the Cheese Cover—Display Cabinet for Tobaccos—Value of the Meat Slicer, Etc.

GENIUS is often run across in the retail grocery store. There are many to be found among this trade with inventive turns just as there are in any other line of endeavor.

One of the first things a visitor in this store of Thos. Shaw, London, Ont., will notice is his cheese cover. Mr. Shaw, as will be seen from this illustration, has a large tin cover for his cheese which works with a weight by the side wall. When an order of cheese is filled, he simply pulls down the cover over the cheese and cutter and keeps everything clean and free from dust. The weight, which operates with a strong cord pulled through rings in the ceiling, works up and down against the wall and above the top shelf. This weight is just heavy

word "cheese" in large, artistic letters printed on the outside so that customers



Tobacco Cabinet with sliding glass doors that helps sales and keeps the Tobaccos enclosed.

can never fail to see that this article is always in stock. The cover serves the purpose of keeping the cheese sanitary and dry and its neat appearance and lettering attract attention. This device saves lifting off a heavy glass cover.

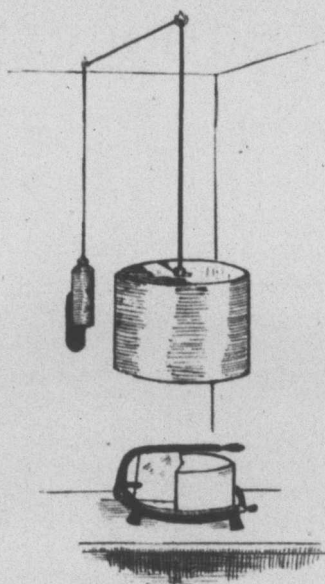
Shelf Show Case For Tobacco.

To help the sale of tobacco, Mr. Shaw had installed an attractive and handy little show case behind the main counter and in one of the shelves. This is probably four feet long by about two feet in depth. In front are two sliding glass front doors so arranged that they slide inwards and are therefore never in the way.

The tobaccos are neatly arranged on shelving in this case and, as the doors are of glass, they may be seen by every customer and hence, more tobaccos are sold. Another feature is that the show case separates the tobacco completely from other goods on the shelves and there can never be any complaints of tobacco-tainted spices, etc.

Silent Salesman for Cigars.

Next door to the Shaw store there used to be a barber shop. The proprietor sold cigars and pipes as well, but he had



Device used in the Shaw Store to lift the cover off the Cheese.

enough to hold the cover suspended in the air when it is raised preparatory to filling an order. Mr. Shaw has had the

WHY DOES A HEN?

When Mrs. Goose has laid an egg
She does not cackle. No;
She keeps the matter mum—she's like
A lot of firms I know.

But Mrs. Hen is different—
When she doth eggs produce,
She publishes the fact abroad,
Because—she's not a goose.—D. W. G.

Determination, or persistent effort, is one of the greatest things in the world. The young man who starts out with the one purpose of being a statesman, a merchant, a financier or a physician, and one sticks to his one idea, or determination, will seldom fail to reach the desired goal, provided he has the natural aptitude.



The confectionery counter just inside the door of the Park Provision Co., Montreal. This attracts great deal of business.

Demonstration of Money in Confectionery

**Some Arguments Showing How to Look at the Matter of Stocking This Line—
Traveler Readily Convinces Dealer of Value of Confectionery Department —
Atractive Confectionery Counter in Montreal Store.**

The following conversation was heard recently in an Eastern grocery by a Grocer representative. The salesman was the representative of a well known candy manufacturer, and was endeavoring to interest the grocer in selling candy, etc., but the grocer was obdurate—couldn't see anything in it for him at that time—but now has a very fine department that is making a nice profit for him every day:

Salesman—Mr. Blank, why aren't you handling confectionery?

Mr. Blank—Why should I handle confectionery? Am I not in the grocery business, and isn't that sufficient to keep me out of mischief? Haven't I got worries enough without adding more. Handling candies, well, I should say not, I've got all I can do now.

Salesman—Well said, Mr. Blank, but you wouldn't think of using that argument against stocking a new line of groceries that showed a fair profit and for which there was already a demand, would you? You are not in business for the love of it nor even for your health. **YOU'RE IN IT FOR THE MONEY YOU CAN MAKE.** Groceries give you a small margin of profit—you have to work like the dickens to make a living simply because your profit on the goods you sell is not large enough. Now, if I can show you a line that will readily sell to your trade here and give you a profit of 40 or 50 per cent., would it interest you? Would you be interested in adding \$20 to \$25 per week to your profits. And adding to it by making a small investment for some up-to-date fixtures?

Getting Down to Business.

Mr. Blank—You've got to show me. I've been "bit" before by pretty tales of immense profits, but never again for yours truly.

Salesman—Certainly I'll show you. How many customers have you, Mr. Blank?

Mr. Blank—About 300 families. Of course, a lot of customers come in from time to time that are not regular patrons.

Salesman—Do many children come in? And are there many young men in this neighborhood?

Mr. Blank—Yes, quite a lot. We have a large number of children who come here for their parents.

Salesman.—Then, Mr. Blank, you already have your trade for confectionery; all you have to do is to lay in a stock

Building Up Confectionery Department

Guelph Grocer Tells How He Has Built Up Good Trade In This Line—Uses Silver Trays On Which To Show the Varieties, And Handles Only Quality Goods—Berlin Dealer Favors Women Clerks for This Department.

and display it properly and you will begin to pay dividends on your investment immediately. You have, you say, 300 families trading here. That means you are supplying approximately 1,200 people regularly, to say nothing of the transients. Now then, suppose only 200 of these bought candy from you and you made a profit of 10c per pound, you would have a weekly profit of \$20, if each customer bought a pound a week. This is a very conservative estimate, Mr. Blank, for, as you know, the average candy buyer buys much more than a pound a week, and your profit in the majority of cases is about 20c per lb. rather than 10c. Now, are you going to let this \$20 per slip away from you? Are you going to pass up this ready-made opportunity for increasing your profits? Take this line of chocolates, Mr. Blank, they will give you a profit of 26c per lb.; here's another that will net you 22c, etc., etc.

As a result of the above conversation, Mr. Blank purchased a stock of confections and is now making a handsome profit from the sales of this department every week.

Separate Confectionery Counter.

The confectionery department of the Park Provision Co., Park Ave., Montreal, is herewith reproduced. The neatness of the arrangement is its most attractive feature. Being at the right hand side of the main entrance, everybody who enters the store must see this tasty display and invariably if the customer has a sweet tooth they make a purchase. The grocer makes more on a pound of candy than a bag of potatoes. Which would you rather handle, Mr. Grocer? The photo gives the detail of the arrangement of this confectionery department very clearly, as one can see the pies and crullers, the chocolates and bonbons, the boxes of chocolates, the Easter novelties, the cookies and cakes and the bread and rolls. Thus, by selling everything of this nature in one department, many extra sales are made, as one article suggests another.

For instance, a customer seeing a nice cake will in all probability spy the chocolates just below them, and her mouth will begin to water for them, for there is nothing that a woman likes better than chocolates.

There is a big field for it among the trade the grocer now serves, and the above photograph will give one an idea how to arrange this department. Whatever one does he should get the best fixtures, sell the best goods that can be obtained, and keep the department **ABSOLUTELY CLEAN**. These rules backed up by an aggressive boosting will make this department a success.

During the past few years a very marked change has been witnessed in the character of the "candy counter" in the grocery store. For years grocers have handled confectionery. Formerly it consisted chiefly of candy sticks, bars, and a great variety of gross goods, and these were always displayed in the original cardboard boxes, or even barrels in which they arrived at the store.

But all this has changed. "Candy" has given place to "confectionery," and with the change a very marked difference is to be noted in the method and attractiveness of display.

A. J. Groom, of Guelph, Ont., speaking of the handling of confectionery in the grocery store, states that he has met with splendid success. To begin with, he is situated up in the dry goods and wholesale section of the city, where there are a number of working boys and girls, who run in for their 10, 15, or 25 cents worth of candy. Thus, from his situation alone he had a splendid opportunity to sell his goods.

Uses Nickel-Plated Candy Trays.

"The cost of upkeep," states Mr. Groom, has been little more than the cost of the trays in which the candy is kept. Only a short time ago I invested in a dozen nickel-plated candy trays, and I certainly feel satisfied with my investment. They sell two or three times as many goods as the old wooden trays used to do. In selling candy, the way in which it is displayed counts for everything, provided the quality is there to back up the display, and the nickel trays set it off in a way the wooden trays never were able to do. Besides, whereas with the old trays I had to display almost a whole pail of each candy at once, I now am able to keep my stock fresher and display a greater variety.

"I carry only a high-class line of confectionery. Most people, I believe, are through looking for cheap stuff, and now want something really good or else nothing at all. I make it a rule not to sell any cent goods, so that I am never troubled with children at school hours coming in for their 'one cent's worth of this or that.' Around Xmas time in particular I make a specialty of box chocolates, imported French fruits, English hard-boiled stuff in bottles, and other confectionery novelties.

Good Margins on Quality Lines.

"Profits on this quality of goods are much higher than on cheap lines, and

there is less difficulty in handling them. The margin varies greatly, but runs anywhere from 25 to 40 or even 50 per cent."

Turkish delight is one of Mr. Groom's best sellers. He states that a few years ago he used to buy only two or three boxes at a time, whereas now he buys a whole case every two or three weeks, and sells 7 or 8 cases during a season. This trade he has built up chiefly through neatness and cleanliness in display, backed by quality in the goods.

Mr. Groom handles confectionery only during a certain season, which runs chiefly from end of October to May. During the rest of the year prominence is given to fruits. He states: "We cannot pay proper attention to confectionery during the fruit season, so we cut it out altogether and devote all our efforts to fruit sales."

In connection with handling confectionery in the grocery store, the conclusion arrived at by Wm. Metcalfe & Co., of Berlin, Ont., is that confectionery should be left entirely in the hands of lady sales clerks. Mr. Metcalfe claims that it is a mistake for men to try to sell candy on account of being too awkward in making sales, and lacking the freeness of manner and suggestion peculiar to women.

In the Metcalfe store confectionery is sold on the basis that it is not only a delicacy and a luxury, but really a food. This argument is used very extensively in making sales and in talking quality lines. Cheap candies are completely avoided, and only purest and highest grades stocked. Through talking pure foods many sales of higher class goods than those asked for are made.

WASTED TIME.

A grocer hired a man capable of selling \$200 worth of goods a week. Bad management wasted half his time and he only sold \$100 worth a week. The grocer lost the profits on a gross annual business of \$5,200—\$100 a week.

When you hire a clerk, you simply buy a certain amount of his time, to be used as you direct. If you direct wrong, or he wastes part of his time, you lose. Time can be wasted in a thousand ways. Most of these are under the control of the employer.

Most of the waste of time is caused by bad methods controlled by the owner of the store.

Three Hours' Phone Sales Amount to \$800

Montreal Firm Shows to What Good Use the Telephone Can be Put—Newspaper Advertisements Run on this One Subject—A Night Manager Takes Orders—Form Used in Taking These Orders.

THE telephone offers the live merchant an open "sesame" for entering the house of hundreds of "hard-to-get-into-the-store" people. It is an avenue of approach that does not discriminate in favor of the larger store. It is a sales method that does not add to the overhead expense, yet by its intelligent use the live dealer is enabled to tell the story of the goods he wishes to sell, directly to the housewife without being interrupted or having her attention distracted by other attractions as is often the case when the customer comes to the store. The salesman can often get quicker action over the telephone than over the counter, thus cutting down selling cost. To get the best out of your telephone—to turn it into a producer—to make it a salesman for you—you will have to study it so as to be able to develop its "business bringability" to the highest degree.

Launching a Telephone Campaign.

After training their operators to handle calls intelligently, Goodwin's Limited, Montreal, adopted the plan of running a series of newspaper ads. Here is one of them:

The early Order Catches the Early

Phone your order in to-night if you like—through the Night Manager—or as early as 8 o'clock to-morrow morning.

If your order is received before 10 A.M., your order will be shipped on the noon delivery.

The following is another strong advertisement recently used by Goodwin's Limited, for increasing phone sales:

The Night Manager Can Take Your Grocery Order To-night.

He's here from 6 to 10.30 P.M. Then there's eight lines direct to Grocery Section from 8 o'clock in the morning.

Granulated Sugar, cotton sack, 20 lbs.96
Finest Creamery Butter, per lb.35
Pure Lard, per lb.20
3-lb. tins60
New Laid Eggs, guaranteed, per dozen30
Fresh Pork Sausages, per lb.15
Home Made Brown, per lb.15
Windsor Bacon, Boneless, per lb.30
Breakfast Bacon, per lb.36
Cooked Ham, per lb.37
Roast Pork, fresh, per lb.40

This plan drew the attention of the public to the telephone service while the

specialty priced articles draw sales. That this plan was a huge success it is only necessary to state that eight telephone salesmen sold \$800 worth of groceries in three hours one Friday morning. This was not an unusual thing but is the regular business that this firm has worked up by giving attention to the telephone system of selling. Their telephone trade is growing at a rapid pace, which is an added argument for intelligent operating.

Handling Telephone Credits.

As the telephone companies inquire very closely into the standing of their subscribers, their reports may be safely

taken as a basis for giving credit to telephone customers. This plan was used successfully by a large Philadelphia house recently. They advertised that credit would be given to all telephone subscribers in good standing with the company. While this policy of giving credit promiscuously has been successful in some instances, care should be used in extending credit.

Drumming Up New Telephone Customers

In calling up new customers, have some form to follow. Use sales talk that will convey the most information in the fewest possible words. For instance: First give the name, address, and tele-

Telephone
Uptown 4840
Adjusting
Bureau
for Calls,
Complaints
Etc.

Purch. Tkt. No.
Inspector No.
Goodwin's Limited
Montreal.....1912....

8.30	9	9.30	10	10.30	11	11.30	12	12.30	1	1.30	2	2.30	3	3.30	4	4.30	5	5.30	6
------	---	------	----	-------	----	-------	----	-------	---	------	---	------	---	------	---	------	---	------	---

Send to

Address

Near what
Cross Street Apartment

Cha'ge to

Address

38

Sales person to enclose

Instructions

SPECIAL.

DO NOT PAY MESSENGER ANY MONEY UNLESS HE PRESENTS OUR REGULAR C.O.D. BILL. | DO NOT DELIVER ANY PACKAGES TO MESSENGER UNLESS HE PRESENTS OUR REGULAR CALL SLIP.

Reproduction of form used for taking phone orders. Duplicate goes to the office for O.K. of the Credit Man.

phone number of the firm. Then the name of the salesman. Follow this with the suggestion that perhaps Madam would be interested in saving a few dollars. Then name over some specially priced articles and the order should result. However, if the prospect does not wish to purchase remind her that perhaps to-morrow she will want something and that the salesman would be delighted to save her a trip through the rain and mud, save her from the jam and crush of the street cars and street

crowds. Make the sales talk short and snappy yet pleasing and informative. For your success depends upon convincing the customer that shopping by telephone can be accomplished with less bother and worry than a trip to the stores with its attendant discomforts.

Form for Phone Orders.

Goodwin's, Limited, have a special form on which telephone orders are taken. It will be observed from the reproduction of it herewith that it supplies some splendid information about a new

customer in so far as delivery is concerned. There is a space for the name, one for the address and information on how to reach that address. This form is always made out in duplicate, the duplicate being sent to the office for the credit man's O.K. At the bottom of the form will be noted a request to the customer not to pay messenger any money unless he presents the regular C.O.D. bill and not to deliver any packages to messenger unless he presents the regular call slip.

Motor Delivery as Opposed to Horse System

Guelph Driver of Auto Claims It Can Do Three Horses' Work And At Cost of About 25 Cents Per Day More Than Each Horse—Saving Would be \$3.25 Each Day—Galt Merchant Refers to Advertising Value of the Motor Which He Recently Purchased.

By Chas. J. McFarlane, with J. A. McCrea & Son, Guelph, Ont.

All my life, more or less, I have been working with horses, until eight months ago my present employers purchased a motor truck. These last few years I have found horses expensive; feed is high, and harness, wagons, and the shoeing of horses make big repair bills. Taking horses—that is horse, wagon and all accessories, I figure that a horse and wagon costs the merchant \$1.75 a day without the driver's wages.

The firm that I am now delivering for with a motor truck have a large grocery, meat and china store, and I am able with the motor to cover as much ground as three horses. Of course, the firm also run two wagons for sections I cannot reach. We ran the truck eight months last year, through wet and dry weather, and gave it a most satisfactory test out. My truck is a twenty-two horse-power, two-cycle engine, and is run for a cost of about \$2 per day. That includes gasoline, oil, wear and tear. Trucks are only an expense when running, that is for fuel. The horses are eating whether they work or not. The truck I run is easily controlled and simple. It is not hard for a new beginner to master it, if he has steady nerves. It has a planetary transmission, two forward speeds and one reverse; almost any person can steer at first attempt. The electrical parts offer the most difficulty to a beginner. For instance, if you had a short circuit your car would be out of commission and you would not know how to go about fixing it.

From my experience I consider it better to train a driver who knows the city to drive the truck, rather than a mechanic who understands the truck, but

not the city, as so much time is lost by twice covering ground. As the roads are improved, all merchants will likely adopt this modern method of systematic delivery service.

—*—
VALUE OF THE AUTO.

For the past two months or more all delivery from the A. C. Macauley store, of Galt, Ont., has been by motor. Pre-

compelled to pay for experiences which will not be repeated. As compared with horse and wagon delivery system no definite conclusion as to maintenance can be arrived at owing to the shortness of the trial they have given the motor, but so far they feel very well satisfied with results obtained.

"Owing to the openness of the winter," he stated, "we have not at any time been prevented from running the motor on account of heavy snowfalls.

DELIVERIES LEAVE AT		
9 a.m.		3 p.m.
10.30 ..		5 ..
SATURDAYS		
9 a.m.	2 p.m.	7 p.m.
11 a.m.	4 p.m.	

Reproduction of card in the Macauley store, showing various hours for delivery.

vious to that time many of the Galt merchants had had their delivering done by a separate delivery firm, with whom they took out yearly or semi-yearly contracts.

From an advertising standpoint Mr. Macauley considers the motor truck a very great asset. With regard to expense he states that he has had the motor truck only a very short time, and as neither he nor his driver had any previous knowledge of driving or of repairing a motor, he has necessarily been

As an expense much will have to be judged from the depreciation of the motor, so that after a year's time we will be in a better position to make definite comparisons.

In connection with his delivery system Mr. Macauley has a card about 24in. x 14in. placed in a prominent position in his store, announcing the times for deliveries to leave the store. An idea of this announcement may be had from the accompanying diagram, which explains itself.

Writing Advertisements to Create Sales

Heading, Introduction, Design, Type and News Value of The Copy Should be Taken Into Consideration — Attention Must be Secured and Held Throughout if Best Results are to be Obtained—Are Rules of Too Frequent Occurrence?—Seven Canadian Advertisements Criticized.

ON the opposite page are seven newspaper advertisements of retail grocers. These have recently appeared in Canadian newspapers, all of them having been reduced more or less from their original size.

In considering the pulling power of a newspaper advertisement, there are a few things which should be given special attention, namely: the heading, the introduction, the layout or design, the type and the news value of the body of the advertisement. Other matters of less important consideration are the border and the signature. In combining all these things the aim of ad. writer should be to produce something that is strong enough to first attract attention; second, induce the reader to read it through; third, create a desire on the part of the reader to purchase and fourth, to change that desire into action.

In aiming to produce the final result, it is well to understand that the general attractiveness and the heading have to be carefully considered. Also there should be nothing about the ad. to detract from the part that is to produce the business. Fancy borders and rules must, therefore, be practically eliminated, the rules particularly. These seldom form any part of the attractiveness and there is certainly nothing in them to produce sales. White space is usually much more valuable than rules. A border or a heading design is only useful when it is appropriate to the occasion. These rules and fancy borders are quite often the work of the printer who should know better.

The effectiveness of an advertisement is often spoiled by several kinds of type. The ad. with one series—with of course two, three or more sizes of that series—is usually good to look upon. Lack of an attractive general design or layout frequently wrecks what would otherwise be good copy. With these points in mind, let us look at the advertisements on the next page.

F. R. Bailey & Co., Saskatoon, Sask.—This ad. has a fancy border. While it is not too objectionable, yet ad. critics would say a plain single rule border is better. Then it would in no possible way detract from the body of the copy. A number of rules will be seen here. With the exception of the box around "Ladies Skirts," could not the remainder have been eliminated? What purpose do they serve? With them out the extra white space secured would have improved the general appearance. The

heading "Easter Tidings," is fairly good, but is it strong enough? "The Place to Buy Your Easter Goods," or "Your Easter Wants Supplied," would probably have been stronger because either suggests more than "Easter Tidings." The remainder of this ad. is extra well written. The introduction is splendid; the sub-heads "Easter Specials in Groceries," "What to Wear on Easter Day," are happy selections and on the whole this is a good general ad.

The City Grocery, Estevan, Sask.—But for one thing this would have been a splendid advertisement. It is somewhat top heavy, there being too lengthy an introduction for the number of "Easter Specials" mentioned. The heading cut is quite appropriate with the rabbit and Easter lily and the dealer selling eggs to a customer. If the introduction had been cut off at the word "stock" and more of the goods mentioned with their prices, this ad. should have been more effective. Or if more space had been used to permit of a wider selection and something of interest given about each special—such as "Canned Chicken, Delicious for luncheon, per can, 40c." some good results should accrue. Readers will note how the absence of rules shows the ad. up strongly and attractively. This is probably the most attractive ad. of the seven.

Yerxa's, Fredericton, N.B.—Here is an ad. that stands out strongly. No one reading it could overlook the words "Onions, Canned Goods, and Fruits," and if they desired any of these the suggestions would create sales. Many grocers would possibly prefer a more general heading than "Onions," so that every reader's attention would be secured whether onions were wanted or not.

The rule question is one to be considered in this ad. Would it not have looked better if every rule had been left out? The extra white space secured would surely have helped the appearance and as these rules really perform no service why should they be there? Probably the only place where one is called for at all is above the words "A Few Good 25 Cent Bargains." This is because the type in this line and in "Pineapples" above are not much different in size. The printer too in this advertisement, has indulged in too many types. The heading of course should be in larger type than any of the sub-heads, but of about the same boldness as the signature. But both "Canned

Goods" and "Fruits" should be in same series of type as "Onions," but smaller size. Yerxa's have a splendid idea at the bottom of the ad., that is, giving a list of 25 cent articles. This is one variety of newspaper advertising sure to bring good results.

J. M. Belway, Rosthern, Sask.—The general appearance of this ad. is to be commended. It is practically free from rules and the printer has used good judgment in the selection of one type series. The space would probably have been used to better advantage had it been confined to one or two articles. It is scarcely large enough to tell about canned goods, candies, apples, bananas, etc., cigars and tobaccos and fresh oysters and celery. There is always the danger in trying to say too much, of saying too little. A strong ad. devoted to one particular line will bring the people to the store and that is the time to sell them the other goods. A general ad. often lacks the power to get attention; the reader does not concentrate, just the same as a passer-by does not concentrate on a window trimmed with many lines not associated. "Canned Goods" is probably not strong enough for a heading. Everyone knows a grocer handles canned goods. There should be more suggestion in the heading. For instance, "Home Supply Getting Low," followed by "Now That the Spring is Here Again the Housewife's Supply of Canned Goods Must be Running Short. We Have the Best of Every Variety," etc., etc., is a positive suggestion that should get more attention. This ad. is, however, well displayed and attractive.

R. H. Lithgow, Maple Creek, Sask.—Here is an advertisement with a splendid idea worked out well. The only trouble is that it is all introduction. Had it suggested a few actual cases where the 'Woman behind the pocket book' could have benefited by going to Lithgow's store the ad. would have been greatly improved. A few items such as "Canned Tomatoes, wholesome solid pack—per tin, 20," would have given special reason why the woman who buys the household necessities should go to this store for her canned goods. The illustration is appropriate but too large for the remainder of the advertisement. It is just as prominent, as far as size is concerned, as the ad. itself. It should have been smaller. The heading of this ad. is a particularly striking one, however, and should attract good attention, as should also the introduction.

Easter Tidings

The coming of Easter is a sure sign of the approach of warmer weather. To be prepared for it will save you much worry and hurry. Never have we been able to make a better showing of Wash Goods, Dress Goods, Ladies' White-wear, Boots and Shoes, and Clothing. A look will convince you of the superiority of our lines and good prices.

Join the Y and be one of the 1000 Y's ones.

PHONE 1098

EASTER SPECIALS IN GROCERIES

- Eggs, strictly fresh, per doz. 25c
- Old Gold Peaches, 3 lbs. \$1.00
- Hunt's Apricots, 3 lbs. \$1.00
- Strawberries, 2 lbs. 45c
- Cherries, 2 lbs. 45c
- Strawberries, 2 lbs. 45c
- 2 1-2 lb. tin Honey (pure) 50c
- Dairy Butter, per lb. 30c
- Oranges, nice large juicy 25c
- Apples, fine quality, 3 lbs. 25c

What to Wear on Easter Day

- Silk Ties for men and boys 25c to \$1.00
- Ladies' and Men's gloves, best quality \$1.50
- Men's or Ladies' Boots in black, tan or patent leather, button or lace \$1.00 to \$1.50
- Men's Underwear Hose 25c to \$1.00
- Ladies' latest novelty importations of face collars and linens \$1.00 to \$2.00
- Spring Overcoats for men \$15.00
- Ladies' Waists, latest styles beautiful materials and linens \$12.50
- Little Children's Dresses, dainty and very pretty \$1.50
- Men's and Young Men's Hats, newest styles in hard or soft wool \$2.50
- Ladies' Silk Hosiery 75c to \$2.00

BATH AND BEDROOM NECESSITIES

- Bath Mats, good heavy serviceable, 27x45 inches in tan and blue \$1.55
- Colored Turkish Towels, 15x19, fast dye strip down center, or in plain white 35c
- Colored Towels, good heavy non-sorbent quality, red and blue borders, stripes, down center, per pair 65c
- Sheets, ready made, good cotton, fine quality, plain weave, deep hem, 21x35 in. \$2.00
- Fine Bleached Cotton, good strong, suitable for sheets, or undergarments, sells regularly for 12 1-2c. Bailey's price per yd. 10c

Ladies' Skirts

A few only grey tweed skirts made of the very best material, good strong and durable; late styles and in various shades. Worth Regularly \$3.00. Clearing \$1.25

Dress Goods

Now is the time to get busy on your new dress for the Spring. We have a large line of Dress goods in all shades, patterns, grades and prices. McCall's patterns make up like the picture, they are so simple that any woman can make them and with our new lines of goods you can be well dressed at a comparatively small lay out in money. Get our magazine and advanced fashion sheets and samples of our new goods.

F. R. BAILEY & CO.

216-220 20th STREET WEST



Groceries for Easter

Holy Easter-tide and its grocery requirements have received the closest attention from this store. All the delicacies of the season have been carefully taken into stock. A great variety of Easter eggs and favors will be found here to choose from. As usual we have had in mind and paid the closest attention to the nature of the season. Ladies of all beliefs will find on visiting this store that their tastes and desires are fully catered to.

These are only a few of our Easter Specials

- Laird's Canned Chicken per can, 4lb. 40c
- Heinz Pork and Beans per can, 2lb. 25c
- Lamb's Tongue in glass, special 5lb. Honey, 3-lb. water, special, 50c

Lettuce, Tomatoes, Rhubarb, Bananas

The City Grocery

Fourth St. west Phone 7

ONIONS

Good Sound Stock. Free from Sprouts.

Large sized 4c lb., 8 lbs., 25c
Small sized 3c lb., 12 lbs., 25c

Canned Goods

Tomatoes 15c can	Salmon 14c and 18c can
Corn 10c, 3 for 28c	Peaches 18c and 27c can
Peas 13c, 2 for 25c	Pumpkin 10c can
Baked Beans 10c and 12c	Pears 18c and 23c can

FRUITS

Valencia Oranges 12c and 18c doz
Large Sweet Navel Oranges, 30 and 35c doz
Best Lemons 25 cents dozen
Large Grape Fruit 9c, 3 for 25 cents
Ripe Tomatoes 15c pound
Pineapples 13c, 2 for 25c

A FEW GOOD 25-CENT BARGAINS:

2 cans Campbell Soup 25c	7 cakes Yerva Soap 25c
2 cans Baked Beans 25c	6 pugs Ascopa Powder 25c
3 pugs Corn Starch 25c	1 lb. Cream Tartar 25c
4 rolls Toilet Paper 25c	1 lb. Pure Black Pepper 25c
5 lbs. Buckwheat Meal 25c	3 cans Lys 25c
6 cans Sardines 25c	12 lbs. Good Onions 25c
3 cans Old Dutch 25c	2 cans Peas 25c
2 15-cent pugs Matches 25c	1 can Corn and 1 Tomato 2c
1 pill Mooney Soda 25c	3 lbs. New Prunes 25c
7 lbs. Rolled Oats 25c	3 lbs. Evap. Apples 25c

Yerva's

Queen St., Fredericton. Tel. 327
To Trade With Us is to Diminish the Grocery Bill.

CANNED GOODS

Such as Sardines, Pork and Beans, Salmon, Lobsters and Corn. We also carry Pickles, Catchup. Also Tea, Coffee, Popping Corn.

CANDIES

We have quite a number of Xmas Bon Bons left over. To clear these we offer a reduction of

25 per cent.

Also have Chocolates, Mixed Candies and Velvets, Nuts of all kinds.

FRUITS

Apples, Bananas, Oranges, Grape Fruit, Lemons
Cigars and Tobaccos
Fresh Oysters and Calery

J. M. Belway
PROPRIETOR

CHOICE Confectionery

We have just received a fresh supply of Choice Confectionery in chocolates of different brands, also Creams, Milk Caramels, Nut Bars, Cocoa-drops, &c.

Besides the above we have C. B. Duchess and Lowney's chocolates in fancy packages.

FOLLANSBEE & CO.

THE WOMAN BEHIND THE POCKET BOOK is the customer we appeal to. To be sure she wants the best grocery staples and table luxuries; but she wants no overcharging for that "best." We're not a bit afraid of her, for the simple reason that our prices can't be beaten for same quality. As a matter of convenience we will call for and deliver orders at regular stated intervals, or in a hurry if you use the 'phone.

R. H. LITHGOW
Jasper Street.

WANT SOME GROCERIES?

New supply for the month, try

Copas & Young

For Quality, and their well known Low Prices.

NEW CALIFORNIA HONEY, per comb	20c
PURE NEW ZEALAND HONEY, 2-lb. tin	45c
C. & Y. BREAD FLOUR, per sack	\$1.75
FINEST GRANULATED SUGAR, 20-lb. sack	\$1.25
DR. PRICE'S OR ROYAL BAKING POWDER, 12-ounce can for	35c
MAGIC BAKING POWDER, 5-lb. can	90c
12-ounce can	20c
INDEPENDENT CREAMERY BUTTER, 3 lbs. for	\$1.00
NOEL'S OR HARTNEY'S JAM, all kinds, glass jar	20c
TRICKLER'S OLD COUNTRY MARMALADE, 1-lb. glass jar for	15c

PATRONIZE THE STORE OF THE PEOPLE.

COPAS & YOUNG

THE ANTI-COMBINE GROCERS
Grocery Dept. Phones 94 and 95. Liqueur Dept. Phone 1632
Corner Fort and Broad Streets.

Copas & Young, Victoria, B.C.—Over half this advertisement is taken up with flaring black letters which are not conducive to attracting much attention. Why the name should be inserted twice is difficult to understand, unless the ad. were written in a hurry and something was wanted to fill up. The name at the top should have been given over to a strong introduction which would have got the reader to go through the prices quoted. Is the heading of this ad. sufficiently strong? Would professional advertisers in a good magazine use such a heading for anything? It is the most natural thing in the world that people want groceries. We all must live and therefore we have to go to the grocery store. So the heading is superfluous. Taking it for granted that people want groceries, the object is to give them reasons why they should come to Copas & Young's store. Why not have used the words "For Quality and Low Prices" which appear farther down for a heading and followed up with "you will find our goods will give you entire satisfaction," etc. Or, "New Goods Always Give Satisfaction" followed by "We have just secured many new stocks of groceries for the month and a glance over the goods and prices below will be sure to bring you to our store." The best feature of this ad. is the list of new goods with the prices in a little heavier type. This is something which ought to appear in every retail grocer's ad. The rules here might easily have been omitted.

Follansbee & Co.—This is rather a neat little advertisement with a good heading—one that ought to attract some attention. It is not overly strong but yet has its merits. The introduction following up the heading is splendid because of the reference to the new arrivals of fresh goods. The word "fresh" from a confectionery standpoint is of a magic character. In this, as in the others there does not appear to be any particular advantage gained from the rules. The white space ought to be more valuable in making the matter stand out more prominently.

A WARNING.

Health Commissioner of New York City has issued a warning against "soap bark," or saponine, which the health department says is being used commonly in the preparation of soda water, in some kinds of soft drinks and in fillings used by bakers.

The health department has instructed the food inspectors to notify dealers that further use of the preparation will result in criminal prosecutions.

Attempt to Force the Dealer that Failed

Galt Retailer Who Refused to Be Told That He Had To Sell a Certain Tea And Introduced Another—Made Sure It Was of Just as Good Quality—Also Introduced Successfully Good Line of Rolled Oats With Better Margin Than Those He Had Been Selling.

That the retail merchant has the opportunity and power to create sales and build up a demand for any line of goods which he himself firmly believes to be worth selling is very strongly the opinion of A. C. Macauley, of Galt., Ont. Speaking with a Grocer representative, he stated: "Some time ago I was handling two lines of package teas, both very strongly advertised in daily papers, magazines and on sign boards everywhere, so that the consuming public were daily being brought face to face with the names of these two. It was not difficult to make sales in either line, and I had readily built up a fair tea trade without expending any great effort.

When the — tea traveler came around the next time, we had some slight disagreement, owing probably to mutual misunderstanding, and resulting in my refusing to place a further order with him. I decided to cut his tea altogether. He tried to tell me that I had to handle it; that it was so strongly advertised to the consumer that I would have to stock it in order to fill my orders, and thus I couldn't afford to be without it. My reply was simply, "Who says I have to stock it?"

Introduced New Line.

"To make a long story short, I cut out this line, introduced a new one on which there were larger profits for the retailer, and entered into the spirit of the contest so thoroughly that I switched practically all my customers. I now keep these teas only for two customers, who each use one half pound per week. From the day I quarrelled with that traveler to this I haven't bought a pound of his tea direct. I require now only a pound a week, and so simply exchange with another grocer."

Speaking of how he managed to change his customers over to this new tea, Mr. Macauley stated that in the first place he firmly believed that the new line was fully as good, if not better, than the lines he had been handling, although the retail price was unchanged. With this conviction he stood behind the new line, recommended it strongly to his customers, explained the whole situation whenever he thought it necessary, and gave his own guarantee of satisfaction with the new tea.

Explanations Carefully Made.

At first great care had to be taken, especially when children were sent to

the store. In such cases Mr. Macauley always gave what was asked for. In no case was a substitution made without an explanation, or an offer to accept returned goods if found to be unsatisfactory.

Thus little by little the customers at this store came to demand the tea the grocer recommended, although the lines formerly sought were very strongly advertised.

This is only one of Mr. Macauley's experiences in this line, and goes to show the uselessness of trying to force the retailer. In several other cases he changed his trade, but chiefly to lines on which there was a greater margin for the retailer, the new line introduced being in every case up to the standard of the old, in so far as he was able to find out. As an example, he ceased handling a line of matches which cost \$5.20 a case, and pushes sales in a line costing \$4.25 a case. Both retailed for the same amount.

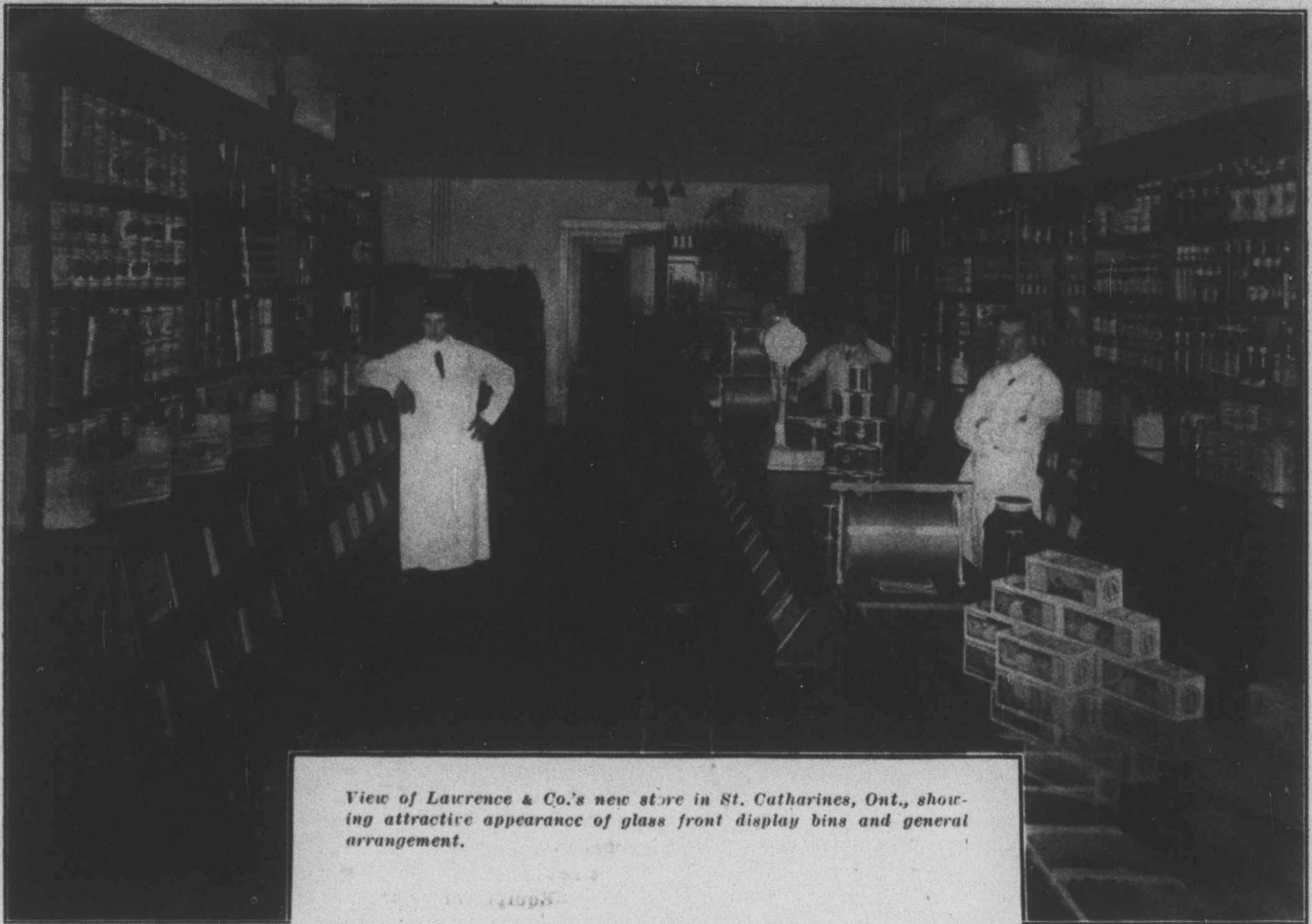
Again he cut out — and — rolled oats, both of which his customers were buying freely, and introduced — rolled oats, another brand. On the latter there was a much larger profit for the retailer. All were package goods of practically the same weight, and the retail price in each case was the same.

Mr. Macauley firmly believes in the flesh and blood power of the retail merchant to make sales, and states that a man can sell anything he chooses provided it is worth selling. He is a believer in co-operation on the part of the manufacturer, not on the use of the club.

VALUE OF A FOLLOW UP SYSTEM.

A mailing list backed up by a good method of recording enquiries and information likely to lead to new business, together with an effective follow up system, will enable a dealer to increase his turnover, and such new business, being of the most desirable variety, will be done at a profit considerably above the average realized in stores where such a policy is not pursued.

If a customer asks for an article that happens to be out of stock, his name and address should be obtained so that he may be advised when the new stock arrives. The retailer should also take advantage of advertising material supplied by manufactures.



View of Lawrence & Co.'s new store in St. Catharines, Ont., showing attractive appearance of glass front display bins and general arrangement.

Display Fixtures that Bring New Customers

Actual Instance Where Trade Was Attracted By Sanitary Display Bins—Silent Salesman for Confectionery—Meat Slicer, Electric Coffee Grinder, Computing Scales, Combination Refrigerator and Provision Counter, Account Register and Self Measuring Oil Tank Among Other Equipment in the New Lawrence Store at St. Catharines—How Delivery is Conducted.

THE old saying that "goods well displayed are half sold" is very true in the grocery store to-day. It was with this in view that Lawrence & Co., St. Catharines, Ont., fitted up their store with what they considered to be among the latest display fixtures.

This is a comparatively new firm—composed of A. L. Lawrence and Chas. Hawke—having opened for business just last August. Each of them had spent about nine years previously in a retail store. The establishment is equipped throughout with the glass front display receptacles, as will be observed in the illustration.

"We find that they are a splendid asset to the business," recently stated Mr. Hawke who strongly maintains that goods well displayed are half sold as referred to in the opening sentence.

"These fixtures certainly display the goods most attractively," he added, "as well as keep them handy, free from dust and dirt and are sanitary. We can

point to a number of instances where they have already been the means of getting us new customers."

"We have installed computing scales, a meat slicer, electric coffee mill, account register, self-measuring oil tank, and show cases for confectionery. Of course the first cost is large, but we think that in the long run it pays."

One of the planks in the platform of the Lawrence Store is that the stock must be well assorted rather than large. The endeavor is, the proprietors claim to give their customers quality goods at fair prices.

How Fruit is Shown.

On the left hand side of the store may be seen a fixture for displaying fruit which is coming more and more in use in recent years. This is the row of triangular shaped boxes at the base of the biscuit display bins. Samples of the different fruits in stock are shown and it is not necessary to use the oft-times

broken cases in which the goods come. Lawrence & Co. do not think the appearance of the store should be marred in allowing such to occupy prominent positions about the store floor.

Delivery Through Rear Door.

All orders taken are delivered from the rear door. This, the firm state, always gives plenty of room for customers to move about and allows them plenty of floor space.

All freight too, is taken in from the rear door. A large back porch or verandah with a concrete floor makes it convenient for doing this in stormy or rainy weather. Lawrence & Co. have a large bright store room about two-thirds the size of the main store as well as a good cellar with concrete floor for storing the canned goods, etc., under favorable circumstances.

Just how this store has been laid out to permit Lawrence & Co. giving good

(Continued on page 112.)



Interior view of the store of J. G. Hargraves & Co., of Winnipeg.

Winnipeg Business of 45 Years Standing

Store of J. G. Hargrave & Co., One of the Pioneers in the Big Metropolitan City of the West—Description of Layout of Present Establishment—Canned and Bottled Goods Grouped to Permit of Rapid Service—Equipment For Facilitating Sales.

A PIONEER grocery firm, of Winnipeg, is that of J. G. Hargrave & Co., Ltd. Some forty-five years have elapsed since the business was established and during that time enterprise and adaptability have succeeded in building up a valuable connection not only in the retail grocery trade, but also in the wholesale and retail wood and coal business.

The premises occupied by the firm, situated at 334 Main Street, are admirably suited to the requirements of the trade carried on by the company. The store, which is 185 feet in length by 40 feet, provides not only ample accommodation for the transaction of the grocery business, but also supplies space for roomy offices. The grocery department is well arranged and furnished, and is characterized by an orderliness which reflects great credit upon those in charge.

Canned Goods Carefully Grouped.

The side of the store to the left of the entrance is dedicated to the counter trade of the establishment. The wall at this side is lined with shelves to a height of about nine feet, upon which bottled and tinned goods are neatly grouped in accordance with nature of their contents. Packet merchandise also has a place on this shelving, while beneath it a number of bins afford storage for bulk goods. In the centre of this side of the store the shelving gives place to a nest of small rectangular drawers, in

which spices, peppers and similar lines are carried, while two tall mirrors are also inset at equal intervals, and afford grateful relief to the tier of bottled and canned goods displayed on the shelves.

A counter runs down the length of this side of the store, fitted on its underside with convenient drawers for the storage of staple lines, and affording storage space for shop utensils and stores. At the extreme end of this, immediately at the entrance, a glazed countertop show case exhibits effectively a selection of chocolates and candies. Self-registering weighing machines, parcel wrapping stands and an electrical coffee grinding machine are also provided, and are placed in convenient positions on the counter.

Bottled Goods in Cabinet.

On the opposite side of the store and near the entrance, a large glazed cabinet is located, in which a number of bottled lines are exhibited. This is a very handsome piece of store furniture, and provides excellent display facilities. It is fitted with swinging doors, having art-brass handles, and the glazing is arranged to give a mullioned effect.

In front of this, fruit is shown in display boxes. These are arranged on the floor of the store, and are easily accessible. To the back of these a three-tier biscuit display cabinet is located, while immediately behind the latter is the store manager's and cashier's office. This is enclosed by a wooden partition, and the

floor is raised a little above the floor level of the store. Beyond the office another biscuit display cabinet is placed, while against the wall are two refrigerators for the storage of dairy products and other perishable merchandise.

DISPLAY FIXTURES THAT BRING NEW CUSTOMERS.

(Continued from page 111.)

service and to eliminate work in delivering is shown by the drawing herewith.

It will be noticed that the store entrance instead of being directly in front is a little to one side. There is an entrance nearby to the stairway leading to the hall above the store, and so that the show window in the front would be as large as possible no further space was wasted for the front store door. The location of the wall cases and counters referred to in the drawing are to be seen in the photograph. At the rear of the counter is a large refrigerator with counter combined, which makes an effective silent salesman of provisions. The ceiling is of metal promoting further the sanitary character of the store.

Next comes the stock room. There is a stairway leading from this warehouse to the basement and a rear door to the porch above referred to. The porch roof makes it convenient to load the

THE CANADIAN GROCER

delivery wagons during inclement weather, and is highly valued by the firm. There is a space between the lane and the porch for the wagons to move about, and the oil house is also located here. In the front sidewalk is a chute leading to the cellar for coal, and in the rear is another for potatoes and other vegetables.

The Merriman Block, in which this

store is located, was built just last year, and no pains were spared to make it attractive. This in itself creates a favorable impression of the store. A good store front is a good advertisement any time.

Cleanliness a Feature.

In addition to quality in goods, Lawrence & Co. are strong on keeping a clean, sanitary store.

"We put special emphasis on keeping the store clean and tidy from front to rear," states Mr. Hawke, "and, while this takes a considerable amount of time, yet cleanliness has never before been appreciated so much." This firm are constant readers of The Canadian Grocer, and "find it of great benefit to us both as salesmen and proprietors."

Store Plans With Original Ideas

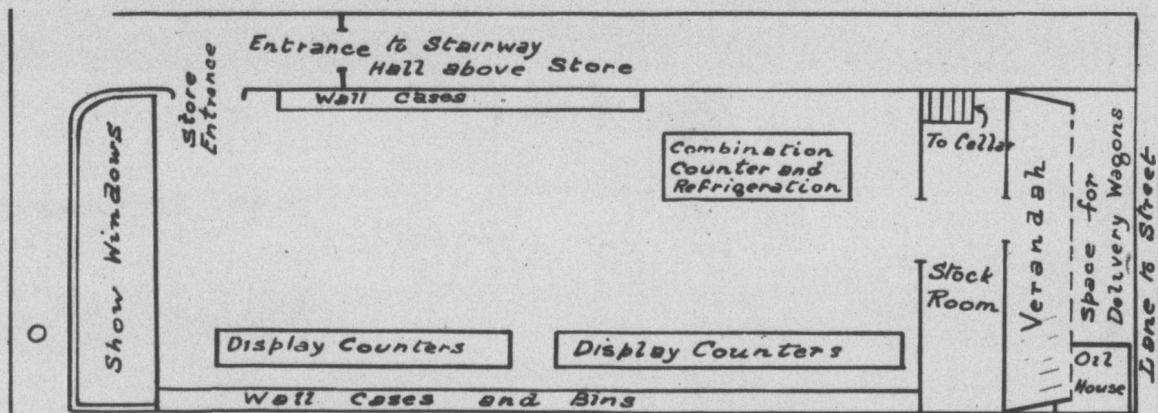
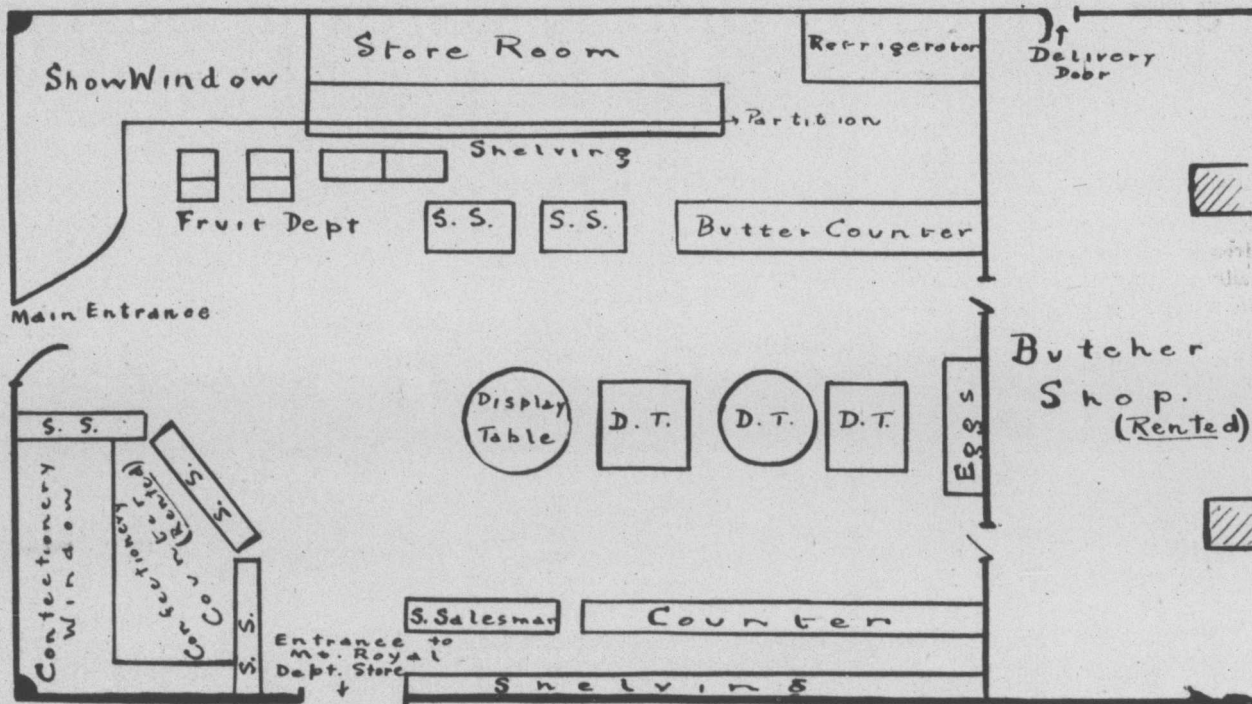
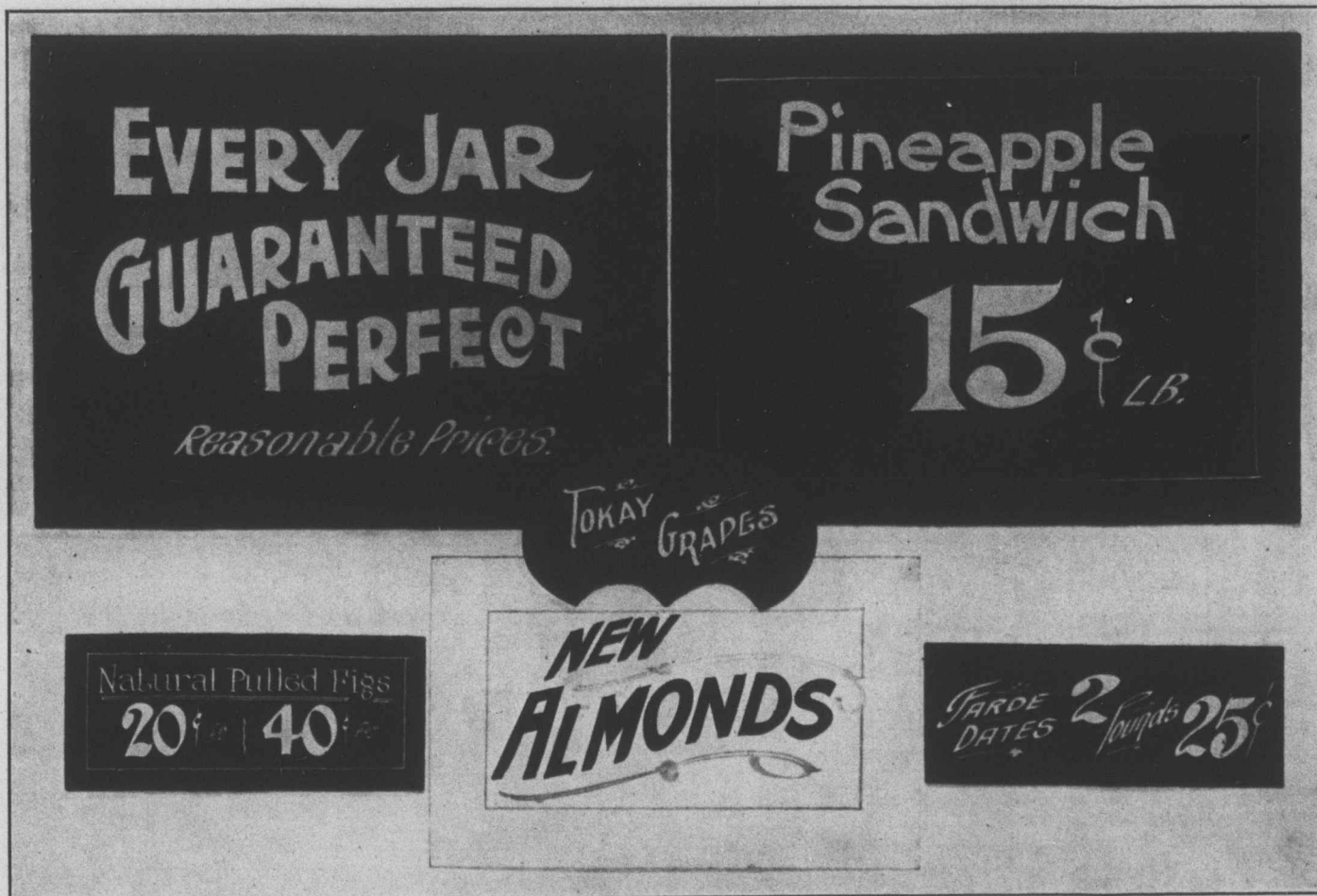


Diagram showing the layout of The Lawrence Co.'s store, St. Catharines. Verandah at the rear makes delivery easy in stormy weather. Note coal chute in front sidewalk.



Plan of the grocery department of the Mount Royal Store, Montreal, of which Arthur Poitras is proprietor. Mr. Poitras rents a corner to a confectioner and space at the rear to a butcher.



A bunch of neat and attractive display cards used by A. G. Bain & Co., of Hamilton. These are, of course, all reduced from their original sizes.

Part Played by Display Cards in Selling

The More Favorable Information the Customer Knows About the Goods on Display, the More Is She Likely To Buy—The Show Card Supplies This Information—Samples of Attractive Cards Used In Store of A. G. Bain & Co., Hamilton, Ont.

WHEN a window is attractively dressed with a number of jars of marmalade or preserved fruit, it gets attention and makes sales.

Supposing in the midst of that display there appears a show card, "Every Jar Guaranteed"—"Reasonable Prices," would it not get more attention and sell more goods?

Let us suppose, too, a window contains a neat arrangement of pulled figs. Next door there is the same arrangement, but with the addition of a display card, reading "Natural Pulled Figs," which will get the most business?

Apply the same reasoning to a plain biscuit display, and one with the same biscuits, but with a card reading, "Pineapple Sandwich, 15c lb.;" or a glass dish containing almonds and another with a card stating "New Almonds." Every reader will make the claim that where the informative card

is used there will be found the greatest number of sales.

Good Business Getters.

This has been the experience of A. G. Bain & Co., Hamilton, Ont., retail grocers, doing an extensive trade. Mr. Bain, who has been using attractive show cards as those appearing above for a good many years, claims that they are certainly helpful in making extra sales.

The Bain store works on the assumption that the more interesting and favorable becomes the information about any article to human nature, the greater becomes the desire on the part of human nature to possess that article. Thus is explained why more almonds will be sold when there is a card reading "New Almonds" than when the card is absent. The word "Farde," in referring to dates, may not be understood by everyone, yet from the fact

that it appears on the card the customer or passer-by is going to take a greater interest in those dates. "Natural Pulled Figs" would never be thought of unless a card explained their character.

Used Throughout the Store.

So this explains why Bain & Co. get value from these neat and attractive display cards. They are not by any means confined to the window displays, but wherever opportunity occurs are placed on displays in the interior—and there are many of these displays, because the firm believes in them.

The attractive display card certainly has its definite duty, and it should be more freely used.

If a salesman cannot sell cheerfully, how can he expect his customers to buy cheerfully?

STORE KINKS

Money-makers for the Retail Grocer.

Time-savers Tending to Better Service.

AN ATTRACTIVE DISPLAY BOX.

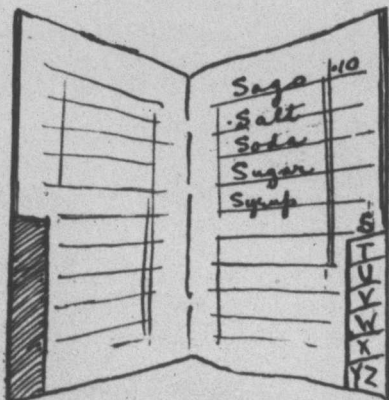
Just inside the front door of the store of T. A. Rowat & Co., London, Ont., is a small, red box shaped somewhat like a hopper used for displaying some seasonable fruit or vegetable. This box is painted a red color so that it will not escape anybody's eye.

During the winter, for instance, Mr. Rowat frequently showed cranberries in it and did away with the barrel at the front of the store. As spring approaches new rhubarb, lettuce, pineapples, etc., are displayed and sales are made every day from this box. The T. A. Rowat store is always attractive looking and this does not detract from the general appearance as an old barrel or ordinary unpainted box does at times.

A HANDY PRICE BOOK.

When the proprietor is absent from the store and a customer asks for an uncommon article, how can the clerk determine the price? He has no access—in the majority of cases at least—to the invoices, and even then he would probably be at a loss to know just how much to add to invoice cost.

To cover this point D. W. Clark, a Toronto grocer, uses a small Price Book which is hung on a nail behind the counter and handy for all clerks. This Price Book is simply an ordinary pass-book indexed in alphabetical order as indicated by this illustration. The selling price of an article may be found



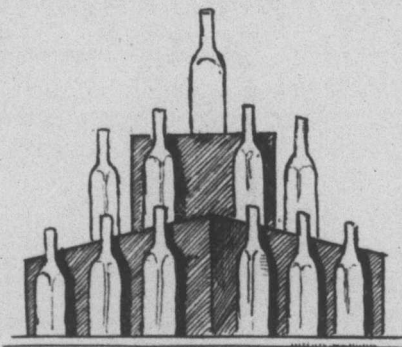
This illustrates how Mr. Clark's Price Book is Operated.

here without unnecessary delay in consulting the proprietor.

Mr. Clark finds this a handy little book which the clerks use quite frequently, and it is valuable because it acts as a preventive against guesswork—over or under charging.

A CHANGE FOR THE TOP SHELF.

E. McCance, a grocer on Ross St., St. Thomas, Ont., has a unique method of displaying goods on the top shelf.



This Arrangement ran all along the top Shelf.

Like many other grocers, he tries to get away, occasionally, from the usual pyramid display of canned goods on the top shelf and to have something a little different.

His display on this shelf is represented by the accompanying illustration. He sawed a number of boxes in two from corner to corner, each box making two pieces, for the bottom of the display. The top piece is made from a smaller box sawed in two straight across.

Mr. McCance had each piece of box covered with red cloth and he displays bottled goods, etc., against and on top of them as shown by the design.

SIMPLE BAR SOAP CUTTER.

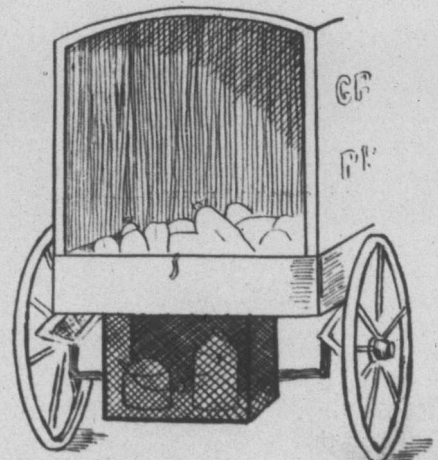
In the average grocery store it is often found necessary to cut up bar soap to suit the demands of customers. Some of the bar soaps cut readily enough with an ordinary knife, but with others great difficulty is presented owing to the

flaky nature of the soap, or to its tendency to break up into irregular shaped, unattractive looking pieces.

A. C. Macauley, of Galt, Ont., has successfully solved this problem. In his store he has a soap cutter which consists in practically nothing more than a board about 12 x 6 inches, a thin but strong, flexible wire attached at the centre of one side of the board, and a handle on the end of the wire. The process of cutting is simple. He places the soap on the board but under the wire, and by drawing the wire down makes a clean straight cut with very slight exertion.

FOR CARRYING COAL OIL.

Every grocer who handles coal oil knows the care that must be exercised to prevent it from damaging other goods in delivering. John Diprose, of London, Ont., has a method which prevents this damage. It is a strong wire cage fastened on to the bottom and rear of the delivery wagon, as represented by the accompanying illustration. It only costs about \$3.50 to have the cage put on, and on one of the wagons it has been there for 5 years. Prior to the cage idea, the coal oil cans were carried in the front and there was always trouble from the oil splashing over the dashboard, the driver's clothes and sometimes the goods.



Cage under delivery wagon keeps coal oil away from all other goods.

DISPLAY CASE FOR TOBACCO.

The accompanying illustration shows the method employed by John Kelly, of Woodstock, Ont., to keep tobaccos in the store and at the same time keep free from contact with other goods. The device is simple, and consists merely of a section of the shelving partitioned

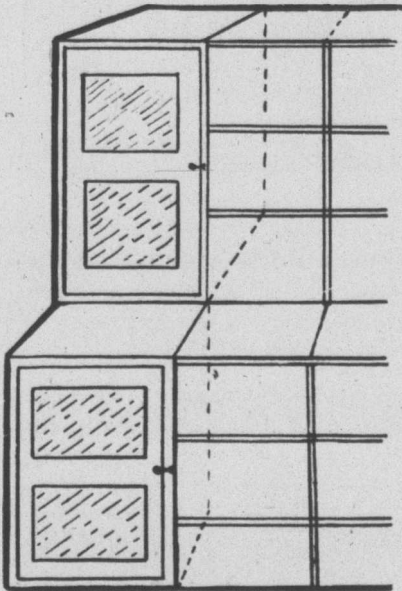


Diagram Showing Tobacco Cabinet in the shelving of Jno. Kelly's Store in Woodstock.

off, and closed in in front by a glass panelled door. Through the glass panels the tobaccos may readily be seen, so that a purchaser does not hunt all over the store for tobacco. Mr. Kelly values the device chiefly because it lends an appearance of cleanliness to the store which, he claims, is not always to be had when tobaccos are lying exposed on an open shelf. In addition to this, he finds that there is less evaporation and less giving off of odors to the other goods.

RAPID-FIRE PLAN OF FILLING ORDERS.

In the store of D. W. Clark, Avenue Road, Toronto, probably more than 90 per cent. of the business is done over the phone. These orders are taken on counter check books by young women in the office which has been built as a gallery at the rear end of the store. They are quickly passed down to the sales staff.

Mr. Clark's store is a busy one and methods must be adopted to get the orders filled as rapidly as possible. His system is to have himself or one of the clerks take charge of these orders and call out the goods to be put up ready for delivery. One clerk gets this article, another that and so on, so that in a very short time a lengthy order is ready for delivery. The rest are just as speed-

ily filled. This plan cuts out considerable waste motion, as each clerk gets the goods called for that are near the portion of the shelving or store assigned to him.

The time at which each order is sent in is placed on the check book. By this plan no customer can insist that her goods were ordered sooner than they actually were, and it prevents any lengthy dispute.

The delivery men have their routes all mapped out for them, so that driving is reduced to a minimum and best possible service is given.

• • •

STRONG QUALITY TALKING AD.

Here is a neat little newspaper advertisement used some time ago by a Sackville, N. B. grocer, giving a convincing talk on quality. The heading is particularly strong, appealing as it does, to the higher nature of the housewife—from the standpoint of good foods—and it naturally would be widely read. An advertisement such as this helps in the building up of a business and

day, and in some cases, if they omit one payment of this kind I shut off their credit.

“At first some of them considered this a very rigid method of doing business and were inclined to object, but they soon came to realize that it was much easier to make payments as they went along and were more inclined to keep on dealing with the merchant with whom they could not run into great debt.

“With property owners and salaried customers, methods employed are not so rigid, but every account is rendered at least every three months, and I always make it a point to see that these are paid when sent out.”

• • •

TAKE CARE OF THE HORSES.

The condition and appearance of the delivery outfits have a more important bearing on the business than is generally credited. Customers who seldom come to a store judge a dealer by the look of the delivery rig that stops at their doors. The general public which sees the rigs passing in the streets are

You "Can Afford" the Best on Your Table—and You Cannot Afford Anything Else

For the difference between the best and the next best in eatables may, occasionally, be as great as the difference between good food and poor food. Economy is a great asset in any household—but it should be the sort of economy which prefers to spend a few dollars extra (if need be) each month for food stuffs, rather than pay doctor's bills. Not that good food is high priced. A grocer satisfied with a small profit will sell you good food as cheaply as another grocer will sell you the things you ought not to buy at all.

TURNER BROS. Main and York Streets

Newspaper ad. of small dimensions, but of strong character.

the creation of a store reputation, and more like it should tend to raise the standard of goods sold as well as of the grocery business.

• • •

CREDIT LIMIT ON CUSTOMERS.

Fred Millman, of Woodstock, tells of his system of preventing long credits as follows: “Most trouble in the credit system is caused by men who work either by the day or week and receive their pay twice a month. These men have very often no property behind them, and if they go down, have nothing which you can seize upon to make up for your losses.

“For this reason I keep strict tab on all, all non-property owners in particular. For these men I set a credit limit of \$10, and if they allow their accounts to run beyond that amount, I simply insist upon all purchases being strictly cash until the old account is straightened up. Whenever possible, I try to get these men into the habit of paying their accounts directly after every pay

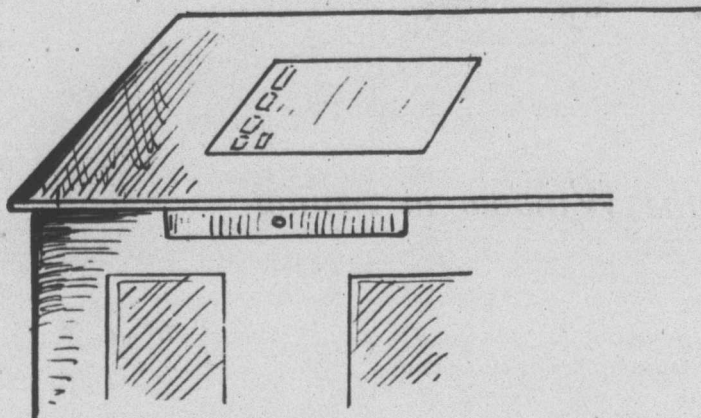
either attracted by their neat appearance and well conditioned horses or are repelled by dirty wagons and poorly groomed horses. A good horse well kept, with a neat set of harness and a clean delivery rig well painted, will always attract the attention of the public, and if the name and address is prominently displayed will be a pulling ad. for the store. It pays well to keep the delivery outfits up-to-date, for they are to the “stay-at-homes” what the window and interior displays are to those who pass or enter the store. The delivery rigs should be washed every day and careful drivers employed. One runaway will pay for an efficient delivery man for a long time. Taking care of the delivery outfits will cut down repair expenses.

A new kink now used in the large cities where apartment houses are in vogue is to have the name and address painted on the top of the wagon cover, as well as on the sides. Thus, those living in the upper apartments can readily see whose delivery wagon it is.

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GLASS INLAID IN COUNTER.

A rectangular piece of glass inlaid in the top of the counter under which may be shown goods of various kinds, is one of the 'wrinkles' in the Peebles-Hobson store in Hamilton, Ont. A couple of these are to be found in the main counter where customers give their orders. The accompanying illustration represents the rear of the counter. A drawer pulls out from under the glass, the goods are



Drawing illustrating glass top on the counter for showing goods.

placed in it and shoved back into place, so that anyone standing in front of the counter cannot fail to see them through the glass. Mr. Hobson usually has toilet soap displayed and quite frequently sales result.

A VALUABLE BOOK FOR BUYERS.

Much confusion and misunderstanding can be eliminated by adopting the form illustrated herewith for recording all purchases. The form is perforated for insertion in a pocket loose leaf book—the size of the leaf is 4 inches wide by 7¼ inches long, which is just the right size for carrying in the hip pocket. This book is so convenient that the buyer can carry it with him anywhere and in case he makes a purchase it is recorded in the book, not in the memory to be forgotten ten minutes after. Wherever the buyer goes he carries this record book and whenever a purchase is made it is recorded in the book. The forms are in duplicate and as soon as purchase is made one form is sent to the office while the buyer keeps the other on file in his book which is indexed for further convenience. Thus the buyer has no excuse for duplicating purchases. Whenever a salesman offers anything the buyer looks up these records to see if he has purchased, and if not, makes his purchase which is then recorded on the form and filed in the book. This system is used by the grocery department of Goodwin's, Limited, Montreal. The buyer keeps on file in the book, a record of the stock of each article sold in the store. Thus this record book gives the buyers defin-

ite information at any time. Records of quotations are also kept in this handy book. The information which it gives the man who uses it is indispensable and saves a goodly amount each year for the firm. It also prevents disputes from returned goods or on prices.

HOLD DAILY CONFERENCE.

Every morning the salesmen employed in the grocery department of Good-

specialize on some part of the work to be done. For instance, one man is kept doing nothing else but weighing up butter. He becomes very expert at this and eliminates a lot of waste from down weight. At the morning conference this man demonstrates how to weigh butter and shows the other clerks the waste that he has been able to eliminate. Another man is an expert at cutting bacon and cooked meats, another in selling biscuits, another in selling canned goods; each man tries to become an expert in some one thing so that he can show his fellows something they didn't know when it comes his turn to talk at the morning conference. This idea is an admirable one for developing a "pull together" spirit. It's a winner.

KEEPING CUSTOMER IN GOOD HUMOR.

In these days of keen competition it is imperative for the grocer to keep the good will of his customers if he is to continue in business for any length of time. The best method to keep the good will of the customer is never to give cause for complaint but with the growth of the business the dealer is sure sometime sooner or later to suffer from the insolence or incompetence of some one of his employees. To overcome and forestall any dissatisfaction on the part

win's, Limited, Montreal, have a fifteen minute conference. At this conference ideas for development of the department are discussed. Every morning, in regular turns, one salesman gives a demon-

Order No..... Dept..... Date.....
 To
 Address
 When Ship..... How Ship..... Cancel After.....
 Terms..... Transportation.....

Style No.	Quantity	Description	Price	Total
Buyers Signature Total Total Amount at Selling				

Purchasing form used by Goodwins, Ltd., Montreal, Que.

stration or talk on the best way to do a certain thing. The idea permeating this department is that each man should

of his customers from this source a large Grocer in the city of Buffalo, N.Y., has
 (Continued on page 123.)



Power of the Window in Selling



Too much cannot be said about the selling power of good, strong, attractive window display. On it depends a great deal of the success of the aggressive retail dealer.

The passerby gauges the store interior from the window. A good window is often, therefore, the means of bringing in new customers.

In a number of the succeeding pages will be seen some attractive displays that have recently been shown by Canadian grocers. One of them in particular is well worth reproduction at the present time by any dealer who has a stock of house-cleaning articles. The house-cleaning window has secured good business, and has been a good permanent advertisement for the merchant who showed it. The others are good windows that could be used at any time.

Some men say they haven't time to look after their windows properly, and give this as an excuse why they do not have better displays. But if the windows actually sell goods—and this has been proven by every grocer in the business at some time or another—then there is not much foundation for the excuse.

Some firms have even found it profitable enough to employ one or more young men to do nothing but dress windows. They either sell enough goods from their windows to pay the window trimmer, and at the same time have a profit themselves or they find that good windows are splendid advertisements to get the people into the store.



2

Display of Package Teas Made Effective

Window Trim Designed to Bring Results—Concentration All on One Line of Goods—Symmetry a Strong Feature—Palms and Drapery Lend an Eastern Touch Quite in Line With Idea of Teas.

Upon examining the accompanying window trim, four features are most apparent. In the first place, only one line of goods is shown: second, the display is symmetrical throughout; thirdly, samples of the goods in bulk are shown and price of each clearly marked by prominent price cards, and lastly, by the introduction of the palms and the drapery at the top in the background an Eastern effect is produced which proves quite in harmony with a display of tea.

The display was one arranged in the store of the Acme Co., of Edmonton, Alta.

Perhaps one of the strongest features about the trim is its oneness of purpose. The whole idea is to display tea and to that end everything in the window lends itself. Only such foreign articles are introduced as will lend to the attractiveness of the display, but not detract from the main idea. Best window critics claim that displaying only one line of goods is a big feature in window trim-

ming as it draws the undivided attention of the passer-by and centres it on the one line being shown.

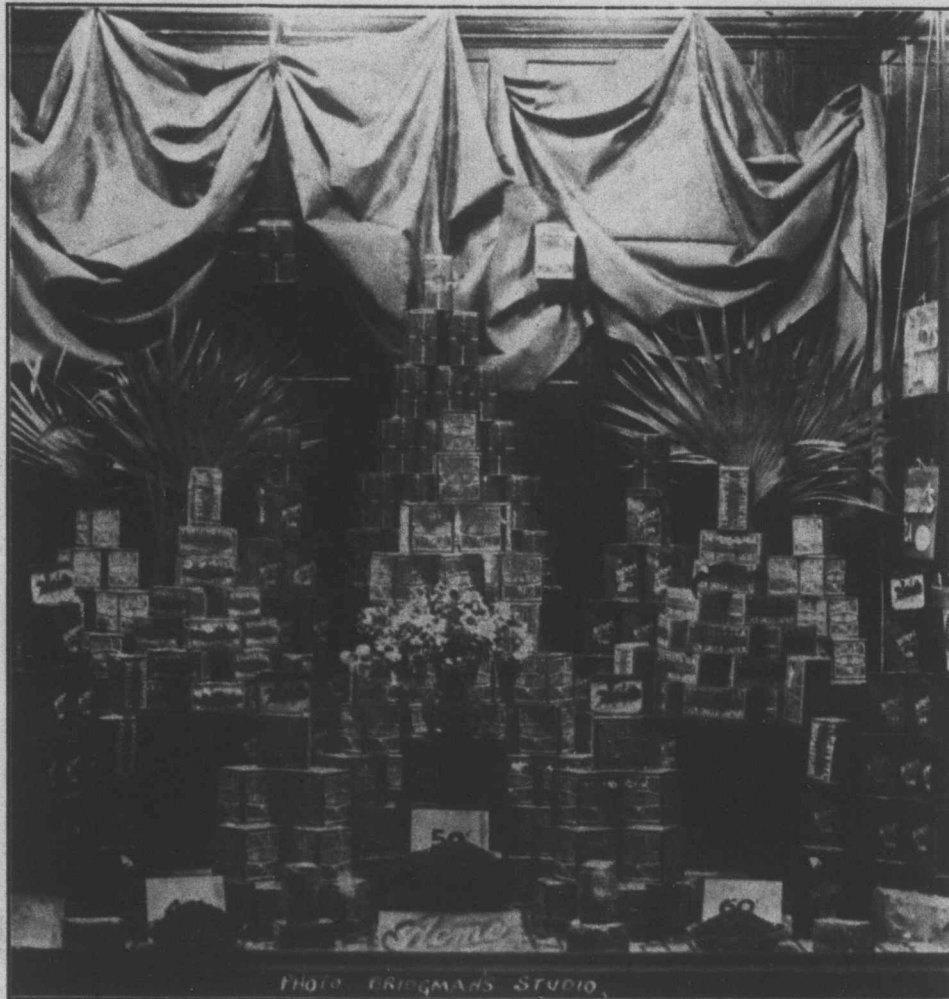
Then the display as illustrated herewith is thoroughly symmetrical. The pyramid form of display which is always attractive lends itself freely to symmetry. Each pyramid of packages of tea is balanced by a corresponding pyramid on the opposite side of the window. The one palm at the one side balances the palm at the other. Dishes of loose tea placed in the bottom of the window in the foreground are placed at corresponding distances from the central dish in the rear. And so the whole display could be gone over and found symmetrical throughout.

By displaying some loose tea of each of the three grades, passers-by are given an opportunity to examine these, compare them with each other, and if they know anything about teas, form some opinion as to the quality of each. The prices arranged in large bold letters and

shown in black on white cards at once draw attention to themselves whether sought or not.

Last of all the introduction of the palms and drapery, while lending very materially to brightening up the whole window also, present an Eastern effect which is right in line with the idea of teas. The flower placed in the centre of the window has the effect of brightening up and attracting attention, but is not enough in itself to detract from the display as a whole.

Such a window shows what can be done in the way of making an attractive display out of package goods. The tea shown in bulk also heightens the value of the display notoriety through its attractiveness, but also through giving customers something from which an idea of quality may be derived. The whole window is designed to make sales through its attractiveness, and not to be simply a thing of beauty, and judging from results it did make sales.



An attractive package pound tea display shown by the Acme Co., Edmonton, Alta.

PHOTO ERISMANS STUDIO

House Cleaning Trim That Created Sales

Young Salesman Who Trimmed It Tells How It Will Be a Permanent Investment—A Believer In Showing One Line Or Associated Lines—Display That May Be Used To Advantage In April or Around First of May—How It Was Arranged.

Written for The Grocer by Bruce McDougall, Ingersoll, Ont.

A FEW weeks ago the writer trimmed a House Cleaning window which has certainly been a paying investment for the store of F. McDougall. The accompanying illustration shows pretty well how it was arranged but probably a brief description added will be still better.

A row of bottles of furniture polish were placed in the front on a little slant toward the central point. Behind this row were packages of washing powder with tins of small and large floor dressing, and bottles of liquid ammonia placed alternately. The central feature is three large galvanized tubs facing outward with a pyramid of cans of a pan cleaner in the centre. On either side is a pile of package ammonia arranged so that the corners and sides face out alternately.

AN APPROPRIATE DISPLAY.

The middle of April has passed, but there are still splendid chances to get good business from housecleaning lines. From now until the end of May, housewives will be in the midst of their cleaning up campaign and as first of May is universally known as "Moving Day," there will be many different housecleaning lines required. This window by Bruce McDougall, with F. McDougall, of Ingersoll, Ont., is a splendid suggestion. Try it or some other before the end of the month. Results are sure to follow.

An Original Background.

Again flanking the ammonia were bundles of brooms and pyramids of a cleaning powder. The fence in the background was made of mops attached crosswise to a horizontal pole. Three washboards were hung up on the top bar and lower down are shown five reed mats with a broom between each. From the top of the window hung long ceiling brooms and to the extreme right and left were large clothes baskets.

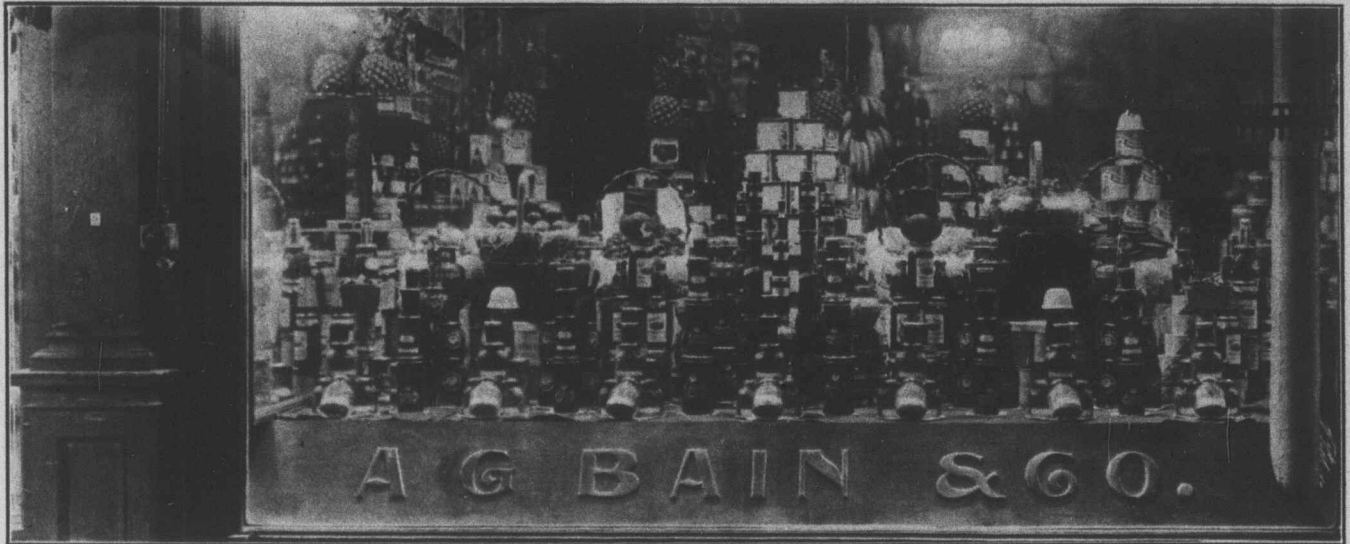
In arranging this window it was my endeavor to have the display symmetrical, because I believe this holds the attention much better.

Only house-cleaning lines were shown. It is my contention that a good window should contain one line only or associated lines. The latter applies to this case. When a woman looks at such a



From now until end of May is good season for housecleaning lines. Above window could be used with profit by almost any grocer at present time.

THE CANADIAN GROCER



Above is one of the appetizing windows regularly shown by A. G. Bain & Co., Hamilton, Ont., dressed by O. S. Holmes, a salesman. These windows are good sellers, as is evidenced by the fact that it sold 25 jars of a 50 cent delicacy, as well as other goods.

display she must concentrate her attention on house-cleaning goods. She cannot divide it among preserved fruit, cooked ham and washtubs, in which case our chances of a sale would be practically spoiled.

Good for Future Business.

The window brought results. A day or so after the window was in, for instance, I overheard a woman remark to one of the other clerks that she had noticed tubs and clothes baskets in it and inquired if we handled them all the time. She didn't know before that we kept such goods, and being a good cus-

tommer she knew where to order next time she required a tub or basket. Thus the display will be a permanent asset. A few days afterwards we received her order for a tub. It is much the same way with brooms. Customers know we sell brooms, but at the same time a display aids them in remembering that a new broom will be required for the spring house-cleaning.

What attracts the people to the main streets in the long spring and summer evenings? It is the attractive appearance of the windows and store fronts lit up by electric signs and lights. The public want to see the things and it

is up to us to make the windows so artistic that the people will be attracted.



Method is like packing things in a box; a good packer will get half as much again as a bad one.

• • •

Your body is the engine, your intellect provides the "train orders," and the road bed; your desire is the steam in the cylinder, but your will is the engineer who opens up the throttle and actually makes progress possible over the road to success.



Here is an attractive fruit display made by P. Frank, corner Church and Carlton Streets, Toronto. With the fresh fruit season gradually coming, some good ideas can be secured from this.

Figure Profits on Selling Price or Cost

Letter From Alberta Man Asking For Reasons Why Selling Price Should be the Basis—Reason Appears to be Because Total Cost is Never Known When the Merchant Decides on His Selling Price—By Basing Profit on Selling Price He is Always Safe.

The Editor The Canadian Grocer:—

Re figuring cost on selling price.—Although we have left the retail business so far as ownership is concerned, we are still interested in those questions which vitally affect the retailer's progress, and shall consider it a matter of much courtesy if you will answer our questions. We used to read articles pertaining to figuring of profits and expenses which constantly appeared in The Canadian Grocer with great interest, and just now are endeavoring to enlighten others in respect to them. Will you, therefore, be good enough to tell us why profits should be estimated on the selling price, and how the percentage of expense is figured.

The fact that merchants price their goods according to their own judgment without any definite or universal standard, appears to us to frustrate the principle which is declared general by many writers.

If an article which is usually sold for \$10, and which produces a profit of 25 per cent. is sold by another for \$12, and their cost of doing business is the same, surely the extra \$2 is clear profit in excess of legitimate profit, entailing no additional capital nor expense? If the gross profit in the first instance is 25 per cent.—\$2.00 on an outlay of \$8.00, apparently the exorbitant figure gains a profit of 50 per cent., or \$4 on the same amount? If in the first case you estimate the profits and costs of doing business on the selling price, \$10, why in the second case should you figure the profits and cost on \$12 when the capital invested and the system generally is identical? We shall be exceedingly obliged if you will assist us in the computations of these matters.

Yours truly,

ARNOLD BROS.,

H. Arnold.

Black Diamond, Alta.

Our standpoint is that while it is correct to figure profits on costs, it is not practicable, and figuring profits on the invoice cost leads many a merchant into thinking himself much better off than he actually is, and that the only safe method of calculation is on selling price or turnover.

What Cost Includes.

In a merchandising business to obtain the actual cost one must add to the invoice net cash price all items of expense such as interest, freight, cartage, rent, light, wages, salary for proprietor, depreciation, bad debts, etc., all of which have to be reckoned on in holding and turning over goods, and which show the actual total cost of doing business. The difference between the amount paid for the goods plus the handling of them and the selling price constitutes the profit.

But it is not practicable to figure on this basis. No dealer knows absolutely what the cost will be until the goods have been sold and the money collected. The matter of interest on outstanding accounts and bad debts, as well as the length of time goods are held in stock, together with their depreciation in value are always uncertain elements until every cent of the sales are in the merchant's cash register. When this result is obtained he can figure out his rate of profit on the actual total cost if he so desires, but he could not so figure in advance with any degree of accuracy.

The Only Definite Basis.

The uncertainty of what the actual total cost will be affords no safe basis for figuring in advance what the selling price should be. One should have some good, sound basis. The invoice cost would not do, because that is only a part of what has to be paid out in disposing of the goods. The total cost would not do, because that is never known until the last article leaves the store, and an inventory is taken at the end of the year. The only sound, practicable method, we submit, is, therefore, to figure from the selling price or turnover.

The total cost, as above stated, cannot be estimated in advance, but it will be found in almost every case so far as the retail trade is concerned, to be much nearer the selling price than the invoice price, and if an arbitrary basis is to be decided upon, then what is approximately nearest should be selected—which is the selling price. The percentage ascertained by calculating on the selling price is safest for the dealer because he is certain if he adds a reasonable advance he is at least making as much as he calculated. On the other hand if he works on the invoice cost, he never makes the profit he thinks he does, and is sure to be disappointed at the end of the year, because he is looking forward to his profits on the basis of his year's turnover.

Figuring Backward on Cost.

If the merchant finds at the end of the year he paid \$10,000 for goods and it

cost him \$2,000 to cover all overhead expenses, and he received \$14,000 in sales, the inventory of goods on hand being the same, he knows he has made a profit of \$2,000. The profit percentage can then be figured on the actual total cost, which was \$12,000, being 16 2-3 per cent., and this would be absolutely correct. If figured on the invoice cost of \$10,000 the percentage would be 40 (which would be greater than made) and if figured on the turnover of \$14,000 it would be 14 2-7 per cent., or at less than actually made.

This shows in a striking manner the danger of figuring profits on the invoice cost. The inference might fairly be drawn from the above that a merchant who has been in business for longer than a year could easily discover what his business cost him during the previous years and add the percentage to the invoice price to obtain the cost price. This would be approximately much nearer the actual cost than figuring on the basis of either invoice cost or selling price. But as the cost of doing business and volume of business are not fixed quantities it could hardly be considered as the absolute cost.

Thinks of Margin on Sales.

Ask a merchant who has on a certain day had cash sales amounting to \$100, what percentage of profit he has made, and he immediately thinks of the profit on the sales. The cost of buying and marketing these goods is not known to

him, or considered by him at this time, so that the only definite basis is the amount of the sales.

We would like to emphasize the importance of safety in business. Our correspondent will, we have no doubt, discover there is a great element of safety in calculating profits on the sales which, as a rule, if he will allow us to repeat, affords a margin of safety over and above the expected results.

The Grocer would appreciate hearing from Mr. Arnold again or, in fact, any other member of the trade.

A reply to this letter from anyone would be interesting, and no doubt appreciated by readers who are making a study of this important question. The science teacher's contention was, of course, that profits should be figured on cost.

KEEPING CUSTOMER IN GOOD HUMOR.

(Continued from page 117.)

adopted the plan of calling regularly on his customers at their homes to inquire if they have any complaints to make regarding the service his store is rendering them. In this way this live grocer is able to nip in the bud any dissatisfaction among his customers. He does not allow it to rankle in the breasts of his customers until they have ceased to deal with him, but by going to them and making these inquiries he cements the relations of the customer to his store for all time.

WINDOW DISPLAY AND NATIONAL ADVERTISING.

To develop added interest in his window displays, a Montreal grocer adopts novel and original ideas and pursues the following plan. Whenever he can he displays a line that is being Nationally advertised, but before putting the display in the window he writes to the manufacturer and gets from him proofs of his national ads. as they appear in the current magazines. If these cannot be obtained, the grocer watches the current publications and clips the ads., but it is nearly always possible to get them from the manufacturer. These ads. are pasted on a billboard which is set up outside the store right near the window. Across the top of this board which is about 3 x 2½ feet, are the words: "We Sell Advertised Goods. Here Are the Ads. In the Windows Are the Goods." In the window is seen nothing but the article advertised and neat cards are used to tempt the consumer inside the store. Clever ideas like this win trade and give your store a personality which is a great factor in business development today.

Sanitary Store as a Business Producer

Berlin, Ont., Firm Insist on Advanced Methods for Keeping Things Clean—Salesman in Meat Department Not Allowed to Handle Money—Tile Wall and Marble Top Counters Installed.

METHODS TENDING TO SANITARY STORE.
Marble Top Counters Throughout.
All Walls of White Tile.
Salesclerks Do Not Handle Money.
Only Government Inspected Meats Sold.
Artificial Ice in Refrigerator.
Daily Scouring of Knives, Scales, Counters, Etc.
Smoking in Store Prohibited.
Only Pure Foods Used.

Speaking of cleanliness and sanitation in the grocery store, Geo. Metcalfe, of Wm. Metcalfe & Co., Berlin, states: "People don't insist on sanitary conditions, but they certainly appreciate them, and are inclined to talk about stores where such conditions are neglected."

More attention is being paid year by year by the public to sanitary conditions, and there is a rapidly growing tendency to get away from the store where the grocer smokes his pipe as he is slicing cooked ham, where he very religiously handles every slice with dirty hands; where cheese is left exposed to dust and flies; where butter is kept in a dirty refrigerator, or where walls, shelves and counters have a grimy, greasy appearance. Nobody likes to have a loaf of bread wrapped in a daily newspaper, which has already been read by half a dozen people, and perhaps thrown on the floor more than once. All this was endured a few years ago, but now conditions are altogether different. People are more particular to-day than ever before, and are advancing rather than going back on this score. So that now the grocer who wishes to make a real success of business where there is any competition is almost forced to pay at least some attention to public opinion and demand.

Tile Walls and Marble Top Counters.

In the store of Wm. Metcalfe & Co. sanitary conditions are followed out as carefully and religiously as any part of the business. Walls are all of white tile and counter tops of marble, so that the store presents an appearance of cleanliness at first sight. With these Mr. Metcalfe states expenses run high, but original cost is the whole cost, and, as the cost of upkeep is nil, he considers them a thoroughly good investment.

They can be scoured and kept clean to suit the most scrupulous customer, and the satisfaction derived from their appearance alone is worth much.

The provision end of the trade forms a large part of the business with the Metcalfe Co. In this, too, sanitation is strictly observed. Men handling meats are not allowed to handle any money of any kind. To avoid this a cashier's office was arranged in the store, and all payments are made to the cashier. In this way the men handling meats have simply to make out a check stating amount of purchase, which the customer presents to the cashier, and thus are completely relieved of touching money.

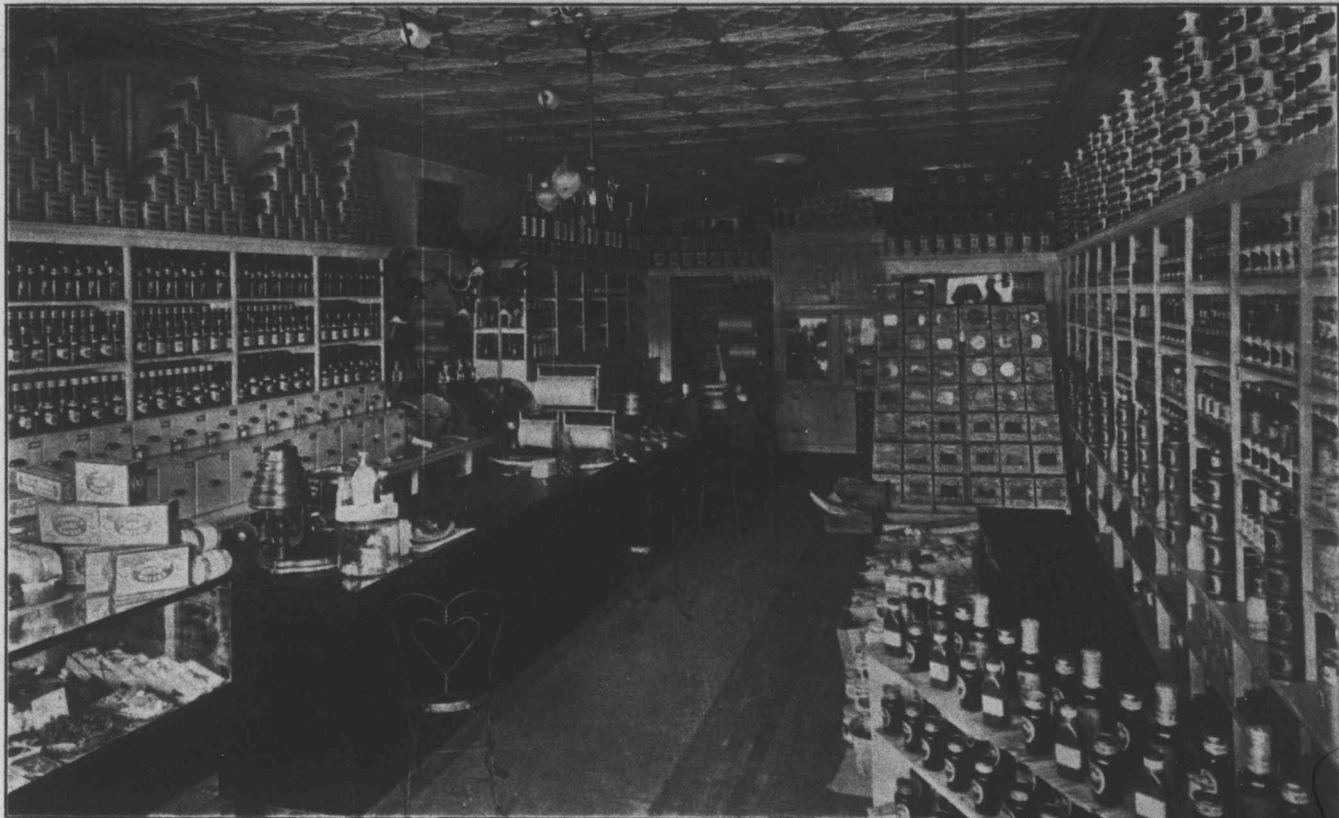
Further, only Government inspected meats are stocked in the store, so that sales clerks can always feel free in guaranteeing goods.

Only artificial ice is used in the refrigerator. This, Mr. Metcalfe claims, leaves no deposit on the pipes, and, while a little more expensive in the first place, can be had in exact size of blocks desired, thus making it possible to have more room in the refrigerator.

All knives, steels, slicing machines and computing scales, as well as the refrigerator and counters, are scoured every night at closing time before the clerks return home. On Saturday night only is there an exception made to this rule, and then it is so late before the store is closed that all cleaning is left till Monday morning.

Working along on the same principle, too, Metcalfe & Co. endeavor to educate their customers to refrain from smoking in the store, altogether on account of the objection to the odor of smoke where eatables are exposed. At first they found some difficulty in educating their customers to this, but upon a very simple explanation everything was made clear, and even greater appreciation shown on the part of all concerned.

So far as possible Metcalfe & Co. strive to secure the purest foods on the market. An illustration of this has already been mentioned—namely, that they handle only Government inspected meats. A further example is found in their confectionery section. In manufacturing their confectionery only pure ingredients are used. For example, all butter is finest creamery quality, and all milk and cream the purest obtainable. Metcalfe & Co. claim that chocolates and all confectionery is not only a luxury, but a food, and to make it such every effort is expended in getting good materials for it.



Bright looking Toronto store with wall fittings in white enamel. Note neat arrangement of goods on the shelves.

A Store Interior Finished in White Enamel

Not Only This, But Dealer Carries the Color to the Delivery Wagon and Has Preference For White Horses—Brings Out Cleanliness Idea he Claims—Insists on Having Fresh Goods Always on the Shelves—They Are Gone Over Once a Month—Seeks Quick Turnovers.

ONE of the most important features with regard to running a grocery business," says Richard Van Loan, a Danforth Ave., Toronto, retail grocer, "is to keep on hand at all times a perfectly fresh stock of goods."

So important does Mr. Van Loan consider this, that every month he goes through his stock, removes all stale goods from the shelves to the store room and in their place puts a supply of perfectly fresh goods. Thus no goods on the shelves are allowed to become stale and of inferior quality through remaining on the shelves for any indefinite time.

Besides keeping his stock perfectly fresh in this way, Mr. Van Loan claims another direct advantage. When the end of the month comes he at once sees which goods have been selling and which have not. Then comes the problem: "If these goods have not been selling, why haven't they?" And at once preparations are made to make them sell. Going on the principle that new, fresh goods

must be kept in stock at all times, Mr. Van Loan first makes it a point to push sales of such goods through the medium of the window, using display and large price cards. Upon that failing, more stringent methods are adopted, even to reductions in price of stickers. When goods which have not been commanding sales are placed in the window they are always ticketed, as one of the principles of the business is that to push the sale of slow selling goods, prices must of necessity accompany all displays.

If goods do not sell when first displayed and ticketed, the display is removed from the window, but replaced again during the course of another month at a lower ticket. Stale goods in stock are considered detrimental to best business interests and so to prevent goods from becoming stale they must be gotten rid of even if it is necessary to make some sacrifice on price.

A large demand therefore for every line of goods in stock is built up and

maintained. Turning over a large quantity of goods every month, in Mr. Van Loan's opinion, enables a grocer to demand a smaller margin than one who has not built up a good demand on all lines carried and who only turns over his stock a few times a year.

Interior in White Enamel.

Cleanliness is another strong feature of the business and rules throughout store, stock room, cellar and delivery wagons. Even the stables come in the same list, for cleanliness is very marked there as elsewhere. All shelving and fixtures in the store are finished in white enamel which adds much to its attractiveness. As the goods are moved in the store every month, all shelves are washed off and all goods wiped off before going back, so that customers are at once impressed by the appearance of cleanliness and neatness prevailing throughout. Further all goods come in at the back of the store and go out at the back. Nothing is delivered at the front.

Everything in White.

The "white enamel" idea has been pursued by Mr. Van Loan even to a hobby. Not only is his store finished in that way, but also his delivery wagons, and even the gear of his own buggies. To carry the hobby further, white horses are mostly used, but this rule has not become fixed and a good looking black catches the eye of Mr. Van Loan just as well as a white one.

One Window Devoted to Fruits.

Windows in the store are used extensively for display purposes. One of these is devoted continually to the displaying of fruits such as oranges, grapefruits and the more staple lines. The other is devoted more especially to goods on special sale, or to pushing the sale of goods which have been sticking. In this window price cards always become an important feature. One policy continually pursued is "To sell goods, display a lot of them." This policy is carried out both in the store and windows for as Mr. Van Loan states, "customers are impressed by large displays, and by large quantities of goods arranged neatly on counter or shelves. A few of each

line of goods will sometimes scarcely even attract attention."

Fixed Hours for Deliveries.

Deliveries to certain sections of the city are arranged at certain hours and goods can be had by customers in those sections at fixed hours. No special order delivery can be had unless it happens to come at time of regular delivery.

With regard to getting business, Mr. Van Loan sends out one of his clerks every morning to round up new business, also to increase business with old customers. No canvassing is made for collections on this trip. If an account is found to be falling behind, credit is simply cut off and everything going to that customer must be C.O.D. Attempts are then made to straighten up old accounts by sending in statements and reminders by mail. Mr. Van Loan is well satisfied with the system and states that it works well.

This store closes every Wednesday at 1.00 p.m., Saturday at 11.00 p.m. sharp, and other evenings at 6.30. Wednesday afternoon off gives clerks and drivers a good rest, and, he claims, does not interfere with business.

small town of about 600 or 700 inhabitants. This dealer to-day has a well equipped drug department that is paying him a handsome dividend every year. He began by selling a few well-known cough cures, liniments, etc., and by giving good service has built up a drug business that is the envy of all who see it.

Helps Out Other Departments.

The establishing of a drug department will stimulate the demand for the better grade of toilet soaps and other toilet preparations. It will increase the sales of combs, brushes, mirrors and other specialties that a druggist always handles. The sale of drugs leads to the sale of all kinds of equipment for the sick room. These need not be stocked but the dealer who sells the medicine has the best opportunity of getting the order for these other goods that are needed for the comfort of the patient.

Of course it is not practical for all country stores to develop this idea in a big way, yet there is a field for it right in your store and even though circumstances and location prohibit going into it very extensively, the dealer can add substantially to his income by stocking the better known lines that are so much needed in his territory.

Large Profit in Patent Preparations

Extensive Field Open to the Merchant in the Country General Store—Little Trouble in Making Sales—Experience of One Merchant Shows Immense Profit.

The country general store is the logical drug depot for the district which it serves. The city drug store is too far away for the housewife to run for a bottle of castor oil or paregoric whenever the baby is out of sorts. Even the farmer himself would rather go to the country store for his liver pills or dyspepsia tablets than hitch up and drive many miles to town. When he has a lame back he can't wait to go to the city to get a porous plaster but sends to the village store for one. The country resident prefers to trade at home providing she can get the same service at the same money or even a trifle more.

The opportunity for profit in a patent medicine department in the country store is one worthy of the attention of the country dealer. The margin on these lines is very liberal and permits the carrying of certain preparations that are infrequently called for but which it is necessary for the dealer to stock in order to have his department up to date. There are a great number of preparations that are widely known and for which there is a steady demand. The wide awake dealer by stocking these lines can turn this golden stream into his cash drawer.

The display of this line is the biggest

factor in making sales at the beginning but after the dealer has established a clientele this factor is not quite as important as the keeping of a wide range of preparations so that the customer can always get just what is wanted when it is wanted. The risk of stocking preparations that will be hard to sell is very small as there are so many liniments, salves, plasters, pills, powders, oils, emulsions, tooth pastes, facial preparations, ointments, blood bitters, and tonics which have a ready sale as their merit is widely known and these preparations are generally heavily advertised which again is another argument why the dealer should reap a profit from this publicity.

Dealer Makes Large Profits.

To illustrate the possibilities, a country merchant who has made a neat profit from this department, cites the following incidents:

"One lady purchased \$18.00 worth of one preparation in six months. A man bought \$5.00 worth of pills at one time; we sold over a gross of a certain blood preparation in one month with a profit of \$64.00. In three years' time our trade in this department became so large that it kept one man busy all the time looking after it. This store was in a

HOW MUCH DID HE LOSE?

A certain paint dealer, and not mathematician, has asked the police to solve a little financial problem for him. A well dressed, smooth-talking young man entered his store and asked for a 5-cent brush. He gave a \$10 bill in payment, and upon receiving his change remarked that he thought he had handed the dealer a \$1 bill. "You certainly are an honest man," he said. "You might have given me only 95 cents in change and I would not have discovered the mistake." Then the customer produced a \$1 bill, placed it with four of the \$1 bills the dealer had given him in change, and asked the dealer if he would mind letting him have a \$5 bill for the five \$1 bills. The dealer threw a \$5 bill on the counter. "Here, I'm robbing you of all your change," said the customer, picking up the \$5 bill and the five \$1 bills. "I can do better than this. Just let me have my \$10 back and I'll give you this \$5 bill and the \$1 bills." The dealer made the change and the customer left the store. Later the dealer, in going over his cash, discovered a shortage. He told the policeman he was not sure, but thought he was out about \$5.05. The policeman insisted the dealer was shy \$9, and the clerk at the police station to whom the report was made figured the shortage to be \$6.

Sugar Marking Time; Rice Market Easier

General Decline of 30 Cents in Rices in Montreal—Sugar Situation Still Inclined to be Uncertain—Maple Syrup Moving Out Freely—Better Volume of Business Accomplished in Past Week—Collections Slow, But Improving.

QUEBEC MARKETS.

POINTERS:—

- Sugar—Quiet and steady.
- Molasses—Unchanged.
- Rice—Decline of 30c.
- Dried Fruits—Downward tendency.

Montreal, April 15.—Trading in groceries this week is very brisk. Favorable weather seems to have been an incentive to dealers to buy more liberally. While bad condition of country roads has curtailed demand from outside points to some extent, increase in city trading has more than overbalanced this decrease. Collections are greatly improved and prospects for a good year's business seem very promising at present. During past week prices on some commodities have changed. There is a tendency to force prices to lower level. Staple lines are steadily being reduced in price. Each week sees a reduction on some staple line. This week rice, tapioca and sago have declined. This decline has been predicted in these columns for some weeks past. Opening of navigation will give new vim to grocery market. Harbor here is now open, and some boats are arriving, but regular lines are not operating as yet.

SUGAR.—Primary markets have been very weak during past week, owing to proposed tariff revision in United States. Both buyers and refiners are rather doubtful about effect this change will have on sugar market, and consequently very little trading has been done. The New York market took courage this morning and bought heavier, with result that prices advanced slightly. Local market remains steady, although it was freely rumored in the street that sugars would decline. Refiners do not take this attitude, and are more inclined to sit tight and wait for further developments. Demand for sugar is fair. Bad roads have made distribution in country districts rather difficult.

Granulated, bags	4 50
Granulated, 20-lb. bags	4 60
Granulated, 5-lb. cartons	4 80
Granulated, 2-lb. cartons, per cwt.	4 80
Granulated, Imperial	4 35
Granulated, Beaver	4 35
Paris lumps, boxes 100 lbs.	5 25
Paris lumps, boxes 50 lbs.	5 35
Paris lumps, boxes 25 lbs.	5 55
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls.	5 10
Crystal diamonds, 100-lb. boxes	5 25
Crystal diamonds, 50-lb. boxes	5 35
Crystal diamonds, 5-lb. cartons	6 20
Crystal diamonds, Dominoes, cartons	7 00
Extra ground, bbls.	4 99
Extra ground, 50-lb. boxes	5 10
Extra ground, 25-lb. boxes	5 30
Powdered, bbls.	4 70
Powdered, 50-lb. boxes	4 99
Powdered, 25-lb. boxes	5 10
Phoenix	4 50
Bright coffee	4 45
No. 3 yellow	4 35
No. 2 yellow	4 25
No. 1 yellow	4 10
Bbls. granulated and yellow may be had at 5c above bag prices.	

MOLASSES.—The molasses market has developed a peculiar situation. Sellers are inclined to be too high and buyers too low. Each side is confident that their judgment is correct, and that the other side will be forced to alter their position. It is a case of who can hold out the longest. Meanwhile trading is at a standstill. Fact remains that somebody has the molasses, and that the molasses must be sold sooner or later. Deliveries of purchases will begin in about two weeks, which means that molasses will have to be paid for at that time. This is the test that will tell, and some interesting developments are promised in near future. It is reported by a reliable authority that some dealers have been caught short and have been forced to buy at higher prices than they sold at. Barbadoes crop is practically all sold; only a couple of thousand puncheons are available now, and these are rapidly being picked up by the shorts at fancy figures. Quotations vary from 36c to 38½c, with 38c as the predominating price. Offerings are limited owing to puzzling condition of market. It is estimated that production will be only about 55,000 puncheons.

Fancy Barbados molasses, puncheons	0 40	0 42
Fancy Barbados molasses, barrels	0 43	0 45
Fancy Barbados molasses, half-barrels	0 45	0 47
Choice Barbados molasses, puncheons	0 35	0 37
Choice Barbados molasses, barrels	0 38	0 40
Choice Barbados molasses, half-barrels	0 40	0 42
New Orleans	0 25	0 28
Antigua	0 30	
Porto Rico	0 40	
Corn syrups, bbls.	0 03½	
Corn syrups, half-barrels	0 03½	
Corn syrups, quarter-barrels	0 03½	
Corn syrups, 38½-lb. pails	1 75	
Corn syrups, 25-lb. pails	1 25	
Cases, 2-lb. tins, 2 doz. per case	2 40	
Cases, 5-lb. tins, 1 doz. per case	2 75	
Cases, 10-lb. tins, ½ doz. per case	2 65	
Cases, 20-lb. tins, ¼ doz. per case	2 60	

MAPLE SYRUP.—Maple syrup has been arriving in larger quantities during past week owing to weather conditions increasing flow of sap. As result of increased supplies prices have declined, but it is not expected that lower levels will prevail. Production is still less than last year, and this fact should cause prices to firm.

Pure maple syrup, in 8½ lb. tins	0 75
Pure maple syrup, in 15-gal. kegs, 8c per lb. or, per gallon	1 05
Pure maple sugar	0 11½ 0 12

DRIED FRUITS.—Downward tendency has also affected dried fruit market, and several lines are cheaper today than week ago. While demand for these fruits is somewhat limited at this season of year, amount of business transacted during past week has been very pleasing to wholesalers. Sultana raisins are hardest hit, and have declined ½c to 1c per lb. Currants on the other hand are holding their own, as demand for these is steady throughout year. Prunes are unchanged.

Raisins—		
Choice seeded raisins	0 07½	
Choice fancy seeded, 1-lb. pkgs.	0 08	
Choice loose muscatels, 2-crown, per lb.	0 05½	
Choice loose muscatels, 3-crown, lb.	0 06½	
Choice loose muscatels, 4-crown, per lb.	0 07½	
Seedless, new, in packages, 12 oz.	0 07	
Seedless raisins, new, 16 oz. pkgs.	0 08	
Select raisins, 7-lb. box, per lb.	0 07	
Sultana raisins, loose, per lb.	0 11	
Sultana raisins, 1 lb. cartons	0 12½	0 13½
Malaga table raisins, 3-crown, lb.	2 50	
Malaga table raisins, 4-crown, lb.	3 40	
Malaga table raisins, 5-crown, lb.	4 00	
Malaga table raisins, 6-crown, lb.	5 20	
Malaga table raisins, 7-crown, lb.	5 50	
Malaga table raisins, clusters, per ¼ box	0 75	1 25
Valencia, fine, off stalk, per lb.	0 06½	0 07
Valencia, select, per lb.	0 07	0 07½
Valencia, 4-crown layers, per lb.	0 08	
Evaporated apricots	0 14½	0 15
Evaporated apples	0 09½	0 06½
Evaporated peaches	0 09½	0 10
Evaporated pears	0 12½	0 14
Currants, fine filiatras, per lb., cleaned	0 06½	0 07½
Currants, 1-lb. pkgs. fine filiatras, cleaned	0 07½	0 08½
Currants, Patras, per lb.	0 09	0 09½
Currants, Vostizas, per lb.	0 09½	0 10
Dates, 1-lb. packages	0 06½	0 07½
Dates, Hallowee, loose	0 05	0 05
Figs	0 11	
Figs, 3 crown	0 10½	0 10½
Figs, 4 crown	0 10½	0 11
Figs, 5 crown	0 11½	0 12
Figs, 6 crown	0 12½	0 13½
Figs, 7 crown	0 13½	0 14
Figs, 8 crown	0 14½	0 15
Figs, 9 crown	1 30	1 40
Comadre figs, about 33-lb. mats	0 10½	0 11½
Glove boxes, 15-oz., per box	0 07½	0 08
Glove boxes, 10-oz., per box	0 07½	0 08
Prunes—		
20-30	0 11	0 12
30-40	0 11	0 12
40-50	0 09½	0 09½
50-60	0 08½	0 08½
60-70	0 07½	0 07½
70-80	0 07	0 07
80-90	0 06½	0 06½
90-100	0 06	0 06
Bosnia prunes	0 07	0 08

TEA.—Trading in tea is fair, with no interesting features. Prices are same and quality is high. Importers are preparing for opening of new season, and it is expected that new crops will be of a higher quality than usual owing to better methods of cultivation.

Japans—		
Choicest	0 40	0 50
Choice	0 35	0 40
Fine	0 30	0 35
Medium	0 25	0 30
Good common	0 20	0 25
Common	0 18	0 20
Yamashiro	0 75	1 00
Ceylon—		
Broken Orange Pekoe	0 30	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
India—		
Pekoe Souchongs	0 19	0 20
Ceylon Greens—		
Young Hysons	0 24	0 26
Hyson	0 22	0 22
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 nothing new on local coffee market. Demand is fair, and a nice volume of business is being transacted for this season of year. Mochas are slightly easier than last week, but, generally speaking, market is unchanged. Primary markets, on contrary, are easier, and even inclined to be weak, but it is not thought that this will have any effect on local market for some little time, as stocks in store here are rather heavy.

Mocha	0 28	0 29
Rio	0 21½	0 23½
Mexican	0 25	0 28
Santos	0 24	0 25
Maracaibo	0 30	0 27
Javas	0 30	0 40

SPICES.—Prices remain steady, with a fair demand for immediate delivery.

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Booking for future delivery is very satisfactory, and with opening of regular navigation trading will take a brisker turn. The primary markets on spices remain firm and steady.

Allspice	0 13	0 18
Cinnamon, whole	0 18	0 20
Cinnamon, ground	0 16	0 20
Caraway seed	0 08	0 09
Batavia cinnamon	0 25	0 30
Cloves, whole	0 27	0 35
Cloves, ground	0 27	0 35
Cream of tartar	0 25	0 32
Ginger, Cochín	0 17	0 20
Ginger, Jamaica	0 20	0 25
Mace	0 08	0 10
Nutmegs	0 25	0 30
Peppers, black	0 16	0 18
Peppers, white	0 27½	0 30
Pimento	0 15	0 17

RICE AND TAPIOCA.—Decline predicted in these columns for some weeks past was announced this week, but amounts to approximately 30c on all Rangoons and Patnas instead of the 15c decline predicted. Tapioca is also easier, and sago has declined slightly in sympathy with rice market. This decline should stimulate buying. Demand at present is fair and steady.

Rangoons—		
Rice, grade B, bags 250 lbs.	3 35	
Rice, grade B, bags 100 lbs.	3 35	
Rice, grade B, bags 50 lbs.	3 35	
Rice, grade B, pockets 25 lbs.	3 45	
Rice, grade B, ½ pockets, 12½ lbs.	3 55	
Rice, grade C.C., bags 250 lbs.	3 25	
Rice, grade C.C., bags 100 lbs.	3 25	
Rice, grade C.C., bags 50 lbs.	3 25	
Rice, grade C.C., pockets 25 lbs.	3 35	
Rice, grade C.C., ½ pockets, 12½ lbs.	3 45	
India bright, 250 lb. bags	3 50	
Lustre, loose, 250 lb. bags	3 60	
Patna, polished	4 40	
Finest imported Patna, 224 lb. bags	5 50	
Finest imported Patna, 56 lb. bags	5 75	
Pearl	4 60	
Sparkle	5 10	
Crystal	5 10	
Snow	5 30	
Imperial Glace	4 90	
Ice Dips	5 45	
Canadian Caroline rice	7 10	
Imported Caroline rice, hand pickd.	9 00	
Imported Caroline rice, fancy	8 50	
Brown sago, lb.	0 04½	0 05½
Tapioca, medium, pearl, lb.	0 05½	0 06
Seed, lb.	0 05	0 06

NUTS.—Very little business is passing in nuts at this season of year, and market is entirely devoid of any interesting features. Prices remain as last quoted, with demand very light.

In shell—		
Brazils	0 14	0 16
Filberts, Sicily, per lb.	0 12½	0 13
Filberts, Barcelona, per lb.	0 11	
Tarragona Almonds, per lb.	0 16	0 16½
Walnuts, Myette Grenobles, per lb.	0 15	0 16
Walnuts, Marbots, per lb.	0 13	0 13½
Walnuts, Cornes, per lb.	0 11	0 12
Hungarian	0 13½	0 15
Shelled—		
Almonds, 4 crown, selected, per lb.	0 42	0 50
Almonds, 3 crown, selected, per lb.	0 35	0 37½
Almonds, 2 crown, selected, per lb.	0 31	0 32
Almonds (in bags), standards, lb.	0 27	0 28
Cashews	0 15	0 17
Peanuts—		
American—		
Japanese roasted	0 08½	
Cook, roasted	0 08	
Diamond G, roasted	0 09	
Bon Ton, roasted	0 11	
Sun, roasted	0 10	
Spanish No. 1	0 12	
Virginia No. 1	0 13	
Pecans, jumbo	0 18	
Pistachios, per lb.	0 07	
Walnuts—		
Bordeaux, halves, bright	0 27	0 28
Broken	0 27	0 29

ONTARIO MARKETS.

POINTERS:—

Sugar—Marking time.
Tea—Ceylons very steady.
Rice—Cheaper grades easier.
Tapioca—Advancing on primary market.
Shelled Walnuts—Primary market firmer.
Dried Fruits.—Quiet.

Collections—Slow.

Toronto, April 15.—Business on whole has been somewhat brisker this week, but even yet, to put it in words of one dealer, "We could do a whole lot more." Tightness of money is perhaps as great a factor in retarding business as any. Camps have not been kept up and constructive work of one kind or another has not been going ahead as usual, thus curtailing demand greatly.

Various opinions are expressed with regard to collections, according to the business of the speaker. As a rule, they are thought slow, most difficulty appearing to come from the West. Tight money has caused the falling off of a lot of business with the retailer, and some dealers even go so far as to state that the pendulum has swung too far in the direction of high prices, and that now there is a tendency towards a readjustment of prices all along the line. While this may be a little advanced, money situation will undoubtedly have much effect on business.

Sugar.—Sugar situation here appears to be steady and quiet. New York markets during past week have shown some weakness, even to declines in raws, but this is thought to be pretty much a local situation. Cause, no doubt, is the proposed tariff, together with temporary restricted consumption, but whether this will make any decided change or not is something that cannot be foretold at this early date. When turn does come it may come pretty fast. At present writing local dealers are of opinion that this market is quiet and steady and likely to remain so. Both wholesale and retail trade stocked up pretty well couple of weeks ago, when sugar was thought to be advancing, so that now market is rather quiet.

Extra granulated, bags	4 60
Extra granulated, 20-lb. bags	4 70
Extra granulated, 5-lb. cartons	4 90
Extra granulated, 2-lb. cartons	4 90
Imperial granulated	4 45
Beaver granulated	4 45
Yellow, bags	4 45
Barrels of granulated and yellow will be furnished at 5 cents above bag prices.	
Extra ground, bbls.	5 00
Extra ground, 50-lb. boxes	5 20
Extra ground, 25-lb. boxes	5 40
Powdered, bbls.	4 80
Powdered, 25-lb. boxes	5 20
Powdered, 50-lb. boxes	5 00
Red Seal, 5 lb. boxes, cwt.	7 10
Crystal diamonds, 5 lb. boxes	7 10
Crystal diamonds, 5 lb. boxes	7 20
Paris lumps, in 100-lb. boxes	5 35
Paris lumps, in 50-lb. boxes	5 45
Paris lumps, in 25-lb. boxes	5 65

SYRUP AND MOLASSES.

New maple syrup is now making quite a feature on local market, and is selling at \$1.25 per imperial gallon. While some complaints have been made as to quality, other dealers state that samples are turning out well, and even better than expected. One buyer last week found samples so fine that he asked that 100 gallons be put away for him for future use.

Molasses are moving only slowly. There has been some talk about prices

advancing, but as yet nothing has been made certain in that line.

Syrups—		
2 lb. tins, 2 doz. in case	2 40	Per case.
5 lb. tins, 1 doz. in case	2 75	
10 lb. tins, ½ doz. in case	2 65	
20 lb. tins, ¼ doz. in case	2 60	
Barrels, per lb.	0 03½	
Half barrels, lb.	0 03½	
Quarter barrels, lb.	0 03½	
Pails, 3¾ lbs. each	1 75	
Pails, 25 lbs. each	1 25	
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	3 00	
Maple Syrup—Pure—		
Gallons, 6 to case	6 60	
½ gallons, 12 to case	7 25	
Quarts, 24 to case	7 25	
Pints, 24 to case	4 00	
Quart bottles, 12 to case	3 50	
Molasses, per gallon—		
New Orleans, barrels	0 27	0 29
New Orleans, half barrels	0 29	0 31
West Indies, barrels	0 28	
West Indies, half barrels	0 30	
Barbados, fancy, barrels	0 45	0 47
Barbados, fancy, half barrels	0 49	0 50

DRIED FRUITS.—Business in dried fruit line has been inclined to be dull. Many merchants have been working off Christmas stocks, but as these are now pretty well moved out dealers expect increase in inquiry in near future. Fancy seeded raisins are, if anything, inclined to be a little firmer, and prices show a slight advance.

Prunes—		
30 to 40, in 25-lb. boxes	0 12½	0 13½
40 to 50, in 25-lb. boxes	0 11½	
50 to 60, in 25-lb. boxes	0 10½	
60 to 70, in 25-lb. boxes	0 09	
70 to 80, in 25-lb. boxes	0 08½	
80 to 90, in 25-lb. boxes	0 08	
90 to 100, in 25-lb. boxes	0 07½	
Same fruit in 50-lb. boxes, ¼ cent less.		
Apricots—		
Standard, 25-lb. boxes	0 13	
Choice, 25-lb. boxes	0 16	
Peaches—		
Standard, 25-lb. boxes	0 10	
Choice, 25-lb. boxes	0 11	0 12½
Candied Peels—		
Lemon	0 11	0 12½
Orange	0 12	0 13
Citron	0 15	0 18
Tapioca—		
Bag figs	0 04½	0 05
Fancy box figs, according to size	0 05	0 15
Evaporated apples	0 07	0 07½
Currants—		
Fine Filiatras, per lb.	0 07	
Choicest Amalpas, per lb.	0 07½	
Patras, per lb.	0 08½	0 09½
Choice Vostizas	0 10	
Shade dried Vostizas	0 10½	0 11
Cleaned, ¼ cent more.		
Raisins—		
Sultana, choice	0 10	0 12
Sultana, fancy	0 12	0 14
Valencias, selected, new	0 09	0 09½
Valencias, old stock	0 07½	0 08
Seeded, 1 lb. packets, fancy	0 08	
Seeded, 1 lb. packets, choice	0 06½	0 07
Dates—		
Hallowee', full boxes	0 05	
Hallowee', half boxes	0 06½	0 06½
Faris, choicest, 12-lb. boxes	0 08½	0 09½
Faris, choicest, 60-lb. boxes	0 07	0 07½
Package dates, per pkg.	0 06½	0 07½

TEA.—On primary market Ceylons are reported as very steady at unchanged prices. Scarcely any Indians are now moving. It is thought by some that owing to heavy production common teas such as are used here in blending will be lower before end of month. On finer grades market holds quite firm.

COFFEES.—Coffee situation holds practically without change since week ago. If anything primary markets are thought to be slightly easier, but this will not effect local conditions at least for some time.

Rio, roasted	0 21	0 23
Green, Rio	0 18	0 20
Santos, roasted	0 23	0 25
Martabon, roasted	0 25	0 28
Bagotas	0 27	0 29
Mocha, roasted	0 30	0 32
Java, roasted	0 27	0 29
Mexican	0 28	0 30
Guatemala	0 29	0 31
Jamaica	0 29	0 31
Chicory	0 11	0 13

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SPICES.—All spices continue to hold pretty firm. Owing to tightness of money, advances have been checked temporarily and probably permanently in most lines. Cream tartar by some firms is quoted as high as 30c to 31c this week.

	5 and 10 lb. Tins.	¼ lb. pkgs.	¾ lb. tins doz.
Allspice	14-17	60-0 70	70-0 81
Cassia	22-27	72-0 90	80-0 91
Cayenne pepper	23-28	72-0 90	90-1 15
Cloves	30-35	1 08-0 95	—1 08
Cream tartar	30-31	90-0 00	—
Curry powder	—35	—	—
Ginger	22-27	65-0 85	75-0 95
Mace	75-1 00	67-0 75	80-2 75
Nutmegs	25-30	90-0 00	1 60-2 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.

Cardamon seed, per lb., in bulk	1 60	1 80
Mustard seed, per lb., in bulk	0 10	0 12
Celery seed, per lb., in bulk	0 50	0 60
Shredded coconut, in pails	0 17	0 20
Standard B., from mills, 500 lbs. or over	—	—
f.o.b. Montreal	—	3 75
Rice, standard B., f.o.b. Toronto.	—	3 83

RICE AND TAPIOCA.—A low grade of Rangoon rice, quoted at \$3.33, is appearing on market this week, but samples do not show very good quality. Finer rices continue unchanged at former prices. Tapioca, easy for some time now, continues unchanged locally. On primary market there is tendency upward, and advance of 9d was noted in last ten days.

	Per lb.
Rangoon, per cwt.	3 33
Patna	0 06
Japan	0 06
Java	0 06½
Carolina	0 08
Carolina, medium brown	0 05½
Sago	0 06
Tapioca—	—
Bullet, double goat	0 09½
Medium pearl	0 05½
Flake	0 08
Seed	0 05½

NUTS.—Shelled walnuts have advanced a few francs on primary market, but change is so slight as not to affect local market at present, as this is the off season for nuts. With warmer weather peanuts are beginning to move more freely.

Almonds, Founigetta	0 15	0 16
Almonds, shelled	0 35	0 40
Almonds, Tarragona	0 15	0 17
Walnuts, Grenoble	0 16	0 16½
Walnuts, Bordeaux	0 13	0 13½
Walnuts, Marbots	0 14	0 14
Walnuts, shelled, new	0 30	0 32
Chestnuts, Italian, large, lb.	—	0 12½
Chestnuts, Canadian, peck	—	2 25
Filberts	0 12	0 12½
Hickory nuts, per lb.	—	0 07
Pecans	0 18	0 20
Brazils	0 15	0 15
Peanuts, roasted	0 10	0 12
Peanuts, green, extras	—	0 08½
Peanuts, green, jumbo	—	0 10
Peanuts, shelled	0 08	0 09

BEANS.—Trade in beans is dull. Canadian continue to take second place on market, and will do so until all Austrian H.P. have been worked off.

Beans, Canadian—	—	—
Prime beans, per bush.	2 35	2 40
Austrian, H.P., bush.	—	2 75
Austrian, mixed, per bush.	—	2 40

MANITOBA MARKETS.

Winnipeg, April 13.—Staples are moving steadily and there is nothing of special interest to announce in respect to trade matters. There is no doubt but what there is an improved tone in business circles. Money is not quite so tight.

Immigrants are pouring into the country and the building season is commencing with every indication of an active season.

There seems to be plenty of employment for all who desire it and as long as industrial conditions are good there is not very much wrong with whole social structure.

Business at country points has to a certain extent been hampered by bad roads as is usual at this time of the year, but farmers are reported to be heavy buyers preparatory to seeding operations which have already commenced in some sections. Seeding in the Red River Valley will, however, be a little late under even more favorable conditions.

Salt has advanced 5 cents per barrel.

SUGARS.—Sugar holds steady in Winnipeg and there is no indication of an immediate change. There is an ample supply and good average demand.

Extra standard granulated, per bbl.	5 15
Montreal yellow, per barrel	4 80
B.C. yellow, per barrel	4 55
Icing sugar, per barrel	5 75
Powdered, per barrel	5 55
Lumps, hard, per barrel	6 05

Sugar in sacks, 5 cents less.

SYRUPS.—There is a limited supply of new maple syrup on the market for which there is a good demand. Corn syrup is usually not as good a seller in summer as in winter.

2 lb. tins, per case	2 13
5 lb. tins, per case	2 53
10 lb. tins, per case	2 41
20 lb. tins, per case	2 61
Barrels, per 100 lbs.	3 70
Molasses, New Orleans, gal.	0 33
Molasses, Barbados, gal.	0 45
Maple syrup, quart, per case	6 20
Maple syrup, ½ gals.	5 85

DRIED FRUITS.—An advance in prunes is anticipated as they are reported firmer on the coast. For the present all lines are steady. There is a good retail trade in canned goods and dried fruits which should continue until there is a greater abundance and variety of green fruits on the market.

	Per lb.
Prunes—	—
90-100s, 25s, s.p.	0 05
90-100s, 10s, s.p.	0 04½
80-90s, s.p.	0 05½
70-80s, 25s, s.p.	0 06
70-80s, 10s, s.p.	0 05½
60-70s, 25s, s.p.	0 05½
50-60s, 25s, s.p.	0 07½
40-50s, 25s, s.p.	0 09
Cooking Figs—	—
Choice boxes	0 05½
Half boxes	0 05½
Half bags	0 05½

Valencia Raisins—	—	—
Fine, f.o.s., 25s, s.p., per box	2 75	—
Fine, selected, 25s, s.p., per box	2 70	—
4-crown layers, 22s, s.p., per box	2 65	—
4-crown layers, 14s, s.p., per box	1 35	—
4-crown layers, 7s, s.p., per box	0 75	—
Ne plus ultra, 82s, s.p., per box	2 20	—
Sultanas—	—	—
California	0 09½	—
Smyrnas	0 14	0 14
Currents—	—	—
Dry clean, per lb.	0 07½	—
Washed, per lb.	0 07½	—
1-lb. package	0 09½	—
2-lb. package	0 17½	—

TEAS AND COFFEES.—There is no feature of interest to report in the tea and coffee trade. Coffee remains at low figures recently noted.

Coffee—	—	—
Green Rio, No. 5	0 16½	—
Roasted Rio	0 21½	—
Green Santos	0 19	—
Roasted Santos	0 24	—
Chicoory	0 11½	—

Teas—	—	—
China blacks, choice	0 25	0 40
India and Ceylon, choice	0 32	0 40
Japans, May picking	0 35	0 50
Japans, choice	0 35	0 45

NUTS.—There is nothing of special interest to report. Advent of summer and more active outdoor amusements should bring peanuts to the front before long.

	Per lb.
Brazil	0 18
Tarragona almonds	0 15½
Peanuts, roasted, jumbos	0 13½
Peanuts, choice	0 11
Pecans	0 22
Marbot walnuts	0 13½
Grenoble walnuts	0 16
Sicily filberts	0 11½
Shelled almonds	0 33
Shelled walnuts	0 31

BEANS.—Wholesalers report a fairly good demand which is likely to improve with the near approach of active work in railroad construction.

Beans—	—	—
3 lb. picker	—	2 25
Peas—	—	—
Split peas, sack 90 lbs.	—	4 00
Whole peas, bushel	—	2 75
Barley—	—	—
Pot barley, per sack 90 lbs.	—	3 65
Pearl barley, per sack 90 lbs.	—	5 15

WINNIPEG.

PRODUCE AND PROVISIONS.—Demand for all lines of cured meats and lard is good this week, there are no changes in prices to report. Butter is a little weaker in tone, but no reductions are yet reported. Fresh eggs are plentiful and cheap.

Lard—	—	—
Tierces, per lb.	—	0 14
1 lb. bricks	—	0 16
50 lb. tubs	—	7 15
20 lb. pails	—	2 90
10 lb. cases	—	5 85
5 lb. cases	—	3 25
3 lb. cases	—	9 00
Cured Meats—	—	—
Hams	0 17	0 20
Bacon	0 19	0 24
Shoulders	—	0 15
Long clear D. S.	—	0 15½
Mess pork, bbls.	—	26 00
Butter—	—	—
Creamery	0 32	0 35
Dairy best	—	0 28
Dairy, No. 1	—	0 20
Dairy, No. 2	—	0 16
Eggs—	—	—
Manitoba, per doz.	—	0 20
Cheese—	—	—
Ontario large	—	0 15½
Ontario twins	—	0 15½
Manitoba large	—	0 14½
Manitoba twins	—	0 15

WINNIPEG.

FRUITS AND VEGETABLES.—There is considerable activity in green fruits and vegetables, although the choice is somewhat limited. Strawberries are plentiful and cheap. Florida tomatoes are up 50 cents per case. Native hothouse grown early vegetables are now taking the place of imported varieties in some lines.

Red Globe Onions	—	1 50
Arkansas Strawberries, case	—	4 00
Messina lemons	—	7 00
Malaga grapes, kegs	—	9 00
Navel oranges, case	—	5 25
Bananas, per bunch	—	2 50
California lemons, crate	—	3 50
Washington apples	1 50	2 25
Florida tomatoes, case	—	4 50
Ontario apples	—	4 50
Spanish onions	—	3 75
Florida grape fruit	—	5 00
Hothouse rhubarb	—	0 12
Strawberries, quart	—	0 50
Sauerkraut, lb.	—	0 04
Potatoes—	—	—
Potatoes, per bushel	—	0 40
Carload lots	—	0 35
Jersey sweet, basket	—	3 50

THE CANADIAN GROCER

WINNIPEG.

FISH.—Halibut remains at the reduction recently noted. This fish is steadily growing in popular favor. The salmon run at coast is just commencing and fresh salmon will now take the place of frozen.

Fish—	
Frozen salmon, per lb.	0 11
Fresh whitefish, per lb.	0 08½
Fresh halibut, lb.	0 15
Fresh trout, lb.	0 12
Pickarel, per lb.	0 08
Block codfish, per lb.	0 10
Finnan haddies, lb.	0 08
Bloaters, box	1 50
Holland herring, keg	0 72
Kipperd herring, box	2 00
Goldeyes, doz.	0 50
Labrador herring, ½ bbl.	4 20
Oysters, gallon	2 75

MANITOBA.

FLOUR AND CEREALS. — Flour trade is without feature, but there is another drop in the price of rolled oats and oatmeal. Present indications, however, point to higher prices in all grains between now and the harvesting of the new crop.

Flour—	
Best patents	5 40
Strong bakers	4 30
Rolling oats, 80-lb. sack	1 65
Granulated oatmeal, 98 lbs.	2 15
Corrmeal, 98 lbs.	1 75

NOVA SCOTIA MARKETS.

By Wire.

Halifax, April 15.—Business continues excellent on local grocery market. Eggs are coming plentifully and price has dropped to 21 cents. Receipts of butter are also improving and prices are shade easier. Flour is in good demand and prices have advanced ten cents per barrel. American clear pork has advanced to \$27.00 per barrel and hams are quoted at 20 cents. There is good inquiry for vegetables and prices look firmer for all kinds.

Apples, No. 1, per bbl.	4 00
Bacon, side, per lb.	0 19½
Butter, creamery, per lb.	0 31
Cheese, per lb.	0 15
Cranberries, Cape Cod, per barrel	14 00
Currants, Vestizias, per lb.	0 08½
Canned Goods—	
Corn, 2's, per doz.	1 20
Peas, 2's, per doz.	1 47½
Raspberries, 2's, per doz.	2 40
Strawberries, 2's, per doz.	2 37½
Tomatoes, 2's	1 40
Corrmeal, per bag	1 50
Eggs, fresh, per dozen	0 21
Flour, Ontario, 80 per cent.	5 05
Flour, Manitoba best, per bbl.	6 15
Grapefruit, per case	4 00
Hams, per lb.	0 20
Lemons, per case	5 00
Oatmeal, std., per sack	2 05
Onions, Valencias, per lb.	0 02½
Onions, American, per bag	1 25
Onions, Canadian, per bag	1 15
Oranges, Florida, per case	5 00
Oranges, navel, per case	5 25
Pork, American clear, per bbl.	27 00
Potatoes, per bag	1 60
Raisins, Cal. fancy, per lb.	0 06
Rolling oats, per bbl.	5 25
Salmon, Sockeye, per case	10 25
Sweet potatoes, per hamper	2 00
Turnips, per bag,	1 10

NEW BRUNSWICK MARKETS.

By Wire.

St. John, April 15.—Business is on increase between closing of winter port trade and opening of river navigation aided by fine weather. Markets show

firmer tendency. Ontario flour is stronger, and may go higher. There is a reported scarcity at mills. Sugar looks weaker with result that little buying is being done. Molasses are stronger and may advance. No lower quotations are expected in pork and beef. Both are very high and pork will likely advance even further. Bottom has fallen out of egg market. Mild weather and river navigation opening are given as cause. Eggs dropped between 8 and 10 cents. Butter also is easier. Potatoes are down \$1.40.

Bacon, roll	0 15	0 16
Bacon, breakfast	0 18	0 20
Beans, Austrian, bushel	2 65	2 75
Beans, yellow eye, bushel	3 10	3 15
Butter, dairy, per lb.	0 28	0 30
Butter, creamery, per lb.	0 30	0 32
Buckwheat, W., grey, bag	2 75	2 85
Cheese, lb.	0 15	0 15½
Currants, 1's, lb.	0 07½	0 08
Canned Goods—		
Beans, baked	1 30	1 35
Beans, string	1 02½	1 05
Corn, doz.	1 10	1 15
Peas, No. 4	1 40	1 45
Peas, No. 3	1 43½	1 45
Peas, No. 2	1 45	1 50
Peas, No. 1	1 80	1 85
Peaches, 2's, doz.	1 55	1 60
Peaches, 3's, doz.	2 35	2 40
Raspberries, doz.	2 20	2 25
Strawberries	2 20	2 20
Tomatoes	1 65	1 70
Corrmeal, gran.	4 75	4 75
Corrmeal, bags	1 40	1 40
Corrmeal, bbls.	2 95	2 95
Eggs, henmyr.	0 20	0 25
Eggs, case	0 18	0 20
Flour, Manitoba	6 25	6 30
Flour, Ontario	5 65	5 70
Lard, compound, lb.	0 10½	0 11
Lard, pure, lb.	0 18	0 17
Lemons, Messina, per box	3 50	4 00
Molasses, Barbados, fancy	0 39	0 40
Oatmeal, rolled	5 25	5 25
Oatmeal, std.	5 80	5 80
Pork, domestic mess	28 00	28 00
Potatoes, barrel	1 40	1 40
Raisins, California, seeded	0 07½	0 08
Rice, per cart.	3 85	3 95
Salmon, Case—		
Red Spring	9 25	9 50
Cohoos	8 50	8 75
Sugar—		
Standard granulated	4 70	4 80
United Empire	4 40	4 50
Bright yellow	4 50	4 60
No. 1 yellow	4 20	4 30
Paris lumps	5 60	5 75

senger at the door, takes the parcel, as he says, to his mother's apartments upstairs, and never comes back. On investigation it is found he is a stranger to the premises and has gone."

Editorial Note.—The "smooth" we shall always have with us, no matter how long the world lasts.

"The sugar market in Montreal is steadier even than it was a week ago, the advance that we have recorded being fully maintained. Business, however, is quiet for immediate shipments, but all the houses have a good sheaf of orders which call for shipment as soon as navigation opens. We quote granulated firm at 47/8c, and yellows at 37/8c to 41/2c, according to quality."

Editorial Note.—It will be seen from the above that sugar twenty years ago was considerably dearer than to-day.

"The attendance was fairly good at the last regular meeting of the London Retail Grocers' Association. President W. H. Ferguson took the chair. The proposed Pharmacy Act came in for a share of discussion, and while some of the members present expressed confidence in the Ontario Legislature not passing such an act, it was held by others that it would be well to be in a position to show the members of the Ontario Legislature that the large majority of the people they represent are not in favor of such restrictions. The inconvenience to the public generally would be very great while the extra sale of a few bottles of patent medicine and comon remedies that would go to the druggist, would not benefit them to any great extent, and the possibility of procuring poisons made but little more difficult than at present. The secretary was instructed to also communicate with all retail grocers' associations respecting the Pharmacy Act."

MANY HAPPY RETURNS.

To R. L. INNIS, secretary-treasurer of the Dominion Cannery, Ltd., Hamilton, Ont. Mr. Innis was born on April 23, 1872, in Dundas, Ont. He has been acting as secretary-treasurer for the Dominion Cannery, Ltd., since the incorporation of the company in 1910, and previous to that from 1903 to 1910, when the firm bore the name of Canadian Cannery, Ltd. Before that he was connected with The Simcoe Canning Co., Simcoe, Ont.



Following items are taken from The Canadian Grocer of April 21, 1893.

"Frank Magor & Co. have removed from their old premises at the foot of St. Francis Xavier St., to a new and more commodious office and warehouse at 16 St. John St., where they will be in a better position to handle their numerous agencies."

Editorial Note.—Here is a firm in business to-day, but under the name of Magor, Son & Co., and at offices on St. Paul St.

"Some Yonge Street, Toronto, merchants have been done up in a clever way by an innocent-looking young man. His scheme is to order goods and have them sent C.O.D. to some address. He meets the mes-



Tomatoes Up \$1; Cucumbers Advancing

Lemons Likely to Rule Higher on Primary Markets—Only Large Sizes in Grapefruit Obtainable—Quality Exceptionally Good—New Potatoes Easier By One Dollar Per Barrel—Good Amount of Business Passing.

On primary markets lemons still rule firm. Whether there will be an advance or not is a point much discussed, but everything seems to point in that direction. Crops are now pretty well cleaned up in Italy, so that with extra heavy demand, as result of California frost higher prices would appear to rule in future.

On Toronto markets tomatoes have advanced \$1. Montreal has not made such a jump yet, but further advances are expected.

MONTREAL.

GREEN FRUITS.—There is brighter tone to fruit market this week, and favorable weather is giving an added impetus to trading. Oranges are very firm at last week's quotations, and an advance is anticipated. The supplies of oranges are coming forward very slowly. Lemons are a little easier than last week. Pineapples are coming forward more freely, and a decline in prices is daily expected. Florida pineapples are quoted at \$3.25 to \$3.50. Apples are selling very slowly. Market for good apples has been greatly lessened by offers of poor grades. Better grades are holding their own fairly well, but price of poorer grades is being shaded for round lots.

Apples—	
Ben Davis XXX.	3 00 3 25
Spies, first grade, per barrel	5 00
Spies, second grade, per barrel	2 50 3 25
Russets, No. 1, per barrel	5 00
Russets, No. 2, per barrel	2 75 3 00
Greenings, No. 1, per bbl.	3 00 3 25
Greenings, No. 2, per bbl.	1 75 2 25
Baldwins, No. 1, per bbl.	3 00 3 50
Baldwins, No. 2, per bbl.	2 50 2 75
Fancy imported, box	2 00
Bananas, crated	1 75 2 25
Celery, Florida, case	4 00
Cranberries	11 50 13 00
Grape fruit, Florida, case	3 50 4 25
Grape fruit, Cuban	2 75 3 50
Lemons	3 50 4 00
Oranges, California navels	4 50
Oranges, Valencia	4 50 5 00
Oranges, Mexican	1 25 1 75
Oranges, Florida	4 00 5 00
Pears, California, Easter Beurre, box 15 doz.	5 00
Pineapples, Florida	3 25 3 50

VEGETABLES.—Strawberries are lower this week, selling at 40c per quart.

Florida tomatoes are very scarce. Prices have advanced quite sharply, and it is anticipated that further advances will take place during the next few days. Fancy tomatoes are worth \$3.50 and choice are selling at \$3. New beets are higher, selling at \$1.25 per dozen bunches instead of \$1. New cabbage is 50c lower, while old cabbage is 25c higher per barrel. Radishes have advanced 15c per dozen bunches. Turnips are higher, selling at \$1. New potatoes are cheaper, selling at 5c per lb., or \$7 per barrel. Horseradish is higher, and mushrooms are 50c per basket cheaper.

Asparagus, California, doz. bunches	5 00
Asparagus, Boston, doz. bunches	7 00 9 00
Beets, old, per bag	1 00
Beets, new, per doz. bunches	1 25
Canadian oyster plant	0 50
American oyster plant	1 20
Carrots, new, per doz. bunches	1 00
Carrots, bags	0 75 1 00
Spanish onions, large case	2 50 2 75
Canadian red onions, per lb.	0 01 1/4 0 01 1/2
Wax beans, in hamper, imported	5 50 6 00
Cabbage, new, 4 to 5 doz. crates	2 00
Cabbage, bbls. of 3 doz.	1 00 1 25
Cauliflower, per doz., hothouse	4 00
Celery, per crate (3 to 6 doz.)	4 00
Cucumbers, per dozen	1 75 2 00
Leeks, per bunch	1 25
Peppers, green, crate	3 00
Radishes, dozen	0 75
Sweet potatoes, basket	2 50
Potatoes—	
Green Mountains, car lots, per bag.	0 62 1/2 0 65
Quebec grades, car lots, per bag.	0 50 0 55
Quebec grades, small lots, per bag.	0 85 0 90
Spinach, bbl.	3 25
Tomatoes, Florida, fancy, per case	3 50
Tomatoes, Florida, choice, per case	3 00
Tomatoes, hothouse, lb.	0 30 0 35
Turnips, per bag	1 00
Egg plant, doz.	2 50 2 75
Boston lettuce, crates, 2 doz.	3 00
Curly lettuce, crates, 4 doz.	2 75
Strawberries, qt.	0 40
New potatoes, 5c lb. or bbl.	7 00
Horse radish, lb.	0 20
Garlic, bunch	0 15
Water cress, per doz. bunches	1 00
Rhubarb, per doz. bunches	1 50 1 75
Mushrooms, basket of 4 lb.	3 00
French Indive, per lb.	0 30
Artichokes, Canadian, bag	1 50

TORONTO.

GREEN FRUITS.—With warmer weather coming on and giving people chance to get out and see what is being offered, trade, both from retail and wholesale standpoint, has picked up considerably during past week. Grapefruit has been running to large sizes,

and consequently has been harder to sell.

Apples—	
Spies, first grade, per barrel	3 50 4 00
Spies, second grade, per barrel	2 50 3 25
Russets, No. 1, per barrel	3 25 3 50
Russets, No. 2, per barrel	2 75 3 00
Greenings, fancy, per box	1 00 1 25
Greenings, No. 1, per bbl.	3 00 3 25
Greenings, No. 2, per bbl.	1 75 2 25
Baldwins, per bbl.	2 75 3 25
Fancy imported, box	2 50
Artichokes, Canadian, bag	1 00
Bananas, per bunch	1 75 2 00
Cocoanuts, per sack of 80	5 50
Grapefruit, Florida, sizes 54, 64 and 80, case	3 75 4 50
Grapefruit, Jamaica, all sizes, per case.	4 00
Lemons, Messina	3 50 4 50
Limes, per box of 100	1 50
Oranges, Florida, ordinary case	4 00 4 25
Oranges, Florida, Valencia, case	4 75 5 00
Oranges, California navels, per case	4 25 4 50
Oranges, Valencia, ordinary, 42c, case.	3 75
Oranges, Valencia, large, 42c, case	4 75 5 00
Oranges, Valencia, 71c, case	5 25
Pineapples, per case	3 50 4 00
Pears, Cal., 1/2 boxes (35 to 50)	2 50
Pears, Cal., full boxes (150 to 200)	3 00 3 50
Strawberries, Louisiana, per pint	0 12 1/2 0 15

VEGETABLES.—New potatoes have taken drop this week of 25 cents per hamper, or \$1 per barrel. Offerings are a little freer, with result of a slight decline. Other potatoes also continue weak. Cucumbers in hamper are getting scarcer, and before end of week are expected to advance about 50 cents. As predicted last week, tomatoes have advanced \$1 per crate. Good quality are now quite scarce, so that dealers look for extra firm prices, with even a chance of a further slight advance. This condition will likely hold for a couple of weeks at least. Boston head lettuce is perhaps scarcest thing on market. Prices are very firm. Egyptian onions are expected before end of week.

Beans, wax and green, hamper	5 00
Beets, per bag	0 60 0 75
Beets, imported, per doz.	1 00
Carrots, per bag	0 35 0 45
Carrots, imported, per doz.	0 75
Cabbage, per bbl. (about 3 doz. heads)	0 75 1 00
Cabbage, Charlston, new, crate 5-6 doz.	2 25 2 50
Cauliflower, hamper	4 00 4 00
Celery, Florida, per case	3 00 3 50
Chicory, doz.	0 75
Cucumbers, Boston, hot house, doz.	1 75
Cucumbers, Florida, hamper	4 25 4 50
Egg plant, per crate of 30 to 45	3 50 4 00
French Indive, case of 16 to 17 lbs.	5 50
Lettuce, doz. bunches	0 30 0 40
Lettuce, Boston heads, hamper	3 50 4 00
Mushrooms, per lb.	0 85 1 00
Onions—	
Spanish, per crate	2 50
Canadian onions, 75 lb. bag	0 60 0 75
Onions, green, imported, per doz.	0 15
Peppers, green, basket	0 60
Peppers, green, hamper of 6 boxes	2 50 3 00
Parsley, large bunches, doz.	0 50 0 75
Parsnips, per bag	0 50 0 65
Potatoes, Ontario, per bag	0 75 0 85
Potatoes, New Brunswick, per bag	0 95 1 00
Potatoes, new, Bermuda, hamper	2 75
Potatoes, new, Bermuda, barrel	7 50
Radishes, hamper 10 size, doz. bunches	1 50 2 00
Rhubarb, according to size, doz. bunches	0 85 1 00
Spinach, per bbl.	2 25 2 50
Spinach, per hamper	0 75 1 00
Turnips, per bag	0 30
Tomatoes, hothouse, per lb.	0 30
Tomatoes, Florida, case	4 00 4 50
Sweet potatoes, 50 lb. hamper	1 75 2 00
Water cress, per doz. bunches	0 25

Toronto Dealer Sells Prunes by the Case

This Article Demonstrates How Even a Staid and Staple Line Such as Prunes Can be Moved Out Rapidly—Firm Sticks to Large Sizes and Good Quality — How Woman Was Induced to Buy by the Case—

There are three months, claims H. E. Phillips, of F. Simpson & Sons, Yonge St., Toronto, during which prunes can be sold to advantage, and during which every dealer should make them a specialty. These are March, April, and May, or more especially the latter half of March, April, and the first half of May.

This is a time when there is not much other fruit on the market. Apples are getting past their best; California and Florida fruits are mostly off, or else are too expensive for the average customer; and there remains little but oranges, bananas, and grapefruit which last pretty much throughout the year.

The essential point in selling prunes, Mr. Phillips claims, is in getting in stock which is highly attractive to begin with. Some people have never gotten over connecting prunes with boarding houses or hotels, and whether justly or unjustly hold an apparent grudge against them. For this reason it is necessary to have prunes which by their appearance will immediately overcome all such feeling.

Large Sizes Sell Readily.

"We never handle anything smaller than 40's to 50's," says Mr. Phillips, "and for every box of 40's to 50's, we sell ten boxes of 30's to 40's. We find not only that it is more difficult to sell a small prune, but from the smaller sizes customers receive poorer satisfaction and tend to get back to the state where prunes always have disagreeable associations. On the other hand we find that a large juicy prune will practically build up a demand for itself when once the first sale is made."

Further Mr. Phillips states: "Some merchants will buy almost anything at all. They have been in the habit of buying their prunes from one wholesale house, and when the traveler comes for an order, sign up for ten, twenty or thirty boxes without ever asking for a sample. This season we had two boxes sent in on trial from the firm with which we dealt with. They were not quite up to the mark, and we were very glad we had not placed an order for a larger quantity. We then tried five boxes from another firm, and tested them out. These were of excellent quality and sold readily. Our second order was for ten boxes and these we sold all in one week."

Stocks may be turned over in prunes during the season mentioned above, fully as fast as stocks of any other line in the

store. During one week F. Simpson & Sons sold close on to 250 pounds. This year they expect to sell fully four times as many as last year. Already they have sold more than half as many and the season has scarcely more than opened up nicely.

Prune Sales by the Case.

Mr. Phillips gives an interesting example of a customer who has recently become a lover of prunes. "She was in the store," he says, "shortly after we got in our shipment of five cases, which were certainly fine, attractive-looking prunes. In a casual manner I asked if she had seen our prunes. She wasn't particularly interested, but had no objection to walking across the store and looking at them. The prunes interested her, so she ordered three pounds as a sample. A few days later she ordered a case, and not very long after that two cases. When she placed this last order I asked her what she had done with the whole case I had sent her only a short time ago, feeling sure that she could not have used them all in such a short time. 'Oh,' she said, 'we use them every morning. The children are very fond of them and they are less expensive than a good many fruits.' This one instance opened my eyes to the fact that a great many more of our customers might buy in case lots, and that pushing them in this way would soon build up a trade for us."

Use of Empties for Displays.

With a certain class of trade the display of a large quantity of goods will effect sales. Display of a pretty fair quantity is always necessary to attract attention at all. In order to be in a position to make a large display the following scheme is used in the Simpson store.

On opening boxes of prunes care is taken not to destroy the lids of the boxes. When the boxes are empty the lids are tacked on again and these empty boxes are used in connection with window and counter displays. Through showing a few freshly opened boxes containing prunes among a number of closed (empty) boxes the effect of having a large stock is produced. Every dealer will recognize not only the value of having such boxes which allow a large display with little stock, but also the ease with which they may be handled as compared with full cases of prunes.



LOSING PARCELS FOR DELIVERY.

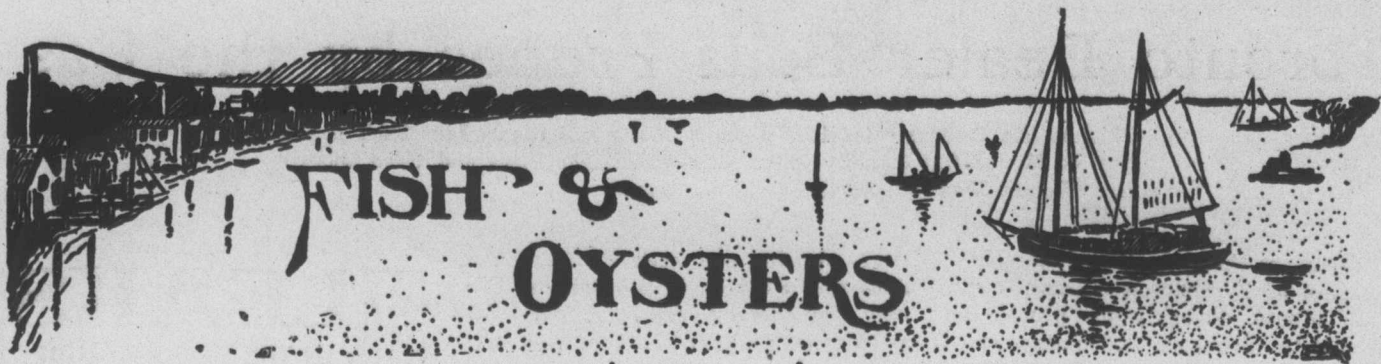
From time to time in a grocery store complaints are received from customers to the effect that a certain number of goods were ordered, but upon delivery being made the order is one or more parcels short. Or, in other words, there is a recall for undelivered goods. Such a circumstance, to say the least, is provoking. The customer blames the grocer, the grocer gets after the clerk who filled the order, and that clerk in turn tries to shove the blame off on to the driver, who persists in stating that he lost nothing, but delivered all the goods entrusted to his care. And finally before the whole matter is settled much time on the part of the whole staff is wasted, to say nothing sometimes of the patience and temper lost.

Such conditions occurring too frequently finally cause the customer to lose confidence in the system of the grocer, and she directs her trade to another store.

In the store of Geo. Williams, Guelph, Ont., all such difficulties are overcome in a very simple manner. Before the driver places any order in his wagon he first checks it over and marks the total number of pieces on the back of the bill. Thus, if any mistake has been made by the shipping clerk it is found here. The driver starts out with, say, six parcels; he has checked them over himself and knows that if he has not six when he reaches the house the fault lies with him. On reaching the house he again counts the total number and sees that it compares with the number entered by him on the back of the bill.

This system, J. R. Pears, manager of the grocery department, states, has saved them much confusion and difficulty. It has practically done away with all recalls, and the extra time spent by the driver is thought to be a first-class investment.

The customer likes a store where the selling staff is polite.



Trade in Fish Exceptionally Brisk

Jewish Passover Greatly Increases Sales—Fresh Fish Arriving Freely And Taking Place of All Other Lines—Coast Catches Improving With More Favorable Weather—Nova Scotia Fish Market And the Proposed Tariff.

Trade in fish has been exceptionally good during past week, all fresh lines moving freely. Owing to approach of great Jewish Feast of the Passover, demand has been exceptionally heavy, and is likely to continue so throughout the week. Fresh caught river fish are making a big feature on the market. Lake fish, too, are being steadily introduced, but as yet have not been offered in any very large quantities. As soon as all ice is moved out and weather conditions improve, catches are expected to be heavier.

Receipts from coast have been more encouraging during week. Lobsters especially have been offering more freely, causing sharp decline in Montreal. In Halifax a few small shad and gaspereaux have appeared on market, the first of the season.

Oyster season is practically over, only a very few small orders now coming in. Most dealers are winding up that end of the business altogether, and awaiting opening of season next fall.

MONTREAL.

FISH.—Trade in fish is excellent for this season of year. Prospects for season's business are very promising. Fresh river fish are arriving in large quantities. These will find a ready market, as the Jewish holidays coming just at this time will provide a demand for all lines of fresh fish. Pike, perch, carp, suckers, mullets, etc., are in excellent demand. Closed season for sea bass begins on April 15, and will not open again till June 15. Closed season on dory begins on April 15 and opens on May 15. During these periods these fish cannot be offered for sale.

Halibut is coming forward freely from Eastern coast, but is very scarce on Pacific coast, due to delay in beginning fishing operations caused by strike. It is not expected that much halibut will be received from Western fisheries

before middle of May. Haddock is plentiful on American market, but a little scarce on local market. Haddock is quoted at \$1.50 to \$1.60 in Boston, while price here is \$3 to \$3.50.

Smoked fish are selling fairly well, but demand for salt and pickled fish is very limited. Frozen fish are selling slowly. Stocks of frozen fish are low, and in most instances are completely exhausted.

Lobsters have declined quite sharply owing to bigger catches and more favorable weather.

FROZEN FISH.

Herring, per 100 fish medium	0 15	0 05
Haddock, per lb.	0 04	0 12
Smelts, fancy	0 12	0 08
Smelts, No. 1, per lb.	0 08	0 09
Salmon, fancy spring, per lb.	0 14	0 15
Salmon, red, B.C., per lb.	0 10	0 10
Salmon, Gaspe, per lb.	0 15	0 16
Salmon, Qualla, per lb.	0 07½	0 08
Trout, lake, per lb.	0 12	0 12
Whitefish, large, per lb.	0 10	0 10
Whitefish, small, per lb.	0 07	0 07
Weakfish, fancy	0 10	0 12

FRESH FISH.

Bluefish, fancy, per lb.	0 15	0 15
Barbotte (dressed), bullheads, per lb.	0 09	0 10
Market cod, cases, 250 lbs., per lb.	0 05	0 05
Less than case	0 05½	0 05
Steak cod, per lb.	0 06	0 06
Tom cod, new, per bbl.	0 06	0 06
Founders, per lb.	0 04	0 04
Haddock, fresh, per lb., by express.	0 05	0 06
Halibut, fresh, per lb.	0 13	0 14
Herring, lake, per 100 lbs.	2 00	2 00
Mullet, per lb.	0 07	0 07
Mackerel, per lb.	0 10	0 10
Pike, dressed and headed, per lb.	0 07	0 07
Pike, round	0 06	0 06
Perch, dressed	0 00	0 10

PREPARED FISH.

Boneless fish, in blocks, 20 lb. boxes, per lb.	0 06	0 06
Dry Pollock, 100 lb. bundle, per bundle	6 00	6 00
Pure cod tablets, 20 lb. boxes, per lb.	0 10½	0 10
Pure cod, 3 lb. box, per lb.	0 15	0 15
Shredded cod, 2 doz. in box, per box.	1 80	1 80
Boneless strip cod, 30 lb. box, per lb.	0 10	0 10
Pure skinless cod, 100 lb. boxes, per lb.	6 50	6 50

SALTED AND PICKLED.

Green cod, per bbl., 200 lbs., No. 1.	7 00	7 00
Labrador herring, per bbl.	5 00	5 00
Labrador herring, per half bbl.	2 75	2 75
No. 1 mackerel, 20 lb. kits	1 75	1 75
No. 1 mackerel, half bbls.	7 00	7 00
Lake trout, kegs	7 00	7 00
No. 1 green haddock, per 200 lbs.	0 08	0 08½
Salt cells, per lb.	5 00	5 00
Salt sardines, bbls., 200 lbs.	3 00	3 00
Salt sardines, half bbls.	7 00	7 00
Scotch herring	9 00	9 00
Holland herring, bbl.	5 00	5 00
Holland herring, half bbl.	0 70	0 75
Holland herring, keg	1 00	1 00
Boneless new herring, 10-lb. boxes	15 00	15 00
Labrador salmon, bbls.	9 00	9 00
Labrador salmon, half bbls.	6 50	6 50
Sea trout, half bbls.	1 00	1 10

SMOKED.

Bloaters, box	1 00	1 10
Yarmouth bloaters, fancy, per box	1 00	1 10
Yarmouth bloaters, fancy, per box	1 00	1 10
Haddies, extra fancy, per lb.	0 10	0 10
Haddies, fancy, fresh cured	0 08	0 08
Haddies, regular	0 06	0 07
Fillets, fancy, fresh cured, lb.	0 08	0 12

Fillets, regular, lb.	0 10	0 10
Herring, new, smoked, per box.	0 13	0 15
Kippers (small), per box of 50 fish	1 00	1 25
Smoked salmon, per lb.	0 22	0 22
Boneless smoked herring, 4 lb. boxes, lb.	0 10	0 10

CRUSTACEANS.

Shrimps, per gal.	2 00	2 00
Periwinkles, per bus.	2 50	2 50
Brawns, per gal.	2 00	2 00

SHELL FISH.

Solid meats—Standards, gal., \$1.70; selects, gal	1 80	1 80
Bulk standards, gal., \$1.40; selects	1 60	1 60
Clams, per bbls.	6 50	6 50
Cape Cod Shell Oysters		
Medium size, per bbl.	8 50	8 50
Botted lobsters, per lb.	0 23	0 23

TORONTO.

FISH.—Business during past week has been quite brisk, with result that last week was best week for some time. Most fresh fish are now beginning to come in quite freely. Some scarcity is being felt in halibut, and one dealer receiving a car on Monday had no difficulty of disposing of it in almost record time. Lake fish are still inclined to be a little slow, owing, it is stated, to coldness of water and some ice still floating around.

Oyster trade is practically over for another season, and local houses are now winding up that end of the business. Shell oysters are scarce, and will not likely be on market after this week.

FROZEN FISH.

Qualla salmon, per lb.	0 06	0 09
Halibut, per lb.	0 08	0 12
Pickered, per lb.	0 09	0 09
Restiguse salmon, per lb.	0 20	0 20
Roe shad, each	1 00	1 25
Sea herring, per 100	1 50	1 75
Trout, per lb.	0 11	0 12
Whitefish, per lb. straight	0 10	0 12

FRESH CAUGHT FISH.

Haddock	0 07	0 08
Halibut, per lb.	0 14	0 14
Herring, per lb.	0 06	0 06
Lake shad, basket of 20 lbs.	0 85	0 85
Lemon soles, per lb.	0 10	0 10
Lobsters, live, per lb.	0 35	0 40
Perch, per lb.	0 06	0 06
Roe shad, each	1 50	1 50
Steak cod	0 08	0 08
Suckers, per lb.	0 05	0 05
Whitefish, per lb.	0 16	0 16
Wrinkles, per bush.	3 50	3 50

SMOKED.

Ciscoes, per basket	1 00	1 00
Ciscoes, per box of 15 lbs.	1 50	1 50
Finnan haddie	0 07½	0 08
Kippers	1 10	1 25
Smoked bloaters, 60s	1 25	1 25
Smoked fillets	0 13	0 13

PREPARED.

Acadia cod, 2-lb. boxes, 12 to crate	2 80	2 80
Cod in loose strips, 25-lb. to box, lb.	0 05½	0 05½
Shredded cod, 2 doz. pkgs. to box	2 25	2 25
Skinless, cwt. (100 lb. boxes)	7 00	7 00

SALTED AND PICKLED.

Holland herring, per keg	0 80	0 85
Labrador trout, per keg	0 75	0 75
Scottish herring, Loch Fyne, per kit.	1 00	1 00
Oysters—		
Selects, per gallon	1 75	2 00
Straight, 1 gal. lots	1 75	1 75
Straights, 3 gal. lots	1 75	1 75
Straights, 5 gal. lots	1 65	1 65
Shrimps—		
1 gallon cans	1 25	1 25
2 gallon cans	2 40	2 40
3 gallon cans	4 00	4 00
Extra, per lb.	0 25	0 25

Operating a Sanitary Fish Department

The Stanford Market, Montreal, Pay Special Attention to Fish and Provisions
—Method to Prevent Customers From Handling Fish—Parchment Paper Freely Used—System to Prevent Delivery Complaints.

STANFORD'S Market, Limited, Montreal, is a model of cleanliness. Here it is that a goodly portion of Montreal's "Elite" do their shopping. It is here that one finds one of the largest stock of "Good Things to Eat" and the greatest variety. All the newest fruits, every kind of vegetable or fish or poultry or game, in fact, everything to tempt the jaded appetite of the city consumer. To use the store's slogan it is "THE MARKET THAT'S DIFFERENT."

The photograph reproduced here shows only the fish department of this market, but it gives one an idea of the arrangement of the interior of the store.

The Meat Department.

In the meat department one can see the biggest selling points—the price tags on the different cuts. The counter is filled with cuts of meats, steaks, roasts, chops, etc. By thus cutting up the meat in small pieces the customer can see just what she is getting, and in most cases this is the main factor in making the sale.

Another strong selling point is the tasty way in which the meat is arranged. There are those delicious steaks hanging

on the hooks at the back and the enamel platters under the meat displayed on the counters. These trays are garnished with sprigs of parsley, which give an added touch to the appealing power of the different cuts. Underneath the counter is a shallow shelf for the display of canned goods, etc. Canned goods are also placed in pyramids on the upper shelf which extends clear around the store. On the table in the foreground are baskets of vegetables, oranges, grape fruit, etc. There are compartments below the table top filled with beets, turnips, apples, etc. This department has a large refrigerator and cash carriers. The cashier is in a cage on a balcony over the store door.

The Fish Department.

The fish department is the biggest and, of course, is given the most display room. The photograph reproduced here shows the sales counter. The counter has a peculiar arrangement and one that should be in more general use. By looking closely at the photo, uprights may be seen which divide the counter into sections. These are the supports for the plate glass which runs along the

front of the counter and over the top, giving added display space besides making it impossible for customers to handle the fish displayed below. This glass case also adds attractiveness to the display. Price tickets are used freely. On the shelves at the back are displayed all kinds of canned fish. Just below these shelves is the wrapping and cleaning counter with a large galvanized tank for the washing of the fish.

The stairs lead up into the office in which is the private telephone exchange, where all incoming calls are picked up, the operator finding out which department is wanted and the particular salesman, before it is connected with that department. This saves a lot of time for the salesman and pleases the customer better. Another vegetable display table is seen in the foreground. All fish are cleaned and prepared in a room specially fitted for this purpose at the left of the photo, while at the extreme right of the photo is the poultry department.

Windows Trimmed Daily.

Great attention is given to window displays. These are changed every



A view of the Fish Department of The Stanford Market in Montreal, showing an orderly arrangement.

Methods Used in Boosting Flour Sales

day. Regularly every Wednesday an elaborate fish display is put in one of the windows. The Grocer has reproduced several of these from time to time. Wm. Nailor, who has charge of the fish department, is enthusiastic about the pulling power of these window displays and says they are "the best ever." A special price is made on some one line of fish every day and is a good method of drawing attention to the different lines sold besides getting extra business.

Uses Parchment Paper Freely.

Whenever a customer is being served, or when goods are sent out on order, the salesmen in picking up the meats or fish wanted, first picks up a sheet of parchment paper and lays the desired cut on this sheet instead of on their hands. When the meat is weighed a sheet of parchment is always placed on the scales. This plan is invariably carried out, and the good impression it creates on the purchasing public is worth many times the cost of the parchment. When goods go out on order they are well wrapped in parchment, and oiled wrapping paper is used so that the juice from the meat and fish will not soak through. This policy of sanitary handling of the goods has been a mighty factor in the building up of the business of this firm.

Handling the Deliveries.

All goods going out are sent to the shipping room where they are arranged for the different routes by the shipping clerk who takes the name and address of the customer, and the amount of the order, for the purpose of a check on the delivery men. Goods ordered for delivery in sections served by the branch store are telephoned to the branch, or in case of customers selecting cuts in one store for delivery in other sections of the city served by one of the other stores, these orders are transferred to the delivery system of the store covering that section. This plan eliminates the lapping of the delivery routes, and saves considerable money for the firm.

New Way of Preparing Haddock.

To relieve the shortage of halibut during the Lenten season, the Stanford Market skinned and boned haddock, which took the place very well. In fact, this market has had a hard job in keeping up with the demand for this line and one day last week sold about 350 pounds of fish prepared in this way. The writer saw some of this fish and it certainly was very tempting, and it is well worth the dealer's while to prepare haddocks in this way.

A Montreal Grocer Sells Only Advertised Flour—Business Increased by Co-operating With the Manufacturer—Current Literature and Advertising of Manufacturer Makes Strong Feature—Clever Window Trim Arranged by Montreal Grocer.

The store window is the most effective factor in making direct retail sales for the window display appeals to the consumer when he stands at the portals of your place of business. If the display attracts him, or should he be in need of the goods shown, you will get the business. The more original the display the better it will "pull." It isn't always the window that consumes the most time to dress that pulls the best. Simplicity of trim gives a display an added effectiveness that is hard to improve upon. In displaying staple lines, such as flour—about which everybody is well informed—the simple, tasty display is the more effective one. The qualities or grades have been "standardized" till all that remains for the customer to decide upon is the quantity desired and the brand. Millers by extensive advertising have created a demand for their different brands. Customers recognize these familiar brands, and whenever they see the name they feel as if they were meeting old friends. When in need of flour they buy the brand they know the best.

Advantages of Selling Advertised Flours.

The dealer who is wide awake will sell advertised flours in preference to the unknown brands. It takes less effort to convince the customer of the merit of the flour. It saves time in making the sale, as the miller's advertising has partially sold the customer; and, lastly, advertised flours give satisfaction to the customer, with the result that once a customer for advertised flour always a customer. The dealer should take advantage of the sales opportunities that the manufacturer has created by means of his extensive advertising campaigns.

Co-operating With National Advertising.

To get the best results the dealer and manufacturer should co-operate to boost sales. Manufacturers are always willing to give the dealer every assistance possible, and the dealer should be alive to take advantage of this generous offer. In planning window displays of advertised goods the dealer would do well to consult the manufacturer and get from him display cards, pamphlets and other literature. One grocer in Montreal uses a billboard outside the store window, on which are pasted pages from the current publications showing the manufacturers' ads. of the goods he has displayed in his window. This clever idea attracts a lot of attention, and gives that store a per-

sonality as people watch the window and billboard for "NEXT."

A Simple But Effective Display.

The simple arrangement of the window display described below was its most attractive feature. By showing the flour, the raw product, as a background, and the bread, cakes, etc., the finished product, in the foreground, the goodness of the flour was clearly demonstrated. The cakes and other goodies appealed very strongly to the appetite.

The arrangement of the window was very simple. In the centre of the background was placed a barrel of flour lying on its side, so that the label on the barrel could be easily read. On the barrel were three sacks of flour, over which was spread a linen cloth, and on top of this was a glass cake dish piled high with breakfast rolls. On either side of the barrel were large bags of flour, and in each corner of the window a barrel of flour stood on end. Across the front of the window as a border little bags of flour were used. In the centre of the foreground were two 25-lb. sacks, one laying crossways on the bottom, with the other, label out, leaning up against it. In the rest of the space was a semi-circle of plates and cake dishes, on which were placed loaves of white, brown, currant, and fancy breads, several kinds of cakes, buns, etc. On one side of the window was a little stack of baking powder, and on the other a pile of yeast cakes. Across the back of the window was a large sign, "Blank's Flour." Around the sides of the window were hung smaller show cards telling the many advantages of this flour. The result of this display was a sharp increase in the sales of flour. The sales of cakes, bread and pastry were also greatly increased by this simple display. The simple window to be effective must concentrate on one article, and the trimmings and floor covering must be of the very best. Linen of good quality was used in the display described above.

It has well been said by Sheldon, "If you want to know the man who keeps you from accomplishing things, if you want to know what holds you back, if you want to know where to fix the blame, get a looking-glass and look into it carefully."

FLOUR & CEREAL DEPARTMENT



Domestic Trade Good; Export Increasing

Exceptionally Heavy Demand The World Over—Toronto Begins to Get into Line For Export Through Boat and Rail Freight Rates—Rolled Oats Firm Again—Trade in Mill Feeds Inclined to be Dull.

One of the big features of the market, according to Broomhall, continues to be the exceptionally heavy demand which is not confined to one country only, but is prevalent throughout Europe. Heavy shipments have been going on without causing congestion for eight months and latest reports state that at present date stocks are considered exceptionally low.

Toronto, for some time altogether out of line for export, is now beginning to get a chance through boat and rail freight rates, but as yet bookings have not been heavy. To-day in Winnipeg, wheat is 5 cents per bushel higher than in Minneapolis which gives Minneapolis about 25 cents advantage over Toronto on flour. This difference together with high ocean freight rates has tended to prevent all export business from the Toronto end. Montreal is in slightly better position for export than Toronto, but no rush has yet been felt.

With wheat and corn both advancing, general firmness is being felt in flour and cornmeal markets, but in neither is an immediate advance expected, and it is doubtful if any will take place at all. Rolled oats fluctuated slightly both in Montreal and Toronto during past week, but have again resumed former prices and appear quite firm.

Receipts of flour on the Montreal market for the week were 5,288 sacks, as compared with 6,341 sacks for corresponding week last year. Exports of flour from St. John and Portland for the week were 38,347 sacks, as against 63,713 sacks for same week year ago. The stock of flour in store on spot to-day showed an increase of 29,761 sacks, as compared with a week ago and 137,394 sacks as compared with same date last year.

MONTREAL.

FLOUR.—There is no change on flour market and situation is practically same

as last week. Bad condition of country roads has had tendency to curtail demand from country points. Demand from city continues steady. Export trade is very limited owing to price war among U.S. millers. Foreign buyers are taking advantage of price cutting and are buying in U.S. instead of in Canada.

Winter wheat, fancy patents, in bags ..	4 50	4 75
Straight rollers, in bags	4 30	4 50
Manitoba 1st Spring wheat patents, bags ..	5 40	5 40
Manitoba straight patents, in bags.....	4 90	4 90
Manitoba strong bakers, in bags.....	4 70	4 70
Manitoba second, in bags	4 10	4 30

CEREALS.—During past week rolled oats have declined 15c, but market recovered the decline on Monday when rolled oats advanced 15c. Prices are quite firm at advanced figures and it is thought that these prices will rule for some time to come. Demand for rolled oats is fair and quite a nice volume of business has been transacted.

Exports of rolled oats from St. John and Portland for the week were 1,850 sacks and 600 cases as compared with 8,411 sacks and 4,180 cases for same week last year.

Cereals—		
Rolled oats, in 25 sack lots	2 05	
Rolled oats, in single bag lots	2 18	
Rolled oats, in bbls.	4 35	4 60
Standard oatmeal, in single bag lots.....	2 26	2 38
Granulated oatmeal, in single bag lots.....	2 26	2 38
Fine oatmeal, in single bag lots	2 26	2 38
(In 25 bag lots the price of the above is 10c lower.)		
Rolled wheat, in barrels	2 70	
Hominy, in 98 lb. sacks	2 00	
Cornmeal, in 98 lb. sacks	1 85	
Rolled oats, in cotton sacks, 5c more.		

MILL FEED.—Mill feed market is devoid of interesting features. Prices remain unchanged and demand is steady with a firm undertone.

Bran, in car lots, per ton	20 00
Shorts, in car lots, per ton	22 00
Middlings	24 00
Wheat moulee, per ton	25 00

TORONTO.

FLOUR.—Quite a good business is now being accomplished in flour for domestic trade. Wheat market is stiffening up, but according to one local dealer there is no prospect of flour advancing.

At the same time he states that flour is not likely to be any lower on account of the low price of mill feeds. If they were to decline their prices would stiffen all around.

Inquiry for Manitoba flour for export is fair, but dealers find it difficult to get prices that they need to get on account of prevailing low prices on the other side of the line.

There are still some rumors of flour going up locally, but nothing is definitely stated. If reports amount to anything developments will likely follow in the course of another week.

Manitoba Wheat.		
1st patent, in car lots, bags	5 40	
2nd patents, in car lots, per bbl.....	4 90	
Strong bakers, in car lots, per bbl.....	4 70	
Feed flour, in car lots, per ton	30 00	
Flour, in cotton sacks, 10c per barrel more.		
Winter Wheat.		
Fancy patents, domestic consumption....	4 70	4 90
Patents, 90 p.c. domestic consumption....	4 55	4 85
Straight roller, domestic consumption....	4 35	4 55
Blended domestic consumption	4 85	5 15

CEREALS.—Cereals are moving out pretty freely. Warmer weather has tendency to decrease demand for rolled oats, but to increase inquiry for cornmeal. Owing to high price of corn inquiry for cornmeal for feed purposes has dropped off considerably, but for table use has not been affected to any extent. Last week it was reported that some mills had dropped rolled oats 5c. Former figures were again resumed on Tuesday, so that decline was only temporary.

Rolled oats, small lots, 90 lb. sacks	2 15
Rolled oats, 25 bags to car lots	2 05
Standard and granulated oatmeal, 98-lb. sk., small lots	2 35
Rolled wheat, 50 lb. boxes	1 50
Rolled wheat, small lots, 100-lb. bbls....	2 75
Rolled wheat, 5 barrel to car lots.....	2 65
Cornmeal, 98-lb. bags, 25 bag lots, best quality	1 70
Cornmeal, 98 lb. bags, 25 bag lots, coarser grades	1 50
Rolled oats in cotton sacks 5 cents more.	1 65

MILL FEEDS.—Demand for bran, while still steady, is causing no great rush. Shorts are moving fairly freely at anywhere from 20 to 22 dollars per ton. With summer coming on dealers do not look for further advances unless export becomes heavy. One dealer early in the week stated: "Bran is easier today, selling at \$19. Demand is not what it should be for season and price has been declined to stimulate inquiry. Shorts are steady at \$21."

Bran, in car lots, per ton	19 00	20 50
Shorts, in car lots, per ton	21 00	22 00
Middlings, in car lots, per ton	24 00	25 00
Wheat moulee, in car lots, per ton.....	25 00	27 00

Over 2,000 Dozen Eggs Sold in Thirty Days

How One Merchant Built Up an Egg Business in a Few Months—Care Must be Exercised in Selection, Storing, Displaying and Delivery of Eggs—When Customers Are Assured of Quality in Eggs, Remainder is Clear Sailing.

That a dealer in a small store, in a town of 7,000 population, in competition with 37 other dealers could in a few months work up an egg trade that would consume 2,390 dozen eggs in 36 days, is something difficult to understand. Just think; 28,680 eggs, 28,680 breakfasts, over 700 customers! When one looks at it that way it appears much bigger and he begins to realize what a difficult task it was to accomplish this remarkable record.

"Simply a case of supplying 'GOOD EGGS ALWAYS,'" replied the dealer when asked how he did it. "Selling eggs is like selling other lines of groceries you MUST have GOOD GOODS if you are going to build up your business. You must adopt a definite policy and then follow it out to the letter, keep hammering away, driving home the 'quality' arguments so hard that they will stick. Advertising is a big factor in winning Success. By advertising I don't mean merely newspaper publicity—that is only one kind of advertising, but the thousand and one ways that the alert dealer can boost his business. But the biggest factor in your success in the egg business is to have GOOD eggs all the time. The quality must be up to a certain standard always. The days of the dealer who allows the quality to be lowered are numbered.

Learned to Test Eggs.

"When I bought out this business six months ago, my predecessor was only selling about five or six dozen eggs a week. I saw there was a great possibility for an egg department and began to evolve a method that would assure its success. The first thing I did was to learn how to tell 'fresh' eggs—how to test them. The next was to get in touch with a dealer who was reliable and who would co-operate with me—the next to work out a sales plan. The first was comparatively easy as the Government supplied the bulletin from which I easily learned to test eggs.

"The second was the hardest, but at last my efforts were rewarded with a connection that was well worth the trouble for in my year and a half's dealing with this firm I never had one cause for complaint from the quality of their eggs. When I first went to them I told them exactly what I wanted and that I was willing to pay a reasonable price for strictly fresh eggs, but I would take no others at any price whatever. I told him just what I intended doing and soon

won him over body and soul to my plan. I contracted with him for so many cases a week. Of course, I was taking a big leap, but I had confidence in my plan which has since met with such marked success. Well the next problem was to sell the eggs.

Used the Newspapers.

"I contracted with our local paper for 14 inches three times a week and began my campaign. First I used price as my pulling card. I ran my ad. with the price occupying about two-thirds of the space but down in the corner was a statement of the quality of our eggs. The price brought the people into the store and here they saw eggs everywhere in the window, outside the door, inside the door, on the counter, in front of the counter—in fact, everywhere they looked were eggs, eggs, eggs. This abundance of eggs impressed them with the fact that we were able to take care of their wants.

How Candling Lamp Helped.

"But our biggest selling feature was our candling lamp. Every customer was asked to select some eggs to be tested. These were taken to the tester and in the customer's presence were tested. Besides the testing lamp was the Government chart showing the different stages of deterioration. The customer was then instructed how to use the tester and was asked to test the eggs she had selected and see if they were fresh. This proved to her our confidence in the 'freshness' of the eggs. Then we explained just how we obtained our eggs and how we guarded their quality, at every turn. This entailed a lot of talk and time, but this missionary work was the best possible kind of advertising as it thoroughly convinced the customer that we really knew something about eggs. It was a novel plan which added all the more weight.

"Well every customer who came into the store in those first few days became a permanent customer for eggs. To-day we have over two hundred customers who have standing orders with us for so many dozen of eggs each week. We captured the confidence of the public in those first few weeks by our missionary work and on no occasion has it ever been abused by us trying to palm off poor eggs. We never let an egg go out of the store until it had been tested and found to be absolutely fresh. This policy has resulted in our building up a business that is the envy of all my competitors.

Two exclusive egg and butter men went out of business shortly after I opened my egg department.

From Price to Quality.

"After those first few weeks of missionary work, and after I had the people coming I began to preach Quality on my advertisements and let Price take a back seat. Soon I had the business on a solid foundation and was selling eggs at a profit of about five to six cents per doz.

"The delivery of the eggs presented some problems, but these were overcome by the use of egg carriers, and the co-operation of the drivers by means of a bonusing system. I paid them two dollars per week extra if they delivered everything at the right place and in good order during the week, but fined them for each breakage or mistake.

"In displaying eggs great care must be exercised to see that the sun does not strike them as sunlight will start deterioration quicker than anything else. Care must be exercised to see that there is nothing coming in contact with the eggs that will contaminate them as they are very susceptible. In packing eggs in the cases new fillers should always be used as the old fillers soon spoil the eggs if they are dirty or musty. (

Trade Building Policy.

"Anyone can build up a big egg trade if he will adopt this policy.

FIRST.—Test every egg that enters your store and KNOW HOW to test them.

SECOND.—Tell your customers about it. Preach QUALITY to them morning, noon, and afternoon.

THIRD.—Advertise; in your windows, in your store interior, in your local papers and make your customers boosters for your business.

FOURTH.—NEVER LET A BAD EGG ENTER OR LEAVE YOUR STORE. One bad egg will render useless months of hard work.

FIFTH.—Never under any consideration let up in your vigilance."

There is just one way to develop the type of character and personality that goes toward the making of sales, the power to persuade others and that is to acquire knowledge to control and direct yourself in a more intelligent manner than others.



Produce & Provisions



Provision Market Firm at High Prices

Orders For Pork Products Coming in More Freely—Prices on Hogs Decline Slightly—Various Opinions Expressed With Regard to Butter Situation —Prices Expected to Advance in Montreal—Weakness in Egg Markets.

Provision market has taken on a slightly firmer tone during past week. Some slight advances are noted in Montreal, but as yet Toronto continues at last week's figures and very firm. With navigation opening and season advancing, heavier demand is looked forward to within a few weeks. Receipts of hogs have been inclined to be better during past and that condition together with weakness of Chicago market has tended to put prices down at least for a short time.

Various opinions are being expressed with regard to butter situation. Make of creamery is increasing, but as storage stocks are low prices are being maintained. Finest quality dairy and farmer's separator are quite scarce and bringing fancy prices. Prevailing opinion in Toronto is that market is now at high water mark. Some dealers expect decline at any time, while others consider market likely to hold firm for some weeks yet. In Montreal there appears to be a strong upward tendency which seems likely to materialize shortly, owing to scarcity of supplies.

Egg situation is almost without feature. Offerings are heavy, but up to present time have been pretty well cared for by large demand. Declining markets may now be looked for.

Following table shows receipts of butter, eggs and cheese on the Montreal market, with comparisons:

	Butter pkgs.	Cheese pkgs.	Eggs cases.
For week ending April 12th, 1913	1,515	190	13,514
For week ending April 13th, 1912	5,884	1,213	9,270
From May 1st 12 to Apr. 12 '13	477,012	1,788,128	301,859
From May 1st 11 to Apr. 13 '12	517,085	1,833,791	282,771

MONTREAL.

PROVISIONS.—The demand for pork products is quite heavy and orders are coming in quite freely from both city and country points. Bad road conditions in the country make distribution difficult at some points and have the tendency to curtail sales to some extent.

Compound lard advanced $\frac{1}{4}$ c during

past week. This advance is due to advance in cotton seed oil market. Demand for compound lard is quite heavy and with favorable weather and increased cost of butter demand should increase.

Pure lard declined $\frac{1}{2}$ c in sympathy with American market. Drop in price of live hogs has also had tendency to force lard prices down. Demand for pure lard is fair, but decrease in price should stimulate buying.

Canned meats and cooked meats are in good demand. A number of large orders for canned meats have been booked during past week.

Live hogs are selling at \$10.30 per cwt. this week instead of \$10.50 ruling last week. The receipts of hogs is more in keeping with the demand, but weakness of Chicago market forced prices down.

HAMS—	
Extra large sizes, 28 to 40 lbs., per lb.	0 16
Large sizes, 20 to 28 lbs., per lb.	0 17
Medium sizes, selected weights, 12 to 20 lbs., per lb.	0 19
Extra small sizes, under 12 lbs., per lb.	0 19
Boned and rolled, large, 16 to 25 lbs., per lb.	0 18
Boned and rolled, small, under 12 lbs., per lb.	0 21
Picnic hams, 6 to 12 lbs., per lb.	0 15

BACON—	
Breakfast bacon, heavy, 14 to 20 lb. sides	0 18
Fancy breakfast bacon, boneless, lb.	0 22
Windsor bacon, skinned, backs, lb.	0 23
Windsor bacon, skinned, backs, boneless, per lb.	0 24
Spiced roll bacon, boneless, short, lb.	0 16
Wiltshire bacon, 50 lb. sides, lb.	0 18

COOKED MEATS—	
Boiled ham, small, skinless, boned, lb.	0 28
Jellied tongue, 10 lb. net, lb.	0 28
Headcheese, per lb.	0 10
English hawn, per lb.	0 12
Jellied brock, 6 lb. tins, per tin.	0 75
Cooked pickled pig's feet (in vinegar, 25 lb. kits), per lb.	0 07

DRY SALT MEATS—	
Long clear bacon, 50-70s, lb.	0 15
Long clear bacon, 80-100s, lb.	0 14
Flanks, bone in, not smoked, lb.	0 15

PURE LARD—	
Tierces, 375 lbs., per lb.	0 15
Tubs, 50 lbs. net, lb.	0 15
Boxes, 50 lbs. net, per lb.	0 15
Pails, wood, 20 lbs. net, lb.	0 15
Pails, tin, 20 lbs. gross, lb.	0 15
Cases, tins, 10 lbs. each, lb.	0 15
Cases, tins, 5 lbs. each, lb.	0 16
Cases, tins, 3 lbs. each, lb.	0 16
One pound bricks, 60 in case.	0 16

COMPOUND LARD—	
Tierces, 375 lbs., per lb.	0 09
Tubs, 50 lbs. net, per lb.	0 10
Boxes, 50 lbs., per lb.	0 09
Pails, wooden, 20 lbs., net	0 10
Pails, tin, 20 lbs. gross	0 09
Cases, 10 lb. tins, 60 lbs. in case	0 10
Cases, 5 lb. tins, 60 lbs. in case	0 10
Cases, 3 lb. tins, 60 lbs. in case	0 10
One pound bricks, 60 lb. cases	0 11

BARRELLED PORK.	
Heavy Canada short cut mess, bbl., 35-45 pcs.	\$28 50
Canada short cut back pork, 45-55 pcs., bbl.	28 00
Heavy short cut clear pork, bbl.	27 50
Heavy clear fat backs, 40-50 pcs., bbl.	28 50
Heavy clear fat backs, 60-70 pcs., bbl.	27 00
Flank fat pork, bbl.	28 00
Pickled pigs feet, short, 200 lb. bbls.	6 00

SUNDRIES.	
Cottage rolls, small, 4 lbs. per lb.	0 18
Bologna, beef bungs, per lb.	0 07
New England ham, per lb.	0 14
Blood pudding, per lb.	0 08
White pudding, per lb.	0 07
Sausage, farmer's, per lb.	0 09
Pure pork sausage, little pig casings, lb.	0 16
Tripe, in kits, 25 lbs., per lb.	0 06

HOGS.	
Live weight, per 100 lbs.	10 30
Dressed pork, per 100 lb.	15 00

BUTTER.—Demand for butter is increasing and supplies decreasing. Prices are very firm with a strong upward tendency. Fresh made creamery has advanced to 33c for solids and 33 $\frac{1}{2}$ for prints. Sept. and Oct. made creamery and dairy butter remain same as last week. New Zealand butter is still being sold on local market and is now bringing 33c per lb. This is advance of one cent per lb. Another advance is anticipated in near future as supplies are getting short.

Creamery blocks, Sept. and Oct. make	0 32
Dairy tubs, lb.	0 26
Creamery, fresh made	0 33
New Zealand	0 33

EGGS.—New laid eggs are quoted at 23c per dozen and are selling retail around 25 to 26c per dozen. Egg market is very weak and prices are liable to tumble at any minute. Receipts of eggs on local market during week were 13,514 cases as against 12,908 cases for week previous. Dealers are storing surplus and thus holding up price. It is expected that next week will see much lower prices as weather is more favorable for an increased egg supply. With better roads and warm weather supplies of eggs should be greatly increased. Dealers will hardly pack eggs at present prices after their experience of last season and it is reasonable to suppose that prices will soon be lower as storage stocks will soon be laid in now.

New laid eggs, per doz.	0 23
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CHEESE.—Cheese market is devoid of feature. Demand is steady with no price changes. White Canadian cheese, year old, is selling well and bringing 17c per lb. Exporting is light.

Cheese—	New.	Old.
Large	0 14	0 14
Twin	0 14	0 15
$\frac{1}{2}$ twin		0 15
Stilton		0 18
Canadian, white, year old, lb.		0 17

POULTRY.—Consumption of poultry is just a little ahead of supplies coming

forward. The situation has tendency to keep prices very firm. Very little game is being sold at this season of year.

Poultry, Dressed—	
Turkeys, per lb.	0 25
Ducks, per lb.	0 22
Chickens, per lb.	0 19
Fowls, per lb.	0 17
Geese, per lb.	0 14
Milk fed chickens, per lb.	0 24

TORONTO.

PROVISIONS.—Business during past week has been picking up a little and with opening of navigation which became fairly general on April 15, shows signs of increasing even more especially from Western points. The market for live hogs continues strong owing to continued light receipts. Better roads have somewhat improved conditions over week ago, but even yet stocks are scarce. In sympathy with this market all meats continue firm, but unchanged. Lard, which by one firm was moved up 1/4c last week has again been put back to former figures. Market for lard, however, continues firm.

American tariff appears this week almost as a thing of the past, so little are dealers discussing it.

Smoked Meats—	
Light hams, per lb.	0 18 1/4
Medium hams, per lb.	0 18
Large hams, per lb.	0 16 1/4
Backs, plain, per lb.	0 23
Backs, boneless, per lb.	0 24
Backs, pea meal	0 22
Breakfast bacon, per lb.	0 19
Roll bacon, per lb.	0 15 1/2
Shoulders	0 13 1/2
Pickled Meats—le less than smoked.	
Heavy mess pork, per bbl.	22 00
Short cut, per bbl.	27 00
Cooked hams	0 26
Long clear bacon, light	0 15
Long clear bacon, heavy	0 14 1/4
Lard, tierces, per lb.	0 14 1/4
Lard, tubs, per lb.	0 14 1/4
Lard, pails, per lb.	0 15
Lard, compound, per lb, tierces	0 09
Live hogs, fed and watered	9 35
Live hogs at country points	9 00
Dressed hogs	14 50

BUTTER.—Butter continues firm. In creamery make is increasing and fortunately for makers storage stocks are pretty well cleaned up. Consequently, prices remain unchanged. Choice dairy is scarce and hard to get. Prices for best quality run almost as high as for creamery. Speaking of future of butter market one local dealer states: I'm surprised to see it hanging on so long the way it is. Just now I'm doing a big trade in butter, but I'm simply buying and selling right away as I am almost afraid to take a chance." Another dealer was just as strongly of opinion that there would be no decline until grass makes started coming in.

	Per lb.
Fresh creamery print	0 34
Creamery solids	0 29
Creamery prints, per lb.	0 31
Farmers' separator butter	0 27
Dairy prints, choice	0 25
Dairy solids	0 20

EGGS.—"Egg market remains firm at 20 to 21 cents. Demand is good and stocks are being kept well cleaned up." Such is situation in brief as expressed by one local dealer this week. Buyers continue to pay from 17 to 18 cents in country, but with roads drying up this week offerings are expected to be hea-

vier, causing slight reduction in prices paid. Eggs are now coming in quite freely, but owing to enormous demand from the Jews, this being time of Jewish Passover, stocks locally have been kept well cleaned up to date.

Eggs—	
Strictly new laid, per doz.	0 20 0 21

CHEESE.—The new tariff coming into force would probably effect cheese situation as much as any. Doubtless it would cause more cheese to be shipped from here to States and less to England, thus causing a lowering of price on other side. Free admission of milk would tend to give factories on other side of line advantage over factories here. Just what result will be is hard to figure, but it looks as if values will undergo a leveling process both

here and across line, should the new tariff come into force.

Cheese—	
Old, large	0 14 1/4 0 15
Old, twins	0 15 1/4 0 15 1/4
New, large	0 14 0 14 1/4
New, twins	0 14 1/2 0 14 1/2

POULTRY.—Owing to Jewish Passover, demand for live chickens and hens should be extra heavy this week. Frozen lines continue in good demand, and stocks are fairly plentiful. Supplies of all fresh dressed are quite limited, and dealers are asking a good price for same. Broilers are expected in another week or so. Opening price will likely be around 40 cents.

Frozen—	
Chicks, milk fed, lb.	0 23 0 25
Chickens, dressed, lb.	0 20 0 22
Ducks, dressed, lb.	0 19 0 20
Fowl, dressed	0 15 0 17
Turkeys, dressed	0 24 0 25
Broilers, per lb.	0 21 0 22
Fresh—	
Chickens, dressed, per lb.	0 25 0 27
Fowl, dressed, per lb.	0 18 0 20

Increasing Sales at Provision Counter

What Two Western Ontario Retailers Are Doing To Build Up This Department—The Use of Separate Counter—Value of Handling Quality Products And Giving Good Service.

A. Reeks, of Reeks & Co., St. Thomas, Ont., is a believer in giving special attention to the provision department. Across the rear of his store he has a separate counter for provisions, with marble top, and a refrigerator to the rear, with double compartments.

In the Reeks store a special endeavor has been made for many years to give good service in the matter of provisions, and a good steady trade has been worked up. On the provision counter referred to is a computing scale, and also a meat slicer. The latter is credited with attracting considerable new business.

To keep the cheese free from dust, dirt, drying out, and excessive moisture Mr. Reeks has a square glass cover on hinges on the end of the counter and over the cheese. Whenever cheese is required the cover is tipped back as far as the folding hinges allow it, and as soon as the order is filled, is put back in its place. By being glass the cheese can readily be seen by customers, and this promotes sales.

"People want cleanliness nowadays," says Mr. Reeks, "and we must cater to them."

QUALITY AND SERVICE TRIUMPH.

A Western Ontario grocer tells of an interesting apology made to him by one of his old and regular customers. For a number of years he had always run a provision counter in his store, and had pushed sales in provisions, until finally he had built up a very good trade. From the outset he had stocked only what he considered the best meats, both cooked and smoked, and felt well satisfied that

no complaint could justly come from his customers on that score.

A few years ago one of the large packing houses started up a retail store in the same town, and naturally drew trade away from all of the grocers who had been handling provisions. Some weeks later one of this grocer's old customers came to him and said, "Mr. — I owe you an apology." "What for?" he enquired; "I wasn't aware of anything for which you need apologize to me."

"Well," replied the customer, "I just thought when those packers started in here that they would show you a few things. I thought that you wouldn't be able to sell any provisions at all. Under this impression I have been dealing with them ever since they came, but I must say that I have never yet been satisfied with their goods, and I have tried almost them all. And now I want to apologize for ever doubting that your meats were not the best, and for leaving you to deal at another store." Needless to say the apology was accepted very freely.

This grocer states that rather than hurt his trade the opposition has benefited him, and that the most friendly feeling exists between him and the manager of the produce and provision store. So careful has he been in seeing that his customers are satisfied in every respect and in giving them always the best quality of goods obtainable that he has secured the utmost confidence and goodwill from all his customers, and has built up a provision trade which cannot be drawn away by any new dealer who comes to town.

THE
YOUNG COMPANY
LIMITED

Wholesale Grocers and Importers

**Our
three
Warehouses
with complete stocks
ensure prompt shipments.
Our business is built upon fair
dealing, liberal treat-
ment and effec-
ient ser-
vice**

Warehouses at:

NORTH BAY

The Young Company Limited

SUDBURY

The Young Company Limited

TORONTO

The Davidson & Hay, Limited

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS \$56 PER INCH PER YEAR

BAKING POWDER.

W. H. GILLARD & CO.

Diamond.
1-lb. tins, 2 doz. in case ..\$2 00
¼-lb. tins, 3 doz. in case.. 1 25
¼-lb. tins, 4 doz. in case .. 0 75

ROYAL BAKING POWDER.

Sizes. Per doz.
Royal—Dime 0 95
" ¼-lb. 1 40
" 6-oz. 1 95
" ½-lb. 2 55
" 12-oz. 3 85
" 1-lb. 4 90
" 3-lb. 13 00
" 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, \$8.25; 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 85
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, 1-lb., 2 dozen 2 50
No. 2, 5-oz., 6 dozen 0 80
No. 2, 5-oz., 3 dozen 0 85
No. 3, 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, 3-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 bookseach 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 ¼ 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, \$4.00.

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 65

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 40
Perfection, ½-lb. tins, doz. 2 85
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 83
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 28

Diamond, 6's and 7's, 6 and 12-lb. boxes 0 24

Diamond, ¼'s, 6 and 12-lb. boxes 0 25

Icings for Cake—

Chocolate, white, pink, lemon, orange, maple, almond, coconut, cream, in ¼-lb. packages, 2 doz. in box, per doz. 0 90

Chocolate Confections—Per lb.

Maple buds, 5-lb. boxes ... 0 36
Milk medallions, 5-lb. bxs. 0 36
Chocolate wafers, No. 1, 5-lb. boxes 0 30
Chocolate wafers, No. 2, 5-lb. boxes 0 25
Nonpareil wafers, No. 1, 5-lb. boxes 0 30
Nonpareil Wafers, No. 2, 5-lb. boxes 0 25
Chocolate ginger, 5-lb. bxs. 0 30
Milk chocolate wafers, 5-lb. boxes 0 36
Coffee drops, 5-lb. boxes .. 0 36
Lunch bars, 5-lb. boxes .. 0 36
Milk chocolate, 5c bundles, 3 doz. in box, per box.. 1 35
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box 0 85
Nut milk chocolate, ½'s, 6-lb. boxes, lb. 0 36
Nut milk chocolate, ¼'s, 6-lb. boxes, lb. 0 36
Nut milk chocolate, 5c bars, 24 bars, per box 0 90

EPPS'S.

Agents—F. E. Robson & 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 & Persse, 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 80

" 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, ½'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, 33c lb.; Break-

fast 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.; cinquieme sweet chocolate, 1-5. cakes, 6-lb. boxes, 20c lb.; Falcon cocoa (hot or cold soda), 1-lb. tins, 34c lb.; Cracked Cocoa, ¼-lb. pkgs., 4-lb. bags, 31c lb.; Caracas tablets, 5c cartons, 40 cartons to box, \$1.25 per box.

The above quotations are f.o.b. Montreal.

CONDENSED AND EVAPORATED MILK.

BORDEN MILK CO., LTD.

East of Fort William, Ont.

Preserved— Per Case
Eagle Brand, ea. 4 doz. \$6 00
Reindeer Brand, ea. 4 doz. 6 00
Silver Cow Brand, ea. 4 ds 5 40
Gold Seal Brand, ea. 4 doz 5 25
Mayflower Brand, ea. 4 doz 5 25
Purity Brand, ea. 4 doz. 5 25
Challenge Brand, ea. 4 doz 4 75
Clover Brand, ea. 4 doz. 4 75

Evaporated (Unsweetened)—

St. Charles Brand, small, ea. 4 doz. 2 00
Peerless Brand, small, ea. 4 doz. 2 80
St. Charles Brand, Family, ea. 4 doz. 3 90
Peerless Brand, Family, ea. 4 doz. 3 90
Jersey Brand, Family, ea. 4 doz. 3 90
St. Charles Brand, tall, ea. 4 doz. 4 70
Peerless Brand, tall, ea. 4 doz. 4 50
Jersey Brand, tall, ea. 4 doz. 4 50
St. Charles Brand, Hotel, ea. 2 doz. 4 25
Peerless Brand, Hotel, ea. 2 doz. 4 25
Jersey Brand, Hotel, ea. 2 doz. 4 25
St. Charles Brand, gallons, each ½ doz. 4 75
"Reindeer" Coffee & Milk, ea. 2 doz. 5 00
"Regal" Coffee and Milk, ea. 2 doz. 4 50
"Reindeer" Cocoa & Milk, ea. 2 doz. 4 50

CANADA FIRST BRAND.

The Aylmer Condensed Milk Co.

Per Case.
Canada First Baby Evaporated Milk 2 00
Canada First Family Evaporated Milk 3 00
Canada First Medium (20 oz.) Evaporated Milk.... 4 50
Canada First Hotel Evaporated Milk 4 25
Canada First Gals Evaporated Milk, Manufacturer's Special 4 75
Canada First Condensed (sweetened) 5 25
Rose Bud Condensed Milk 3 15
Beaver Condensed Milk ... 4 50

Packing Plants :

Toronto - Ont.
Montreal - P.Q.
Hull - - P.Q.
Peterborough Ont.
Brantford - Ont.

Branch Warehouses :

Winnipeg - Man.
Fort William Ont.
Sudbury - Ont.
Sydney - C.B.

MATTHEWS-LAING, Limited

Pork and Beef Packers

Exporters and Provisioners

Head Office : - TORONTO, ONT.

Pork and Beef Products

Dressed Sheep, Lambs, and Calves

Butter, Eggs, and Cheese

In carloads, or any
desired quantities
shipped to all parts
of Canada.

Dressed Meat Department

We have special arrangements with express companies
for the despatch of telephone or telegram orders sent us.

THE CANADIAN GROCER

COFFEES.

EBY-BLAIN, LIMITED.

Standard Coffees.

Roasted whole or ground, packed in damp-proof bags.

King Edward 0 34
 Club House 0 38
 Nectar 0 32
 Royal Java and Mocha. 0 32
 Empress 0 30
 Duchess 0 29
 Ambrosia 0 23
 Plantation 0 26 1/4
 Fancy Bourbon 0 26
 Crushed Java and Mocha 0 19

Package Coffees.

Gold Medal, 2-lb. tins, whole or ground 0 31
 Gold Medal, 1-lb. tins, do 0 32
 Gold Medal, 1/2-lb. tins do 0 33
 Anchor Brand, 2-lb. tins, German Dandelion, 1-lb. tins, ground 0 26
 German Dandelion, 1/2-lb. tins, ground 0 28
 English Breakfast, 1-lb. tins, ground 0 19
 Grand Prix, 1 and 2-lb. tins, ground 0 30
 Demi-Tasse, 1 and 2-lb. tins, ground 0 30
 Flower Pot, 1-lb. pots, ground 0 23
 do. 0 31

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN BLEND.

1-lb. decorated tins, lb.... 0 36
 Mo-Ja, 1/2-lb. tins, lb..... 0 32
 Mo-Ja, 1-lb. tins, lb..... 0 30
 Mo-Ja, 2-lb. tins, lb..... 0 30
 Presentation (with tumblers) 26c per lb.

MINTO BROS.

MELAGAMA BLEND,

Ground or bean— W.S.P. R.P.
 1 and 1/2 0 25 0 30
 1 and 1/2 0 32 0 40
 1 and 1/2 0 37 0 50
 Packed in 30's and 50-lb. case.
 Terms—Net 30 days prepaid.

CEREALS.

Grape Nuts—No. 22, \$3; No. 23, \$4.50.
 Post Toasties—No. T3, \$2.85.
 Postum Cereal—No. 0, \$2.35; No. 1, \$2.70.

CONFECTIONS.

PEANUT BUTTER.

Ontario Prices

MacLaren's Imperial— Per doz.
 Small, 2 doz. 0 95
 Medium, 2 doz. 1 30
 Large, 1 doz. 2 75
 Tumblers, 2 doz. 1 35
 Pails, 24 lbs., per lb.... 0 15

CHEESE.

MACLAREN'S IMPERIAL.

Ontario prices per doz.

Individual (each 2 doz.) .. 1 00
 Small (each 2 doz.) 2 40
 Medium (each 1 doz.) 4 50
 Large (each 1/2 doz.) 8 25
 MacLaren's Roquefort—
 Small (each 2 doz.) 1 40
 Large (each 1 doz) .. 2 40
 MacLaren's Canada Cream—
 Small (each 1 doz.) 0 90
 Medium (each 2 doz.) 1 35
 Large (each 1 doz.) 2 40

FLAVORING EXTRACTS.

SHIRRIFF'S.

1 oz. (all flavors) doz. 1 00
 2 oz. (all flavors) doz. 1 75
 2 1/2 oz. (all flavors) doz. ... 2 00
 4 oz. (all flavors) doz. 3 00
 5 oz. (all flavors) doz. 3 75
 8 oz. (all flavors) doz. 5 50
 16 oz. (all flavors) doz. 7 00
 32 oz. (all flavors) doz. ... 8 00
 Discount on application.

CRESCENT MFG. CO.

Mapleine— Per doz.
 2 oz. bottle (retail at 50c) 4 50
 4 oz. bottle (retail at 90c) 6 80
 8 oz. bottles (retail at \$1.50) 12 50
 16 oz. bottles (retail at \$3) 24 00
 Gal. bottles (retail at \$20) 15 00

GELATINE.

Knex Plain Gelatine (2 qt. size), per doz. 1 30
 Knox Acidulated Gelatine (2 qt. size), per doz. 1 30

CLARK'S PORK AND BEANS IN TOMATO SAUCE.

Per doz.
 No. 1, 4 doz. in case 0 60
 No. 2, 2 doz. in case 0 95
 No. 3, flats, 2 doz. in case 1 15
 No. 3, talls, 2 doz. in case 1 35
 No. 6, 1 doz. in case 4 00
 No. 12, 1/2 doz. in case 6 50

LAFORTE, MARTIN & CIE., LTD., MONTREAL AGENCIES. BASSIN DE VICHY WATERS.

La Capitale, 50 qts. 5 00
 St. Nicolas, 50 qts. 7 00
 St. Nicolas, 50 pts. 9 00
 La Neptune, 50 qts. 6 00
 La Sanitas Sparkling, 50 quarts 8 00
 Claret, qts., Crown, 50s.... 7 50
 Claret, pts., Crown, 50s... 5 10
 Claret, qts., Cork, 50s.... 7 50
 Claret, pts., Cork, 50s.... 5 00
 Champenoise, qts., Cork, 50s 8 00
 Champenoise, pts., Cork, 50s 5 50
 Champenoise, sp., Cork, 120s 9 50
 Lemonade Savoureuse, 50 qts 8 00
 Lemonade, St. Nicolas, 50 qts. 7 50
 Lemonade, St. Nicolas, 50 pts. 5 50
 Lemonade, St. Nicolas, 100 pts. 10 00
 Lemonade, St. Nicolas, 100 Splits 7 50

CASTILE SOAP.

"Le Soleil," 72 p.c. olive oil.
 Ca. 200 7-oz. pieces, ca... 7 50
 Ca. 200 10-oz. pieces, ca.. 12 00
 Ca. 100 10-oz. pieces, ca.. 6 50
 Ca. 50 1/2 lb. pieces, ca... 3 75
 Ca. 50 1-lb. pieces, ca... 4 50
 Ca. 12 3-lb. bars, lb.... 0 09
 Ca. 25 11-lb. Bars, lb.... 0 08
 Ca. "Le Lune," 65 p.c. olive oil.
 Ca. 50 1/2-lb. pieces, ca... 3 35
 Ca. 12 3-lb. Bars, lb.... 0 08 1/2
 Ca. 25 11-lb. Bars, lb.... 0 08

ALIMENTARY PASTES.

BLANC & FILS.

Macaroni, Vermicelli, Animals, Small Pastes, etc.
 Box, 25 lbs., 1 lb..... 0 07 1/2
 Box, 25 lbs., loose 0 07

DUFFY & CO. BRAND.

Grape Juice, 12 qts. 4 75
 Grape Juice, 24 pts. 5 00
 Grape Juice, 36 splits 4 75

Apple Juice, 12 qts. 3 75
 Apple Juice, 24 pts. 4 50
 Champagne de Pomme, 24 p 5 90
 Motta Golden Russett—
 Sparkling Cider, 12 qts.... 4 50
 Sparkling Cider, 24 pts.... 4 75
 Sparkling Cider, 36 sp.... 4 90
 Extra Fins, 100 1/2 16 00
 Apple Vinegar, 12 qts. 2 40
 These prices are F.O.B. Montreal. Imported Peas "Soleil"

Per case
 Tres Fins, 1/2 kilo, 100 tins 13 50
 Fins, tins, 1/2 kilo, 100 tins 12 50
 Mi-Fins, tins, 1/2 kilo, 100 tins 11 50
 Moyens No. 1, tins, 1/2 kilo, 100 tins 10 50
 Moyens No. 2, tins, 1/2 kilo, 100 tins 10 00
 Moyens No. 2 9 00
 Fra. "Petit" Peas.
 Fins, tins, 1/2 kilo, 100.... 10 00
 Moyens, tins 1/2 kilo, 100.. 7 50
 Asparagus, Haricots, etc.

MINERVA PURE OLIVE OIL.

Case—
 12 litres 8 00
 12 quarts 6 00
 24 pints 6 50
 24 1/2-pints 4 25
 Tins— Gall.
 5 gals. 2s 2 00
 2 gals. 6s 2 05
 1 gal. 10s 2 10
 20s, 1/4 gal. 2 60

CANNED HADDIES, "THIS-TLE" BRAND.

A. P. TIPPET & CO., Agents.
 Cases 4 doz. each, flats, per case 5 40
 Cases 4 doz. each, ovals, per case 5 40

INFANTS' FOOD.

Robinson's patent barley, 1/2-lb. tins, \$1.25; 1-lb. tins, \$2.25; Robinson's patent groats, 1/2-lb. tins, \$1.25; 1-lb. tins, \$2.25.

BOAR'S HEAD LARD

COMPOUND.

N. K. FAIRBANK CO., LTD.
 Tierces 0 10
 60 lb. tubs 0 10 1/2
 20 lb. wood pails 0 10 1/2
 20 lb. tins 0 10
 Cases, 3 lbs., 20 to case. 0 11
 Cases, 5 lbs., 12 to case. 0 10 1/2
 Cases, 10 lbs., 6 to case 0 10 1/2
 F.O.B. Montreal.

MARMALADE.

SHIRRIFF BRAND.

"SHREDDED."

1 lb. glass (2 dz case) \$1.90 \$1.80
 2 lb. glass (1 dz case). 3.20 3.00
 4 lb. tin (1 dz case)... 5.50 5.35
 7 lb. tin (1/2 dz case).. 8.00 8.35

"IMPERIAL SCOTCH."

1 lb. glass (2 dz case) \$1.00 \$1.55
 2 lb. glass (1 dz case). 2.80 2.70
 4 lb. tin (1 dz case)... 4.80 4.65
 7 lb. tin (1/2 dz case).. 7.75 7.50

MUSTARD.

COLMAN'S OR KENN'S.

Per doz. tins
 D. S. F., 1/4-lb. 1 40
 D. S. F., 1/2-lb. 2 50
 D. S. F., 1-lb. 5 00
 F. D., 1/4-lb. 0 85
 F. D., 1/2-lb. 1 45
 Per jar
 Durham, 4-lb. jar 0 75
 Durham, 1-lb. jar 0 25

MACLAREN'S IMPERIAL PREPARED MUSTARD.

Ontario Prices.

Small case 4 doz., per doz. 0 45
 Medium, case 2 doz., doz. 0 90
 Large, cases 1 doz., doz... 1 35

VERMICELLI AND MACARONI D. SPINELLI C'Y., MONTREAL Fine.

4-lb. box "Special," per box 0 22
 8-lb. box "Special," box... 0 44
 5-lb. box "Standard," box. 0 27 1/2
 10-lb. box "Standard," box 0 55
 60-lb. cases or 75-lb. bbls., per lb. 0 05
 25-lb. cases, 1-lb. pkgs.

(Vermicelli), per lb. 0 06

Globe Brand.

5-lb. box "Standard," box 0 30
 10-lb. box "Standard," box 0 60
 25-lb. cases (loose), per lb. 0 08
 25-lb. cases, 1-lb. pkgs., lb. 0 08 1/2

JELLY POWDERS.

JELL-O.

Assorted case, contains 2 doz. 1 00

Straight.

Lemon contains 2 doz.... 1 00
 Orange contains 2 doz.... 1 00
 Raspberry contains 2 doz. 1 00
 Strawberry contains 2 doz. 1 00
 Chocolate contains 2 doz... 1 00
 Cherry contains 2 doz.... 1 00
 Peach contains 2 doz.... 1 00
 Weight 8 lbs. to case. Freight rate, 2nd class.

JELL-O ICE CREAM POWDER

Assorted case, contains 2 doz. 2 00

Straight.

Chocolate contains 2 doz... 2 50
 Vanilla contains 2 doz.... 2 50
 Strawberry contains 2 doz. 2 50
 Lemon contains 2 doz.... 2 50
 Unflavored contains 2 doz. 2 50
 Weight 11 lbs. to case. Freight rate, 2nd class.

IMPERIAL DESSERT JELLY.

Ontario Prices.

Assorted flavors, \$10.75 per gross. Imperial Sterilized Gelatine. Cartons, 1 doz., 90c per dozen.

SOAP AND WASHING POWDERS.

SNAP HAND CLEANER.

3 dozen to box 3 00
 6 dozen to box 7 20
 30 days.

RICHARDS PURE SOAP.

5-case lots (delivered), \$4.15 each with 20 bars of Quick Naptha as a free premium.

Richards Quick Naptha Soap.

GENUINE. Packed 100 bars to case.

FELS NAPHTHA.

Prices—Ontario and Quebec:

Less than 5 cases \$ 5 00
 Five cases or more 4 95

SAPHO MFG. CO., LTD., MONTREAL "SAPHO" INSECTICIDE.

1-16 gall., doz. \$ 2 00
 1/4-gall., doz. 6 00
 1/2-gall., doz. 10 00
 1 gall., doz. 19 00
 1-16 gall. gross lot 20 00

THE CANADIAN GROCER

St. Lawrence

Granulated

CANADA'S

STANDARD

OF QUALITY

ESTABLISHED 1854

For 59 years we have been established at Hamilton in the business of Curing Hams and Bacon. Our trade mark is the

"Star Brand"

which is now known over the entire Dominion, our customers including prominent grocers from St. John's, Newfoundland, to Victoria, British Columbia, and all cities between.

The reason for the popularity of the "Star" Brand is found in the uniform sweetness of the Hams and Bacon, which we manufacture and which is the result of so many years' experience. We also manufacture Lard and Lard Compounds, Mincemeat and Cooked Meats of all kinds.

Under inspection of the Dominion Government.

F. W. FEARMAN CO.

LIMITED

HAMILTON

Try Us on

**BULK
MINCE MEAT**

the next time
you are buying.
Our quality will
surprise you. We
have what you
want.

J. H. WETHEY, Limited

ST. CATHARINES

"THE MINCE MEAT PEOPLE."

"N" BRAND LOBSTER

**UNIVERSALLY RECOGNIZED
FOR ITS SUPERIOR QUALITY**



Our Canned Lobsters are known everywhere by leading dealers for their **UNRIVALLED QUALITY** and **QUALITY ALWAYS COUNTS**. The delicious flavor and freshness is brought out to its fullest and every can is absolutely reliable. We are booking orders for spring pack now. Correspondence solicited.

NEVILLE CANNERIES Limited
HALIFAX - - NOVA SCOTIA.

SEEDS

Present Prices f.o.b. Toronto

No. 1 Government Standard.
Per 100 lbs.

Alsylke Clover	26.00
*Alfalfa Clover	16.00
xAlfalfa Clover	15.00
Timothy	5.50

No. 2 Government Standard.

Red Clover	\$22.00
Mammoth Clover	22.50
Alsylke Clover	24.00
Timothy	5.00

No. 3 Government Standard.

Red Clover	\$19.50
Mammoth Clover	20.00
Alsylke Clover	20.00
Timothy	4.00

Dutch Sets. . . 10.00

Shallots. 5.00

*Gold, x, Silver.

Geo. Keith & Sons

Phone Main 163

Toronto :- Ontario

Seedmerchants since 1866

TOMATOES, CELERY, ORANGES, BANANAS.

Shipments of Fruits and
Vegetables arriving daily.

—Get our quotations.

Prompt shipment assured.

LEMON BROS.

Owen Sound, Ontario

VERY SUPERIOR LEMONS

“St. Nicholas”

“Home Guard”

“Puck”

“Queen City”

“Kicking”

The Brands you should
always buy, especially when
giving your jobber phone
or mail orders.

J. J. McCABE

Agent

Toronto, - Canada



Pure, Fresh Pork Sausage

Ring Bologna	Smoked Pork Sausage
Frankforts	Head Cheese
Summer Sausage	Blood Sausage
Ham Sausage	Liver Sausage

Write for a trial order

**J.M. Schneider & Sons
Limited**

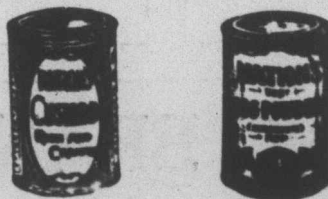
HIGH GRADE GERMAN SAUSAGE
PORK PACKERS

BERLIN, ONTARIO

NATION'S CUSTARD POWDER

The dainty, delicious
dessert sold by leading
grocers from coast to
coast, and always in
season.

Nation's Egg Powder



AGENTS:

C. Gyde, St. Xaviour St., Montreal
F. Coward, Toronto
(For Ontario.)
The W. H. Escott Co.,
Winnipeg, Man.
McKelvie, Cardell, Ltd.,
Calgary, Alta.
Distributors, Ltd.
Edmonton, Alta.

Samples free by post.

53 Highest Awards in Europe and America

WALTER BAKER & CO.'S CHOCOLATE & COCOA



Registered
Trade-Mark

Our Cocoa and Chocolate
preparations are Absolu-
tely Pure — free from
coloring matter, chemical
solvents, or adulterants
of any kind, and are
therefore in full conform-
ity 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.

FRESH FISH

We have a special department for handling Fish. A new cold storage plant having recently been installed. Our supplies are received direct from sources of production and we aim to give our customers

**The Best Quality, the Largest Variety,
at Lowest Market Prices**

**FRESH HALIBUT, FRESH TROUT,
WHITEFISH, FRESH HADDIES
FILLET, WINKLES, LIVE LOBSTERS,
COD, HADDOCK.**

Try Us!

WHITE & CO., LIMITED

Wholesale Fruit and Fish
TORONTO

We Call Your Attention To the Quality of Our Pineapples

Supplies are now coming along more freely, and from now until end of the season we will be in a position to supply you with the same high quality brands that have given such splendid satisfaction in past seasons.

OUR SYSTEM OF EXAMINATION assures you against loss from wasty fruit. We open every case and repack it before shipping.

WE WANT YOUR BUSINESS and in return we offer you the very best quality in PINEAPPLES in the very best condition. Order to-day.

THE HOUSE OF QUALITY

HUGH WALKER & SON

GUELPH and NORTH BAY



His Influence Counts

Give him a table salt that is always dry and fine—one that leaves the shaker evenly and without urging.

WINDSOR TABLE SALT

makes a firm friend of every man because it is dry and fine, never cakes or clogs in the shaker, and it flavors food as it should be flavored—with not a trace of bitterness.

CANADIAN SALT CO., Limited
WINDSOR - - - ONTARIO

Meats and Dairy Products



Carefully Selected Eggs

Elgin Brand on Meats stand for the highest quality obtainable, and Dairy products going through our hands are on an equal basis. We are exclusive distributors for "West Magdola Creamery Butter." Our Eggs are all carefully selected and handled.

Our Post-Card Order Book will be a great aid to you in ordering.

Send for it to-day.

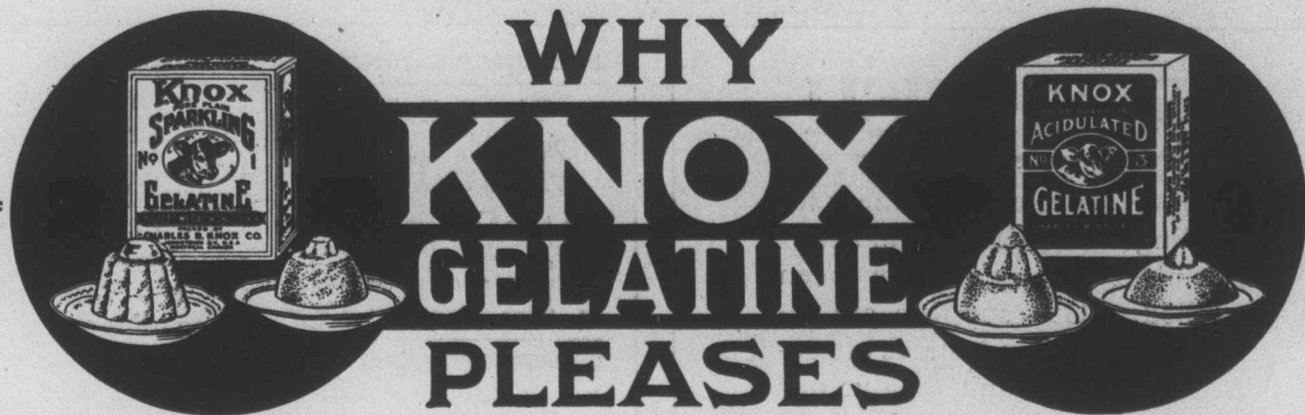
**The St. Thomas Packing Co.,
LIMITED**

Pork Packers and Provision Merchants. Dealers in
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

THE CANADIAN GROCER



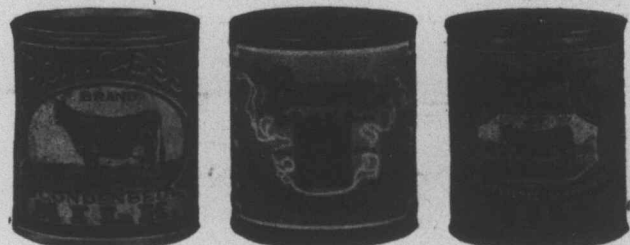
A package of KNOX GELATINE makes two full quarts of jelly, more delicious and better than the ready flavored gelatines and your customers will appreciate this big money's worth.

Our advertising tells your customers about KNOX ACIDULATED GELATINE No. 3 (which contains the extra envelope of lemon flavor), as well as KNOX SPARKLING GELATINE No. 1 and makes BOTH of them EASY TO SELL. The quality and big money's worth makes BOTH CONTINUE TO SELL, once they are introduced. It will pay you to PUSH the sale of KNOX GELATINE, because you make a splendid profit out of fifteen cents per package.

Because it will please your customers as well as pay you good profit.

“Make KNOX your gelatine leader.”

CHARLES B. KNOX COMPANY, Johnstown, N. Y.
Branch Factory—MONTREAL, CANADA



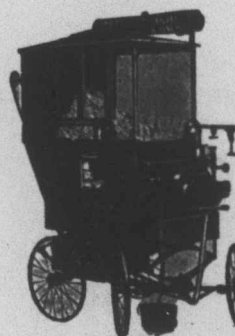
Three Lines You Should Know and Introduce to Your Customers

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 dozen in case	- \$3.00
Princess Condensed Milk, 4 dozen in case	- \$4.50
Banner Condensed Milk, 4 dozen 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. MALCOLM & SON
St. George Ontario



Why Don't You do Like Him?

H. J. Buckley, of Moberly, Mo., who bought a No. 84 Kingery Corn Popper with Peanut Cylinder extra for \$94.00.

He writes that the machine is doing fine. I pay \$40.00 per month rent and have four people employed, and machine pays rent and help.

Now, to get at his profits in this little, big business, let's do a little figuring. Rent \$480 per year. Four clerks at \$5.00 per week each, \$1,040, total \$1,520, or 15 times the cost of his machine. Did you ever add anything to your business that beats it? In some cases they have earned more net profit than that of the business of the entire store. Furthermore, its attractiveness turns the eyes of passersby upon your store. Often it is the agent of sending them in. It helps the business in the store. The Kingery Peanut Roasters and Corn Poppers are of many kinds and styles—Steam, Electric, Spring and Hand Power. Ranging in price from \$8.50 to \$350.00. Sold on liberal instalments.

You should have Kingery's Book of Possibilities and Catalogue No. 41. They are free.

KINGERY MFG. CO.
Cincinnati, Ohio

THE CANADIAN GROCER

E. NICHOLSON.

D. H. BAIN.

NICHOLSON & BAIN
 WHOLESALE
 COMMISSION MERCHANTS & BROKERS

HEAD OFFICE - WINNIPEG.
 BRANCHES:
 SASKATOON, SASK.
 EDMONTON, ALTA.
 REGINA, SASK.
 CALGARY, ALTA.

CABLE ADDRESS
 NICHOLSON - WINNIPEG.
 " CALGARY.
 " EDMONTON.
 " REGINA.
 " SASKATOON.

CODES: A.B.C. 4th & 5th EDITION.
 WESTERN UNION.
 ARMSBYS 1909 & 1911.

WINNIPEG, MAN.

To Manufacturers and Shippers in Canada, United States and Abroad

Dear Sirs,—

We beg to advise we have opened Branch No. 5, at Lethbridge, Alta., in the name of Nicholson & Bain, and under the management of Mr. D. C. Boyce, who was formerly with our Calgary Branch.

Our new branch will handle the Jobbing trade in Lethbridge, Medicine Hat, Fernie, and Cranbrook, B. C. and will be open to accept first-class accounts for this particular territory; and any manufacturer or shipper, who is not already represented in the territory mentioned, we would be pleased if they would write us here, or Nicholson & Bain, Calgary, or Lethbridge, re handling their account, in that territory.

We will, if necessary, have the Retail trade covered, and orders turned in to the Jobbers, in the interests of the Manufacturers and Shippers, whom we represent. We wish to point out to Manufacturers and Shippers, we now cover the whole Jobbing trade from the Lake-front to the Eastern part of British Columbia. From Winnipeg, we work Port Arthur, Fort William, Kenora, Ont., and Brandon, Man. From Regina, we work Regina, Moose Jaw and Weyburn, Sask. From Saskatoon, we work Saskatoon, Prince Albert and Battleford, Sask. From Edmonton, we work Edmonton and Camrose, Alta., and we will now from Lethbridge work Lethbridge, Medicine Hat, Alta., Cranbrook and Fernie, B. C., and from Calgary will work Calgary, and at times Medicine Hat.

We are thoroughly equipped to take care of all first-class accounts, seeking representation in the Great West. We are satisfied, if you are not already represented in the territory from the Lake-front to the Eastern part of British Columbia, that it would be in your interests to communicate with us, and if at any time you should be dissatisfied with your representation in this Western territory, we would be pleased to hear from you.

Yours very truly,

NICHOLSON & BAIN.

Tartan
BRAND
THE SIGN OF PURITY

"Canned Goods"

have stood the test for years. Book your order now for new pack at 2½c. per dozen below Canners' opening prices. 100% delivery guaranteed.

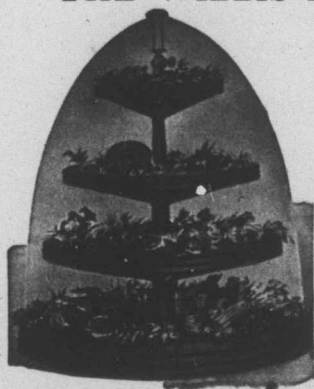
'Phone Numbers—462 Long Distance. Free to Buyers: 3595, 3596, 3597
3598 Order 'Phones. 748 Shipping Office.

BALFOUR, SMYE & CO.,

Wholesale and
Manufacturing Grocers

HAMILTON

THE WILLIS DISPLAY STAND



will double your sales on green vegetables and double your profits on those sales.

Each tray revolves individually. The wire mesh in the shelves insures perfect ventilation and prevents decaying. The mist machine throws a fine spray which keeps the vegetables fresh and clean, giving them an inviting appearance.

Write to-day for complete description.

Let us show you how this stand is working for hundreds of dealers.

WILLIS MFG. CO.
GALESBURG, ILL.

Wholesalers or Jobbers: write for agency proposition.

**PAYING LINES ARE WHAT YOU WANT.
WE HAVE THEM TO OFFER.**

EXTRACT OF MEAT
(IN JARS)

TURKISH DELIGHT

TEALETS A New Line which consists of all the necessary ingredients viz. tea, prepared milk and sugar for making a cup of tea.

SCHMOELE, RHODES & CO.

Established over 30 years

131 Wool Exchange - LONDON, ENG.
BUYING AND DISTRIBUTING AGENTS WANTED

**THE CANADIAN
MILLING AGENCY**

FLOUR, GRAIN and
Fertilizers of all kinds.

VICTORIAVILLE, - QUEBEC

We have:—

The Highest Quality
The Greatest Quantity
The Lowest Price

17,500 Barrels per day

Correspondence Solicited

**If You Want Steady
Customers**

You know transient business does not amount to very much. Your few score or few hundred dependable customers—mainly your particular buyers—make up your paying trade.

Inferior goods will not satisfy these people and they come to you because of the confidence they have in you and the goods you sell.

If they want Macaroni or Vermicelli sell them the brand of quality the brand that always satisfies—**"GLOBE."**



GLOBE

Macaroni and Vermicelli

made from the best hard wheat with no maize or rice flour mixed in, making them absolutely pure.

They possess a quality which gives distinctive flavor.

You may expect a big demand for the "Globe" brand goods as soon as they are introduced.

The profit makes it worth your while.

Order from your jobber, or

D. SPINELLI & COMPANY

REGISTERED

MONTREAL

QUEBEC

We have a limited amount of

No. 3 Tomatoes
Gallon Apples
No. 3 Apples
and Evaporated Apples

All packed in Sanitary Cans.

CHURCH BROS. HUBBS CO.
PICTON, ONTARIO

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 TABLE SALT ABOVE
 THE AVERAGE**

Give your customers the best salt—Rice's, and
 you will coin their trade for other profitable
 goods. Rice's salt is the finest quality—Table
 and Dairy Salt produced. Purity is the key note.

We ship promptly. Get our prices.

THE NORTH AMERICAN CHEMICAL CO., Ltd.
CLINTON & GODERICH, ONTARIO

For
"Green Mountains" "Delawares"
 or other varieties of

POTATOES
FOR SEED OR TABLE USE

Bags or bulk in cars Write or Wire

CLEMENTS COMPANY, Limited
ST. JOHN N. B.



THE MCGREGGOR PAPER BAG HOLDER.

NO HOLE PUNCHING
 or any extra trouble whatsoever, in putting the bags
 in the MCGREGGOR PATENT BAG HOLDER. The
 bags are simply laid in the top with the various sizes
 all available for quick service. Prompt service im-
 proves the trade.

Selling Agents for Canada: **KILGOUR BROS.**
 21-23 Wellington St. W., Toronto

O. P. MCGREGGOR
 Patente and Manufacturer
 411 Spadina Ave., Toronto


GILMOUR'S
 Antiseptic
HAND CLEANER

The Yellow Can With "The
 Goods."

We prepay freight to points East
 of Port Arthur on shipments of
 two gross and over, and at same
 time allow the regular discounts,
 so that you are buying on same
 terms as our Montreal customers.
 Get the Yellow Can—The Profit
 Can,

10c, 10c, 10c, 10c, 10c.

THE GILMOUR CO.
 604 Papineau Avenue, MONTREAL



BLACK JACK

**QUICK
 CLEAN
 HANDY**



TRY IT

**SOLD BY
 ALL
 JOBBERS**

½-lb. tins—
 3 doz. in case

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

JAPAN TEAS

FURUYA & NISHIMURA

BEST INCORRODIBLE TEA LEAD

ALL SUBSTANCES AND SIZES

Grey & Marten, Ltd.

City Lead Works

Southwark Bridge, London, England

WRITE FOR PRICES



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.

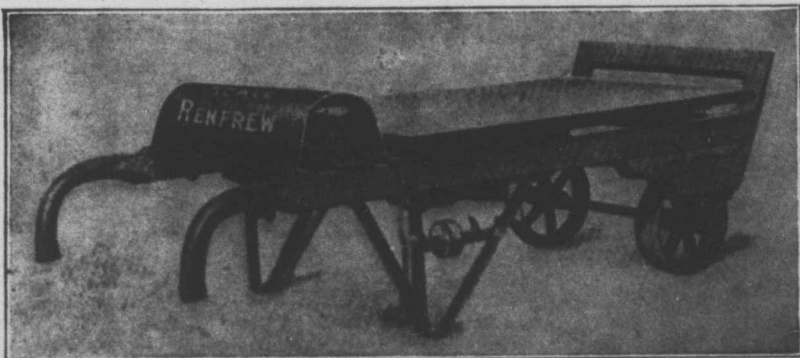
SOLE PACKERS

SMITH & PROCTOR, - HALIFAX, N.S.

**SMITH
AND
PROCTOR**

SOLE PACKERS

Halifax, - N.S.



**Get Fuller
Information**

and prices re this money and labor saver.

The

"Renfrew Scale"

increases profits and catches shortages. Accurate, strong and reliable.

Full descriptive circulars sent free on request.

RENFREW SCALE COMPANY, Renfrew, Ontario

If it's **BUSINESS** you want, Sir, H.P. Sauce will surely bring it along—

H.P. is no shelf-warmer, it's no sooner on than it's off again—
off again to good purpose, too, to your customers and to you.

Don't **TRY** to do without

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

H.P. SAUCE

Strong, delicious Coffee can be prepared in one moment without trouble by using

SYMINGTON'S COFFEE ESSENCE

Your customers will appreciate this, and when they find that SYMINGTON'S has the flavor, strength and aroma of the finest Coffee will become regular buyers. It is the purest and most economical of all Coffee Essences.

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. Shallcross, Macaulay & Co.



N. C. BRAND CATSUP

Is Pure Sales Sure Profits Good

Jams Jellies Maple Syrup Mince Meat

Gold Lined Tins Embossed Labels

NATIONAL CANNERS, LIMITED

Hamilton, Ontario

Sanitary Sectional Jar Cases

CREATE a demand for profitable bulk goods. You know just as well as we do that your customers are anxious to buy olives, pickles, brine and vinegar goods of all kinds; fish, etc., in bulk because it's cheaper. Here's a case that solves your problem of displaying these goods attractively, effectively and sanitary. This case will sell goods for you because it is doing it for others.

The Jar pulls out, the Lid remains stationary.

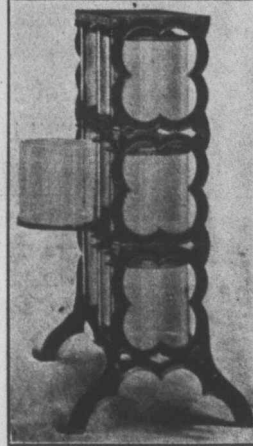
Capacity of Jars, 2 Gallons Each

Catalog of complete line free.

Koren Manufacturing Company

5402-4 Windsor Ave., N. E.

CLEVELAND, OHIO



**A
WIDE
MOUTH**



This is one of the features of the **QUEEN SQUARE FRUIT JAR**. Made in clear white flint glass, with seamless rubber base and smooth polished top with adjustable fastener. The biggest selling Lightning style Jar in the United States or Canada. This Jar is much superior and should not be confused with the ordinary type of jar. Sell the Quality Jar during 1913—the "QUEEN."

Manufactured by

SMALLEY, KIVLAN & ONTHANK

BOSTON, U. S. A.

For sale by all first-class dealers in Canada and United States.



Housecleaning Season is at hand

and with it comes the demand for Whitewash Brushes, in fact Brushes of almost all kinds. See that your stock of Keystone Brand Brushes is complete. They are the most reliable in the market.

Manufactured by

**Stevens-Hepner Company
Limited**

PORT ELGIN,

Ontario

When Your
Customers
Ask For
'Soap Powder'



SELL THEM "BABBITT'S"

not only because it pays you a good profit, but also because it will please them best, and, that means a lot of sales for you.

"BABBITT'S" is the *original* soap powder, has great cleansing power because of its concentrated form, and always gives satisfaction.

Premium Store, 396 St. Paul St., Montreal, Canada.

B. T. BABBITT, INC.
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



By Royal Warrants of Appointment to
 HIS MAJESTY KING GEORGE V
 HIS MAJESTY THE KING OF SPAIN
 HER ROYAL HIGHNESS THE CROWN PRINCESS OF SWEDEN
 and for 22 years
 TO HER LATE MAJESTY QUEEN VICTORIA

CAIRNS' PRODUCTS

have the fresh natural taste which can only be obtained from most carefully selected and prepared fruits. Cairns' Scotch Jams, Jellies and Marmalades have made a reputation, not only among Royalty, but among the best trade of the Empire in general. They are everywhere appreciated. Quality goods bring and hold trade and increase the profits. In fruit products feature Cairns'.

**Alexander Cairns
& Sons**

Paisley, Scotland

Canadian Agents:

SNOWDON & EBBITT, Montreal
 McLEOD & CLARKSON, Vancouver



Fill Your Orders
 With
"DAPHNE"

BRAND

CHOICE - - - GRADE

SEEDED RAISINS

And Your Customers
 With Satisfaction

PACKED BY
GUGGENHIME & CO.
 SAN FRANCISCO.

AGENTS
ROSE & LAFLAMME
 Limited
 MONTREAL

ROYAL SALAD DRESSING



belongs to all Seasons, but just now, look up your stock and be ready for the specially big demand of Spring and Summer.

**The Horton-Cato
Mfg., Company**

WINDSOR - ONTARIO

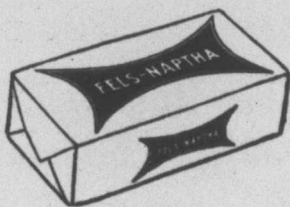


STUHR'S
GENUINE CAVIARE,
ANCHOVIES IN BRINE
(Salted Sardols).
 In Tins and Glasses.
 "Please ask for our offer."
C. F. STUHR & CO., HAMBURG.

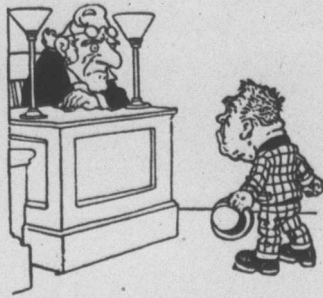
**It is a
 Selfish Grocer**

that commends
 Fels-Naptha soap
 to customers, and
 tells not his own
 home folks the
 good things that
 women speak of
 it.

If used right,
 Fels-Naptha will
 save your own
 people lots of time
 and trouble; no
 boiling water
 needed, at all.



Don't Bring Them Before The Judge



It costs money whether you win or lose.
 We collect your debts or no charge for
 our services unless we get you the money.

We will be glad to receive the books of
 any Grocers or Merchants who have gone
 out of business, or intend to do so, and col-
 lect their accounts on a commission basis.
 No collection—no charge.

**The Nagle Mercantile
 Agency**
 Westmount, Que.



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

**Coffee, Its History,
 Classification and
 Description**

By Joseph M. Walsh

This is the most exhaustive, inter-
 esting and instructive book ever pub-
 lished 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 Des-
 cription.
- 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

**SASKATCHEWAN'S
 BUSINESS MEN'S
 CONVENTION**

Regina, May 5, 6, 7, 1913

Hundreds of delegates expected.
 Papers on subjects of practical im-
 portance to retailers will be given
 by experts. Free discussion. Pro-
 posal to form Provincial Associa-
 tion will be submitted to the Con-
 vention. Great attractions organ-
 ized for delegates, including auto-
 mobile trips, banquet at Parliament
 Buildings, and theatrical entertain-
 ment. Delegates will obtain reduc-
 ed fares by signing standard certi-
 ficate at any railway station in
 province of Saskatchewan. A good
 time in store for all visitors.

Write for full particulars, to
 General Secretary.

A. M. NICOL

503 New Leader Building, Regina

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 ad-
 vertising as a means to increas-
 ed distribution.

THE CANADIAN GROCER

STUART'S

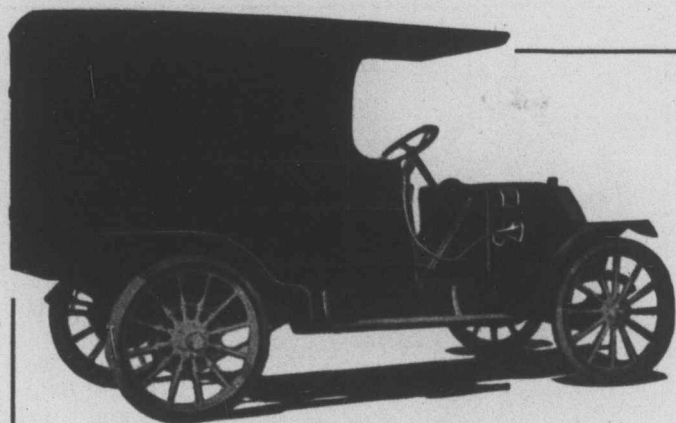
GRAPE FRUIT MARMALADE

A new specialty, prepared on scientific principles from the Finest Florida Grape Fruit and Pure Granulated Sugar only. The delightful flavor of this new table delicacy will appeal to all.

Repeat orders sure to follow. Yields excellent profits.

Send for trial order.

Stuart Limited, Sarnia, Ont.



The Menard Commercial Car

Prices and full information on technical qualities on request.

The Many Advantages

embodied in motor car delivery are brought out in their fullest in the

MENARD COMMERCIAL CAR

Efficiency, durability and promptness of delivery being the outstanding features. Auto delivery cuts down expenses, covers larger territory and attracts trade.

The Menard Commercial Car is quiet and reliable, has good speed and a carrying capacity up to 1,500 lbs.

**Menard Commercial
Motor Car Company**

WINDSOR,

ONTARIO



Keep a Good Stock

of Edwards' Soups all the year round. Edwards' Soups sell quickly because they are so widely advertised—they sell again and again because they are so good.

There's already a large sale of Edwards' Soups, and this year's extensive advertising campaign will make the demand bigger than ever.

EDWARDS'

DESICCATED

SOUPS

Write for full particulars of trade terms to Distributors:—W. G. Patrick & Co., Limited, Toronto and Vancouver; Wm. H. Dunn, Montreal; Escott & Harmer, Winnipeg.

MOTT'S

"Elite"

Chocolate

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

Your Sauce Patrons

have that cultivated taste that demands only the highest quality.

PATERSON'S WORCESTERSHIRE SAUCE

Appeals to the majority. Is most delicious with steaks, meats, fowl, fish, etc.

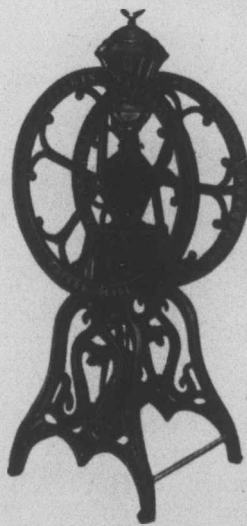
Sell Paterson's Worcestershire Sauce and get the trade.

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.



BUILT ON MERIT

The easiest running, quickest grinding and most attractive mill for your store is

ELGIN National Coffee Mill

It is equipped with our new style force feed steel cutting grinders, which make for fast grinding and durability.

Prompt shipments our specialty.

Ask any of the following Jobbers for our Catalogue:
 WINNIPEG—G. F. & J. Galt (and branches); The Codville Co. (and branches).
 VANCOUVER—The W. H. Malkin Co., Ltd.; Wm. Braid & Co.; Kelley, Douglas & Co., Ltd.
 HAMILTON—Jas. Turner & Co.; Balfour, Smye & Co.; McPherson, Glasco & Co.
 TORONTO—Eby, Blain, Ltd.; E. B. Hayhoe & Co.
 LONDON—German, Robert & Co.
 ST. JOHN, N.B.—G. E. Barbour Co., Dearborn & Co.
 REGINA, SASK.—Campbell, Wilson & Smith
 MONTREAL—The Canadian Fairbanks Co. (and branches).
 EDMONTON, ALTA.—The A. MacDonald Co.

MADE BY

Woodruff & Edwards Co.

ELGIN, ILL., U.S.A.



AT THE CONVENTION

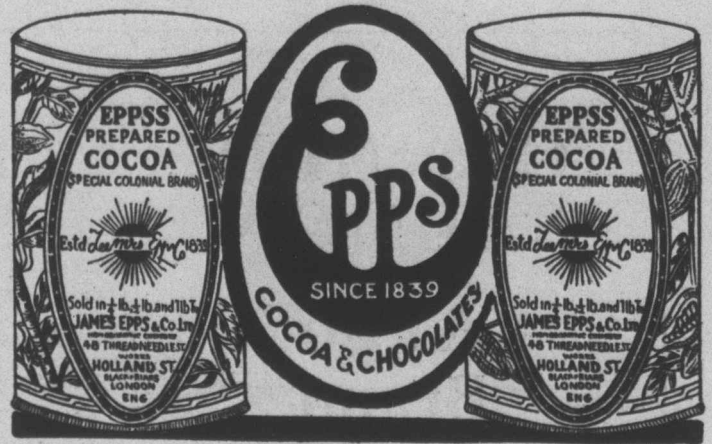
You will meet hundreds of grocers who have increased their trade by selling **KIT COFFEE**. Be sure to call on our agents when you are in Toronto. Samples and advertising free.

FREDERICK E. ROBSON & CO., FRONT ST., TORONTO

ALEX. TYTLER, Temple Building, London, Ont.
W. H. LYNE USHER, 270 South Street, Halifax
KIRKLAND & ROSE, 312 Water St., Vancouver, B.C.
G. C. WARREN, Regina, Sask.

KIT COFFEE CO.

GOVAN, GLASGOW



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., Ltd., LONDON, ENG.

25 East Front Street Toronto

THE
British Columbian Fisheries, Limited

Salmon Packers

SALMON BRANDS:—

- "Location"
- "Dreadnaught"
- "Aliford Bay"

FRESH FISH

FISHING STATIONS:—

- Skidegate
- Aliford Bay
- Cumshewa

Manufacturers of

FISHMEAL, FERTILIZER, and SKIDEGATE DOG FISH OIL and RAT FISH OILS

OFFICES—
Bank of Ottawa Building
VANCOUVER

25 Victoria St.
LONDON, ENG.

Telegrams "Fishfoods" Vancouver

THE "PROFITABLE" PART
OF THE GROCERS' CONVENTION
IS IN "BUYING RIGHT"
AND "INCREASING YOUR TRADE"

SYMINGTON'S TABLE DELICACIES BRING BIG RETURNS

- 6 doz. Symington's Soups \$ 7.20
- 3 doz. Symington's Table Cream 3.60
- 3 doz. Symington's Jelly 3.60
- 3 doz. Symington's Salanaise 3.60

15 dozen, for which you receive \$18.00
We will deliver the above order to you for

\$10.80 Freight Prepaid

(Offer good until April 25th only.)

MAIL THIS COUPON

Frederick E. Robson & Co.
25 Front Street East TORONTO

Gentlemen:

We wish to take advantage of the convention offer.

Our Wholesaler is

Name

Address

CANNED SALMON

**“Argo”
Brand**

**A Good Red
Flaky Fish**

\$2.10 per doz.

Rebuilding Sale

As we will be moving into our new warehouse, which is now being constructed, we have decided to give our friends the benefit in price which we would have to pay for removal of stock. Many of our friends, as well as those with whom we have not had the pleasure of doing business with before, are availing themselves of this opportunity to get their present as well as their early summer supplies **NOW AT THESE REDUCED PRICES.** Get in touch with our travellers or write us direct what line you are interested in specially at present. We are sure to have something for you. We have a good assortment of Sockeye, Cohoe and Pink Salmons, both in 1/2s. and 1s. Get our prices. We can recommend “ARGO” Brand. It is a seller. Try a 5 case lot to-day.

FENWICK, HENDRY & CO.

Manufacturing Wholesale Grocers

KINGSTON

ONTARIO

WE ARE PROMPT SHIPPERS. ALL ORDERS SHIPPED SAME DAY AS RECEIVED

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.

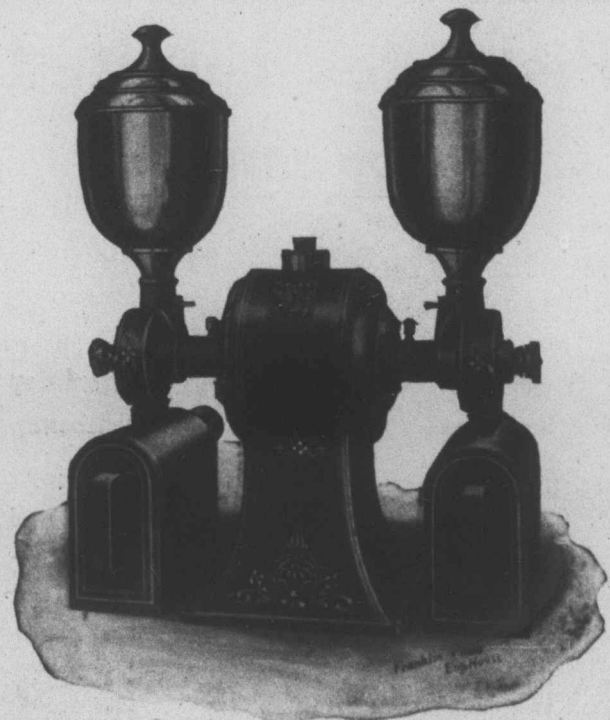
26 models of electric machines.

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 CANADIAN GROCER

GAZELLE BRAND

The Leading Brand of Canned Goods in Canada and Elsewhere



WILL STEER YOU SAFELY ON THE ROUTE TO SATISFACTION

HUDON, HEBERT & CO., Limited, MONTREAL

The Most Liberally Managed Firm in Canada

THE CANADIAN GROCER

“PRIMUS” BRAND

Canned Goods

**PRIMUS MEANS FIRST—FOR
QUALITY OF GOODS**

Our guarantee for the lasting quality of these goods holds good for any reasonable time.

Care taken in the putting up of this brand, has placed it in the **PREMIER POSITION** amongst all canned fruit and vegetables.

There is a lasting taste of goodness in every tin of **PRIMUS Brand**.

PRICES WILL BE LOW THIS YEAR.

L. Chaput, Fils & Cie., Limitee

Wholesale Grocers and Importers

2, 4, 6, 8 and 12 DeBresoles, Montreal

Established in 1842

A FOREIGN MESSAGE

"All lines will be cheaper this year owing to prospect of good crops"

IMPORTED GOODS

**L. A. PRICE & CIE., BORDEAUX,
FRANCE.**

You should secure a supply of these goods immediately. This firm has made a reputation for themselves as packers of the highest quality of

French Peas, Beans, Mushrooms, Asparagus, Spinach, Cherries, Fruits in Glass, Sardines, Pates, Etc., Etc.

**MERTEN'S VAN de POEL, BELGIUM,
Peas, Artichokes, Asparagus, Oyster
Plant, Celery, Etc.**

**BRUSSON JEUNE, VILLE MUR,
FRANCE.**

We have supplies of goods from this firm, who operate the largest factory in the world for French Pastes, Macaroni, Vermicelli. Only the purest of Taganrog Russian wheat is used in their manufacture.

**BARON & FILS, MARSEILLES,
FRANCE.**

Makers of the celebrated Castile Soap under the Tulip and Coquelicot Brands.

**PACIFIC COAST SYRUP CO.,
SEATTLE.**

Finest quality of preserved fruits grown in the State of Washington. The very thing for that high-class trade of yours.

L. CHAPUT, FILS & CIE.

LIMITEE

Wholesale Grocers and Importers

2, 4, 6, 8 and 12 DeBresoles St., MONTREAL

Established in 1842





A GREAT SELLER

A Great Cleanser

ABSOLUTELY ODORLESS

HARMLESS to the HANDS

DIAMOND CLEANSER

This is the best and most efficient cleanser on the market to-day for scouring sinks, baths, tiles, cutlery, kitchen utensils, etc., etc. It is ABSOLUTELY ODORLESS and HARMLESS to the HANDS.

DIAMOND WASHING POWDER

It is especially recommended for washing laces and fine fabrics without in any way injuring them. It is also good to use in the weekly wash and for washing dishes, etc.

A trial will convince you that these articles will be big sellers and profit makers. Ask your wholesaler for them.

SATISFACTION GUARANTEED.

Diamond Cleanser Mfg. Co.

LIMITED

TORONTO

ONTARIO

THE CANADIAN GROCER

"PRIDE OF CANADA"

PURE

Maple Syrup

AND

PURE

Maple Sugar



YOU CAN'T BEAT ABSOLUTE PURITY

That's why you should always choose "PRIDE OF CANADA" when you are putting in supplies of Maple goods.

Its uniformity and reliability make it the only stock on which you can positively stake your reputation.

Carloads Going Out to the Best of Dealers

What portion of these heavy shipments are for you? Don't you want some of the most attractively labeled and purest goods in Canada?

"PRIDE OF CANADA" was up to the pure standard before the Government ever thought of setting down laws governing the manufacture, and the very fact that no sample of ours has ever been found out of line, goes to prove that

"THE PRIDE OF CANADA" Is the Leading Brand Today

The Maple Tree Producers Assoc., Limited, - Montreal

ATTRACTIVE LABELS

BACKED
UP BY

BIG VALUE GOODS

MAKE A WINNING COMBINATION FOR YOU

With the summer season—the cool-dessert season—the season of baking, knocking at your door, you will no doubt be open to talk about the seasonable requirements, such as Baking Powder, Jelly Powder, Extracts and Spices.

In “RED ROSE” Specialties we offer you the most attractive line on the market today—attractively labelled and backed by values that are even more attractive. This combination of features makes a successful season assured.

“RED ROSE” BAKING POWDER gives 100 per cent. satisfaction to both retailer and consumer, and for genuine cooking satisfaction, nothing can equal the “RED ROSE” Spices and Extracts—they are pure and of full strength.

As the warm weather advances people begin using the cooler desserts—jellies. “RED ROSE” has built a reputation for itself that means a sure profit and quick sales to the grocer.

“RED ROSE” GOODS are QUALITY GOODS.

“RED ROSE” SPECIALTIES

Baking Powder,
Jelly Powder,
Extracts Spices, Etc.

A. W. HUGMAN, LIMITED
RED ROSE SPECIALTIES MONTREAL

THE CANADIAN GROCER

SOCLEAN

*The Dustless
Sweeping Compound*



Extra large Pail, 25c.

Pays a Good,
Clean Profit

Housewives Who
Know "Soclean"

Want It
Because

It prevents dust
from rising, kills
moths, disinfects
the home and

makes rugs or floors bright and clean.

Soclean Sweeping Compound is inexpensive or
very cheap when the comforts derived from its use
are considered.

**The Spring House-Cleaning will
soon begin —**

Now is the time to Boost "Soclean"

While spring is a splendid time to introduce "Soclean" to new users it is
a **good year-round seller**. One sale of "Soclean" leads to re-orders.

It will pay you to give this Sweeping Compound a trial.

We help you create a demand by supplying window displays, cards and
counter booklets.

You cannot afford to lose the excellent profits that come with every sale.

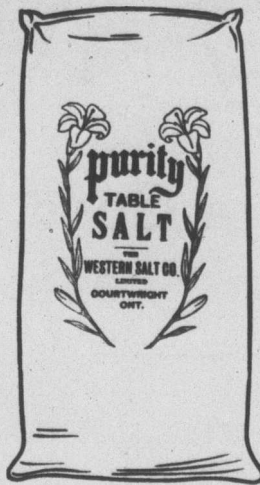
**ORDER FROM YOUR JOBBER OR DIRECT FROM US
SOLD IN HALF-BARRELS AND BARRELS FOR STORES AND BUILDINGS**

SOCLEAN LIMITED, - Toronto, Ont.

The Originators of the Dustless Sweeping Compound in Canada

Agents for Western Canada : J. J. GILMOR & CO., Winnipeg, Man.

To Our Customers and Friends



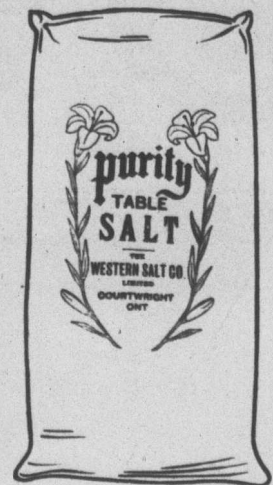
Owing to the increasing demand for "PURITY" Salt, we take much pleasure in announcing that we have erected and now have in operation, a new plant for the manufacture of all grades of salt.

This plant is located at Courtright, Ont., on the St. Clair River, Michigan Central and Pere Marquette Railways, and after this date our office will be located at that point, although we will continue to operate our plant at Mooretown.

The plant which we have just completed is the most modern and up-to-date vacuum salt manufacturing plant in Canada, and we will now be in the best possible position to fill all orders promptly with salt that is absolutely right in every particular. We will continue to put out our salt under "PURITY" Brand and it will be our aim to make it all the name implies.

We take this opportunity of thanking you for past favors, and hope that we may continue to have the pleasure of serving you.

Yours very truly,



THE WESTERN SALT CO., LIMITED

COURTRIGHT

∴

∴

ONTARIO

Purity Table Salt. "The Salt That Satisfies"

40 LINES IN ALL COLORS

PACKARD'S SHOE POLISHES



THE BEST SELLING LINE ON THE MARKET.

NOT A SHELF WARMER IN THE LOT



GIVE YOU A GOOD MARGIN OF PROFIT.

If interested, drop us a postal for our illustrated price list, or ask your jobber.

L. H. PACKARD & CO., Limited, MONTREAL

SELL MORE BOVRIL

Sell more of that body-building beef extract. The change of seasons brings about a change of clothes, and the latter frequently produces colds and chills.

BOVRIL Reduces the Risk

Keeps the system braced up, and fit for its work.

BOVRIL LIMITED LIMITED

THE CANADIAN GROCER



Fair Customer :

"I am expecting company, so please be sure I get everything *exact'y* as ordered."

Dealer:

"We never have had complaints, madam, since we started taking our orders on the Burt Counter Check Books!"

DO YOU KNOW

that we have the most up-to-date Plant for the manufacture of

SALES CHECK BOOKS

in Canada? We specialize particularly on books for the Grocery trade.

ACCOUNT REGISTER BOOKS IN VARIOUS STYLES

We have an interesting proposition for you. Let us know your requirements.

F. N. BURT COMPANY LIMITED

Head Office and Works

414-420 Wellington St. West

TORONTO

ONTARIO

**A First Class Grocer's Specialty
Salesman Wanted**

One who knows the grocery business thoroughly and who can produce results. State full particulars of experience. The salary will be made right to the right man.

APPLY

Specialty, Box 475 Canadian Grocer

H.P. SAUCE

England's Most Popular Sauce

is selling faster than ever in Canada.

You try it on your own table and you will see why other wide-awake grocers make H.P. their leading line.
Good Value—Good Advertising—besides the profit is good.

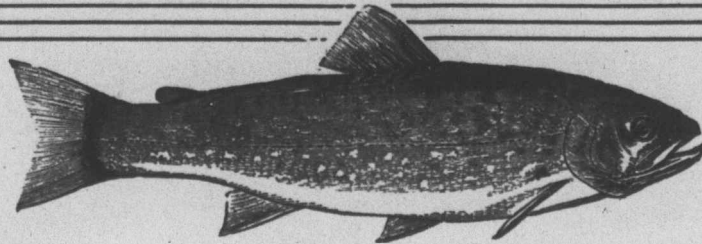
SEND A POST CARD TO OUR AGENTS.

W. G. Patrick & Co., Ltd., Toronto & Montreal
R. B. Seaton & Co., Halifax, N.S.



SEA FISH

Brunswick Brand



**CONNOR'S IS
THE BIG MONEY-
MAKING LINE**



It will win for you the trade that demands high quality goods and net you a profit that cannot be overlooked. Connor's Brunswick Brand Sea Foods are the result of years of experience in packing under the most sanitary and perfect conditions possible—packing the best quality fish as they are caught and while they still retain their salt sea flavor.

Our goods have a coast to coast reputation, both with the consuming public and the retail trade—a reputation for honest stock well packed, and at a fair price with a good profit for the retailer.

This is our list:

1-4 OIL SARDINES, 3-4 MUSTARD SARDINES, KIPPERED HERRING, HERRING IN TOMATO SAUCE, FINNAN HADDIES, (both oval and round tins), CLAMS, SCALLOPS.



AGENTS—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.; Grant, Oxley & Co., Halifax.

CONNOR BROS., LIMITED

BLACK'S HARBOR, N. B.

The Circle of Endless Profit

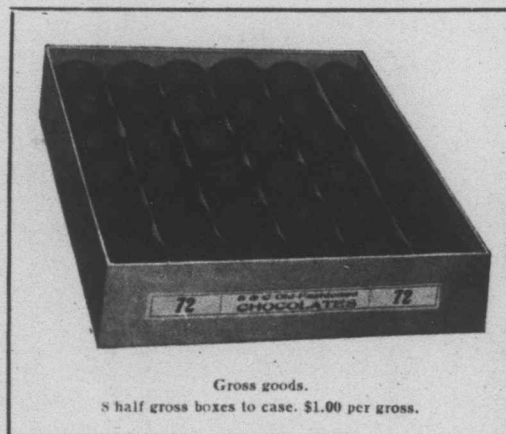
DIAMOND BRAND CONFECTIONERY

THE CANADIAN GROCER

Brings
Sales
172 To-day
and
Repeats
To-morrow



MAPLE CREAM HEARTS
18-lb. pails, price per pail, \$2.40
RETAILER'S PROFIT, 88%.



Gross goods.
8 half gross boxes to case. \$1.00 per gross.



CRYSTALLIZED MAPLE GEMS
18-lb. pails, price per pail \$2.70.
Sells at 30c. per lb.
RETAILER'S PROFIT, 100%

Brings
Profits
To-day
and
More
To-morrow



DOMINION MIXED
Price per lb. 11c. 32-lb. pails.
Sell at 20c. per lb.
RETAILER'S PROFIT, OVER 80%



MAPLE BUTTONS
Put up in pails 20-lb. net, per lb. 12c.
Per pail, \$2.40.



Price per pail, \$2.00. 15 lbs. net

MIKADO MIX

32 lb. pails, 8½c. lb.
Sells at 15c. per lb.

Profit
Over 75%.



ASSORTED CREAM CARAMELS
Price per pail, \$3.50. 5-lb. boxes, 15c. per lb.



NUTTY CREAMS

17-lb pails, per pail, \$2.40. Sells at 25c. per lb.
5-lb. boxes 15c. per lb.
RETAILER'S PROFIT, 77%



FRUITY CREAMS

17-lb pails, per pail, \$2.40. Sells at 25c. per lb.
5-lb. boxes 15c. per lb.
RETAILERS'S PROFIT, 77%

Fresh from Factory

Fresh to You

THE CANADIAN GROCER

Goods Speak for Themselves You Speak for Yourselves

The great variety and undeniable quality of Diamond Brand Confectionery make it urgent for you to select five pails from above and let us ship them immediately.

There is an exceptionally large profit for you, more so than with any other goods of whatever quality.

ALL JOBBERS' SALESMEN CARRY OUR LISTS.

Sugars & Cannery, Limited

MONTREAL

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.

SITUATION WANTED.

GLASS AND CHINA SALESMAN, MANAGER, buyer, 17 years' experience, desires position as manager, buyer, retail or traveller wholesale. Good references. Apply A. J. F., care of Canadian Grocer, Toronto.

SITUATION WANTED IN WHOLESALE grocery or importing house in Toronto, Winnipeg or Regina. Have had 5 year's experience (3 years in Germany, and 2 in London, Eng., Colonial Produce Importing and Exporting). German, age 21. First-class references. Apply box 473, Canadian Grocer, Toronto.

WANTED

WANTED—COMPUTING COUNTER SCALES—thirty-pound capacity. Second-hand; good condition. Box 203, Tillsonburg, Ont.

REPRESENTATIVES WANTED

FISH TRADE—A. & M. SMITH, LTD., Aberdeen, Scotland, producers and shippers of fish require representatives for the sale of Scottish smoked fish shipped in steamers' refrigerators. Applicants please state present Agencies, age, three business references and commission required.

A SIDE LINE FOR COMPETENT SALESMEN—a commission of 25% will be paid to salesmen of ability calling on grocery, drug, cigar stores, confectionery stores, etc., throughout Canada. Strictly high-grade goods manufactured by largest concerns in Canada. Only men of ability need apply, and by letter only. H. Jackson, Room 724, 64 Wellington St. W., Toronto.

SIDE LINES WANTED

TRAVELLER CALLING ON THE RETAIL trade and mines in Northern Ontario would like some good side line. Address A. L. Box 155, Byng Inlet, Ont.

SALESMEN WANTED.

SALESMEN WANTED—CALLING ON GROCERY trade, to sell an article of daily consumption. Box 150, Canadian Grocer.

FOR SALE

GROCERY BUSINESS FOR SALE IN VANCOUVER—stock and fixtures about \$2,000. Can be taken at invoice. Sales over \$2,100 monthly, and increasing. Apply Box 474, Canadian Grocer, Toronto.

MISCELLANEOUS

A BOOKKEEPING STAFF IN ITSELF, doing the work with machine precision and accuracy, the National Cash Register. Write for demonstration literature. National Cash Register Co., 285 Yonge St., Toronto.

BUCKWHEAT FLOUR GUARANTEED pure and unsurpassed by any mill in the province. T. H. Squire, Queensboro, Ont., solicits your orders.

COPELAND - CHATTERSON SYSTEMS—Short, simple. Adequate to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

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.

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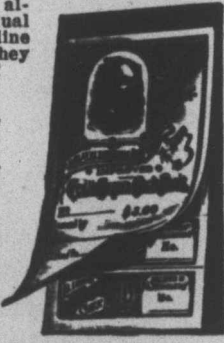
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Emond & Cote	177	Midland Vinegar Co.	153-169	Wagstaffe, Ltd.	6
Eastern Manufacturers, Ltd.	176	Millman, W. H. & Son	176	Walker Bin & Store Fixture Co.	53
Epps & Co., Jas.	159	Mott, John P., & Co.	158	Walker, Hugh, & Son	147
Escott, W. H.	51-176	Nagle & Co., Ltd., H.	175	Ward & Co., Jas.	58
Essex Canning Co.	31	Nagle Mercantile Agency	156	Warren, G. C.	176
Estabrooks, T. H. Co., Ltd.	71	National Cannery, Ltd.	153	Watson & Co., Angus	43
Edmunds & Richelleu	50	Neville Canneries, Ltd.	145	Watson & Truesdale	176-52
Eureka Refrigerator Co.	48	Nelson & Co., Ltd., H. W.	35	West India Co., Limited	33
Fenwick, Hendry Co.	160	Nelson, Dale & Co.	50	Western Salt Co.	168
Fairbank Co., N. K.	9	Nation, E. J.	146	Wellington Mills	156
Francaise de Specialties Alimentairey La Societe	4	North American Chemical Co.	151	Western Distributors, Ltd.	176
Fels Co.	156	No-Dust Mfg. Co.	175	Wethey, J. H.	145
Fearman, F. W., Co.	145	Nickel Plate Stove Polish	151	White & Co.	147
Flesch & Sons, J. A.	22	Nicholson & Bain	149	White Swan Spice & Cereals, Ltd.	45
Forest, J. A.	61	Ocean Mills	19	Willis Mfg. Co.	150
Ferguson Bros.	177	Ontario Cannery, Ltd.	15	Winn & Holland	154
Furuya & Nishimura	152	Oshawa Canning Co.	26	Woodruff & Edwards	158
Grattan & Co., Ltd.	175	O'Loane, Kelley & Co., Ltd.	32-177	Woods & Co., Walter	39
Gilmour & Co., J. J.	176	Orr & McLain	176	Woollard & Starrett, Ltd.	176
Gilmour Soap Co.	151			Wiley, Frank H.	176
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A Message from Western Canada to the Manufacturers of Great Britain, of the United States and of Eastern Canada



To the left appears a rough map of the Dominion. You will notice Winnipeg is the point where East meets West. Have you secured the trade that is to be had from this Western field? Are you preparing for the greater trade this vast district will have to offer?

Last year over 1,000 new towns sprang up in Saskatchewan and Alberta. From April 1st, 1912, until the end of December, 334,083 immigrants arrived at ocean ports, and 113,789 came in from the States. This was an increase of 53 per cent.

The majority of these people settled in the West. The majority of them are provident, well-to-do people. They, and many thousands who have been here for years, buy largely. During March of this year over 19,000 new settlers arrived. So the population grows, and the demand for household lines increases.

Western Canada is an expensive territory to cover. The distances are great. Regina is 387 miles from Winnipeg, while Saskatoon, on another line, is 517 miles distant. From Regina to Calgary is 482 miles, and Edmonton is 192 miles north of Calgary.

Yet the expense of these long trips can be offset. Many Commission Merchants and Manufacturers' Agents have systematized this field. They reach the wholesaler and the retailer. They go to the large centre and to the new towns. They realize that even the small towns are worth reaching, for these serve huge territories. The Manufacturers' Agents stock goods so that prompt service may be given retail dealers. They undertake to introduce new lines.

You, Mr. Dealer, might well avail yourself of this service at once. You might well get your product to this fine Western field, which is consuming much now, and will consume more and more each succeeding year.

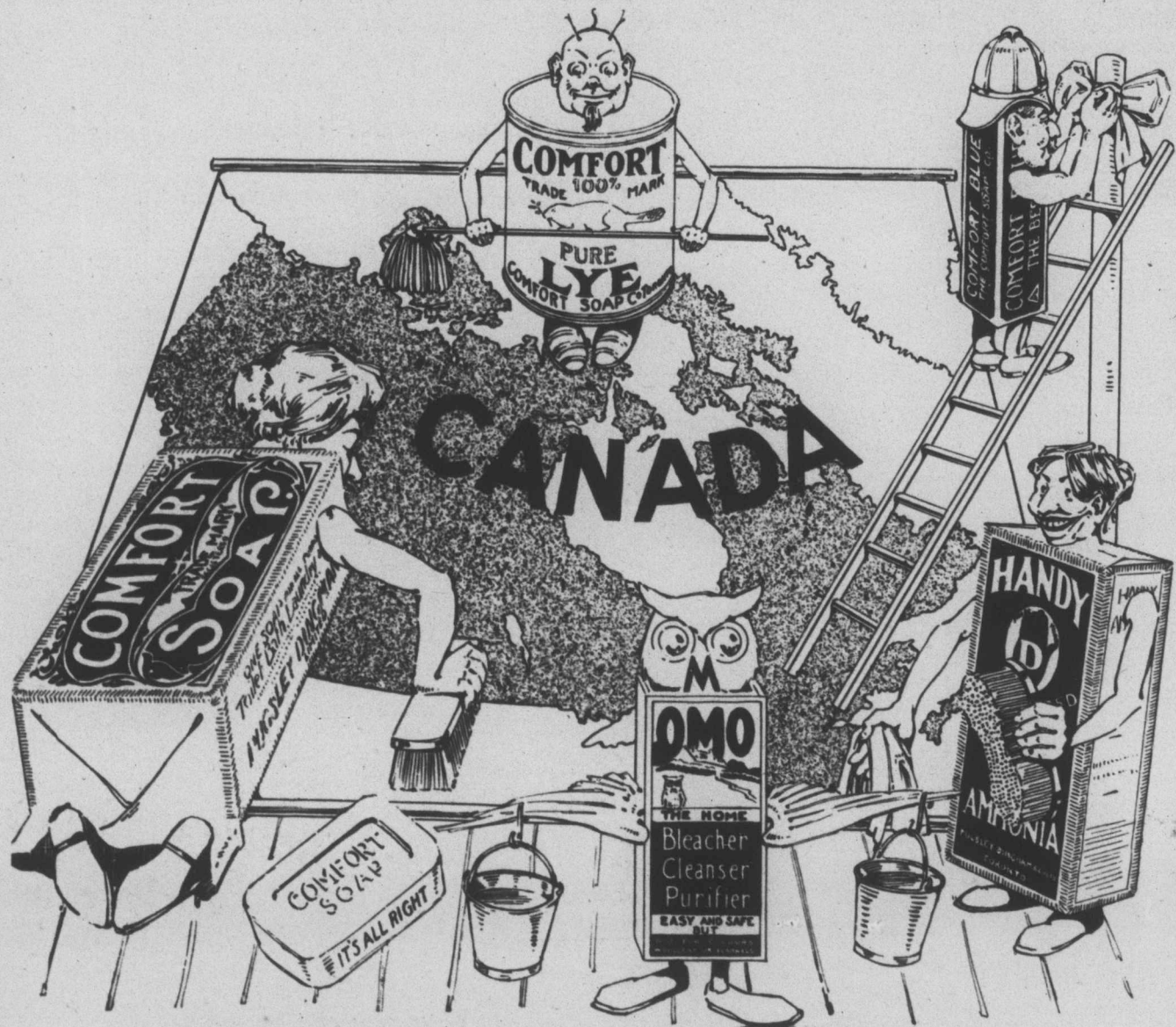
We can help you.

Eastern Manufacturers, Ltd., Saskatoon.
Escott & Harmer, Winnipeg.
J. J. Gilmore & Co., Winnipeg.
Holloway, Reid & Co., Edmonton.
Leadlay, Limited, Winnipeg.
Mason & Hickey, Winnipeg.

Nicholson & Bain, Winnipeg.
H. P. Pennock & Co., Winnipeg.
Ruttan & Chipman, Winnipeg.
Teese & Persse, Winnipeg.
Frank H. Wiley, Winnipeg.

THE CANADIAN GROCER

WE Keep Canada Clean



Are We On Your Selling List? If Not YOU Are Losing
Money — and So Are We. Your Jobber Stocks Us.

Pugsley, Dingman & Co., Ltd., Toronto

THE CANADIAN GROCER

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FOR

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Purity

Quality

Delicacy

and

Nutritive Power

There is nothing to equal

CLARK'S PORK & BEANS

IN CHILI TOMATO SAUCE



THE BEANS OF EXCELLENCE
W. CLARK, MONTREAL