

CANADIAN GROCER

VOLUME XXX
No. 43

OCTOBER 27
1916

ANNUAL FALL AND WINTER NUMBER

Wholesale Prices Reach High
Marks

□

Balancing Books at End of
Each Day

□

Features of Cold Weather
Trade

□

Handling Fruit in Winter
Time

□

Christmas Hints and
Suggestions

Oyster Week

NOVEMBER 6-11

As a retailer of oysters, you probably will agree that what this business has lacked in the past was a definite date to appeal to the consumer. The months with the "R" are recognized as oyster months, but the average consumer waits for the cold weather to suggest the purchase.

The weather in November is reasonably consistent and we believe the time opportune to suggest, in a way out of the ordinary, the palatable and economical advantages oysters afford.

Make a strong play on quality and charge a price that will afford your putting out oysters precisely as you receive them. Watering oysters is an illicit practice and we are informed by Canadian officials that it is going to be stopped this season. They contend that the watering of oysters is a waste of nutrients, and their contention is well-founded.

The fact that the practice has a precedent of generations does not relieve us now of the responsibility for its continuance, and if for no other reason than selfish motives, the practice should be discontinued. We do not want to see prosecutions, as such publicity will do the business no good.

We are exclusively oyster people devoting our entire time and attention to the one thing we know best. We believe we put out under the most favorable conditions, the best stock grown.

Our stock and service is not to be confused with that experienced with houses treating oysters as a side line.

CONNECTICUT OYSTER CO.

LIMITED

"CANADA'S EXCLUSIVE OYSTER HOUSE"

50 JARVIS ST., TORONTO, CANADA



—and the far-sighted grocer recommends it

EVERY EFFORT YOU MAKE TO HELP CANADA IS AN EFFORT TO HELP YOURSELF. Strange— isn't it, that this simple truth is so often overlooked? Strange, indeed, that so many merchants fail to discriminate between the product of Canadian origin—and the product whose success means nothing to Canada. Every pound of

DOMINION CRYSTAL Sugar

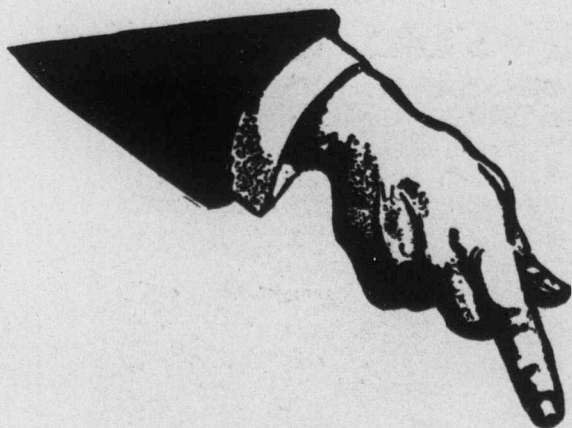
that a grocer sells adds to Canada's prosperity, and thereby adds to the grocer's own prosperity. In selling sugar refined from a product of other countries, you do not enrich Canada. In selling Dominion Crystal Sugar, you contribute to the increased production of your own fair land.

Consult your own best interests, and sell Dominion Crystal Sugar wherever you can. Give preference to this sugar that is "Canadian from the ground up."

We do import the finest of raw cane sugar and refine it. But our pride is in the product we make from Canadian Sugar beets—its use is dictated by good judgment as well as patriotism. There is none better.

THE DOMINION SUGAR COMPANY, LTD.

Factories at Wallaceburg, Chatham and Kitchener



**Read down this list
and note name of our
nearest representative.
Then arrange for him to call.**

These men are now on the road with samples of our Christmas lines; lines that no grocer appreciating quick selling values can afford to miss seeing.

To those who know, Moirs' Chocolate values need no enlarging upon, but if you are not already acquainted, we advise an immediate examination.

Here are a few lines from our present assortment:

| | | |
|---------|----------|----------|
| Sunset | Empress | Purity |
| Rainbow | Yale | Pearl |
| Emerald | Old Rose | Peerless |
| Niagara | Cerise | Federal |
| Empire | Nile | Finola |
| Oregon | | |

If it is inconvenient to have our traveller call don't wait. Send us a letter order for half a dozen or more.

Prompt attention guaranteed.

MOIRS, Limited, HALIFAX, N.S.

British Columbia

Messrs. D. M. Doherty & Co.,
134 Abbott Street, Vancouver,
B.C.

Alberta

Messrs. Watson, Campbell &
Smith, Ltd., 224 11th Ave., W.,
Calgary, Alta.

Northern Saskatchewan

Messrs. Mowat & McGeachy,
403 First Ave., North, Saska-
toon.

Southern Saskatchewan

Messrs. McNall & Co., Ltd.,
Regina, Sask.

Manitoba

Messrs. A. L. Moran Co., Ltd.,
206 Donald Block, Winnipeg.

Province Ontario

Herbert Dowling,
37 Eaton Ave., Toronto, Ont.

Province Quebec

City of Montreal,
W. H. McManus, Room 411,
Lindsay Bldg., Montreal, Que.

A. W. Dewar,
146 Querbis Ave., Montreal.

New Brunswick

W. J. Wetmore,
Dock St., St. John, N.B.

Prince Edward Island

Harry James,
13 Passmore Street, Charlotte-
town, P.E.I.

Nova Scotia

C. W. Smith,
Annapolis Valley and Western
Shore.

R. O. Day,
Intercolonial and Eastern
Shore.

J. C. McKay,
Sydney, N.S.

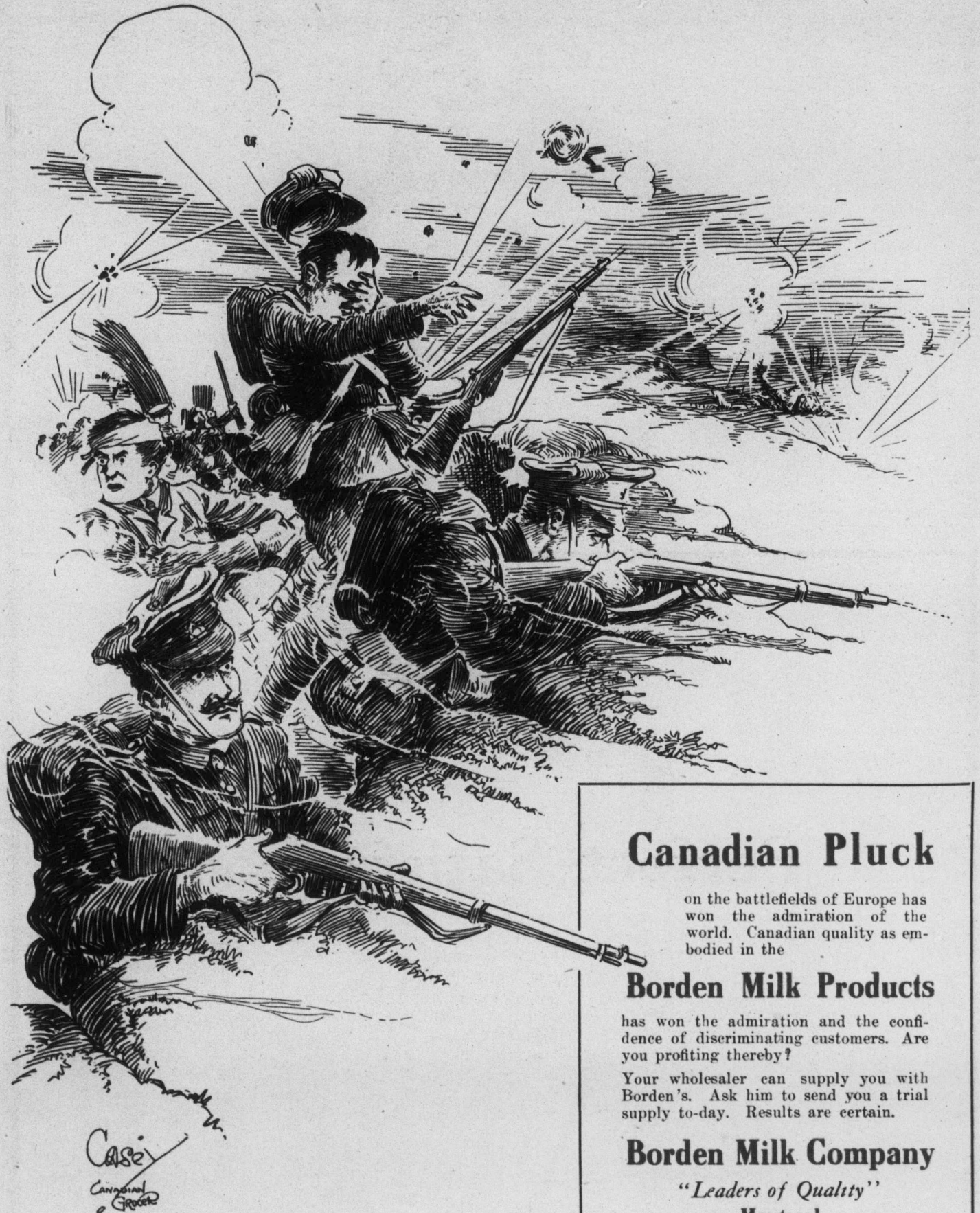
Newfoundland

Fred V. Chesman,
178 Water Street, St. John's
Newfoundland.

Great Britain

J. Edgar Betton,
"Hotel Cecil," London, E.C.
Messrs. Robert Jamieson & Co.
2 Canning Street, Edinburgh,
Scotland.

If any advertisement interests you, tear it out now and place with letters to be answered.



Canadian Pluck

on the battlefields of Europe has won the admiration of the world. Canadian quality as embodied in the

Borden Milk Products

has won the admiration and the confidence of discriminating customers. Are you profiting thereby?

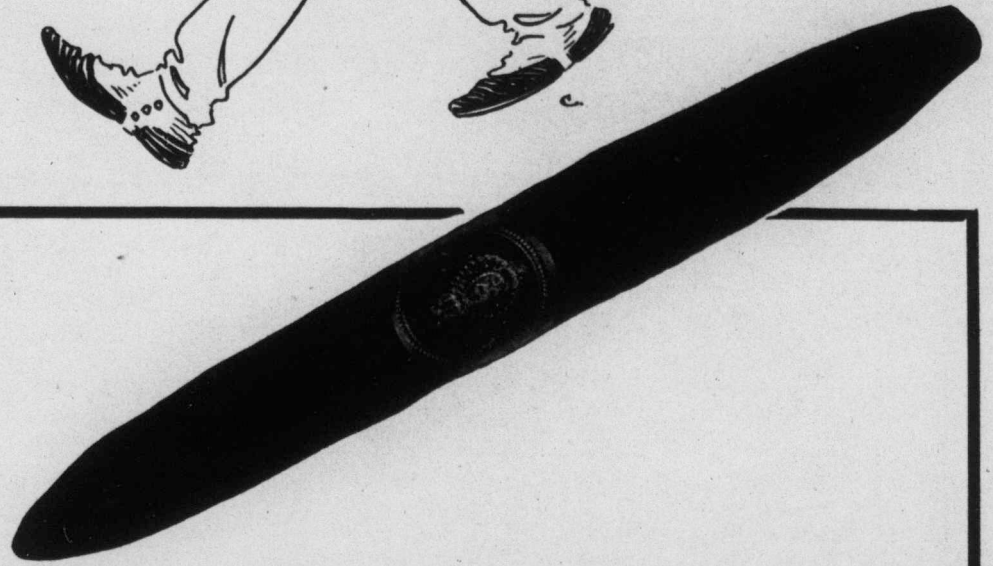
Your wholesaler can supply you with Borden's. Ask him to send you a trial supply to-day. Results are certain.

Borden Milk Company

"Leaders of Quality"

Montreal

Branch Office: No. 2 Arcade Building
Vancouver, B.C.



Perfect Satisfaction

is what you give your customer every time you sell him an Orlando Cigar. The fragrant, rich, full-flavored aroma of an Orlando (Invincible) will put "the smile that won't come off" on the face of the most discriminating smoker.

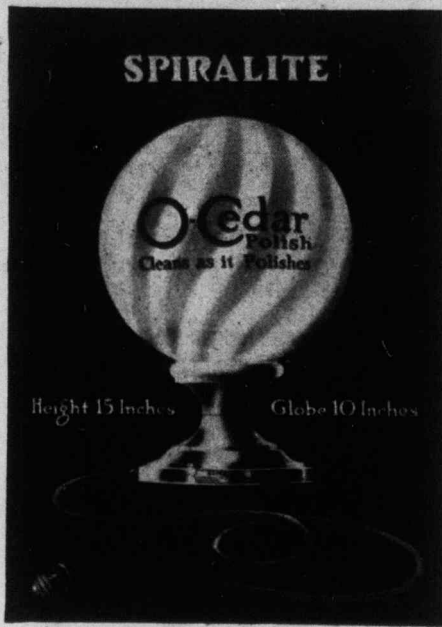
With the coming into force of Prohibition, the Grocer's tobacco department became a still more dependable source of revenue, particularly where such satisfaction-giving lines as the Orlando (Invincible) Cigars are featured.

If you are not already handling the Orlando line, you should begin immediately, for a case full of Orlandos will more than justify the expenditure on stock and space taken. By featuring the Orlando you will net a good profit and draw the men to your store.

Order a stock to-day and display them where your customers will see them

W. R. WEBSTER & COMPANY, LIMITED
SHERBROOKE, CANADA

If any advertisement interests you, tear it out now and place with letters to be answered.



THIS Spiralite, with its light and constant whirl of colours, will make your store window more attractive and profitable. It makes people stop and look, thereby reminding them of our national advertising and directing to you the demand for

**O-Cedar
Polish**

Reg. Can. Pat. Office
(MADE IN CANADA)

At the same time whatever you may have displayed in your window will be noticed by your prospective customers.

Order one of these assortments and get one free:-

| | | |
|-------------------------------|-------|------------------|
| Display Deal No. 63. | | Sells for |
| 3½ doz. 4-oz. O-Cedar Polish | | \$10.50 |
| 7 " 12 " " " | | 42.00 |
| ½ " qts. " " | | 7.50 |
| 1 only Spiralite | | \$60.00 |
| Display Deal No. 64. | | Sells for |
| 10¾ doz. 4-oz. O-Cedar Polish | | \$32.25 |
| 4 " 12 " " " | | 24.00 |
| ¼ " qts. " " | | 3 75 |
| 1 only Spiralite | | \$60.00 |

The above prices subject to usual discount.

PEOPLE must see goods displayed, and the more attractive the display the more results it will bring. You only need to suggest O-Cedar Products to your customers to sell them. Therefore, these attractive counter and floor display stands are very valuable to the merchant in the increase of sales that they will bring.

This Floor Display Stand is a very handsome piece of store furniture. It is so arranged that you can carry a fairly good stock of O-Cedar Polish. It is made of metal, finished in Caucasian Walnut. Here are the measurements: 45" high, 12¾" deep, 25¼" wide.

Make up an individual order for \$100.00 (net) of O-Cedar Polish and O-Cedar Mops and we will send you one of these floor display stands free.

THIS is a very compact, attractive Counter Display Stand. It is of mahogany finish and substantially made of metal to stand long wear. Our locking device prevents taking the packages from the display until the lock releases the protecting rod. Given free with either of these assortments:



| | | |
|---------------------------------|-------|------------------|
| Display Deal No. 61. | | Sells for |
| 7½ dozen 4-ounce O-Cedar Polish | | \$22.50 |
| 3 dozen 12-ounce O-Cedar Polish | | 18.00 |
| 1 only Counter Display Stand | | \$40.50 |

| | | |
|----------------------------------|-------|------------------|
| Display Deal No. 62. | | Sells for |
| 2½ dozen 4-ounce O-Cedar Polish | | \$ 7.50 |
| 5½ dozen 12-ounce O-Cedar Polish | | 33.00 |
| 1 only Counter Display Stand | | \$40.50 |

The above prices subject to usual discount.

We will supply (upon request) attractive signs, window trims, electros and circulars.

Order From Your Jobber.



CHANNEL CHEMICAL COMPANY, LIMITED, TORONTO, CANADA

If any advertisement interests you, tear it out now and place with letters to be answered.

The Big 5c Bar

(100 Cakes)



Soaps you can
recommend for
Quality and
Service

In hard water as
well as in soft water

Royal Crown Soaps

NOTE
THE
WEIGHT

Royal Crown Soap

is packed—6
Bars in Carton
(144's)
and 100 Bars
Wrapped.

*The Biggest
5c Bar
Made*

Royal Crown Soaps are a purely Canadian Product, so that in featuring these popular cleansers you not only show good judgment, but you also prove that you are a practical Canadian by encouraging Made-in-Canada enterprise.

*It pays to keep these lines
prominent in your displays*

Royal Crown Laundry and Naptha Soaps,
Washing Powders, Cleanser, Lye,
Witch Hazel Toilet Soap, and Castiles.

IT PAYS TO PUSH THE ROYAL CROWN LINES
KEEP AT IT

THE
ROYAL CROWN
SOAPS, Ltd.
WINNIPEG



Also Factories at CALGARY and VANCOUVER

If any advertisement interests you, tear it out now and place with letters to be answered.

WINDSOR AND REGAL

Windsor Salt for GENERAL Use

Of course thousands of homes use Windsor Salt for the table—and always will. They also use it for cooking—and for every other use to which such a pure salt can be put. This accounts for the enormous demand for it.

Regal Salt for TABLE Use

Prepared expressly for the table. It's the finest grain of Windsor Salt with a small proportion of Magnesium Carbonate — to keep it always dry and free running. The patent aluminum spout on the box is a convenience when filling salt shakes.

SUPPLIED ONLY THROUGH WHOLESALERS

THE CANADIAN SALT CO., LIMITED
WINDSOR, ONTARIO

SALT

If any advertisement interests you, tear it out now and place with letters to be answered.



Every Reputable Grocer prefers
to carry in stock the
Purest and Best
in each
line.

And every storekeeper
who knows the advantages
of an attractive
display, will be convinced that

**BRITISH COLUMBIA
PURE CANE SUGAR**
fills both requirements.

Besides the regular larger packages,
British Columbia Sugar is put up in these convenient
cartons :

Granulated - 2 lb. and 5 lb.
Icing - 1 lb. and 2 lb.
Lumps - 2 lb. and 5 lb.

These cartons are packed and sealed by the
most modern mechanical process whereby no
hand touches the sugar.

**The British Columbia
Sugar Refining
Company, Ltd.**
Vancouver - B.C.



If any advertisement interests you, tear it out now and place with letters to be answered.

ROGERS' GOLDEN SYRUP



—is the last word in cane syrup manufacture. Possessing as it does a rich and pleasing flavour, this syrup is guaranteed to be made from nothing but cane sugar, a special grade of which is imported by the manufacturers for this purpose.

Rogers' Golden Syrup in "Perfect Seal" Jars—use the jar afterwards for home preserves and pickles.

Rogers' Golden Syrup is put up in the following packages:

- | | | |
|---|--------------------------|---|
| | 2 lb. tins, 24 to a case | |
| | 5 lb. tins, 12 to a case | |
| ∴ | 10 lb. tins, 6 to a case | ∴ |
| | 20 lb. tins, 3 to a case | |
| | 3 lb. jars, 12 to a case | |

For prices see "Quotations for Proprietary Articles," page 144.

The Grocer carrying a stock of Rogers' Golden Syrup in "Perfect Seal" jars will find these unquestionably the most attractive packages in his store.

The British Columbia Sugar Refining Co., Ltd.
VANCOUVER, B.C.

If any advertisement interests you, tear it out now and place with letters to be answered.

They protect your reputation

This is an advertisement to be read by both packers and dealers—wholesale and retail—especially by those who have suffered losses because packages were sealed with something much less good than

Anchor Caps

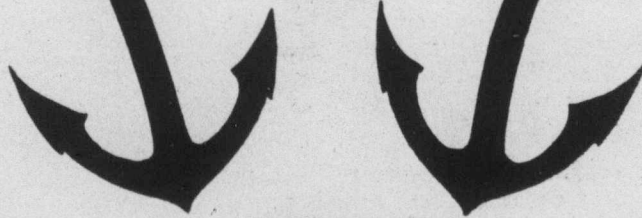
which are positively air tight besides being highly efficient and attractive as a closure. They positively prevent spilling or leakage and other forms of spollation, the result of air admission.

PACKERS: We invite you to put it up to us to prove our case in **your own factory.** We've submitted to this test many times and have always won our point—to the great satisfaction of the packer.

Retailers and Wholesalers: You, too, have an interest in this matter and we suggest that you should ask the packers for whom you sell, "Are your goods protected with Anchor Caps"? It is an important question as many will tell you who were aforesaid careless about the closure used.

Correspondence invited.

Anchor Cap and Closure Corporation of Canada, Limited
50 Dovercourt Road, Toronto



If any advertisement interests you, tear it out now and place with letters to be answered.

TO OUR PARTNERS

You have a profit-sharing interest in the

Big Sani-Flush Partnership

Each time you sell a tin of this unique toilet-bowl cleanser you draw a dividend.

What particular advantage is there to you in selling

Sani-Flush?

You make a profit which you would not make otherwise. **Sani-Flush** is the only product of its kind. With the installation of the first toilet bowl came the necessity for a method of cleaning it. **Sani-Flush** is the one answer to this need.

Women are glad to find out about **Sani-Flush** because it takes away the disagreeable features of a necessary task and it promotes the sanitary cleanliness of the home. Many of your customers are convinced by magazine advertisements of the desirability of **Sani-Flush**; they will purchase it readily when you make a display.

Sani-Flush is needed in all residences, hotels, hospitals, stations, factories, offices and other buildings where there are toilet bowls.

Write us for assistance in making every possible user in your community familiar with the merits of **Sani-Flush**.

HAROLD F. RITCHIE & CO., Ltd.

10-14 McCAUL STREET, TORONTO

The Trap which you can't
clean except with **Sani-Flush**



If any advertisement interests you, tear it out now and place with letters to be answered.



He Reigns

In the cereal field all the world over.

In millions of homes in every clime
he is the household friend.

In every grocery in every nook of
Canada his is the dominant figure.

We met him at our mothers' tables,
so we have always known him.

And now 68 million magazines tell
his story anew every month.

Wherever seen, he signifies purity.
He stands for exceptional quality.

He denotes high standards. He
promises delicious dishes.

Every grocer is proud of his pres-
ence, and every housewife likes to
meet him.

His home is the mills at Peter-
borough and Saskatoon, Canada.

The Quaker



If any advertisement interests you, tear it out now and place with letters to be answered.

TEA

Ceylons, Indians, Japans,
Chinas, Formosas

AT FIRST-HAND COSTS

Specially selected for the
Canadian Trade. Large selec-
tion from Stock or Afloat Teas.

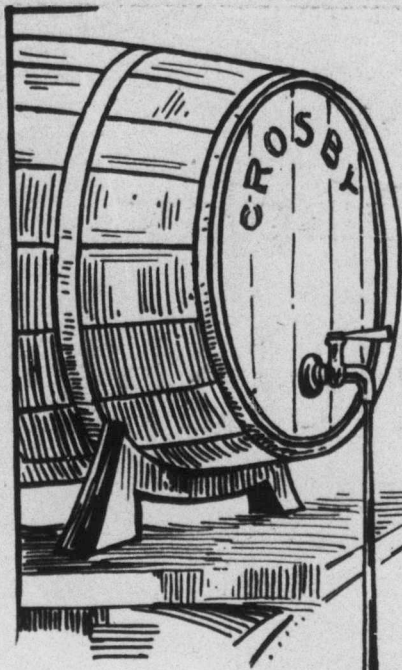
IMPORT ORDERS A SPECIALTY

Write for samples and quotations, or send
us your samples to match. We are Tea
Experts with over 40 years' successful
trading with Canadian Merchants.

John Duncan & Co.

ESTABLISHED 1866

MONTREAL

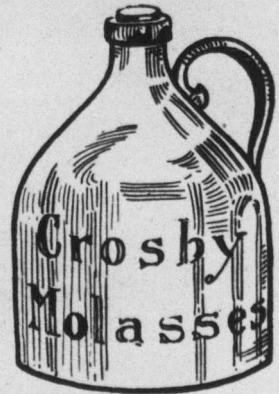


Crosby

WE are specialists in the production of molasses and are able to give customers the best possible service at all times.



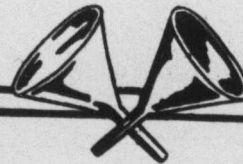
To be sure of quality, value and service let us look after your molasses requirements.



CROSBY MOLASSES CO.
LIMITED

ST. JOHN,

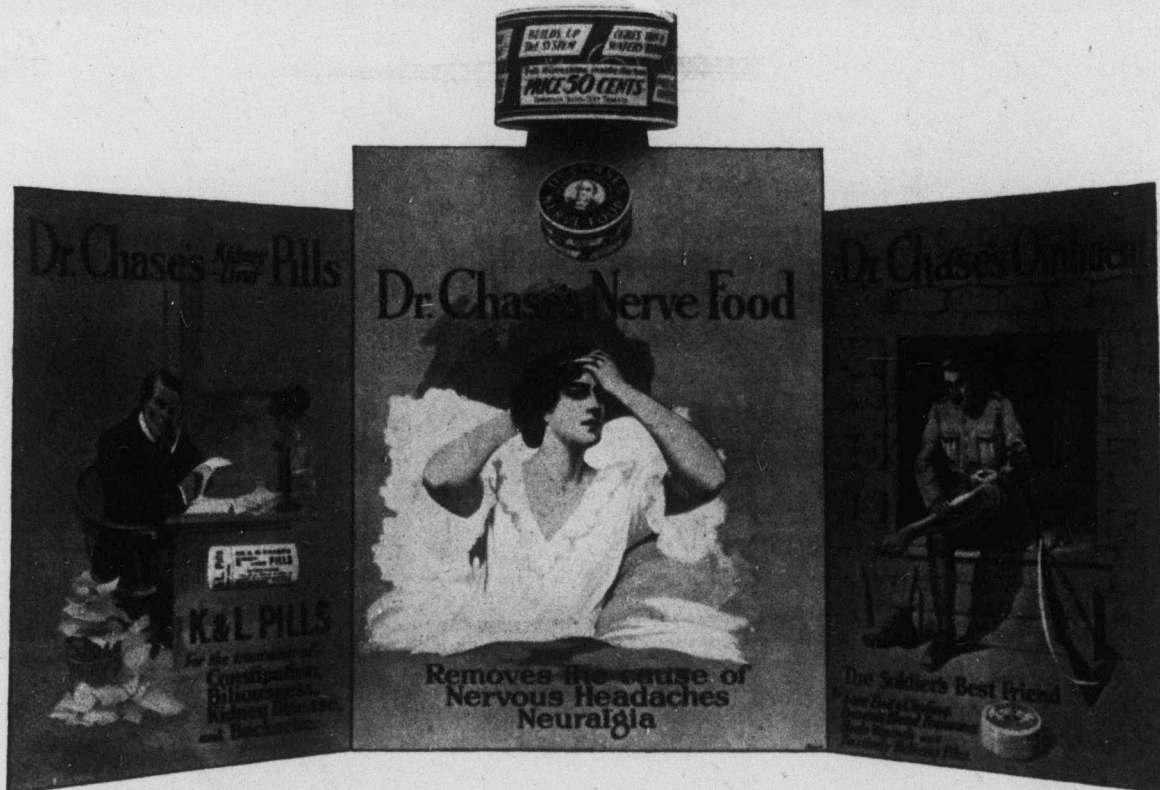
N.B.



Crosby Molasses

If any advertisement interests you, tear it out now and place with letters to be answered.

ABSOLUTELY NEW
 Revolving Window Display
 FOR
Dr. Chase's Medicines
 Operated by Electricity



In this Electrical Window Display we have something new, novel and attractive. The idea is now used for the first time in Canada and is bound to attract attention to your window. The curiosity of the passer-by is aroused and he stops before your window to study out what keeps the box of Nerve Food turning round.

The display is operated by a single electric light bulb and since this also helps to light your window, you will see that there is no operating expense. Dealers who have had this display are enthusiastic over its influence on trade.

See the Special Offer on the Next Page.

Mr. Dealer, get "Motion" in your Window!
It attracts attention and Customers.

Edmanson, Bates & Co., Limited
 TORONTO, CANADA

If any advertisement interests you, tear it out now and place with letters to be answered.

SPECIAL OFFER

To General Storekeepers and Grocers

ON

Dr. Chase's Medicines

Through newspapers, almanacs and booklets, Dr. Chase's Medicines are made known to almost every family in Canada. As a result there is a steady and ever-increasing demand and these medicines are carried in stock in thousands of General Stores and Groceries, and in fact wherever medicines are sold.

Are you getting your share of this enormous business?

This month we are beginning the Annual Mailing of Dr. Chase's Almanac and the strongest Newspaper Campaign we have ever put out, using practically all the dailies and weeklies in Canada.

Why not connect up with this advertising by using the New, Electrical Window Display?

By allowing you a special discount of 10% in goods, we practically pay you for the use of your window, for in addition to this you get the regular discount from your jobbers.

The Window Display, Almanacs for counter distribution and free goods will be shipped to you direct and your order will be forwarded to your jobbers to be shipped by them.

This special offer is only good on an order amounting to not less than \$26.00, or more than \$54.00, and expires Nov. 30, 1916.

When making up your order, if you will take the trouble to send us your Mailing List we shall mail Dr. Chase's Almanac to your personal customers.

Place Date

EDMANSON, BATES & CO., Limited, Toronto, Ont.

Please ship the following goods through.....

|Doz. | Dr. A. W. Chase's | Kidney-Liver Pills | Per doz. |
|-----------|-------------------|-------------------------------|----------|
| | " | " | \$2.25 |
| | " | Syrup of L. & T. | 2.25 |
| | " | Ointment | 5.00 |
| | " | Nerve Food | 4.50 |
| | " | Catarrh Powder | 2.25 |
| | " | Liver Cure | 8.50 |
| | " | Backache Plaster | 2.25 |
| | " | Syrup of L. & T. family size. | 5.00 |

We
I hereby agree that in consideration of the 10% in free goods allowed with this order that I will use the Electrical Window Display in the store window for at least one week.

Name.....



Should You Not Have Electrical Connections this Cut-out Still Makes an Excellent Window Display.

Edmanson, Bates & Co., Limited, Toronto, Canada

If any advertisement interests you, tear it out now and place with letters to be answered.

Your Jam Business

Canada is making Jams equal to the imported article. This because firms like ourselves are taking more pains, are using better recipes, and are infinitely more particular about the quality and condition and preparation of the raw product.

We speak for ourselves. We use only fresh gathered fruits of perfect quality and condition. We use pure cane sugar. Our factory is maintained in a condition of perfect cleanliness and sanitation. Our standard is the highest. All this because

Furnivall's
FINE
FRUIT
PURE JAM



has to carry our good name forward in the years ahead into the homes of new users whose continued custom is our source of profit and yours.

This year the reduced domestic provision of Jams and Preserves will give to the grocery trade a good winter's business. You should endeavor to perpetuate this business by providing your customers with a product that will persuade them to use a factory-made Jam in preference to a home-made Jam for your profits' sake.

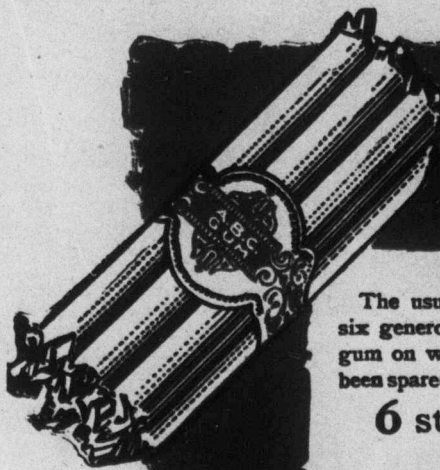
Our Jams are supplied through the wholesale trade. Write them or us for list of varieties, sizes and prices.

Furnivall-New, Limited

HAMILTON, CANADA

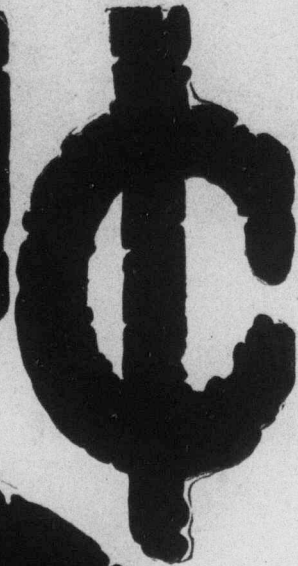
Agents: Ontario—MacLaren Imperial Cheese Co., Ltd., Toronto. Montreal—W. S. Silcock. St. John, N.B.—MacLaren Imperial Cheese Co. Halifax, N.S.—MacLaren Imperial Cheese Co. Sydney, N.S.—A. E. Sheppard. Hamilton—R. M. Griffin. Winnipeg—W. L. Mackenzie Co., Limited. Calgary, Alta.—MacLaren Imperial Cheese Co., Ltd. Edmonton, Alta.—MacLaren Imperial Cheese Co., Ltd. Saskatoon, Sask.—Mowat and McGeachy.

If any advertisement interests you, tear it out now and place with letters to be answered.

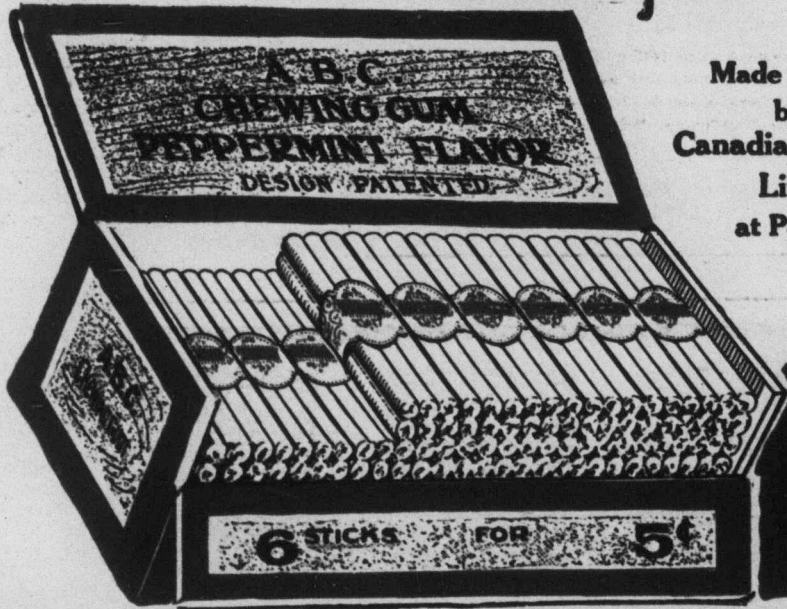


The usual price of course, but you get six generous rolls of peppermint flavoured gum on which no time or expense has been spared to make it the best in the world.

6 sticks for 5 cents



A.B.C.
Chewing Gum

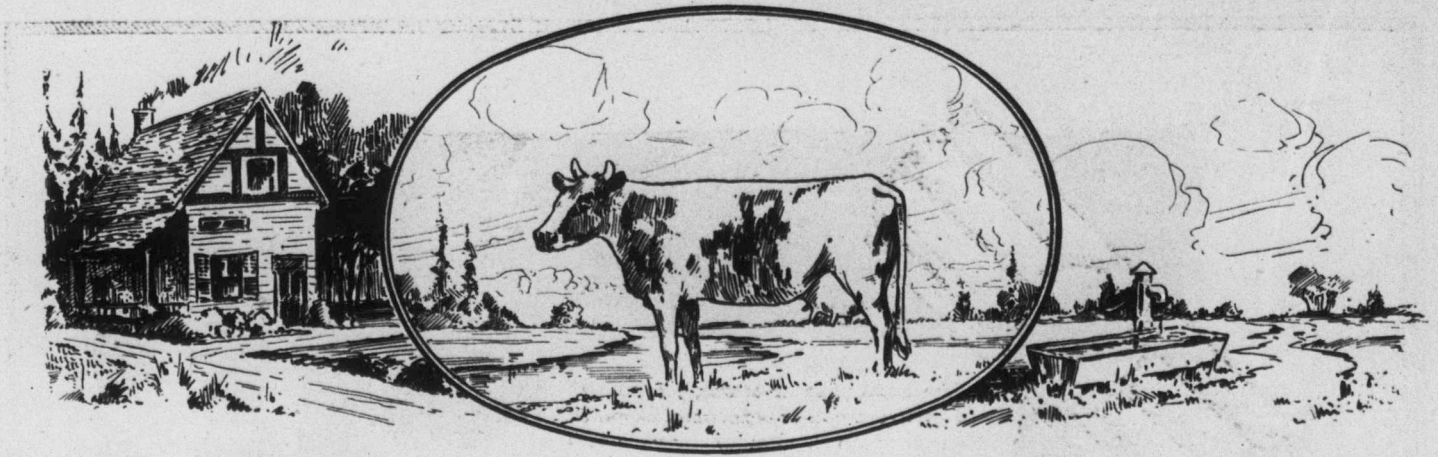


Made in Canada
by the
Canadian Chicle Co.,
Limited
at Peterboro

56

Your jobber has "A.B.C."
ASK HIM

If any advertisement interests you, tear it out now and place with letters to be answered.



Good Milk Comes From Healthy Cows

In the vicinity of St. George, Ontario, where our milk condensing plant is, and where we obtain our milk, the water is the purest in Ontario, and the country the finest. It is with such advantage that we are enabled to make our superior product.

THE farmers in this community take particular pride in the quality of the stock and crops they raise. So that we are very fortunately located indeed for the production of really high-class milk products.

Malcolm's Made-in-Canada Milk Products

are not only made in Canada, but are made with Canadian Capital; all profits remain in Canada to build up Canadian industry.

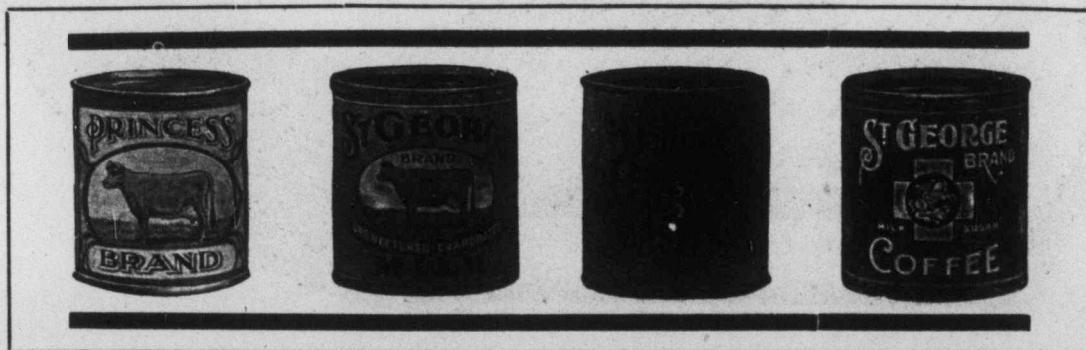
However, so far as you, a retail grocer, are concerned, what counts most is: How do the Malcolm Products "take" with Customers? Another important question with you is: What profit lies in handling the Malcolm line? Regarding the latter question, the prices in the panel will answer your question. Make your own calculations and comparisons, always keeping in mind the quality factor.

Look over this list:—

| | |
|--|--------|
| St. George Brand Coffee, 2 doz. in case..... | \$4.80 |
| St. George Evaporated Milk, 4 doz. in case.. | 3.75 |
| Banner Condensed Milk, 4 doz. in case..... | 5.75 |
| Princess Condensed Milk, 4 doz. in case.... | 4.75 |

We deliver 5-case lots to any part of Ontario, Quebec, Maritime Provinces, paying freight charges up to 50c per 100 lbs.

Regarding the likability of Malcolm Milk Products, this part should assure you. Wherever the Malcolm line becomes introduced it sticks—by the customers' own will, and grocers are themselves friendly. Consider also this: Our business has increased very greatly of later years—and we have had pretty stiff competition. Satisfaction on the part of consumer and retailer is the big explanation.



The attractive manner in which our goods are put up makes neat display — the productive display that really counts. The prevailing high price of fresh milk will create an added demand for condensed milk—a good reason why you should begin to feature Malcolms.

We pay freight on five-case lots or over up to 50 cents per 100 lbs. Order from your jobber.

THE MALCOLM CONDENSING CO., Limited

ST. GEORGE, ONTARIO

If any advertisement interests you, tear it out now and place with letters to be answered.

DA COSTA & CO'S

Barbados Extra Fancy

MOLASSES

Noted for its purity, high quality and delightful flavor.

Take no chances on other brands said to be just as good, but insist upon having

DA COSTA'S

the brand of proved quality. The price is no higher than for other brands.

Agents: West India Company, Limited, Montreal

TO THE WHOLESALE TRADE ONLY

WEST INDIA COMPANY, LIMITED CORISTINE BUILDING MONTREAL

We represent the chief business houses of Demerara, Barbados, Trinidad, Jamaica, St. Kitts, Antigua, St. Lucia, Grenada and other West India Islands.

We solicit orders and inquiries for all descriptions of West India Produce.

**SUGARS, MOLASSES, SPICES,
COCOA, COFFEE, COCOANUTS, Etc.**

We also beg to call attention to our *EUROPEAN DEPARTMENT*, which is in close touch, through our Liverpool House, with English, Continental and Asiatic markets.

We can usually quote attractive prices on WALNUTS, PEANUTS, and all nuts for Confectionery purposes, and grocery specialties of all kinds.

We solicit inquiries 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.

If any advertisement interests you, tear it out now and place with letters to be answered.

LARGEST MAKERS IN THE WORLD

Tea Lead—all gauges and sizes

Metal Bottle Capsules—any size,
color or stamping

Collapsible Tubes—plain or colored

ALL BRITISH MADE

Send specification of your needs or samples of what you now use—stating **QUANTITIES**
—We will give you **BEST QUALITY—BEST DELIVERY—BEST PRICES**

BETTS & COMPANY, LIMITED

Chief Office :—1 Wharf Road, LONDON, N., ENGLAND

A Million Mothers

are marshaled in solid array behind the purest, cleanest, most nutritious of all cereal foods—

Shredded Wheat

If you want to cater to the women who decide the food question in a million homes, you will always carry a good stock of Shredded Wheat. It is ready-cooked and ready-to-serve. Delicious for breakfast with milk or cream, or for any meal with fruits.

This Biscuit is packed in odorless spruce wood cases, which may be easily sold for 10 or 15c, thereby adding to the grocer's profits.



MADE IN CANADA

The Canadian
Shredded Wheat Co.,
Limited

Niagara Falls, Ontario

65-U



Cow Brand BAKING SODA

is a seller because

it gives results in keeping with its quality reputation. Careful housewives are unanimous in declaring that Cow Brand Baking Soda is dependable in every way.

A small trial display of this well-known favorite placed where your customers may readily see it will prove conclusively that Cow Brand is a seller and a reliable repeater. Order to-day.

Church & Dwight, Limited
Manufacturers - - MONTREAL

If any advertisement interests you, tear it out now and place with letters to be answered.



FOR CANADIANS IN THE FIGHTING LINE

Messrs. James Pascall, Ltd., the Manufacturers, have made special arrangements to send direct to Canadians serving at the Front

SPECIAL PARCELS OF CANDIES

on which they will pay the postage without any extra charge. The following are suitable for posting, and every article is handy for the pocket:

SPECIAL \$1.25 PARCEL contains:

Solid Block of Vanilla Chocolate. Large Tin each of Acid Drops, Mint Bulls' Eyes, British Toffee and Pine Lozenges.

SPECIAL TWO DOLLAR PARCEL contains:

Solid Blocks of Milk and Vanilla Chocolate, Large Tin each of Acid Drops, Mixed Fruit Drops, British Toffee, Broadway Toffee. Also Pine Lozenges and Freshettes.

Ask to see them at the Store.

Pascall's pays the Postage.

PASCALL'S

LONDON, ENG.

REPRESENTATIVES FOR CANADA

Angevine & McLaughlin, St. John, N.B., and Truro, N.S.; W. H. Escott Co., Ltd., 181-183 Banatyne Avenue, Winnipeg; P. E. Outerbridge, 180 Water Street, St. John's, Newfoundland.

Tell every customer this—

"Here is your chance to do something practical for your friends at the Front. It means a lot to the men in the trenches. They will enjoy the change from service rations—in fact they are writing home every day expressing their delight at receiving Pascall's Chocolates and Candies."

Tell them that—and you will get the order

Forward it to our agents and the parcel will be sent from England. If you are not already running this Scheme, send to our representative for circulars and full particulars.

We Invite Inquiries for
**Cream Liquorice
 Goods,
 Chocolates,
 Toffees,
 Caramels and
 Cream Comfits.**

Address:

**JOHN FILSHILL
 LIMITED
 420 GALLOWGATE
 GLASGOW, SCOTLAND**



Use a
Keystone Broom

in Your Own Store and Home

Then you will understand why women demand the "Nugget" Broom by name. You will appreciate the satisfaction of a green corn broom, exceptionally light in weight and yet which will not turn up at the ends or break off. It is a well-made broom throughout.

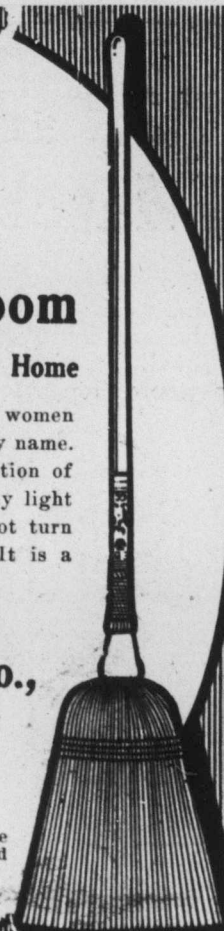
Write for prices, etc., to

Stevens-Hepner Co.,

LIMITED

Port Elgin, Ont.

The "Nugget" Broom is only one of the famous Keystone Brand Brooms and Brushes.



If any advertisement interests you, tear it out now and place with letters to be answered.

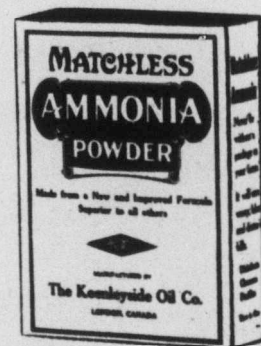
Households that do not know the merits of Chase & Sanborn's Coffees are becoming fewer and fewer.

Do you cater to the trade that is rapidly diminishing, or to the one that is expanding with leaps and bounds.

Chase & Sanborn
Montreal

No advance in the price of Matchless Ammonia Powder

We wish to inform the trade that notwithstanding the increase in cost of raw materials the price of MATCHLESS AMMONIA POWDER remains as before. This fact will do much to still further enhance its "Matchless" selling qualities; wherever displayed it has proven its merits as a dependable seller and a sure "repeater."



You can recommend Matchless Ammonia to every housewife, even to the woman with an extremely sensitive skin, because Matchless Ammonia, unlike most other powders, is absolutely non-injurious. This point taken in conjunction with the splendid results it produces makes a selling combination hard to beat.

Our special selling proposition is sure to interest you. A postcard will bring you full particulars.

We're agents for *Best Corn Starch* and *Best and Liberty Gloss Starch* in bulk and packages. Freight paid on 5-case lots.

Link up your business with us. It will pay you well.

The Keenleyside Oil Co., London, Ontario

Western Distributors: **THE H. L. PERRY CO., Winnipeg**

If any advertisement interests you, tear it out now and place with letters to be answered.

WAGSTAFFES'

the best

Hello!

The Jolly
Mincemeat
and Plum
Pudding
Season
is here again



Wagstaffes'
Always De Luxe

Mr. Grocer:

Get your order in quick. Prices are likely to change any date owing to the Dried Fruit Situation.

Your Mincemeat and Plum Puddings need to be bought right.

WAGSTAFFE LIMITED
HAMILTON, CANADA

If any advertisement interests you, tear it out now and place with letters to be answered.

S. DAVIS & SONS, LTD.

CIGAR MAKERS

MONTREAL

You will do well to stock the following brands, as they are recognized as the standard of perfection among discriminating Cigar Smokers:—

| | |
|-----------------------------|--|
| Davis Boite Nature Naturals | 2 for 25c, equal to most 20c cigars. |
| “ New Noblemen Superiores | 2 for 25c, equal to most 20c cigars. |
| “ La Plaza | 2 for 25c, equal to most 20c cigars. |
| “ Promoter Blunts | 3 for 25c, equal to most 15c cigars. |
| “ Perfection | 3 for 25c, equal to most 15c cigars. |
| “ Grand Master Blunts | 4 for 25c, equal to most 2 for 25c cigars. |
| “ Lord Tennyson | 5 cent, equal to most 10c cigars. |

All Davis' Cigars are guaranteed to be hand-made, and to contain nothing but the highest grade Havana Fillers.

S. DAVIS & SONS, LIMITED - MONTREAL

The Largest Cigar Manufacturers in Canada



GOLD DUST

SELLS THE YEAR ROUND

The big thing about Gold Dust, from your viewpoint, is that it sells every day in the year. The housewife has many uses for it Summer and Winter—and even more uses in the Spring and Fall.

Gold Dust is a steady profit-maker for the merchant. Our extensive advertising of practically every kind and nature, is constantly creating new buyers—and once used, Gold Dust is never replaced.

Satisfied customers are the life of your business. Gold Dust makes them.

THE N. K. **FAIRBANK** COMPANY

LIMITED

MONTREAL

“Let the GOLD DUST TWINS do your work.”

If any advertisement interests you, tear it out now and place with letters to be answered.



JUDGMENT

We Leave It to You to Pass Judgment

It's the salesman with the connection who is right on the spot all the time that gets the business for you, and holds your connection from year to year, and at a minimum cost to you on the goods actually sold.

We have five offices, and capable, experienced Wholesale and Detail Salesmen located at all the principal Wholesale Centres in the West.

WRITE US—WE GET RESULTS.

W. H. Escott Co., Ltd.

MANUFACTURERS' AGENTS
GROCERY BROKERS

Winnipeg
Regina
Saskatoon
Calgary
Edmonton

Head Office and
Warehouse:

Winnipeg

181-183 Bannatyne Avenue East

Canada

POOL CAR SHIPMENTS

Established 1907

STORING AND FORWARDING

If any advertisement interests you, tear it out now and place with letters to be answered.

*A Reminder from the Old
Country*

Rich Xmas Plum Puddings

The Best on the Market.

**ORDER EARLY
to ensure prompt delivery.**

In Hermetically Sealed Tins, or Basins if required.

Sizes - 1, 2, 3, 4, 5, 6 and 8 lbs. each.
11/6, 21/6, 32/6, 42/-, 52/-, 63/6, 81/- per doz.
Carriage paid to English Docks.

Cases Extra at Cost.

Tuxford & Nephews
Melton Mowbray, - - - England

Boost Babbitt's —the wonderful 5 cent cleanser

It cleans, scours, scrubs, polishes and purifies, and gives the housewife a ten-cent value for the five cents charged. Besides, we give premiums for the Babbitt trademarks—an added attraction that is sure to pull results for you.



Babbitt service never fails to bring the housewife back for more. Stock up today. The profits are good.

Agents :

WM. H. DUNN
Limited
Montreal
DUNN-HORTOP
Limited
Toronto

In your Locality are many Dogs and Cage Birds

Your customers must have FOOD for them. It is to your interest as well as that of your customers and their pets, that you should regularly stock

SPRATT'S DOG CAKES, Puppy Biscuits and Packet BIRD SEEDS.

The name SPRATT'S is a guarantee of quality and reliability. It will help you to keep old customers and attract new ones.

SPRATT'S Depots in CANADA are:—
MONTREAL—F. HUGHES & Co., 109, Place d'Youville.
VANCOUVER, B.C.—LONDON GROCERY Co., Ltd., Granville Street.
Direct Correspondence invited:—
SPRATT'S PATENT Ltd., 24-25, Fenchurch Street, London, England.

TRY

Fancy Poultry Order on Sunday

Roasting Chickens

Boiling Chickens

Ducks Geese Turkeys

Grocer orders filled on moment's notice.

Same price every day in
the week.

Each order filled with fancy quality.

C. A. MANN & CO.

PHONE 1577

78 KING STREET — LONDON, CANADA

*Let us also quote you on Fresh Eggs
and Creamery Butter.*

If any advertisement interests you, tear it out now and place with letters to be answered.

Though the Bars are gone

The Social Instinct Remains

When friends meet now, that awkward, embarrassing moment succeeding the first greeting is relieved by "Let's Go Get a Good Cigar"—the "Good Cigar" always means

La Preferencia

and the Grocer's is now the logical Mecca for discriminating Smokers. Here's a clean, profitable adjunct for your business.

Gold, only waiting to be gathered.

| Sizes | Prices |
|---------------|----------|
| Operas - - | \$ 37.50 |
| Conchas - - | 60.00 |
| Londres - - | 60.00 |
| Club House - | 65.00 |
| Panetelas - | 70.00 |
| Bull Dogs - | 90.00 |
| Invincibles - | 135.00 |

If your jobber does not carry
LA PREFERENCIA
 Write us
 at London Factory.
 We will send you a sample order of even 250 prepaying the charges.

VALLENS & CO., Limited

LONDON

WINDSOR

WINNIPEG

VANCOUVER

If any advertisement interests you, tear it out now and place with letters to be answered.



Unvarying Excellence

That is the reputation possessed to-day by **Connors Bros.' High Class Sea Foods**—a reputation attained after many years of scientific effort towards the perfecting of a line of appetizing and wholesome sea foods.

To-day our plant is the most modern on the Atlantic Coast, equipped with the very latest and most up-to-date machinery, and manned by the most expert workmen. Its ideal location (right beside the fishing ground at Passamaquoddy Bay) enables us to secure the very pick of the seasons' catches. Every precaution is taken in processing and packing the fish, nothing whatever is left to chance, hence—we have the goods and the reputation.

Our aim has always been to co-operate with the dealer, and to give the consumer a superior sea food at a moderate price. That we have succeeded is proven by the enormous and constantly growing demand which is a feature of **Brunswick Brand Lines**.

Replenish your depleted Lenten stock with a supply of "**Brunswick Brand**" Sea Foods. Their quality will bring you year round fish sales.

Connors Bros., Limited

BLACK'S HARBOR, N. B.



If any advertisement interests you, tear it out now and place with letters to be answered.

The Two Royals

Made in Canada

Royal Salad Dressing

The popular dressing that sells the whole year through. Make special mention for your holiday trade. They will thank you.

Royal Mayonnaise

for fruit salads, which are also increasing in popularity. You can offer your customers ROYAL MAYONNAISE, which is of the same high quality as Royal Salad Dressing and is winning rapid favor as the taste for fruit salads increases.

Stock these Two Royals and be prepared for a heavy demand.

Tell your customers that these two Royals are guaranteed to keep to the last drop.

MADE ONLY BY
THE HORTON-CATO MFG. COMPANY
WINDSOR, CANADA

If any advertisement interests you, tear it out now and place with letters to be answered.

Serve Your Customers Right in "Riteshape"



The Packages You Make

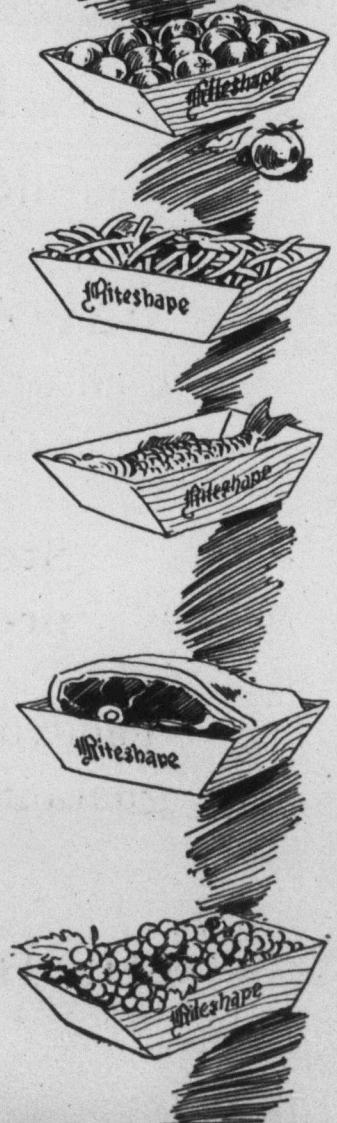
You may select your stock carefully; you may pride yourself on giving courteous, efficient service to your customers; your store equipment may be modern and sanitary; your shelves may be filled with pretty and tasty foods in boxes, cans and jars: Yet when you come to deliver YOUR goods—to put out YOUR packages—you may overlook an important detail.

Put your bulk goods up in the class with the rest of your establishment.

That means put them up in the right shape. To do that you must have the "Riteshape" dish. Best retailers in Canada use the "Riteshape." Get it from all Canada jobbers; or

VICTORIA PAPER & TWINE COMPANY
TORONTO Limited MONTREAL

THE OVAL WOOD DISH CO., Manufacturers
DELTA, OHIO, U.S.A.





Let us tell you
about our new

TOMATO CATSUP

We are enthusiastic about this new product of ours, because we know it is going to be a winner right from the beginning. It is quality through and through, from the first drop to the last—the quality that comes from the scientific processing of the purest ingredients obtainable.

Therefore, we confidently recommend it to you, knowing that your very best trade will find in it that delicious, palatable goodness which will bring them back for more.

Note the neat looking bottle, the attractively colored labels—an indication of the high-grade quality of this new Sterling Product. It contains no Preservative, no Artificial Coloring—just a pure, delicious Tomato Catsup—the highest quality on the market to-day.

Get a trial supply. Put it on display and watch the results.

T. A. Lytle Company, Limited
Sterling Road, Toronto

N.B. See "Who Makes—?" Directory for other "Sterling" lines.

Fourteen Cars in One Day is Eddy's Record

this year; but 10 or even 12 cars a day is nothing out of the ordinary nowadays; and the daily average is climbing every month.

Don't you want to share in the general prosperity?

Things every Grocer should know about Fibreware!

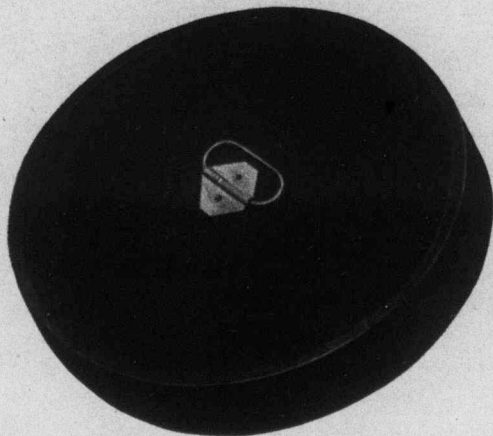
EDDY'S ARE THE ONLY MAKERS of Indurated Ware (or Fibreware, as it is generally called) in Canada. So the FIELD is wide. The War, and the consequent high price of zinc and galvanized ware, is largely responsible for the enormous popularity of FIBREWARE at the present

time. But we prophesy that this popularity will continue to grow ad infinitum: for no Housewife, Storekeeper, Manufacturer, etc., who has used this WARE will ever return to the use of inferior commodities. Some articles of this ware are reproduced on the opposite page.

Eddy's Fibreware is Just as Good Standard of Quality as Eddy's Matches.



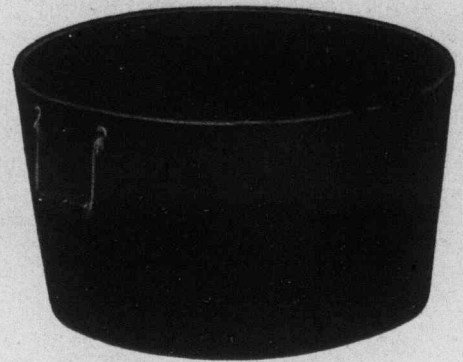
The E. B. Eddy Company, Limited
Hull, Canada



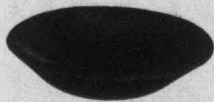
Barrel Cover —2 sizes



Twin
Beaver
Wash Board



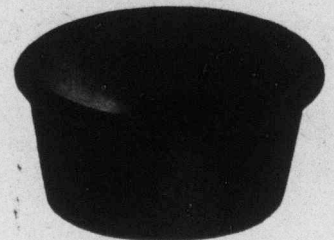
Wash Tub or Babies' Bath Tub
4 Sizes



Pigeon Nest



Fire Bucket

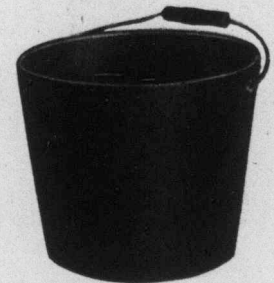


Cuspidor—2 Sizes



Butter or Spice Pail

**Why Indurated Ware
is justly claimed to
be superior!**



General Utility "Star" Pail.

Indurated Ware is wood pulp moulded under enormous hydraulic pressure and baked at extreme heat.

A patent double-dipping process gives the finish, which makes the Ware of a glossy, rich appearance, and makes it impervious to liquids.

Indurated Ware is seamless—cannot fall apart, shrink or become water-soaked. As you see, we make tubs, pails, washboards, cuspidors, etc., of this ware, as well as other articles not illustrated here.

Write us, or ask Our Traveller for catalogue.

The E. B. Eddy Company, Limited
Hull, Canada

RICE

reduces the high cost of living
for the economical housewife

There is scarcely any other
product which a grocer can
recommend to his customer of
equal food value for the money.

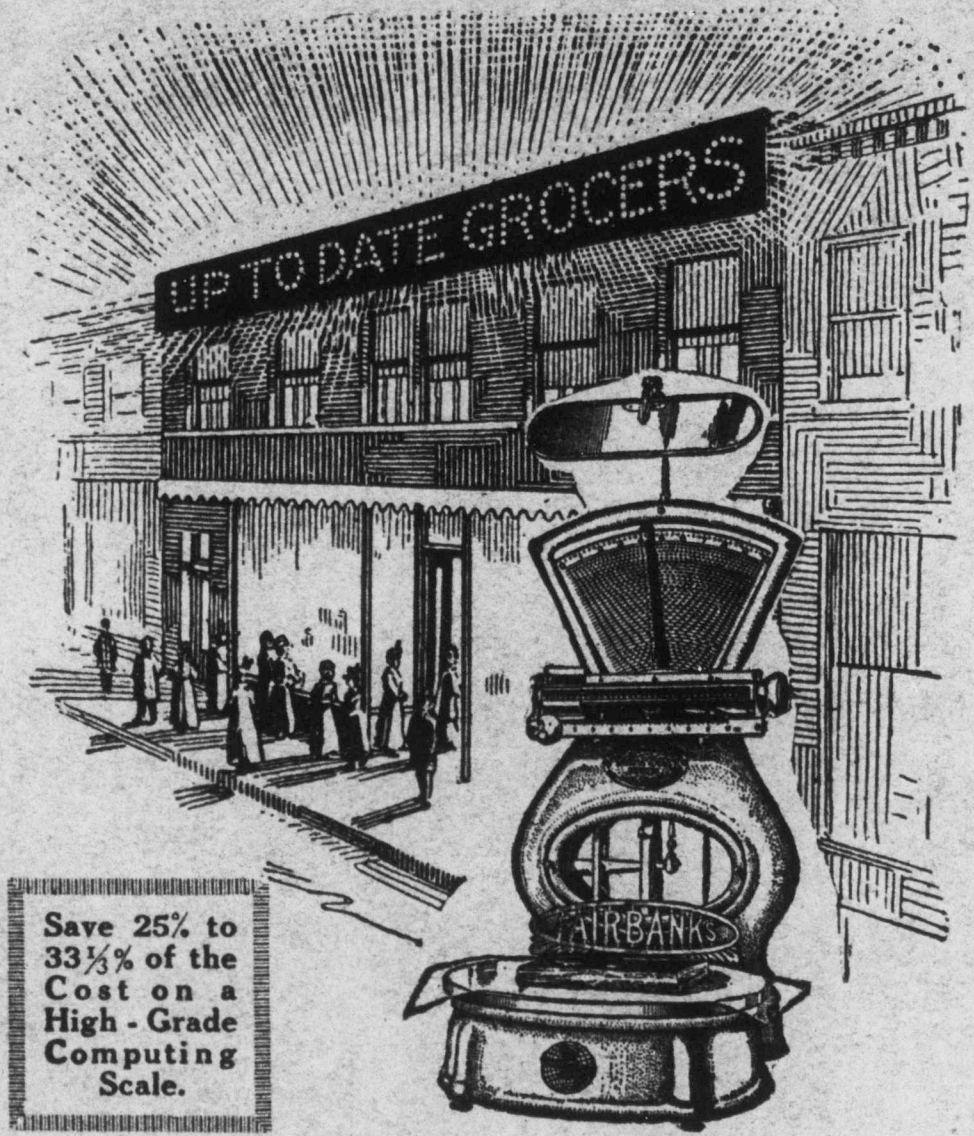
Potatoes are dear: Rice
comparatively cheap—
Why not substitute?

We have the goods and the price.

Mount Royal Milling & Mfg. Co.

D. W. ROSS CO'Y, Agents

Montreal



Save 25% to
33 1/3% of the
Cost on a
High - Grade
Computing
Scale.

Fairbanks Computing Scales

This is the Computing Scale you have always wanted—weighs your goods accurately and conveniently—tells you at once the correct value of each purchase. You can bank the dollars you save on a Fairbanks—you benefit by our specialized scale manufacture in large volume—our country-wide organization.

Have full 50 pounds capacity—compute to 40 pounds and to 60 cents a pound. Four-point suspension bearing platform with full jeweled agate bearings throughout gives exceptional accuracy and long life. Low sanitary glass platform directly in front of chart. Handsomely finished.

Write for Catalogue.

The Canadian Fairbanks-Morse Co. LIMITED

St. John Ottawa Winnipeg Vancouver Quebec
Toronto Saskatoon Victoria Montreal
Hamilton Calgary



Classified Directory of Store Equipment Advertisers

Account Registers

McCaskey Systems, Limited,
Toronto, Canada.

International Safe & Register Co., Fort Erie, Ont.

Account Register Systems

International Safe & Register Co., Fort Erie, Ont.

Bins, Patented

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

Bins, Tipping

Thos. Lewis Arnett, Souris, Man.

Biscuit Cabinets

Telfer Bros., Ltd., Toronto.
Walker Bin & Store Fixture Co., Kitchener, Ont.

Broom Racks

Walter Woods & Co., Hamilton, Ont.

Butcher Blocks

John Hillock & Co., Toronto,

Butter Dishes

H. P. Eckhardt & Co., Toronto.

Oval Wood Dish Co., Delta, Ohio.

Walter Woods & Co., Hamilton, Ont.

Butter Tubs

Walter Woods & Co., Hamilton, Ont.

Butter Paper

Walter Woods & Co., Hamilton, Ont.

Cash Registers

National Cash Register Co., Toronto, Ont.

Cheese Cutters

American Computing Co., Hamilton, Ont.

Brantford Computing Scale Co., Brantford, Ont.

Computing Cheese Cutter Co., Windsor, Ont.

W. A. Freeman Co., Hamilton, Ont.

Walter Woods & Co., Hamilton, Ont.

Cheese Cutter Cabinets

Brantford Computing Scale Co., Brantford, Ont.

Coffee Grinders

A. D. Fisher Mfg. Co., Toronto, Ont.

W. A. Freeman Co., Hamilton, Ont.

Hobart Mfg. Co., Toronto.

Woodruff & Edwards Co., Elgin, Ill.

Coffee Refiners

Hobart Mfg. Co., Toronto.

Cold Storage Doors

Eureka Refrigerator Co., Toronto, Ont.

John Hillock & Co., Toronto.

Computing Scales

Brantford Computing Scale Co., Brantford, Ont.

The Canadian Fairbanks-Morse Co., Montreal, Que.

Counter Scales

The Canadian Fairbanks-Morse Co., Montreal, Que.

Containers for Oysters

Connecticut Oyster Co., Toronto, Ont.

Counter Check Books

McCaskey Systems, Limited,
Toronto, Ont.

Walter Woods & Co., Hamilton, Ont.

Delivery Wagons

Canada Carriage Co., Brockville, Ont.

Dial Scales

Can. Fairbanks-Morse Co., Montreal, Que.

Display Counters

Thos. Lewis Arnett, Souris, Manitoba.

Eureka Refrigerator Co., Toronto, Ont.

John Hillock & Co., Toronto.

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

Display Tables

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

Dough Mixers

Hobart Mfg. Co., Toronto.

Egg Carriers

H. P. Eckhardt & Co., Toronto, Ont.

Star Egg Carrier & Tray Mfg. Co., Rochester, N.Y.

Walter Woods & Co., Hamilton, Ont.

Egg Trays

Star Egg Carrier & Tray Mfg. Co., Rochester, N.Y.

Egg Carrier Divisions

Star Egg Carrier & Tray Mfg. Co., Rochester, N.Y.

Electric Light Outfits

Can. Fairbanks-Morse Co., Montreal, Que.

Fish Boxes

Eureka Refrigerator Co., Toronto, Ont.

Fruit Stands

John Hillock & Co., Toronto.

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

Fruit Trucks

Can. Fairbanks-Morse Co., Montreal, Que.

Grocers' Trucks

Can. Fairbanks-Morse Co., Montreal, Que.

Greases

Can. Fairbanks-Morse Co., Montreal, Que.

Ice Cream Cabinets

Eureka Refrigerator Co., Toronto, Ont.

Ice Machines

W. A. Freeman Co., Hamilton, Ont.

Meat Choppers

Brantford Computing Scale Co., Brantford, Ont.

W. A. Freeman Co., Hamilton, Ont.

A. D. Fisher Mfg. Co., Toronto, Ont.

Hobart Mfg. Co., Toronto.

Walter Woods & Co., Hamilton, Ont.

Meat Slicers

Brantford Computing Scale Co., Brantford, Ont.

W. A. Freeman Co., Hamilton, Ont.

Hobart Mfg. Co., Toronto.

Walter Woods & Co., Hamilton, Ont.

Motor Truck Supplies

Can. Fairbanks-Morse Co., Montreal, Que.

Oils

Can. Fairbanks-Morse Co., Montreal, Que.

Pail Covers

Evan L. Reed Mfg. Co., Sterling, Ill.

Paper

E. B. Eddy Co., Hull, Que.

Walter Woods & Co., Hamilton, Ont.

Paper Balers

H. P. Eckhardt & Co., Toronto, Ont.

Walter Woods & Co., Hamilton, Ont.

Climax Baler Co., Hamilton.

General Sales Co., Toronto.

Stephenson, Blake & Co., Toronto, Ont.

H. G. Smith, Ltd., Regina, Sask.

Peanut Butter Machines

Hobart Mfg. Co., Toronto.

Platform Scales

Can. Fairbanks-Morse Co., Montreal, Que.

Pickle Jar Stands

Evan L. Reed Mfg. Co., Sterling, Ill.

Plate Glass Mirrors

Thos. Lewis Arnett, Souris, Man.

Pumps for Gasoline

S. F. Bowser & Co., Toronto.

Wayne Oil Tank Co., Woodstock, Ont.

Pumps for Molasses

Walter Woods & Co., Hamilton, Ont.

Pumps for Oil

S. F. Bowser & Co., Toronto.

Can. Fairbanks-Morse Co., Montreal, Que.

Wayne Oil Tank Co., Woodstock, Ont.

Pumps for Vinegar

Walter Woods & Co., Hamilton, Ont.

Wilson, Badgerow & Lytle Co., Toronto, Ont.

Pumps, Hand

Can. Fairbanks-Morse Co., Montreal, Que.

Refrigerators

Eureka Refrigerator Co., Toronto, Ont.

W. A. Freeman Co., Hamilton, Ont.

John Hillock & Co., Toronto.

Walter Woods & Co., Hamilton, Ont.

Redden Truck-Maker for Fords

Can. Fairbanks-Morse Co., Montreal, Que.

Refrigerator Counters

Eureka Refrigerator Co., Toronto, Ont.

W. A. Freeman Co., Hamilton, Ont.

John Hillock & Co., Toronto.

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

Refrigeration Systems

W. A. Freeman Co., Hamilton, Ont.

Safes

Can. Fairbanks-Morse Co., Montreal, Que.

International Safe & Register Co., Ltd., Fort Erie.

Shipping Boxes

Thompson & Norris Co., of Canada, Niagara Falls.

Silent Salesmen

Thos. Lewis Arnett, Souris, Man.

Show Cases

Thos. Lewis Arnett, Souris, Man.

W. A. Freeman Co., Hamilton, Ont.

John Hillock & Co., Toronto.

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

Walter Woods & Co., Hamilton, Ont.

Shelving, Grocery

Thos. Lewis Arnett, Souris, Man.

Tanks for Oil

S. F. Bowser & Co., Toronto.

Wayne Oil Tank Co., Woodstock, Ont.

Tables

Thos. Lewis Arnett, Souris, Man.

Tea Mixers

Hobart Mfg. Co., Toronto.

Telephones

Can. Independent Telephone Co., Toronto, Ont.

Telephone Supplies

Can. Independent Telephone Co., Toronto, Ont.

Twine

Walter Woods & Co., Hamilton, Ont.

Vinegar Measures

Walter Woods & Co., Hamilton, Ont.

Vaults

Can. Fairbanks-Morse Co., Montreal, Que.

Window Backs

Thos. Lewis Arnett, Souris, Man.

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

Window Panelling

Thos. Lewis Arnett, Souris, Man.

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

Warehouse Trucks

Can. Fairbanks-Morse Co., Montreal, Que.

Warehouse Trucks, Electric

Can. Fairbanks-Morse Co., Montreal, Que.

Hobart

—the name that is inseparably linked with better coffee profits.

Why? Because the HOBART ELECTRIC COFFEE MILL is the surest means of supplying customers with better coffee in the cup, coffee that is ground to their own particular requirements. Yes, the Hobart means *bigger sales, better sales and continued sales* in the coffee department.



Will the coming Fall and Winter find you making better coffee profits?

Now is the time to decide. Take a step in the right direction by sending for our interesting illustrated catalog.

Something New in Coffee Mills.

Give your Customer Coffee with Chaff Removed.

For your Meat Department you should install

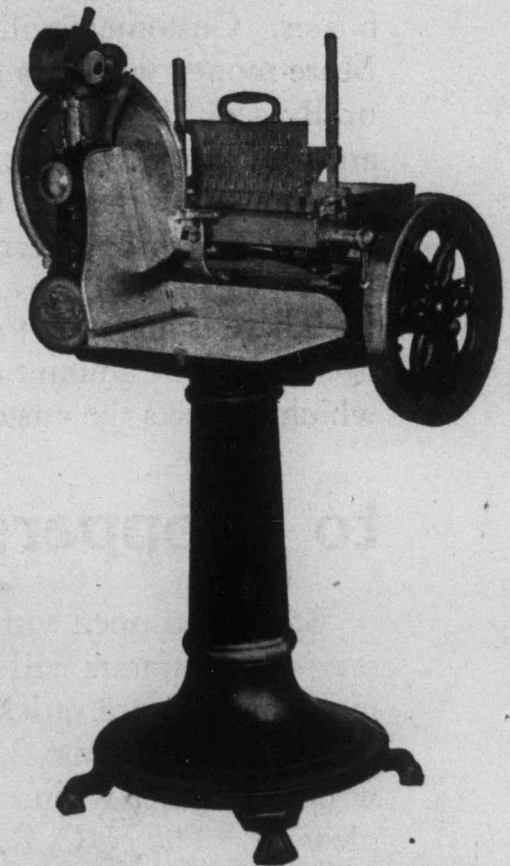
Van Berkel's Patent Slicing Machine

We will show you how you can make more money in your cured meat department. A card will bring you full particulars. Send it now before you forget—it will pay you.

THE HOBART MFG. CO.

149 Church St., Toronto

See Equipment Directory in this issue for our other lines.



If any advertisement interests you, tear it out now and place with letters to be answered.

5



making Christmas shopping easier

—quicker for the customer

—more profitable for the merchant

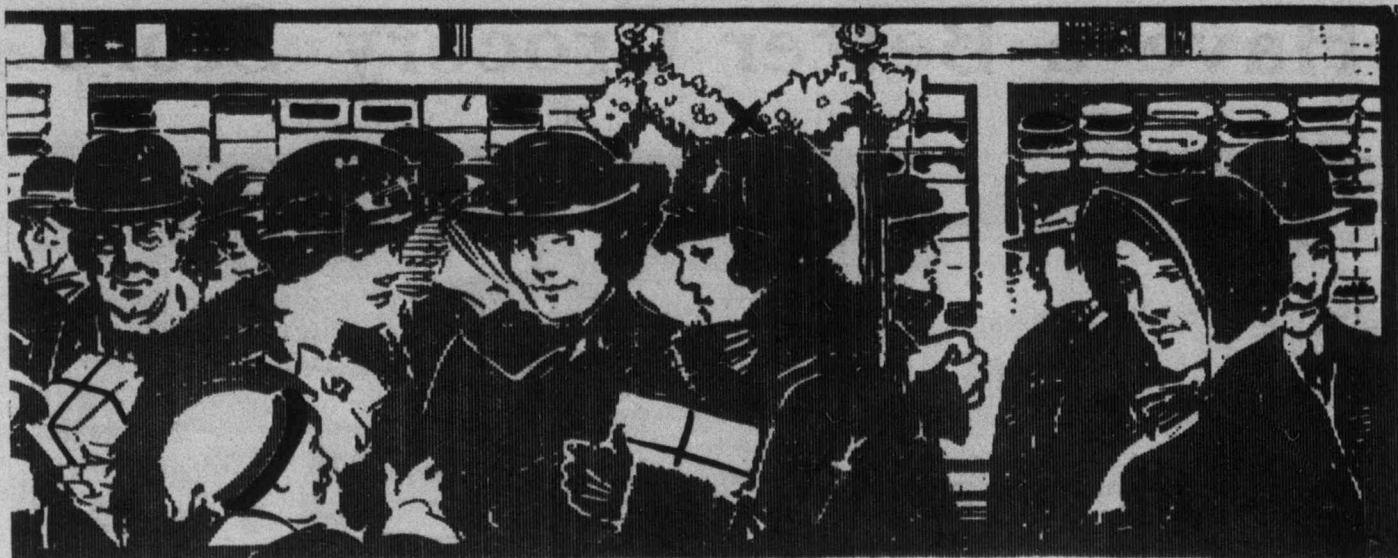
Christmas shopping this year will be bigger than ever. Stores will be busier. Customers will be more numerous. More goods will be sold. More money will pass over merchants' counters. Shoppers will naturally seek those stores having a system which makes shopping easier and quicker. Merchants will make more money who have a system which enables them to handle more customers with less clerk-expense and less loss through errors.

There is a system to meet both these needs—a National Cash Register prints the amount of the transaction on a receipt for the customer, which protects the customer, merchant and clerk.

to shoppers

Stores equipped with National Cash Registers will give you quicker service. Counters will be less crowded because customers are able to move away more quickly. Clerks will give you better attention because they have more time. You will not have the worry of wrong parcels, wrong change, wrong charges. Shopping will be less tiring, more pleasant. The N. C. R. receipt will give you an unchangeable, printed record of every purchase. It will prevent disputes.

If any advertisement interests you, tear it out now and place with letters to be answered.



to merchants

Equip your store with National Cash Registers for Christmas. They will enable you to handle more business at less cost. Each clerk will handle more customers—and extra help is scarce and high-priced this year. Customers will buy more goods because they are served more quickly. Aisles will not be so crowded, for crowds will circulate more quickly. Costly mistakes in the handling of money will be eliminated. You will have an almost instantaneous audit of the day's business. Disputes with customers over charge accounts, change, price will be prevented by the N. C. R. printed receipt. Every purchase will mean an advertisement for your store on the back of the receipt. Our new model National Cash Registers will make more sales and bigger profits for you this Christmas. Their earnings in 1916 alone will nearly pay for them. And you have years of service left.

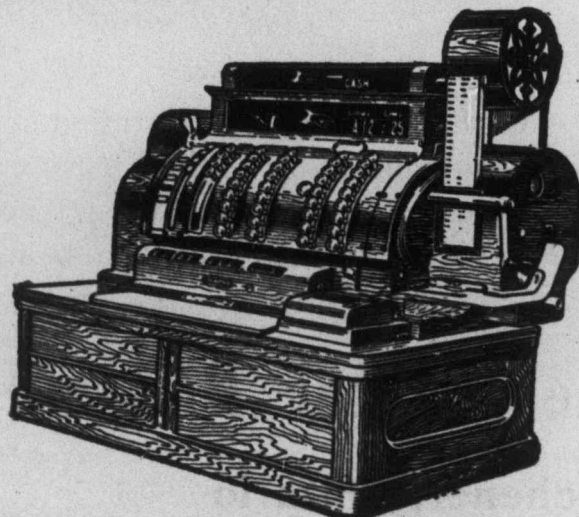
Mr. Merchant—see our new models NOW

There is no time to spare if you would have a new model National Cash Register for your Christmas trade. Telephone, wire, or write our nearest office to-day. Ask for a demonstration. Ask for our book, "Hints to Merchants." Our new models do many things our former models left undone. They effect more savings and bigger profits for you. Learn about them.

**The National Cash Register
Company of Canada, Limited**

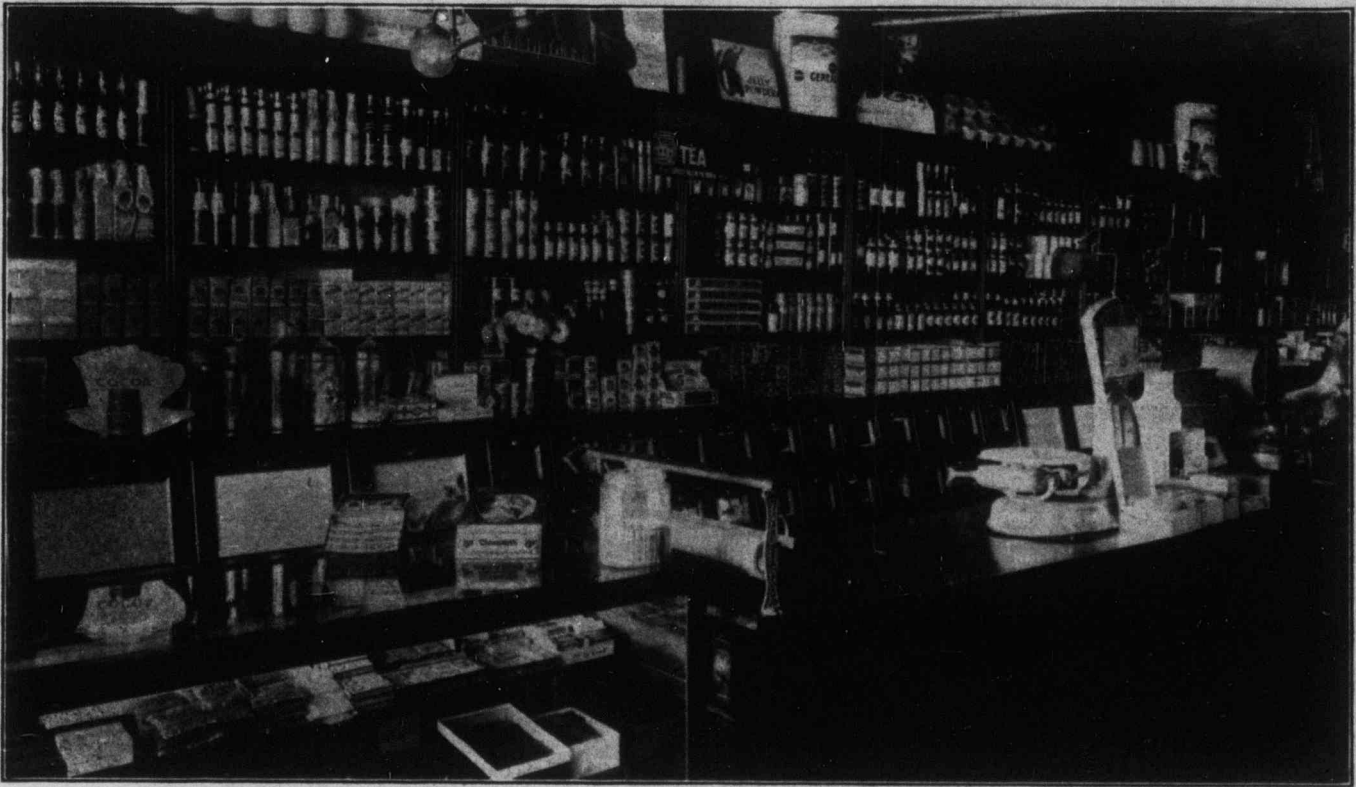
Christie Street - Toronto, Ontario

Offices in St. John, N.B.; Halifax, Sydney, Quebec, Montreal, Ottawa, Toronto, Hamilton, London, Winnipeg, Calgary, Edmonton, Regina, Saskatoon, Vancouver, Victoria.



If any advertisement interests you, tear it out now and place with letters to be answered.

Have a Better Grocery Store



A store fitted out as that of Messrs. J. Nott & Son, of Dunnville, Ont. (see illustration herewith), pulls trade and holds it. You simply cannot help but do more business because the public—those with money and those who set the custom for others—want to deal in the store that is smartest and most appreciative of their trade.

Listen: We'll give you the names of a hundred or more grocers in various parts of Canada who have fitted out their stores with our fittings. Write them and ask them if they regret the expenditure. We'll abide by what they say.

See some of the equipment illustrated in this advertisement; then write us for an estimate on fitting up your store. Give measurements. We'll send you an estimate gladly, and you'll be under no obligation whatsoever to us, if you decide to do nothing. All we ask is that you inform yourself as to costs and possibilities.

The Walker Bin and Store Fixture Company

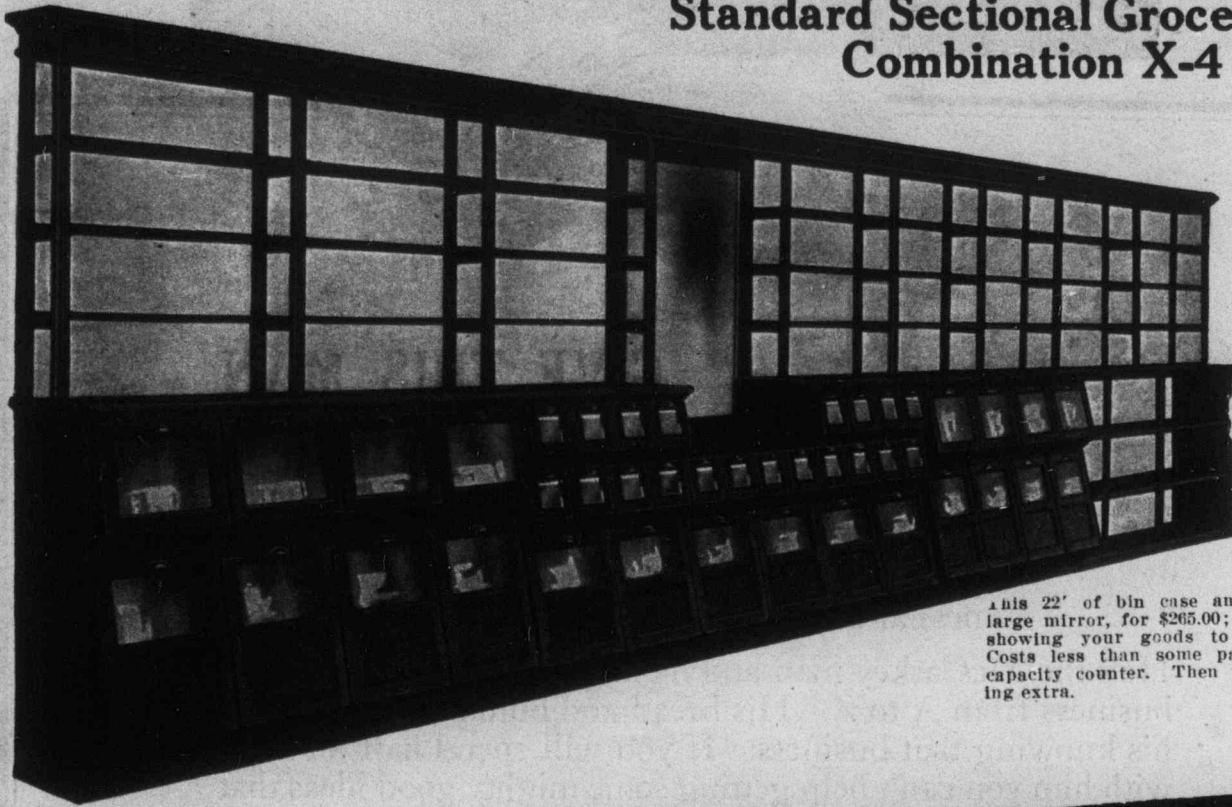
LIMITED

Kitchener, Ontario

Canada

If any advertisement interests you, tear it out now and place with letters to be answered.

Standard Sectional Grocery Case Combination X-4



This 22' of bin case and shelving, with large mirror, for \$265.00; 42 patented bins showing your goods to best advantage. Costs less than some pay for a smaller capacity counter. Then there's the shelving extra.

These Counters

as shown on this page are suggestive of the variety of styles, etc. We have counters for all purposes and make counters to suit special requirements or positions.

Send for Special illustrated circular showing styles.

The
**Walker Bin & Store
Fixture Co., Limited**

Kitchener, Ontario, Canada

WESTERN AGENCIES:

Vancouver: R. J. Borland, Room 611, Northwest Trust Building.

Saskatoon: North West Specialty Company.

Edmonton: Edmonton Specialties Company, 113 Howard Ave.

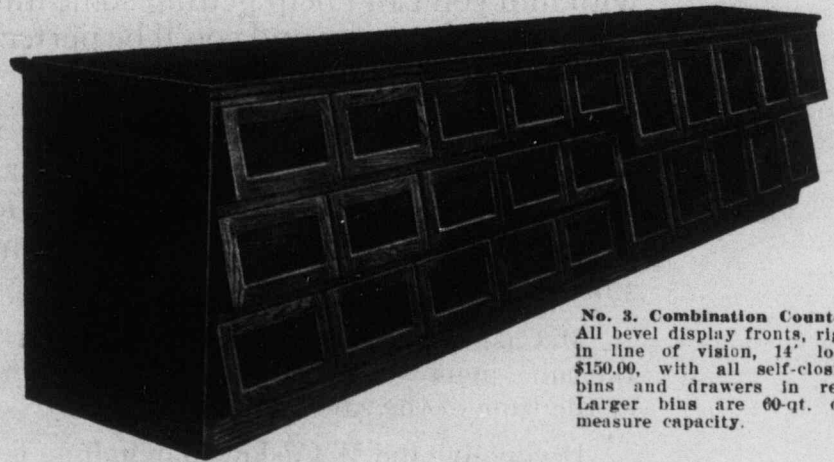
Winnipeg: James M. Hargreaves, 814 Broadway Ave.

EASTERN AGENCIES:

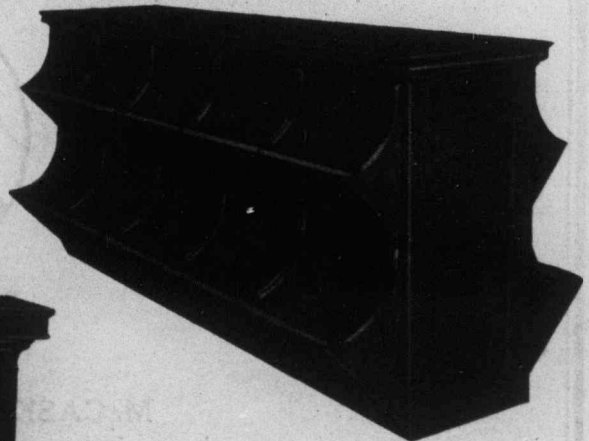
Ottawa, Ont.: Geo. Cameron, 414 Gilmour St.

Montreal, Que.: W. S. Silcock, 33 St. Nicholas St.

St. John, N.B.: R. R. Rankine, 110 Carmarthen St.



No. 3. Combination Counter.
All bevel display fronts, right in line of vision, 14' long. \$150.00, with all self-closing bins and drawers in rear. Larger bins are 60-qt. dry measure capacity.



No. 1. Fruit and Vegetable Counter.
The only way to show bulk stock to advantage and keep floor clear of boxes and baskets.



No. 10. Panel Counter.
Fitted with sack bins for cereals, etc., \$7.50 ft.

If any advertisement interests you, tear it out now and place with letters to be answered.



GIVE THIS MAN HALF AN HOUR

Will you give this man half an hour to tell you what McCaskey Service can do for your business and for your customer?

He's the McCaskey man and he knows the charge account business from A to Z. His bread and butter depends upon his knowing that business. If you will spend half an hour with him you can't help getting some mighty good ideas that will fit your business and you'll be perfectly welcome to them whether you give him an order or not.

McCaskey Service means as much to your customer as it does to you. For your customer is just as much interested in knowing how much he owes from day to day and in having his accounts kept in the simplest way and with the least possible expense as you are yourself.

McCaskey Service pays for itself in the average business—in the time, money and mistakes it saves the merchant. One writing at the time of the sale and your books are always posted.

If you give the McCaskey man half an hour of your time to tell his story it will be worth your while.



McCASKEY

Toronto, Can.

McCASKEY
"ONE WRITING"

McCASKEY SYSTEMS, LIMITED
235-245 CARLAW AVENUE, TORONTO

MAIN 4594

If any advertisement interests you, tear it out now and place with letters to be answered.

Perfection Computing Cheese Cutter

(IT IS ALL MADE IN CANADA)

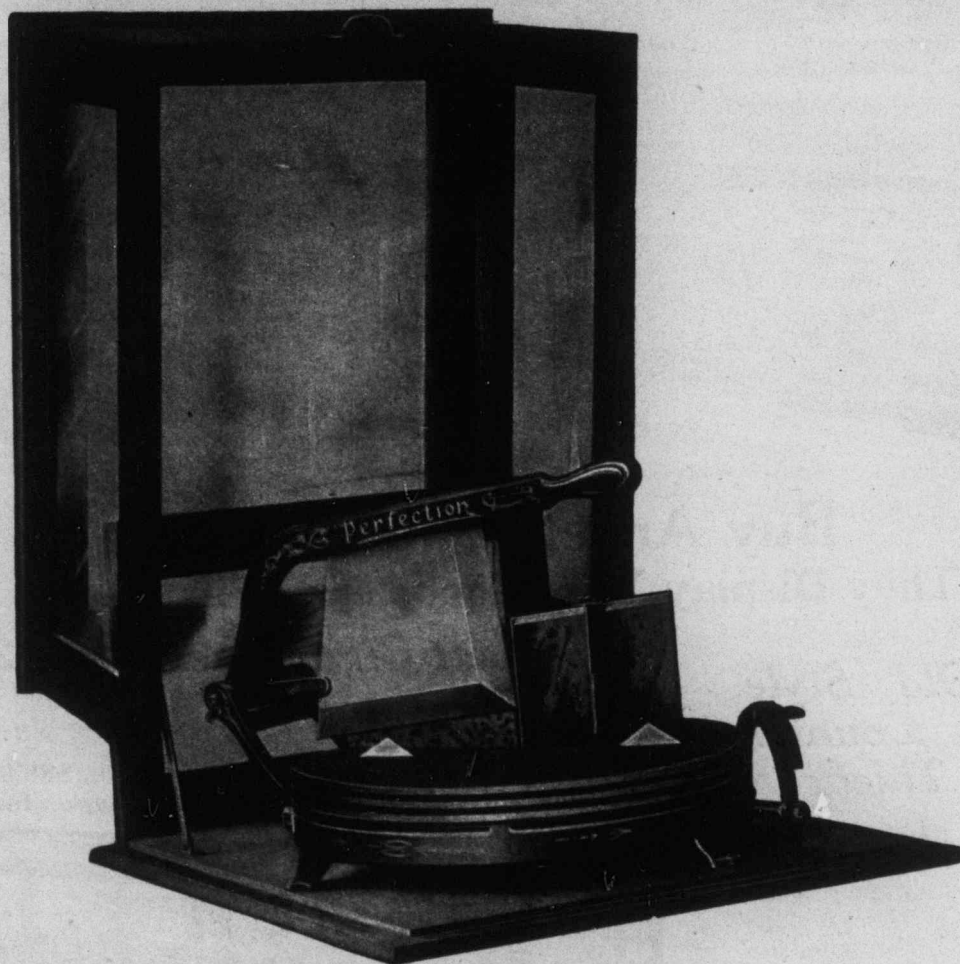
IT IS A CHEESE CUTTER WORTH HAVING

A REAL COMPUTER

AND YET SIMPLER THAN ALL OTHERS IN CONSTRUCTION AND OPERATION.

ABSOLUTELY NO FIGURING TO DO.

IT STANDS THE TEST FOR DURABILITY, FOR IT LASTS A LIFETIME.



A REAL PROFIT-SAVER

Write for Prices and Terms.

**WE HAVE SPECIAL COMBINATION PRICES
WITH CABINETS AND PEDESTALS.**

**American Computing
Company**

HAMILTON, ONT.

**IT
SAVES ITS
COST in a
few months and
lasts a lifetime.**

BUY IT NOW.

**IF
BUSINESS
is BAD or
GOOD, you
need a PROFIT-
SAVER.**

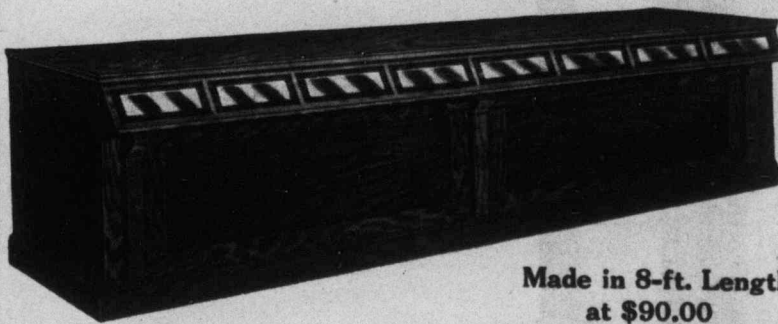
BUY IT NOW.

If any advertisement interests you, tear it out now and place with letters to be answered.

What do people see when they come into your store?

PEOPLE buy what they see! They know, and ask for, the staple, short-profit lines; but if you want to sell more of the fancy merchandise that pays you the long-profit, you must put that merchandise where people will see it. You **must** display it! Goods well displayed are half sold. Display your goods: show them up attractively, invitingly—and clean. Let people **see** what you have when they come into your store and you'll sell more of the goods that pay the big profits.

Display your goods in, and on, an Arnett Show Case where people can see them and your customers will buy more. They will, because people buy what they see! Send the coupon now and get full particulars about these sales-increasing store fixtures. Do it now—before you forget it.



Made in 8-ft. Length
at \$90.00
Immediate Delivery

The Arnett Grocery Counter

The grocer's right arm! A real asset and money-maker that helps him do more business and makes his time earn greater profits. Made in 8-foot and longer sizes. Solid Oak; Dark, Golden. Waxed or Shell finish. Eight glass-front trays for displaying the goods where customers can see them. Back arranged with drawers and tipping bins for easy store-keeping. Immediate delivery on 8-foot size; longer sizes specially and quickly made. Send the Coupon for full details.

Buy Arnett Show Cases They Display Your Goods and Win Trade!

Your Old Style Grocery Counter is a Thief

It steals your time, your valuable floor space and the bigger profits your time and space should pay you. Get rid of it! Instal an Arnett Sanitary Grocery Counter (shown above) and save money, gain time, prevent trouble, sell clean goods, make more money and please your customers better.

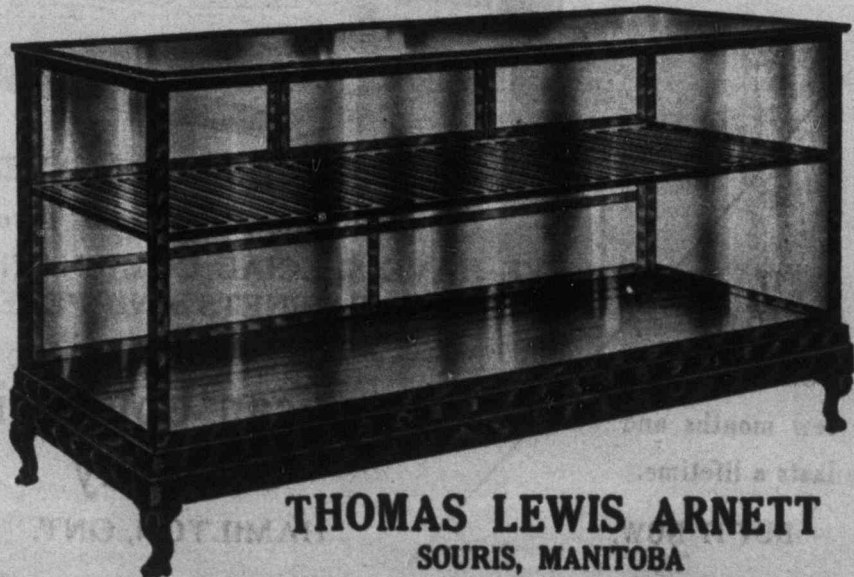
This Grocery Counter is a store-house, a display case and a counter your customers like to be served at—all rolled into one. Utilizes space now wasted, stores quick-selling items within arm's reach, keeps everything clean. It's a real money-maker. Send the coupon for complete details.

Arnett Cigar Case, No. 12

A good, low-priced case. 42 in. high, 22 in. wide; stock lengths 4, 6 and 8 feet. Exposed wood Southern White Oak. Plate glass top; double strength glass front and ends. Top doors spring hinged; bottom doors slide on roller bearings. Beautiful claw legs. Furnished with moistener for Tobacco and Cigars.

4 ft., \$48.00. 6 ft., \$66.00. 8 ft., \$88.00.

Order from this advertisement, or send Coupon for details.

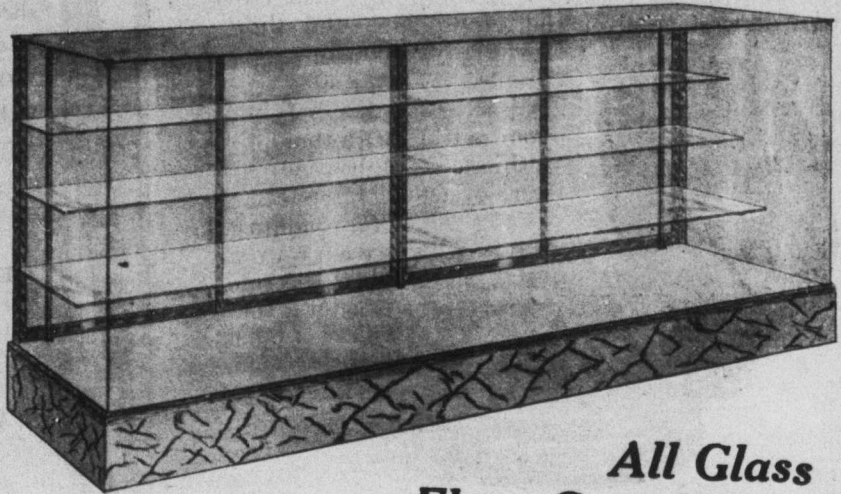


THOMAS LEWIS ARNETT
SOURIS, MANITOBA

If any advertisement interests you, tear it out now and place with letters to be answered.

Buy It Now — Pay For It Later

You can make an Arnett Silent Salesman or Sanitary Grocery Counter pay for itself before you finish paying for it. Get your new case or counter now, while you need it. Be ready for the big Fall and Winter business; for the Holiday rush. Order your case now; get it now. Buy it on our special "Three Months to Pay" plan. Let it earn the money it will cost you—and some more beside. You can buy a new case for as little as fifty cents a day. Get one now and make it pay for itself out of the money it makes for you. Send the Coupon for complete details and prices.



All Glass Floor Case No. 14

The most modern case made. White Italian Marble Base; no holes in the glass. Corners securely locked. 40 in. high, 22 in. wide, 6 or 8 feet long. Two plate glass shelves, 8 in. and 12 in. wide. Nickel plated, adjustable standards and brackets. Plate glass mirrors in sliding doors. A beautiful, clean case for any merchandise. 6 ft., \$102.00. 8 ft., \$136.00. Order from this advertisement or send coupon for details.

Order To-day—Three Months to Pay

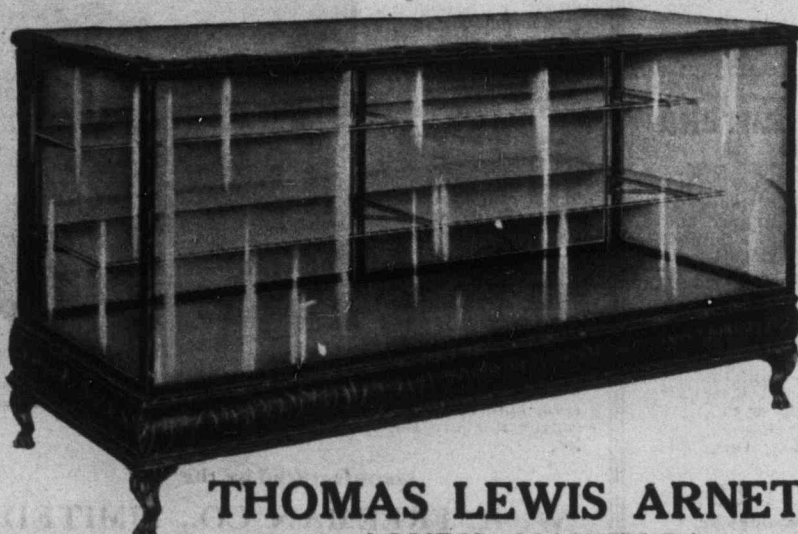
Arnett Silent Salesman, No. 1

42 in. high, 24 in. wide, 4, 6, 8 or 10 feet long. A large case at a low price. Quarter-sawed White Oak. Beveled Plate glass top, plate glass front, plate glass shelves, shock mirrors in doors. Nickel plated standards and brackets. Adjustable shelves. Elegantly finished all over—a real salesman.

4 ft., \$58.00. 6 ft., \$78.00. 8 ft., \$104.00. 10 ft., \$130.00.

Order from this advertisement, or send Coupon for details.

Send This Coupon NOW!



THOMAS LEWIS ARNETT
SOURIS, MANITOBA

Right now is the best time to go into the matter of your new Store Equipment. You can get immediate delivery on stock models from this factory, save freight, and have your fixtures in place ready to do business when the rush comes. Order from this advertisement; or send this Coupon now and get full information, prices and detailed specifications of this full line. Do it now before you forget it!

THOMAS LEWIS ARNETT, SOURIS, MANITOBA
Dear Sir:—Please send complete details and prices of your store fixtures. We are specially interested in.....
Tell us what you want right now and write your name and address on the margin if there is not enough room here. Do it now!
address above. Do it now!

If any advertisement interests you, tear it out now and place with letters to be answered.

Better Service means Bigger Business

For your own profit and the satisfaction of your customers you cannot do better than instal the "Canadian" Cheese Cutter in your store.

Its accuracy and computing will eliminate wastage through scraps, etc., and thus materially add to your profits.



The CANADIAN Open

The Computing Cheese Cutter Co.
WINDSOR, ONT.

Don't risk dissatisfying your patrons with that old-fashioned, faulty, guess-work system.

"Canadian" accuracy gives the satisfactory service that brings 'em back again.

You Are Not Satisfied With Just An Ordinary Business

YOU want the one grocery store in your community that stands out "head and shoulders" above all others. How is it to be done? Here's one method that's been very successfully carried out by thousands of your Brother Grocers.

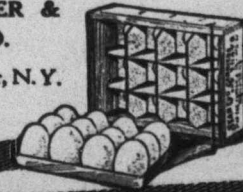
Select some one item and feature it as a "leader" to bring new customers to your store. This accomplished, it's strictly "up-to-you" as to whether or not the balance of their trade goes elsewhere.

The best line Grocers have yet been able to find is eggs handled according to the *Star System*.

It has all the "pull" necessary and incidentally allows for a very liberal profit. Let us tell you how **EGGS** can make your business grow.

STAR EGG CARRIER & TRAY MFG. CO.

Jay Street, Rochester, N. Y.



There is only one refrigerator

to-day that has warm air flues across ceiling of cooling room connected with warm air flues at sides and ends, and that is the

Eureka

Its many other points of superiority are sure to interest you. Get our catalog.

Patented 1900, 1910, 1914.

REPRESENTATIVES:—Wolf, Sayer & Heller, 76 St. Paul St. E., Montreal, P.Q.; James Lonergan, Charlottetown, P.E.I.; W. McAllister, 98 Bank St., Ottawa, Ont.; W Woods & Co., Winnipeg, Man., and Hamilton, Ont.; Ed. Dore, 35 Caroline N., Hamilton; W. J. Armstrong, 14 Euclid Ave., London, Ont., etc., etc.

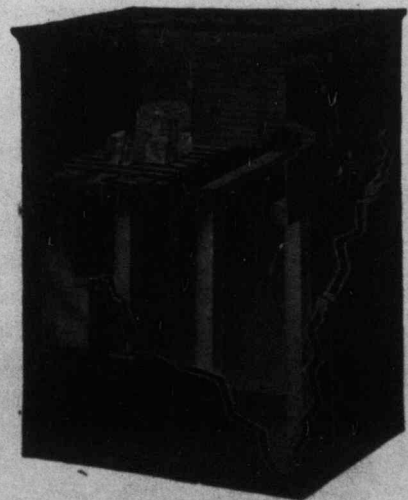
EUREKA REFRIGERATOR CO., LTD.
27-31 Brock Ave. 54-56 Noble St. 21-33 Earnbridge St.
TORONTO, ONT.

Freeman's Dry Air Refrigerator

We have enlarged the air circulating capacity and multiplied many times the air-drying and ice-saving efficiency of present day Butcher Refrigerators until we have produced a Refrigerator measuring inch for inch more air circulating capacity than any other made during the past or present.

This Interior View

shows our warm air flue arranged along the ceiling, where the largest volume of warm air rises to in all cold rooms. It is placed where warm air flues are most needed. These flues form a hollow recess for receiving the warm air; they discharge the air from both ends and convey it above the ice.



Price list and catalogue free and mailed to any address.

Manufactured by the
W. A. FREEMAN CO., LIMITED
HAMILTON, CANADA

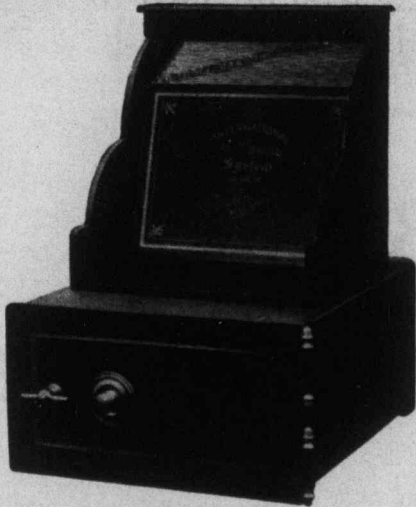
If any advertisement interests you, tear it out now and place with letters to be answered.

“MADE-IN-CANADA”

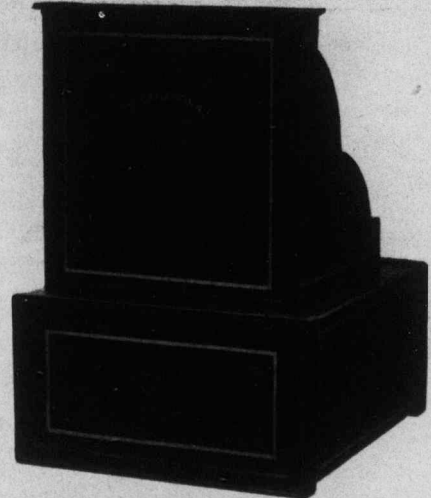
FIREPROOF SAFE REGISTER

Announcing our New

Simplest and surest
Register to operate.



International Safe Register,
Front view.



International Safe Register,
Back view.

∴
A SAFE IN EVERY
ESSENTIAL

∴
NOT—A LIGHT
WALLED METAL
SUBSTITUTE

∴
Sizes
80 Accounts to 2,000
Accounts

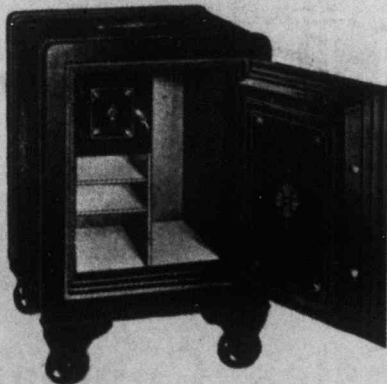
This Fireproof Register is built with a SAFE VAULT BASE and a wooden superstructure. During business the account carrying leaves are operated in the superstructure. At night they are secured in the Fire and Burglar Proof Vault Base under Combination Lock. The Register Vault Base is a SAFE in every essential. Made with heavy steel enclosed walls—Filled with our Special Fireproof Filling of Cellular Vitrified Asbestos—Door of New Interlocking Flange and Tongue and Groove design, and secured by heavy Front and Back Draw Bolts, a feature found only in the Higher Grade Safes. Fitted with extra heavy Interchangeable Combination Lock. Finished in hand-polished black and panelled in rich gold design. Your name on your Register in block gold letters if requested. The latest, simplest and best Account Register on the Market.

If you have not seen the INTERNATIONAL you have not seen the BEST.

“FOR SAFETY SAKE” WRITE TO-DAY.

A Price for Every Purse.

A Size for Every Need.



SAFES
Fire and Burglar Proof
\$25.00 to \$95.00

∴
Special Merchants Sizes,
\$45. \$55. \$65. \$75.

∴
Special Sizes to carry Wooden
Account Register Leaves,
\$55.00 to \$75.00



INTERNATIONAL SAFE COMPANY, LIMITED

FORT ERIE

MANUFACTURERS

ONTARIO

AGENTS, WRITE

If any advertisement interests you, tear it out now and place with letters to be answered.

Save your Waste Paper

—there's money in it

The increasing demand of the Paper Mills for baled waste paper is making big money for many dealers who are alive to the value of what was regarded as so much useless rubbish.

You, too, would be astonished at the amount of waste paper and cardboard you could gather and well pleased with the revenue to be derived from the installation of

The "Jewel" Baler

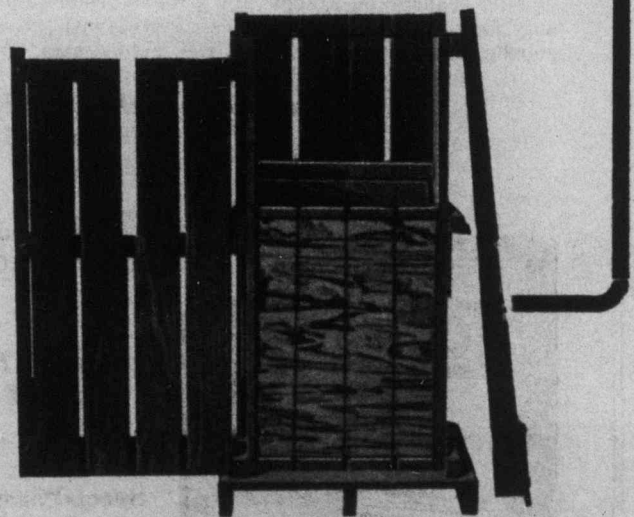
The "Jewel" is a real profit-making investment for you—its first cost is the last cost and it will make money for you right from the beginning. Its capacity and easy operating features make it a positive convenience to any place of business. And besides, it will keep your premises in a tidy condition and reduce fire risk to a minimum. Already over 2000 satisfied users throughout Canada who testify to its value both from a standpoint of convenience and revenue derived.

Decide now to get a baler. The "Jewel" complete with one bundle of wire is \$17.50 F.O.B. Hamilton by ten-day draft. Other balers at other prices. Drop us a card anyway and learn full particulars re Balers and the value of Waste Paper. We'll give you all information.



Waste Paper Bin
and Baler com-
bined

Floor space 23 x
26 inches; height
4' 3". Size of bale
14 x 18" with an
average weight
of 75 lbs.

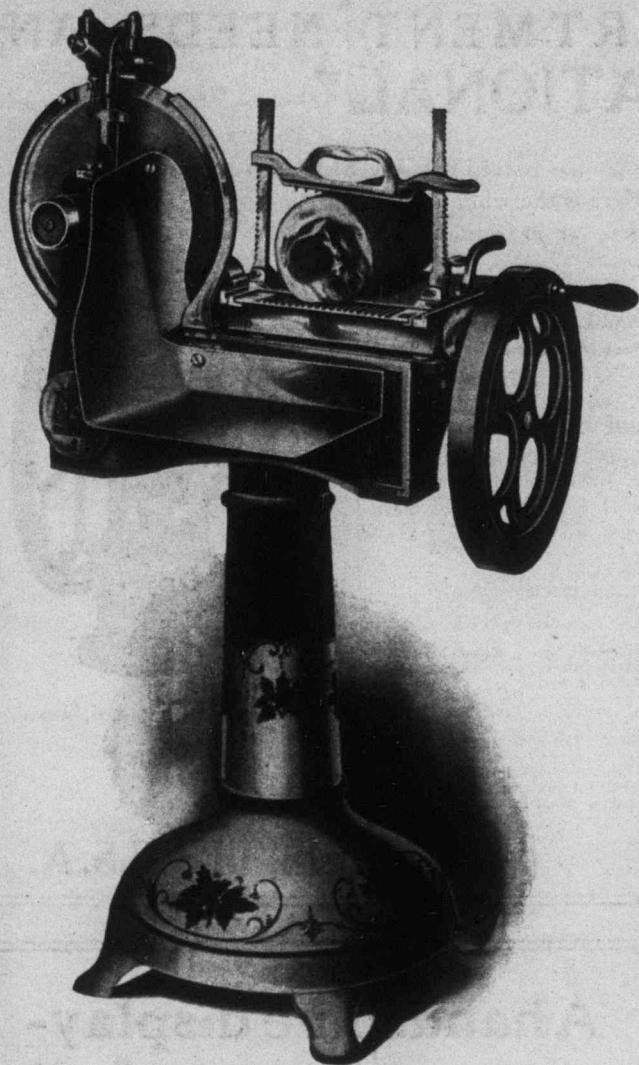


General Sales Company

Distributors

203 Stair Building, TORONTO

If any advertisement interests you, tear it out now and place with letters to be answered.

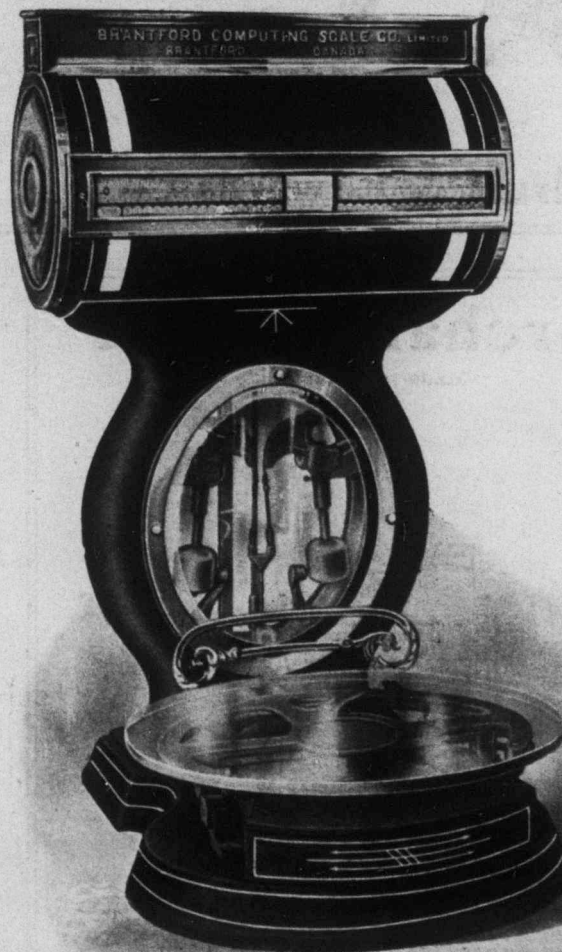


The Brantford SLICER

Made in Canada for the Canadian merchant. Slices Bacon and all Boneless Meats to the Last Slice.

You Need One.

Your customers demand their meat sliced as only a Brantford Slicer can slice it.



The Brantford *Agate-Bearing* Springless Scale

The most up-to-date scale of its kind ever produced, used by many of the most up-to-date merchans.

All are delighted.

*Write us for Catalogue and Easy
Terms of Payment*

The Brantford Computing Scale Co., Limited
BRANTFORD, ONTARIO

If any advertisement interests you, tear it out now and place with letters to be answered.

YOUR COFFEE DEPARTMENT NEEDS AN "ELGIN NATIONAL"



THIRTY years' actual usage has proved that the ELGIN is the most satisfactory all round coffee mill. Here is the winning combination that has placed it far in front of competitors.

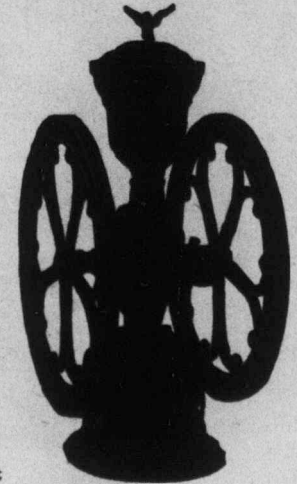
Simplicity of Construction **Beauty of Finish**
Easy Running **Fast Grinding and Long Lasting Qualities**
Lowest Price, yet Best Mill Made

The Elgin may be adjusted while running to steel-cut coffee as coarse or as fine as desired and it is guaranteed to cut faster than any other mill of equal size.

Boost your coffee sales and profits by installing an Elgin Mill. There is an Elgin National made to meet your special requirements. Send for illustrated Catalogue to-day and order the one best suited for your store.

Write any of the following Jobbers:

- St. John, N.B. G. E. Barbour & Co., Dearborn & Co.
- Quebec. Minto Bros.
- Montreal. L. Chaput, Fils & Cie, Ltd.; The Canadian Fairbanks Co.; Minto Bros.
- Ottawa—C. H. Cochrane & Co.
- Toronto—Eby, Blain, Ltd.; R. B. Hayhoe; Minto Bros.; Medland Bros., Ltd.
- Hamilton—James Turner & Co.; Geo. E. Bristol & Co.; Ralfour Smye & Co.;
- Walter Woods & Co., McPherson, Glasco & Co.
- London—Gorman Eckert & Co.
- Winnipeg—Blue Ribbon Ltd. and Branches; McLarens, Ltd.; The Codville Co. and Branches; The Todhunter, Mitchell Coffee Co.
- Regina, Sask.—Campbell, Wilson and Strathdee, Ltd.; H. G. Smith, Ltd.
- Saskatoon.—Campbell, Wilson & Adams
- Edmonton, Alta.—The A. MacDonald Co.; Revillon Wholesale, Ltd.; MacDonald Cooper, Ltd.
- Calgary.—Campbell, Wilson & Horne Ltd.; L. T. Mewburn & Co., Ltd.; P. D. MacLaren Ltd.
- Vancouver.—The W. H. Malkin Co., Ltd.; Wm. Braid & Co.; Empress Mfg. Co.; Kelly Douglas Co., Ltd.
- Cranbrook, B.C.—Cranbrook Jobbers, Ltd. Fernie, B.C.—The Western Canada Wholesale Co., Ltd.

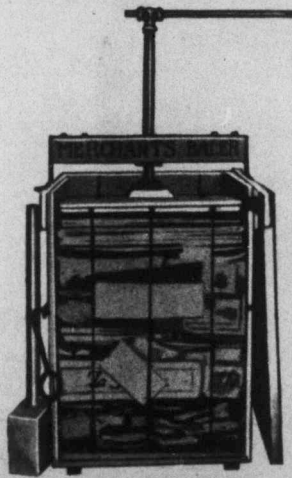


Woodruff & Edwards Co.,

Elgin, Ill., U.S.A.

Merchants Baler

Made in Canada



| No. | Bale | Weight | Price |
|-----|----------|----------|---------|
| 2 | 17x18x31 | 140 lbs. | \$21.00 |
| 3 | 18x24x33 | 160 " | 25.50 |
| 4 | 18x26x36 | 175 " | 27.75 |

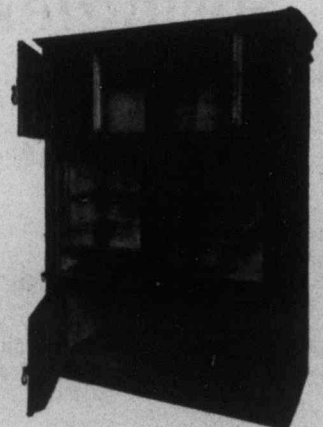
"f.o.b. Toronto."

Stephenson, Blake & Co.
 Manufacturers
 60 Front St. West - Toronto

A handsome display-case and a perfect preserver


The scientific construction of every Arctic Refrigerator affords unusual facilities for the effective display of perishable goods while preserving them in the most absolute security. The Arctic system of dry cold air circulation eliminates possibility of loss through spoiled or tainted eatables. The name "Arctic" on your refrigerator is a guarantee of perfect satisfaction.

May we send you a copy of the Arctic Catalog? It describes Arctic refrigeration in detail and shows you the right model for your store. A post card request will bring it by return.



John Hillock & Co., Ltd.
 Makers of High-Grade Refrigerators
 TORONTO

If any advertisement interests you, tear it out now and place with letters to be answered.




1916-1917

Fall and Winter Staples

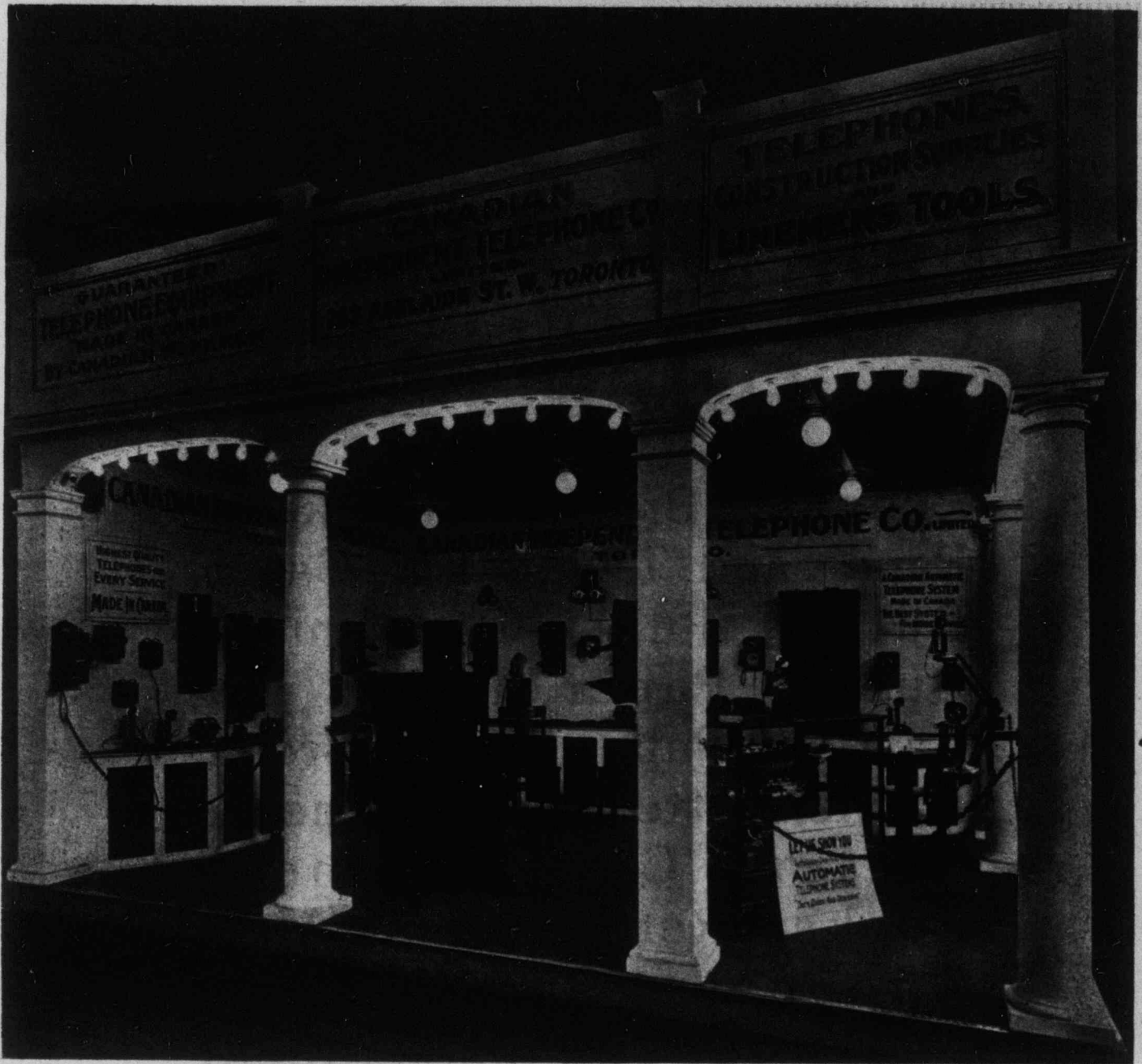
Brooms, Brushes, Baskets,
Paper and Twine, Egg Cases,
Butter Tubs, Parchment
Butter Paper, Paprus Egg
Carriers, Paper Balers, Broom
Racks, Butter Dishes, Cheese
Cutters, Counter Check
Books, Refrigerators, Meat
Choppers, Show Cases,
Molasses Pumps, Vinegar
Pumps, Fibre Vinegar
Measures.

Send post card for catalog.

WALTER WOODS & COMPANY
HAMILTON and WINNIPEG



If any advertisement interests you, tear it out now and place with letters to be answered.



Showing the comprehensive character of our exhibit at the Toronto Exhibition.

We make Telephone Equipment for every service—make it right here in Canada by Canadian workmen.

Why import when we can supply your telephone requirements? Let us know just what they are and we will send you Bulletin and information.

Canadian Independent Telephone Co.,
 TORONTO, CANADA **LIMITED**

If any advertisement interests you, tear it out now and place with letters to be answered.

Stop, think and figure!

WHAT did your grocery sales total last year? What would 3% to 5% on that total amount to? Something worth while. And this extra profit you make if you confine your orders to Macdonald-Chapman Limited.

• • •

It will pay you to read our Price-List carefully, and compare prices quoted with those asked by other houses. You will find that on the whole; it quotes you 2 per cent. to 3 per cent. lower, and in addition we allow 4 per cent. cash, 3 per cent. prompt 30 days, (off lines not controlled by selling agreements).

• • •

We have connections from Fort William, Ont., to Vancouver, B.C. **No other house in Canada has equal facilities to serve you.** No need to carry big stocks. We can fill your orders promptly no matter where you are located.

We can save you money, and your orders will be appreciated by

• • •

The Only One-Price House in the West

White Star Products



Per box 3 doz. 5c. pkts,
\$1.00, less 3%

Quality Goods

Made in Canada's
Finest Pure Food
Factory

*IT PAYS TO PUSH
THE BEST*

MACDONALD-CHAPMAN, LIMITED

Wholesale Grocers

WINNIPEG ————— MANITOBA

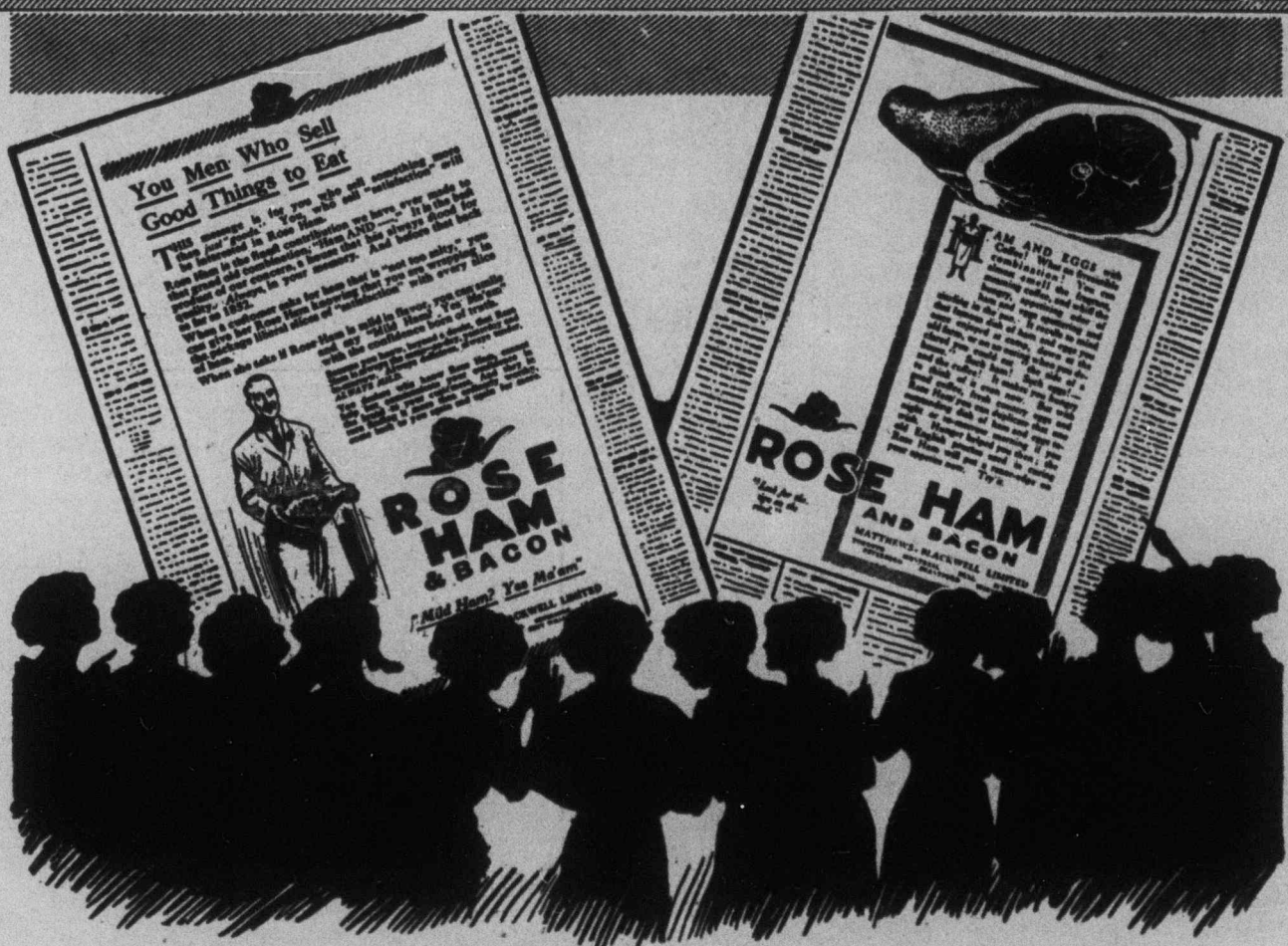
MACDONALD-COOPER LTD.
Edmonton, Alta

Connections :
MACDONALD-CRAWFORD LTD
Moose Jaw, Sask

MACDONALD-CRAWFORD LTD.
Saskatoon, Sask.

MACDONALD-CRAWFORD LTD.
Swift Current, Sask.

A. MACDONALD & CO.
Vancouver, B.C.; Nelson, B.C.; Fernie, B.C.; Fort William, Ont.



The women are looking for the Rose Brand sign on the rind

and as we continue to advertise, the stronger will be your reason for selling Rose Brand Ham and Bacon, and the more it will pay you to get back of this line and push.

You will have calls for Rose Brand Bacon, so don't wait and have to say, "Madam, I don't handle Rose Brand," but put in a stock now and see how quickly the news spreads

and your sales increase. Back of the mild, full flavor of Rose Brand Ham and Bacon is the English curing process which gives Rose products that tender, juicy texture, crisp and appetizing.

With our distributing points centrally located, we can guarantee a service that is second to none.

Place your trial order to-day.

ROSE HAM AND BACON

MATTHEWS-BLACKWELL, LIMITED
 TORONTO MONTREAL HULL PETERBORO BRANTFORD
 WINNIPEG SYDNEY, C.B. FORT WILLIAM SUDBURY

Put them
on your sales
counter.



Get acquainted with the splendid selling qualities of these two Bowes lines. They've got the qualities that make for repeat sales — pure, wholesome, appetizing, delicious.

Bowes Extra Special Mince Meat

will please the "hard-to-please" among your customers. The very choicest materials are carefully and scientifically blended, producing an unusually attractive Mince Meat that wins approval right from the start.

Bowes Worcestershire Sauce

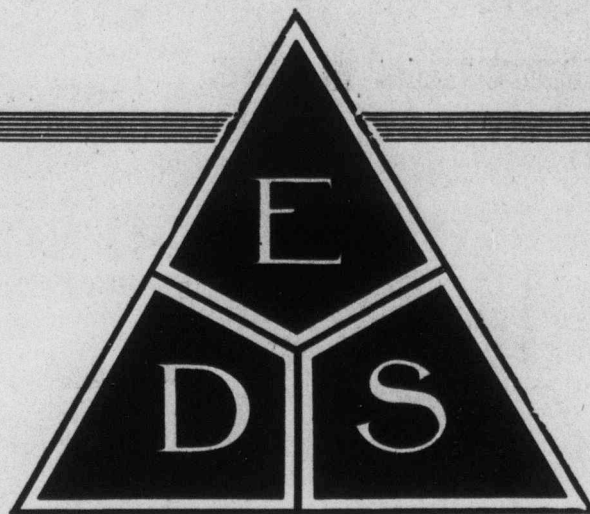
is a sauce of unquestionable quality. Matured in oak casks, this fine old English sauce has a piquancy and a "zest" that captivates the discriminating. Bowes Worcestershire Sauce is Made in Canada, but is equal to the best imported sauces and better than most of them.

You will be pleased—more than pleased—with the selling results of a trial supply. Will you send the order to-day?

The Bowes Company Limited

72-74-76 Front St. E., Toronto, Canada

If any advertisement interests you, tear it out now and place with letters to be answered.



Are you selling
the National
Temperance
Drink—

E. D. Smith Grape Juice ?

If not, you have yet to learn what a splendid profit-maker this wholesome beverage is. The advent of Prohibition gave renewed impetus to an already large demand, so that to-day Grocers all over the country are finding it very worth while to feature E. D. Smith Grape Juice.

A special manufacturing process conserves the full, natural *Concord Flavor*, giving to every drop of E. D. Smith Grape Juice a delicious flavor that wins the lasting approval of discriminating people.

E. D. Smith Grape Juice is the most economical, too—its strength and purity being such as to make dilution necessary when using.

An early order will guarantee you against disappointment. Send it to-day and start right in to secure your share of E. D. Smith profits.

E. D. Smith and Son, Limited

WINONA, ONT.

AGENTS: Newton A. Hill, Toronto; W. H. Dunn, Montreal; Nicholson & Bain, Calgary, Alta., Edmonton, Alta.; Watson & Truesdale, Winnipeg; G. H. Laidlaw, Halifax, N.S.; B. C. Merchandise Brokerage Co., Vancouver, B.C.

If any advertisement interests you, tear it out now and place with letters to be answered.

Our twenty-five years success in the brokerage and grocers' commission world is a pretty sure guarantee that we can handle your line successfully.



The fact that we have been located at the same old address, 180 *St. Paul St. West, Montreal*—for the past twenty-five years, and during that time have handled successfully the lines here shown is conclusive evidence of the stability of our firm. These lines to-day stand at the head of their prospective classes—best sellers, every one. Our representatives cover the Dominion from coast to coast, keeping in constant touch with the trade, giving a service absolutely unequalled.

You are a progressive manufacturer, of course. Then why not let a progressive firm, a firm with real live sales specialists handle your line? Drop us a card, anyhow, and let us tell you of our facilities.

Dun's, Bradstreet's or any Bank will give you full particulars of our standing. Or write any of the firms here listed:

BORDEN'S
Condensed Milk
BORDEN'S
Malted Milk
BENSDORP'S
Royal Dutch Cocoa
CARR'S
English Biscuits
E. D. SMITH'S
Jams and Preserves
PURE GOLD
Jellies, Spices, etc.
MELROSE'S
Famous Teas
EDWARD'S
Desiccated Soups
POSTUM
Cereal Foods, etc.
ROBIN HOOD MILLS
Rolled Oats
JOHN GRAY'S
Peels and Confectionery
NATIONAL LICORICE CO.'S
Licorice Products
KNOX'S
Sparkling Gelatine
ROGERS'
Valencia Raisins
THORNTON
Malaga Raisins
COTTAM'S
Bird Seed
BABBITT'S
"1776" Soap Powder
ROYAL CROWN
Toilet Soaps

Wm. H. Dunn Limited

Sales Specialist

Established 1890

Associated with Dunn-Hortop, Ltd., Board of Trade Bldg., Toronto

If any advertisement interests you, tear it out now and place with letters to be answered.

VISITORS WELCOME

THIS sign over the factory door really expresses in two words all that could possibly be said in favor of the *purity* and the *cleanliness* and the *flavor* of

McCormick's Sodas



THE McCORMICK MANUFACTURING COMPANY, LIMITED, LONDON, ONTARIO
 General Offices and Factory: London, Canada. Branch Warehouses: Montreal, Ottawa, Hamilton,
 Kingston, Winnipeg, Calgary, Port Arthur, St. John, N.B.

PERSISTENT ADVERTISING and UNIFORM QUALITY
 Have made **KING GEORGE'S NAVY PLUG** the most popular
 Chewing Tobacco on the market.

CHEW
King George's
 NAVY PLUG
CHEWING TOBACCO
 AND ENJOY THE LINGERING FLAVOR
 OF CHOICE, RICH, SAPPY TOBACCO
 SEASONED AND SWEETENED JUST RIGHT
 SOLD EVERYWHERE 10 CTS. A PLUG

The Rock City Tobacco Co. Limited.

Consult your stock. Be ready to supply the demand.

The Rock City Tobacco Co. Limited.

If any advertisement interests you, tear it out now and place with letters to be answered.

This is one of a series of advertisements now appearing in the leading papers throughout Canada to advertise

MASTER MASON

The Plug Smoking Tobacco which MAKES AND HOLDS CUSTOMERS

IN THE SMOKING CARS

or wherever congregate critical smokers, Master-Mason always makes a hit. It's the tobacco which every lover of the weed thoroughly enjoys from the lighting up to the last whiff--it's a real man's smoke--made to meet the most exacting tastes.



SMOKE
Master *Mason*

"IT'S GOOD TOBACCO"

it is made from choice tobaccos, fully matured and pressed into a solid plug so as to preserve all the natural moisture and fragrance of the natural leaf. This treatment ensures the characteristic smoothness and mellowness as well as the freedom from bite, parch and

firing so often found in tobaccos packed in tins or packets.

Prove this to yourself by investing in a plug of Master-Mason, the tobacco which is

**Equal by test to the very best,
Much better than all the rest.**

Say MASTER-MASON to your dealer---he knows.

Price: 15 cents

THE ROCK CITY TOBACCO CO., LIMITED

Every Up-to-date Dealer should carry a full line of our tobaccos. They are all extensively advertised and give universal satisfaction.

Rose Quesnel

Mild and natural. The most popular smoking tobacco on the market.

King George's Navy

Chewing Tobacco.
The chewing tobacco with the lingering flavor.

Long Tom

Smoking Tobacco.
Always more and more popular.

The Rock City Tobacco Co., Limited.



*Always crisp and fine flavored.
Put up in different styles and
sizes of bottles.*

One Taste

is all that is necessary to win the unstinted approval of the most discriminating where *CLUB HOUSE OLIVES* are concerned. Care in selecting only the very choicest Seville Olives, and preparing them in a way that preserves their luscious, natural flavor are two reasons why *CLUB HOUSE OLIVES* are growing in favor every day.

Grocers! If you have never handled the *CLUB HOUSE* line, you have yet to learn what a splendid profit-producer it really is. You will find it worth while to suggest *CLUB HOUSE* to every housewife. After the first sale the rest is easy—*CLUB HOUSE* flavor will tickle the most particular palate.

A *CLUB HOUSE* window or counter display will be the beginning of worth-while olive sales. Why not put them to the test? A sample order will prove our claims conclusively.

May we ship you to-day?

None are genuine unless labeled

***CLUB HOUSE
OLIVES***

We pack only one quality, the Best.

Gorman, Eckert & Co.

Limited

LONDON

ONTARIO

Western Selling Agents
MASON & HICKEY, WINNIPEG

If any advertisement interests you, tear it out now and place with letters to be answered.



The Cup that Cheers

is particularly cheering when it's a cup full of that acme of tea quality—MINTO. The first sip of this delicious blend wins the approval of the most particular tea drinker, hence it is that Minto is so remarkable for its unequalled "repeating" qualities.

Your customers appreciate quality at a moderate price. Every customer does, which accounts in large measure for the ever-growing numbers of Minto Tea users. Your customers are no different from any others, as a trial supply of Minto will prove.

Don't forget that every sale of Minto Tea is a tribute to its quality, because the demand is not worked up by consumer advertising—we carry none whatever. Instead, we enclose in every Minto package ($\frac{1}{2}$ and 1 lb.) the amount of money it would take to advertise it this way. Let us drive that point home to you—*Money and Quality in every Package.* Isn't it a strong selling point?

The profits are good.

Minto Brothers
284 Church Street, Toronto

If any advertisement interests you, tear it out now and place with letters to be answered.

For years and years

IT must seem to many grocers of Canada that they have *always* sold *Shirriff's Extracts*—our first notable line. These extracts stood first among all extracts for unvarying strength and excellence. Never was there a cheapening of Quality to meet growing competition. We preferred to lose business than to lower the Standard. The result to-day is that we retain trade that was ours a generation ago.



*Shirriff's True
Vanilla*

Shirriff's True Vanilla is 50% above Government Standard. It is the purest essence of the Mexican bean. Its quality is uniform. Its strength maximum. It is a household favorite and has been so for years and years.



*Shirriff's Scotch
Marmalade*

Into another **Shirriff** line goes the Shirriff conscientiousness — **Marmalade**—a marmalade so good that it will be returned to again and again by discriminating housewives.



*Shirriff's Jelly
Powders*

Shirriff's Jelly Powders are admittedly the best powders of their class made in Canada. Their popularity grows with the passage of time. They lend themselves to a wide variety of desserts of instant palate and eye appeal.

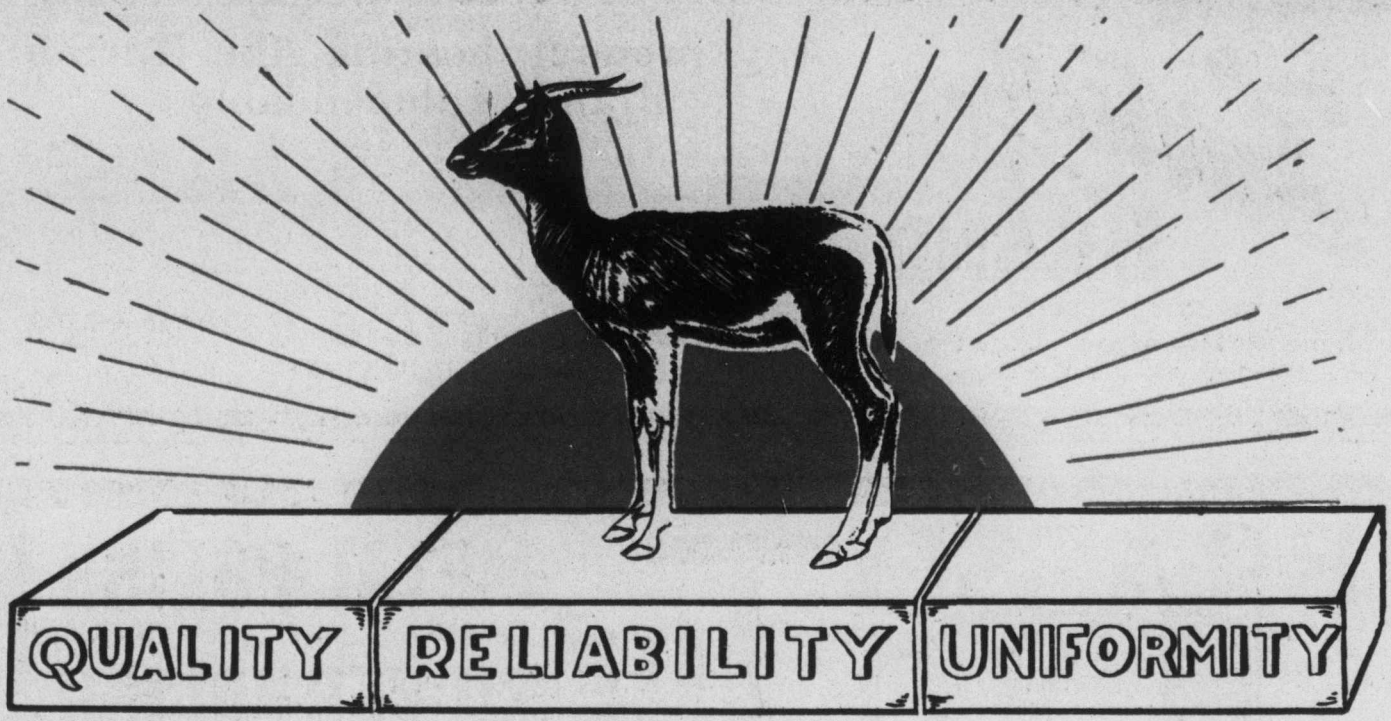
The Shirriff name and label are real friends of yours

Shirriff's

Imperial Extract Company, Toronto

**Western Representatives: H. F. RITCHIE & CO., Limited, Toronto. Montreal: W. S. SILCOCK.
Quebec City: ALBERT DUNN. Maritime Provinces: H. F. RITCHIE & CO., Limited
(W. H. L. USHER, Halifax.)**

If any advertisement interests you, tear it out now and place with letters to be answered.



Gazelle Goods

*just as ever
stand foremost.*

Hudon, Hebert & Cie.

Established A.D. 1847

LIMITED

MONTREAL

*The most liberally
managed firm in Canada*



If any advertisement interests you, tear it out now and place with letters to be answered.

Tartan
BRAND

THE SIGN OF PURITY
Phone Orders at our Expense
Phone Nos. 3595, 3596, 3597, 3598, 4656

Any product bearing the Tartan Brand is dependable

—Just as dependable and as high grade as conscientious care in selection and manufacturing can make it.

Hence it is that discriminating people look for the handsome Tartan Label when purchasing Canned Vegetables, Fruits, Salmon, Tea, Coffee, Extracts, Spices, Jelly Powder.

You will find a stock of Tartan Brand Products a big factor in producing better Fall and Winter selling.

Send in your order. We pay prompt attention to every mail order received.

Ask about our Fancy Groceries, Foreign and Domestic.

BALFOUR, SMYE & COMPANY
HAMILTON, ONTARIO

BRASSO
SILVO
ZEBRA

ADEL. 1899

RECKITTS (OVERSEA) LTD.

TORONTO

THE

METAL POLISH
SILVER POLISH
STOVE POLISH

**YOUR
MOST VALUABLE
ASSET**

is a satisfied customer, and satisfied customers are the rule where **WONDERFUL SOAP** is displayed.

For years this truly wonderful cleaner has given unqualified satisfaction to housewives everywhere. It is made to clean thoroughly without injuring the most sensitive skin or the most delicate fabric.

Write now for trial supply.

GUELPH SOAP CO., Guelph, Ont.



**WHEN
BUYING
MINCE MEAT
INSIST
ON**

WETHEY'S

JAPAN TEA



WEIGHING TEA

You will have an entirely new idea of how good tea can be, if you drink "JAPAN TEA." It has a satisfying flavor, a delicacy of aroma that imparts a subtle finish to a delightful meal—and is unquestionably the best natural stimulant for body and brain.

The Japanese Government prohibits adulteration and coloring of Tea

ON SALE AT ALL GROCERS

WHEN you consider the number of tea users in Canada that are reached and influenced by our wide-spread consumer advertising you will readily understand why it is that our host of admirers is constantly increasing.

JAPAN TEA has the quality, the delicious palate pleasing quality, that captivates the tastes of the most critical tea drinker. Think what a splendid asset this quality is in building up a really worth while tea department.

LOOK at the sample ad at top of this page. It will give you an idea of the splendid way we are co-operating with dealers in pushing the sales of this pure Japan Tea.

Are you a Japan Tea dealer?

If any advertisement interests you, tear it out now and place with letters to be answered.

MADE IN CANADA

H.G. SAUCE and E.P. SAUCE

*(High-grade
Worcestershire Sauce)*

*(Epicurean
Fruit Sauce)*

**Retails at
10 Cents**

are Canada's only sauces specially prepared to meet Canada's wants, to equal and surpass all similar imports.

**Retails at
15 Cents**

No War Prices

Under our contract selling plan profits are assured and the consumer has the best possible value.

The trade generally approves our selling plan.

Prices for these sauces and their dietetic qualities command the interest and support of not only the merchant but the consumer.

Send for samples. Order at once and support these Canadian products.

Manufactured by

The Canada Sauce and Vinegar Co.

519 King St. W., Toronto



If any advertisement interests you, tear it out now and place with letters to be answered.

It is a well-known fact
 that the sales of
Kellogg's
Toasted Corn Flakes

mean pleased customers and increased trade.

This celebrated article of food is so firmly established in the estimation of the public that it cannot be displaced.

Its sale is steadily increasing.

Keep it in your windows.

Battle Creek Toasted Corn Flakes

**Imperial Rice Milling
 Co., Ltd.**

VANCOUVER, B.C.



**The best value in Rice being
 offered on Canadian
 markets today.**

**Genuine Scottish
 SHORTBREAD
 IMPORTED**

In Half Tins, average weight about 5 lbs.

11 distinct varieties in each tin.

Fresh Stock Just Arrived.

Further Supplies due November 5th.

**McVitie & Price's
 Assorted Shortbread**

Prices and Stock list on application, or see our representatives.

**McVITIE & PRICE of Canada
 Limited
 MONTREAL**

Importers of McVitie's "DIGESTIVE," the "Premier Biscuit of Britain."

If any advertisement interests you, tear it out now and place with letters to be answered.

PURE FOOD is something that you are interested in selling every day. Now, you sell shoe polish too. Perhaps you look upon it only as a side line. Do you realize that it means just as much to you **FOR LEATHER?**

Your customers want something that they can rely on and you want to sell them an article that you *know* is first-class and will give you a good margin of profit. Sell

“Nugget” Shoe Polish

Let your customers know that you have it in stock.

*Show cards and advertising matter
sent free on request.*

THE NUGGET POLISH CO.
LIMITED

9, 11 & 13 Davenport Road

TORONTO

ONTARIO

If any advertisement interests you, tear it out now and place with letters to be answered.

Many grocers have asked us how it is that we maintain the uniform flavor, richness and high-quality of Red Rose Tea with absolute fidelity day in and day out, year after year. It is a source of wonderment to them in face of the all too frequent occasions when they find it practically impossible to secure the "same" tea or a successful "match."

Our explanation is that our facilities are unsurpassed in this country. Our tremendous output gives us an enormous buying power. We are often able to get large quantities of certain desirable teas when they are unprocurable by small companies.

Our tea sorting, testing, blending and packing warehouses in St. John, N.B., are the largest in Canada. Our staff of tea tasters and other experts are beyond the price an ordinary company could afford to pay.

Yet all these things are absolutely necessary in order to maintain that marvellous UNIFORMITY of flavor and high-quality that has made Red Rose Tea one of the biggest merchandising successes in the Dominion.

To build up a permanently successful tea trade, whether national or local, a tea of unvarying uniformity, splendid quality, and value for the money, must be featured. What fulfils every requirement so well as—Red Rose Tea?

Business Is Good With Us—

Why?

Because : With the War came conditions which demanded retrenchment and economy. Merchants everywhere changed their methods of doing business to suit the times. The Merchants of Northern Ontario decided that buying "Down East" wasn't necessary. They commenced to give us a larger share of their trade. Pleased with the *prompt service*, low freights and *right prices*, they have continued to do so. The monthly increase in their business with us is the best assurance that our service is satisfactory.

Our three warehouses make it possible for any Merchant in this district to obtain his requirements at the minimum cost.

Are *you* using the advantages we offer? If not, do so to-day by sending an order to our nearest warehouse.

PHONE FREE TO BUYERS

THE YOUNG COMPANY, Limited

WHOLESALE GROCERS AND IMPORTERS

NORTH BAY

SUDBURY

SAULT STE. MARIE

If any advertisement interests you, tear it out now and place with letters to be answered.

CANADIAN GROCER

Vol. XXX.

TORONTO, OCTOBER 27, 1916

No. 43

Importance of the Christmas Trade

Buying End Must be Very Closely Watched—Selling for Gifts to be Sent Overseas—
Postal Regulations—The Surety of a Large Yuletide Trade

THE most important consideration before the grocer at the present time is the coming Christmas season. Although it will be five weeks before the most active shopping season starts, there are special reasons this year for making an especially early start on the necessary preparations, for the Sales Campaign.

In the first place, buying problems present unusual difficulties this year. Owing, in some cases, to climatic conditions which have proven unfavorable, and, in other lines, to conditions created by the war, supplies of Christmas lines will not only be short, but deliveries will be decidedly uncertain. Many of the most essential Christmas lines come from countries on the Mediterranean—Greece and Italy, for the most part—and, with naval warfare at its height and submarines scouring all the reaches of the Mediterranean, it is not hard to understand why prices on raisins, currants, imported grapes, etc., are going to be very high and deliveries unsure. No grocer can afford to take any chances with regard to his Christmas stock. He should not only place every possible order early, but should watch the situation closely and resort to every means that will enable him to get his supplies in. The most important feature of the Christmas campaign, from the standpoint of the merchant, is certain to be the buying end.

For Soldiers at Front

Another reason for an early start on the Christmas campaign is the possibility of doing a big business in the way of Christmas hampers and supplies for soldiers at the front. All during the past year the surreptitious departure of troopships has gone forward until at the present there are probably a quarter of a million Canadian boys in England and France. This means that an enormous quantity of Christmas presents will be sent overseas; and, as the soldiers crave for delicacies above everything else, a very large proportion of the Christmas material sent will be in the nature of

hampers, food supplies, candies, etc. In other words, this means a golden opportunity for the grocer. It should be possible to do a very large business this year in hampers and in supplies suitable for sending to the front.

In order to get a large share of this business it will be necessary for each merchant to start his campaign for the trade almost at once. The last week in November is possibly the last date for sending material overseas, and this means that people will complete their purchases along that line during the coming month. The post office authorities point out several things.

1st. For all soldiers in France, Flanders, and in camps in England, all parcels for Christmas should be at the Atlantic seaboard by the first of the last week in November; that is about the



A neat showing of lines salable during the Christmas season.

27th. The post office will not guarantee any delivery of parcels to soldiers in France, Flanders, or England, that are not at the Atlantic seaboard by that time. This means that you should endeavor to get your customers to despatch their parcels from their home town a full week before that.

2nd. So far as Salonica and Egypt are concerned, the authorities will not guarantee delivery to soldiers in either of these places at all by any certain time. They say they will do their best to get over parcels and letters in time for Christmas, if they are posted in Canada in sufficient time. In ordinary peace time, a letter or parcel for Salonica would have to be mailed twenty-eight days before the time of delivery at that point. For Egypt the time would be about five weeks. In these times, however, home parcels wouldn't stand much chance of reaching either Egypt or Salonica under an allowance of two months for the journey. Nevertheless, there is a chance that mail will get through under that time.

The merchant should be prepared to supply this information to customers. He should also be prepared to advise customers with reference to regulations governing the sending of parcels to soldiers.

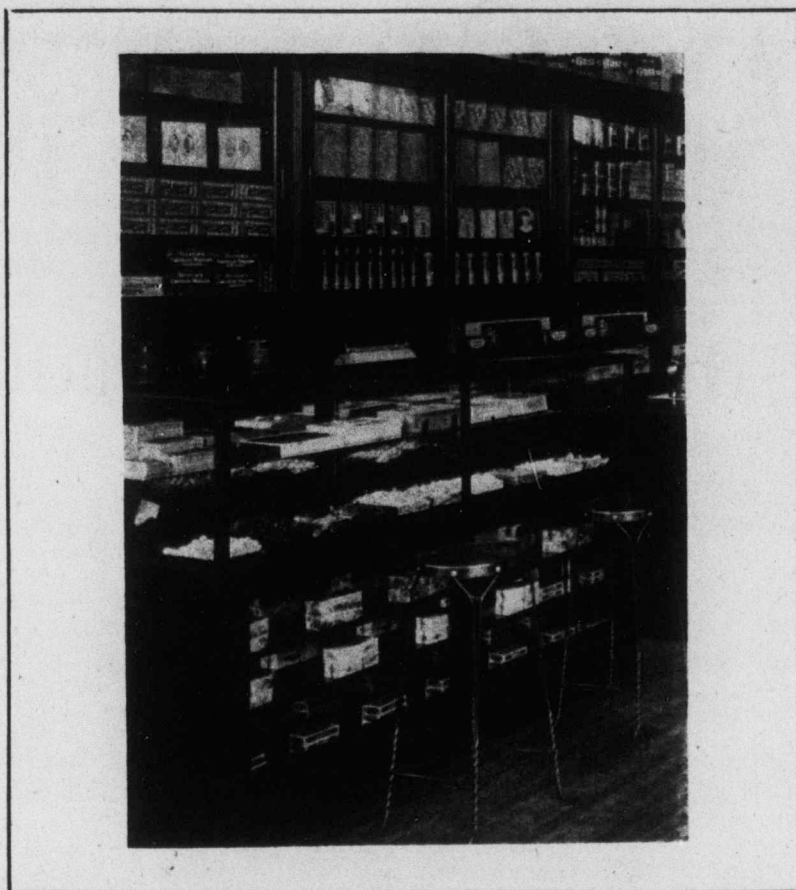
The following are the rates for parcels overseas:—

To England: 1 pound, 12 cents; 2 pounds, 24 cents; 3 pounds, 36 cents and 12 cents extra for each additional pound.

To France: 1 to 3 pounds, 24 cents; 3 to 7 pounds, 32 cents.

To Egypt and Salonica: 1 pound, 32 cents; 2 pounds, 40 cents, and 3 pounds, 48 cents; 4 pounds, 74 cents; 5 pounds, 82 cents; 6 pounds, 90 cents; 7 pounds, 98 cents.

As to regulations for packing, the ordinary Parcel Post Regulations apply as far as Great Britain and France are concerned. Every merchant should, however, have a post office guide in his store, so that it would be possible to



Displaying candies effectively for Christmas sales.

look up therein the information as to rates, packing, etc.

A Brisk Trade.

With reference to the regular Christmas trade, there is every assurance of a very brisk and a profitable business. Despite the war, despite the uncertainty that lurks in the back of every man's mind, despite the high cost of living and war taxes, despite everything, the fact remains that there is more money in circulation in the country at the present time than for many years — perhaps more than ever before in the history of Canada. This is reflected in trade; and

stores in all lines have been particularly busy. That the active buying which has been so marked a feature of Canadian conditions for the past six months will continue with the usual acceleration during the Christmas season is a surety. In fact, it seems safe to say that people will buy more this Christmas than they have ever been in the custom of doing. There has been so much suffering and uneasiness with reference to the war that, as a natural consequence, any excuse for forgetting national and personal troubles and for plunging into enjoyment of the lighter side of life, is eagerly embraced. The

same reason that makes all London flock to the very lightest and frothiest of musical reviews, will take people to the stores for larger supplies than ever for Christmas goods.

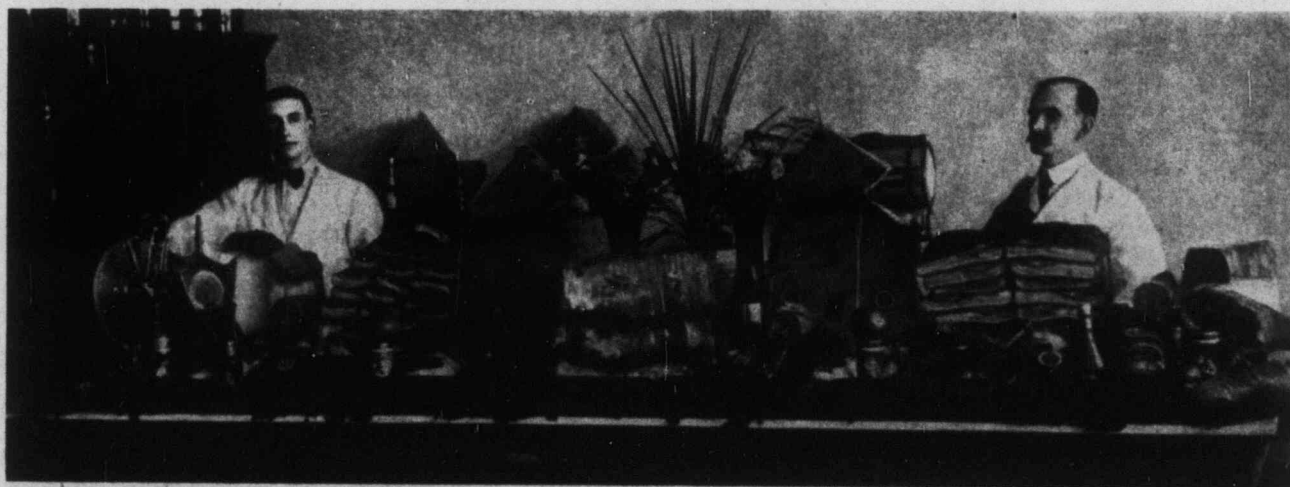
Grocers should therefore be planning to take full advantage of this condition. Each merchant should be planning to secure for his store a larger share than ever of the Christmas trade.

In the succeeding pages will be found a number of articles giving useful suggestions for launching the Christmas campaign, in the matter of advertising copy, window displays, and the handling of stocks. It would pay to read these articles closely and to retain them for reference during the rush of trade.



AN UNUSUAL EXPERIENCE

It's a rather unusual thing for a retailer to confess that the foundation of his success was a statement made to him by a mail order man, but that is just my experience. I was visiting my brother, who lives in New York, at one time, and he had a friend in the mail order business. We were introduced, and, in the course of the talk the man said this to me: "A good storekeeper never need fear the mail order houses or anyone else if he will look alive, have the goods and give real service." It struck me pretty forcibly at the time, and it kept coming back to my mind after I got home. Well, to make a long story short, I set about improving the appearance of my store, broadening and freshening up our stock of merchandise, and making increased efforts to serve our customers well. Just when the tide turned, and exactly why, I can't tell you to this day, but I do know that we are fairly successful, and the business is growing steadily. We don't bother our heads so much about outside competition as we used to.—*The Inland Storekeeper.*



Making the provision department attractive for Christmas. An attractive arrangement in the J. F. Cairns store, Saskatoon.

Wholesale Prices Reach High Marks

Some Records Have Been Made—War Conditions Have Brought About Entirely New Set of Conditions and New Standards Have Been Established — Survey of Wholesale Prices as Compared With 1914 and 1915

THE present year 1916 has made some big records in the prices of commodities of all kinds. The year 1915 saw high levels in wholesale prices but the year 1916 has eclipsed in many lines the fond records of other years. Sugar and flour have been two of the commodities that have been watched most keenly during the year. During that time flour has made a new high level of \$9.50 per barrel for Manitoba first patents, which is the record price for a period of at least 20 years. This takes men back to a period when most of the men now engaged in the milling business cannot remember to the contrary. Sugar in May of this year reached the highest point for any year during the past seven years at any rate. At that time the level reached was \$8.26 per 100 pounds. Canned goods of various kinds have reached an exceptionally high figure during the year. Dried fruits of all kinds have gone to very high figures. About the only reasonably priced dry fruit to be had at the present time is figs. These will be the only 10c per pound line obtainable this winter.

In potatoes there have been high prices during the summer and early fall due to the scarcity of the crop. It was a poor growing season. Potatoes did not get into the ground until late owing to the long-continued cool and wet weather in the spring. Then the long dry summer prevented them from maturing. Just at the present time potatoes are fairly reasonable in price as compared with quotations last winter and spring. While the farmers have been engaged in digging, they have been prepared to take a slightly lower figure than would be demanded were the potatoes placed in pit or in the cellar.

Apples in Ontario have been a poor crop, not much over a half crop being gathered. The apples that did pull through were small in size for the most part and inclined to be scabby. They have mostly run to the third grade. Prices for these have been fairly high in consequence. During the previous year apples sold in Toronto from \$1.50 to \$2.50 per barrel. This year they are quoted at \$3.50 to \$5 per barrel.

Provisions of all kinds have had almost a record year so far as high prices go. Live hogs at one time reached \$12.85. There was a big demand for all

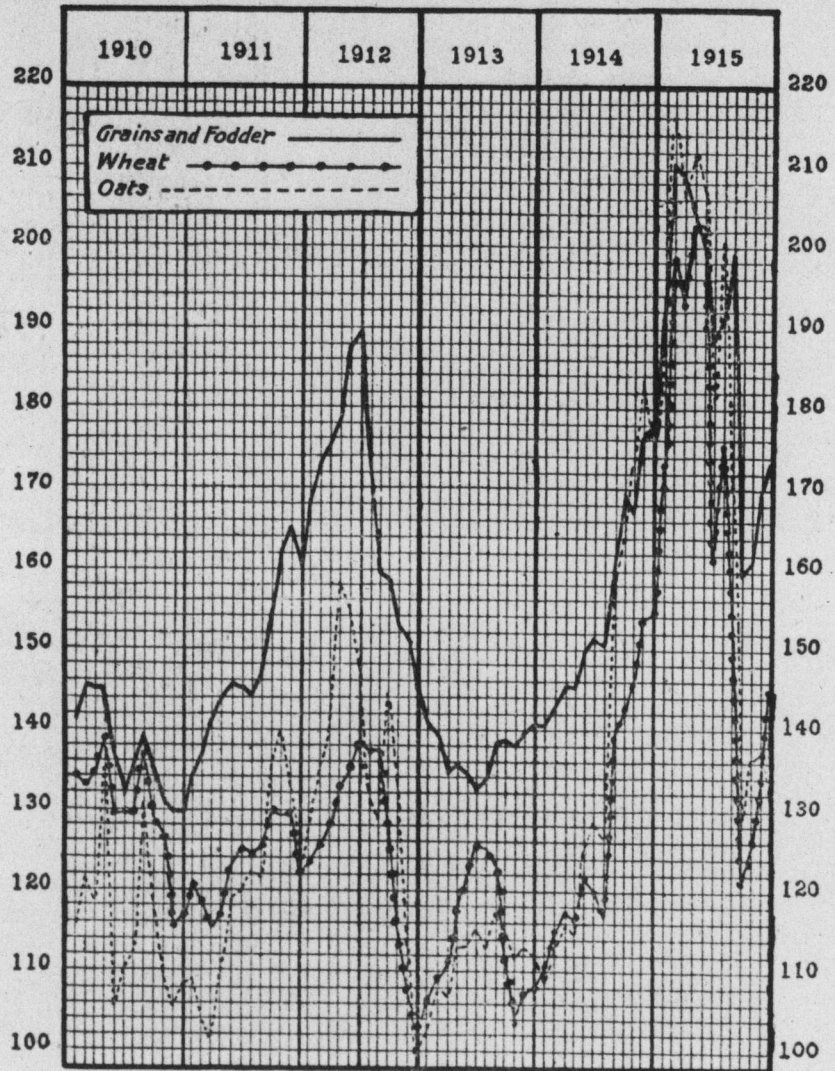


Chart showing relative prices of grains and fodder, Manitoba wheat and Western oats in Canada during the years 1910-15. Items included are wheat, oats, barley, corn, flaxseed, peas, rye.

cooked meats during the long-continued hot weather and this kept the price of this class of provision to a high level. There has been an exceptionally heavy demand for cheese for export and this has governed the price of Canadian cheese almost entirely. Cheese at the boards sold as high as 22c per pound in certain instances this fall. Butter also has been at a record high price for this time of the year. With the hot and dry weather of summer time the pastures were dried up early and this shut off the food supply for the cows to a large extent. There has been a good export demand for butter along with cheese and this has given a firmness to the market. But even in the face of these con-

ditions business has been reported good by the wholesalers. There has been plenty of money around and people did not have scruples about paying the high prices. There were low rumblings from certain quarters where the poor consumer had to bend his back a little more under the load—and pay. With many heads of households pursuing their regular vocations there has been no advances in salary of recent times. Munition workers might benefit greatly by the present prosperous industrial condition, but those who followed their ordinary lines of endeavor often found they had much heavier loads to carry under war conditions.

Year 1915 Also Saw Rise

There was a gradual upward tendency in the price of all wholesale articles during last year. "The rise in prices in 1915 brought the general level of wholesale prices in Canada much above any point previously indicated since 1890," stated the sixth annual report on wholesale prices in Canada, issued by the Department of Labor of Canada. The list of articles taken into consideration in compiling their report numbered 272. The department uses an index number to indicate the rise in prices as ascertained after a comparison of the prices of these various commodities. The normal price of living is given as 100. "During the year 1915, wholesale prices were possibly higher than at any time during the past century," stated the department report. "Prices, however, were very high at times between 1850 and 1872, during the Crimean War, the American Civil War and the Franco-Prussian War. In Canada the following index numbers show the levels on certain dates since 1890:

| | |
|------|-------|
| 1890 | 110.3 |
| 1897 | 92.2 |
| 1900 | 108.2 |
| 1907 | 126.2 |
| 1908 | 120.8 |
| 1911 | 127.4 |
| 1912 | 134.4 |
| 1913 | 135.5 |
| 1914 | 136.1 |
| 1915 | 148.0 |

In January of 1915 the index number was 138.9. In July of the same year the prices had risen to 150.2, while in December of last year they were 161.1. For the entire year the average was found to be 148.0. As stated by the department of Labor this figure is probably the highest point in the last century.

Other Countries Have Increased

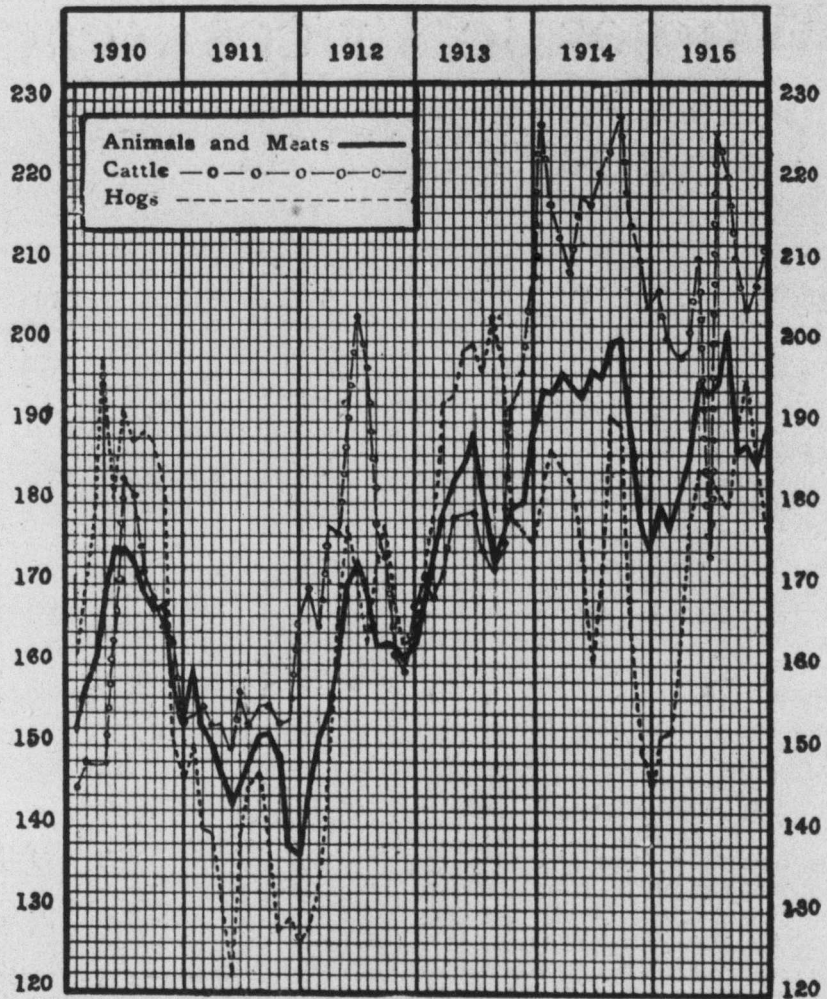
Canada is not alone in the advancing prices. In England the index number rose to 118.4 by December, 1915, as compared with 96.4 in January of last year. In July, 1914, the index was 82.4, in 1913 it was 85, in 1896 it was 61, 111 in 1873, 105 in 1864 and 1857, and 117 in 1825.

In the United States at the end of 1915 the index number stood at 137.6, as compared with 124.1 in January of last year, 124.5 in January of 1914, 72.4 in July 1897, 90.1 in 1890, 165.4 in 1870, 312.7 in September 1864, and 121.6 in 1860. "The rise in prices of staples, and of food especially," states the Department of Labor report on commodity prices, "was greatest where conditions were most affected by war. In some cases the usual supplies were unobtainable completely or in part. Again war needs, of the demand from other countries where scarcity prevailed and prices were high, raised price levels even though in some cases exports might be

curtailed to some extent. Again in other instances, as in Great Britain and Italy, the cost of ocean freight increased so greatly as to add considerably to prices of goods. Lower prices due to war con-

ditions, as in cotton, were generally soon overcome as the demand for war material extended directly and indirectly to so many lines.

"In Canada many commodities were



Relative prices of animals and meats, cattle and hogs in Canada during the years 1910-15, when compared with the average prices of these commodities between the years 1890-1899. In animals and meats are included butcher cattle, dressed beef, veal, hogs, bacon, hams, pork, lard, sheep, mutton, turkeys.

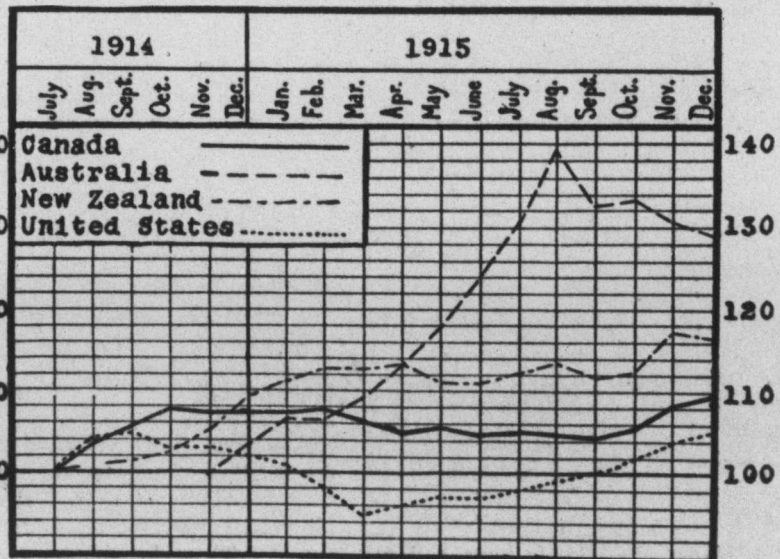


Chart showing the comparative rise in retail prices of foods of all kinds in Canada, Australia, New Zealand, and the United States. Prices in July, 1914, are taken as 100. It will be noted the high peak was reached in Australia, in August, 1915, when they were near 140.

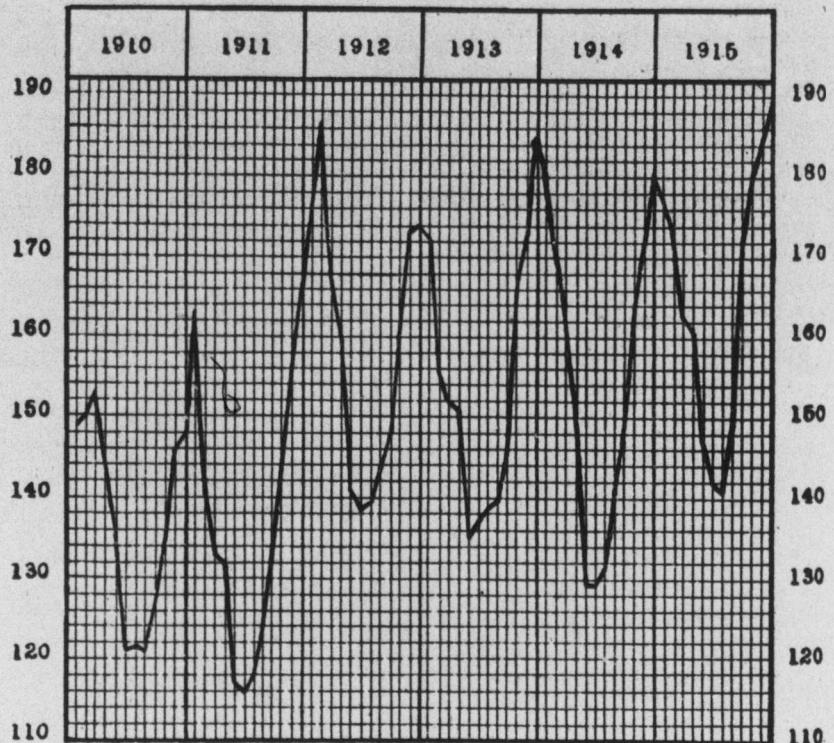
affected by one or even all of these conditions. In the first place many chemicals and dyestuffs from Germany were unobtainable. In the second there was a great export demand for wheat, flour, cheese, meat. In the third, prices of all goods from England and many other countries were affected by higher freight rates.

"The results of the great rises were considerable increases in the cost of living, particularly in the expenditure on foods. In clothing, house furnishings and other articles stocks in the hands of manufacturers and dealers were often sufficient to prevent great rises for some time, even for a year or more, but in food increase were immediately felt. At the beginning of 1915 staple foods were substantially higher than before the war though in many cases somewhat lower than the high levels reached during the few weeks of uncertainty and speculation which followed its outbreak. The cost of a budget of some thirty staple foods in Canada rose from \$7.42 in July, 1914, to \$8.13 in December, 1914. But part of the increase was due to the difference in seasons as at the beginning of 1914 the budget had cost \$7.72, only 40c less than at the end of 1915.

Steady Increase in Living Cost

During the past eight years there has been a steady increase in the living cost of the average family. Most of these commodities are handled by the grocer. As an indication of this tendency in prices the average prices for staple foods as found in sixty different cities throughout Canada show the following prices from the year 1900. The prices here given for the year 1916 are the prevailing prices at the present time. Prices prevailing at the present time might be considered a fair indication of the approximate prices for the year, although in many lines they are higher at the present time:

| | 1900 | 1905 | 1910 | 1911 | 1912 | 1913 | 1914 | 1915 | 1916 |
|-----------------------------|------|------|------|------|------|------|------|------|-------|
| Beef, sirloin steak, 2 lbs. | 27.2 | 30.4 | 37.6 | 39.8 | 41.6 | 44.4 | 48.8 | 47.6 | |
| Beef, chuck roast, 2 lbs. | 19.6 | 24.6 | 26.0 | 27.8 | 28.0 | 29.6 | 33.4 | 32.8 | |
| Veal, roast, 1 lb. | 10.0 | 11.3 | 12.8 | 14.0 | 14.4 | 15.7 | 17.3 | 17.5 | |
| Mutton roast, 1 lb. | 11.8 | 12.2 | 16.8 | 18.0 | 17.8 | 19.1 | 20.8 | 20.9 | |
| Pork, roast, fresh, 1 lb. | 12.2 | 13.1 | 18.0 | 17.8 | 17.5 | 19.5 | 20.2 | 19.2 | |
| Pork, salt, mess, 2 lbs. | 21.8 | 25.0 | 34.4 | 33.0 | 33.2 | 35.2 | 37.2 | 35.4 | |
| Bacon, breakfast, 1 lb. | 15.4 | 17.8 | 24.5 | 23.8 | 22.5 | 24.7 | 25.9 | 25.6 | 29.0 |
| Lard, pure leaf, 2 lbs. | 26.2 | 28.2 | 40.6 | 36.0 | 35.6 | 38.4 | 37.2 | 35.6 | 29.5 |
| Eggs, fresh, 1 doz. | 25.7 | 30.0 | 33.3 | 32.6 | 34.3 | 33.7 | 34.4 | 32.7 | 45.0 |
| Eggs, storage, 1 doz. | 20.2 | 23.4 | 28.4 | 27.9 | 31.2 | 28.1 | 32.0 | 28.6 | 36.0 |
| Milk, 6 qts | 36.6 | 39.6 | 48.0 | 49.2 | 49.8 | 51.6 | 52.8 | 52.9 | 66.6 |
| Butter, dairy, 2 lbs. | 44.2 | 49.4 | 52.0 | 53.0 | 58.4 | 58.0 | 57.2 | 61.6 | 78.0 |
| Butter, creamery, 1 lb. | 25.5 | 27.7 | 31.9 | 31.5 | 31.7 | 33.9 | 33.7 | 35.2 | 41.0 |
| Cheese, new, 1 lb. | 14.6 | 15.7 | 17.5 | 17.8 | 19.5 | 19.1 | 19.8 | 21.6 | 22.5 |
| Bread, plain white, 15 lbs. | 55.5 | 58.5 | 66.0 | 64.5 | 60.0 | 61.5 | 64.5 | 70.7 | 128.0 |
| Flour, family, 10 lbs. | 25.0 | 28.0 | 33.0 | 32.0 | 34.0 | 32.0 | 35.0 | 39.5 | 45.0 |
| Rollod oats, 5 lbs. | 18.0 | 19.5 | 21.0 | 21.0 | 22.0 | 22.0 | 22.5 | 25.1 | 17.5 |
| Rice, good medium, 2 lbs. | 10.4 | 10.6 | 10.4 | 10.6 | 11.0 | 11.4 | 12.2 | 11.9 | 9.5 |
| Beans, hand-picked, 2 lbs. | 8.6 | 9.4 | 10.8 | 10.4 | 11.6 | 12.4 | 12.4 | 14.5 | 16.6 |
| Apples, evaporated, 1 lb. | 9.9 | 7.7 | 11.5 | 12.8 | 13.5 | 12.0 | 12.8 | 11.9 | 10.6 |
| Prunes, medium, 1 lb. | 11.5 | 9.6 | 9.9 | 12.2 | 12.9 | 11.9 | 12.6 | 12.9 | 13.0 |
| Sugar, granulated, 4 lbs. | 21.6 | 22.0 | 24.0 | 24.0 | 26.0 | 23.6 | 25.6 | 31.4 | 30.4 |
| Sugar, yellow, 2 lbs. | 10.0 | 9.8 | 10.8 | 11.0 | 12.0 | 11.0 | 11.8 | 14.4 | 14.2 |
| Tea, black, 1/4 lb. | 8.2 | 8.3 | 8.7 | 8.9 | 8.8 | 8.9 | 9.4 | 9.4 | 8.6 |
| Potatoes, 2 pecks | 24.1 | 28.0 | 30.3 | 44.6 | 46.3 | 36.0 | 41.0 | 33.6 | 30.0 |



Relative prices of dairy products in Canada between years 1910-15. Commodities include butter, cheese, milk and eggs.

The prices for 1916, as stated, are those prevailing at the present time and were taken from "CANADIAN GROCER" of the issue of October 13. They are not the average prices for the whole year. Some of the commodities reached even higher figures than those here given and the average when figured out will in those instances be higher. Then too it must be borne in mind that the prices here given for the years other than 1916 are the average for sixty cities. The cost of living is quite generally lower in Eastern cities than in Western cities.

Sugar Prices Very High

The prices of sugar during the past year have afforded most interesting phenomena for the retail grocer. They have been exceptionally high—much

higher than in the previous year. In December of last year the price of sugar was \$6.76 per hundred. From that time there was a gradual rise in price until May of this year when it reached the high point for the year at \$8.26. This figure was maintained until July 29 when it declined to \$8.06. On September 7 a decline of 40c was registered which made the price \$7.46. A turn in the market occurred when that point was reached and within the past few weeks increases of 10c on October 4 and October 11 have been recorded, making the price at which sugar is selling at the time of writing \$7.66 per hundred. There was a disappointing consumption of sugar throughout the North American continent during the berry season. With a fairly good peach and grape crop the consumption has been larger. The Cuban crop of sugar this year has been approximately 500,000 tons greater than in 1915, the final outturn for the 1915-16 crop being given at 3,007,915 tons as compared with 2,592,667 tons for the preceding year.

World Crop Decreases

But in the face of this larger production of cane sugar in Cuba there has been a reduction in the total amount of sugars produced in the world from both beet and cane sugar as compared with the previous year. For the year 1915-16 it is estimated by reliable sources that the sugar crop of the world will amount to 16,575,270 tons, as compared with 18,409,016 in 1914-15 and 18,740,212 in 1913-14. The beet sugar crop in the

United States this year is estimated to be somewhere in the neighborhood of 133,499 tons greater than last year. In Canada the beet sugar crop is estimated in the neighborhood of 3,600 tons greater than in 1915. The beet sugar crop in Canada has been constantly increasing in recent years. In the year 1913-14 there were 11,675 tons produced. In the following year, 1914-15, there were 13,979 tons, while this year it is estimated the yield will be 17,641 tons.

Europe Will Grow Less Beets

The beet sugar crop of Europe this year will decrease by fully one-third, according to reliable authorities. This accounts for difference in production of approximately 2,397,162 tons in the sugar production of the world. In 1913-14 the amount of beet sugar produced in Europe amounted to 8,179,013 tons. Last year there were produced 7,583,215 tons, while this year the yield is estimated at 5,186,053 tons. War has devastated the beet fields of Europe and has created a shortage of help to put the necessary crops in and garner them. Germany and Austria were big sources of beet sugar prior to the war. The price rose rapidly on the outbreak of war as supplies from these countries and from Belgium were kept off the English market and the British government was buying in all primary markets of the world. Canadian refiners at that time had considerable stocks of raw sugar on hand and were able to advance the price of refined gradually. The highest price in 1914 was reached in November when it sold at \$7.16 per hundred in Toronto. The price then declined and in January was down to \$6.41. In March of last year, in sympathy with the raw sugar market an advance took place to \$6.91. From this point the price eased off to \$6.75 and in October of last year a reduction took place to \$6.16. The crops in the 1914-15 season exceeded the estimates at the end of 1914. In December the price rose again to \$6.76. The average price of sugar during 1915 was \$6.63 as compared with \$5.12 in 1914 and \$4.60 in 1913. Yellow sugar averaged \$6.23 for 1915 as compared with \$4.64 in 1914.

Record Year in Dried Fruits

The year 1916 bids fair to be a record year so far as high prices in dried fruits go. Prices had been raised considerably at the end of 1914 by the influence of war and market conditions in the Mediterranean Sea and by the effect on shipments, involving delay, higher freight rates and higher insurance rates. The large yields in California in 1914 had considerably offset this influence in some lines. Other lines, however, were considerably higher. Evaporated ap-

ples were cheap in 1914 on account of the large yield in Canada, but advanced later in 1915. As war conditions were extended in the countries adjacent to the Mediterranean Sea the markets were affected more and prices advanced as stocks from such countries became depleted. In 1915, however, the crop in California was fairly good and this helped to keep down prices. Almost every line of dried fruit will reach new high level prices during the present year. Figs are about the only line that will remain at reasonable levels. This line will be about the only 10c. fruit that will be sold this year. Apricots are so high in price that they are not interesting the Canadian buyers. Raisins from California are expected to be high in price, due to reports that rains there have damaged the crop. Prunes have been a fairly good crop and of exceptionally good quality, running mostly to three large sizes. This has made the smaller sizes dearer in price. Dried apples will also be high in price owing to the comparatively small crop of apples in Canada.

Bad Year for Currants

The 1916 crop of currants in Greece has had many enemies to fight against this year and the yield has been seriously affected by their operation. Both the dreaded vine scourges, peronosporos and oidium have attacked the plants, and both the remedies used against them in other years have failed the farmers. Both sulphate of copper and sulphur were greatly in need and although provision had been made by purchases of sulphate in the United States and Italy, the difficulties in shipment held the supplies up in such a way that the evil had already been done when they reached Greece. What few quantities of these chemicals were available in Greece were bought up by more prosperous growers at almost fabulous prices. The poorer and more numerous of the currant producers tried quack substitutes for sulphate of copper and sulphur with the result that the vines were caused more harm than good. Another thing unfavorable to the vine was the extreme heat in June. This deprived the growing grape of the atmospheric conditions necessary to the natural development of the berry. The yield this year is estimated just over 100,000 tons of currants, the smallest since 1900. In 1915 the crop amounted to 125,800 tons, 145,000 tons in 1914 and 161,000 tons in 1913. In 1915 the prices ranged all the way from 35 shillings to 42 shillings per hundred in bags. This year they are quoted all the way from 60 shillings to 67 shillings. These prices will cause the fruit to retail somewhere between 22c. and 25c. per pound in Canada.

Nuts Will Be High in Price

There is every prospect of very high prices for nuts of all kinds at this coming Christmas season. In our issue of October 13 we said: "Filbert prices have been steadily advancing. At the present time they are approximately 130 per cent. above normal. The crop in Spain is not short. Heretofore quantities of these nuts came from Turkey and the Levant. This source of supply is now shut off, and the world must depend for its supply on Spain. French walnuts are advancing in price almost daily. There is a shortage of labor in France. Supplies have been sold out for November and December. The earliest that can now be bought is for February shipment. An advance of 5s. was recorded last week. These walnuts will cost laid down about 37c. per pound. That will put the retail figure somewhere around 50c. This is the condition at the present time.

Foreign Beans Now a Factor

Heretofore the condition of the bean crop in Ontario has been of vital interest to the grocer. Foreign beans, however, are coming to be more of a factor in this market and will act as a steady influence on prices. In our issue of October 6 we had this to say about the bean situation:

"A condition that is new in the bean situation this year is the importation of larger quantities of foreign beans from Manchuria and India. Dealers here have anticipated a large demand this year, and have tapped these sources of supply for the first time. Several large orders in earload lots have been ordered, and will be in the market to relieve the stress on the local bean crop. Reports from the farming districts state that the crop in Ontario will only be fair this year, although threshing has not yet started generally, and it is a little early to state the exact condition. In some sections damage was recently reported by frost. Michigan beans are reported a fairly good crop this year, but they will not be a factor in fixing the Ontario bean price so much as the Manchurian and Rangoon beans that will be brought in. Even though there is a poor crop in Ontario this year, the condition here will not be as important a factor this year as it has been in times past.

Prices of beans are fairly high at the present time, ranging in price from \$3.50 for second and third grade beans to \$5 per bushel for choice hand-picked beans. During the latter part of 1914 there developed a big demand for beans for army supplies. Grades formerly obtainable from Austria were no longer

(Continued on page 102).

Customer, Clerk and the Closing Hour

An Observant Assistant, and the Art of Having a Grocery Store's Customers at One's Finger Ends—Sales Suggestion Value of Sufficient Sleep—What to do when a Customer "Whines."

IT HAD been raining regular "cats and dogs" off and on all morning. There was a lull in business around noon in the corner grocery. The proprietor had gone to lunch. Four or five assistants were swiftly arranging some small orders for afternoon delivery. One customer came in as the head clerk was considering a new idea for a counter display. Some influence in the welcoming shelter of the store, and the fact that she had had a busy morning herself, induced the customer to sit down for a moment on the chair invitingly placed for her convenience. She knew the head clerk, and evidently liked him to attend to her. He knew her equally well, and liked to serve her. Her order was small. He did not measure out his courteous willingness according to the scale of customers' orders. Observantly noting that the lady was in a mood to welcome with relief the refreshing rest of the inviting seat by the counter, the assistant occupied the moments taken in serving her with a little more than absolutely necessary conversation. Occasionally in business that kindlier, more personal, more intimate touch of conversation comes in cheerfully and is welcome to the customer, and profitable to the store.

While serving his customer, the assistant talked of service to customers. While his customer was resting, the assistant talked of rested and refreshed store clerks. He talked of his business, that is he talked 'shop,' but he interested his customer exceedingly also.

She had expressed a passing interest in the effect of the Thanksgiving Holiday.

"Can you get started again as comfortably after a holiday as if the week had gone on steadily as usual?" she asked.

"That depends on the sort of holiday it's been," said the assistant. "Some men can. They've had a sensible holiday, gone to bed reasonably early after a day's recreation, a change from



routine. Some fellows can't. They've had a wild time, hardly gone to bed at all perhaps, and they get back to work all groggy, regular drum-heads. I don't hold with that kind of a drumhead to serve a customer, but I do think that where a store has a regular reasonably early closing system in force, and a day off in rotation for the help, the proprietor reaps the benefit. The customers get the benefit of better service, and the owner of the store gets the benefit of the better business that that brings."

"Of course if the men are going to drink on their off days they're going to be no good anyway, holiday or no holiday," remarked the customer, "and I shouldn't care to be served by a 'drumhead' as you call him," she added.

"You'd finish your shopping as quickly as you could, and do as little buying as possible," said the assistant. "I know for I've studied the effect on a customer of that kind of man the morning after the night before. I've seen him turn away business, and choke off further orders just because his irritable mood wouldn't let him take the patience to encourage a customer ready and willing to buy.

"But a half rested assistant, even if he doesn't take a drop of liquor is sometimes just as little able to make the most of business opportunities for the store he works in. It's awfully easy to destroy chances of giving more store service to a customer by just slamming down the goods she asks for in front of her and leaving it at that. All right if the customer is in a hurry, but lots of ladies don't come shopping in a hurry. It's part of the pleasure of their day to do a bit of shopping, even if it's only buying the plain ordinary necessities of the household."

The customer at the counter nodded. "That's what my husband says," she remarked, "and sometimes it's quite true."

"Sure! and sometimes it's not quite

true, especially if the store service doesn't try to make shopping pleasant for you." It's a real pleasure to a good housekeeper to get a new line of goods that she's going to find useful, and that her folks will like. It's a household triumph for her, but if she's being served by a worn out jaded assistant chances are he'll not take trouble to show her a new line so she'll want to try it. The boss may go to work and hire a special demonstrator if he likes, but believe me a good live clerk interested in his work, and with the feeling that the boss is interested in him is going to sell more goods in a few days at less bother and expense than a demonstrator will, and what's more the clerk will sell a whole lot of lines while the demonstrator is sticking just to one line."

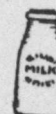
"I'm not keen on being caught by a demonstrator," said the customer. "Lot's of women like to try what they don't want to buy."

"I've seen that, and I've seen the other sort of salesman too, I've studied this end of the business for a dozen years, and I'm interested in my own work, and in seeing how the fellow next me makes good. You know it isn't every clerk that can serve every customer. Some of us in this store can serve some customers better than others. I know I can serve some ladies and get a good order, and other customers I don't succeed so well with. But the next man can do better with the customer I don't do so well with. I try however, to study my customers so as to serve them the way they like. I like to have the store's customers at my fingers' ends as it were."

The clerk instinctively held out his hand and glanced at the fingers, clean, strong-looking digits they were, and efficient looking.

"I can generally tell when the customer is coming in at the door, whether she is going to give an order or whether she has come in to 'whine' as I call it. And if you know how to treat a customer you can turn even a mood of complaint into a mood to give a good order. It all comes of knowing your customers, and having them and their little ways at your fingers' ends. There's some customers who like the boss to serve them himself, and won't do business with a clerk except they have to. Some-

(Continued on p. 81.)



Balancing Books at End of Each Day

Simple Method in Use by F. Millman, of Woodstock, Ensures Accurate Handling of Sales Slips, Money Paid Out, Bank Deposits, Etc.—Record of Each Clerk's Sales—Keeping Up With Balances on Monthly or Quarterly Account.

WOODSTOCK, Ont.—THE CANADIAN GROCER shook hands with Mr. Millman, and did not find him worrying over meeting the next wholesaler's draft that would be due.

"No," he replied, in answer to C. G.'s question; "I don't keep any record of when my accounts fall due. I O.K. them and the bank does the rest."

Years of prosperity have made it unnecessary for this Woodstock merchant to bother over this detail in bookkeeping that becomes a very necessary obligation on many other merchants if they would keep their credit strong with the men who supply them with the goods that pass daily over their counters.

We passed on to the bookkeeper. In this store every purchase is marked on a sales slip and the money sent to the office on carriers.

She had one, Mrs. Arthur Sullivan, 1 lb. tea, 40c; 1 dozen bananas, 20c; 1 tin salmon, 25c,—85c the total.

Every Sales Slip Stamped

Cash was with it, so she picked up a rubber stamp and marked it thus:—

PAID
Sept. 18, 1916.
F. MILLMAN
Woodstock.

Then she put the slip on a file reserved for clerk No. 3.

Another sales slip came over the wire for a Mrs. Edward Rawlins; no money this time. It was a "charge" transaction. In a lull she opened her loose-leaf ledger, looked up Mrs. Rawlins' page and entered the items on the account as it stood. Under it lay a sheet of carbon paper and the new entries were reproduced at the same time on a duplicate account, for the store itself, and everything in Mrs. Rawlin's account was up to date.

This done she picked up another rubber stamp and marked the sales slip thus:—

ENTERED
Sept. 18, 1916.
F. MILLMAN.

Lastly, it was placed on a file reserved for clerk No. 3.

Recording Each Sales Slip

Now, what further use is made of these slips? Some stores prefer to have a separate file for "charge" and another for "cash" sales, without caring what clerk it was. They add up all the "charge" and all the "paid" slips and then divide them again among the several clerks, 1, 2, 3, 4, etc., or A, B, C, D, etc., and then total up each individual's sales. Others prefer to carry out both transactions on the cash register, getting the totals automatically at the close of the day.

In the Woodstock store each clerk has a separate file and each sales slip is entered on a record for each clerk; for instance, in the case of clerk No. 2, he would begin his day of Sept. 18, say, with check or slip No. 13, and have used up No. 24 by the end of the day. The amount opposite each is entered on a page for this purpose, so as to make sure that every slip was turned in to the office. So with clerk No. 3, No. 4, and so on. Perhaps clerk No. 4 began his day with sales slip No. 64, going on for 13, to No. 76. The "cash" and "charge," or "entered" amounts would be marked down in adjoining columns. This work is done from time to time during the days, so that at six o'clock, perhaps only half a dozen are on hand to enter up to complete the day's totals. See Form No. 1.

Then, in the opposite, or the same page, a summary is made, as shown, giving the total sales for each clerk, in "Paid" and "Entered" columns. Underneath, in red ink, would appear the corresponding total for the same day of last year, for purposes of comparison. See Form No. 2.

Where a customer comes in to pay an account, this is entered on a sales slip, for record, as well as receipted on her account, and the totaling of these slips gives the office at the end of the day a figure for paid on account, say, \$284.49.

Petty Cash Payments

A record is kept of what some call "petty cash payments," that is, amounts paid out from the till during the day, such as to farmers for eggs, butter, apples, etc.; and for freight, express and other items. These are recorded—for balancing purposes—on what might be called a "Paid-out-from-Till" slip, as follows:—

Butter.
Eggs.
Freight.
Butter.
Express.
Eggs.

At the end of the day this figures in the balancing.

Balancing Up at End of Day

This cash balance is made up of what may be called, A—Theoretical items; B—Actual cash.

Under "A" is an item, "In till," meaning what you have to start with in the morning. Then there is the total of the cash sales slips, and a third item, amount paid on account, \$284.49. We will say the whole equals \$600.23.

The Actual Results

Now, for actual results. There is the amount on hand in bills and cheques, say \$177.22. Then there is the "loose change," tabulated under the heading, Silver, say, \$61.30; there is the amount Paid Out from the till during the day, say \$18.01, and a fourth, deposited in bank, \$343.50.

The total of the three amounts in "A" should balance with the total of the four in "B"—a very satisfactory

Balancing Up Cash at End of Day

| A | | B | |
|----------------------------|-----------------|------------------------------------|-----------------|
| Paid on account..... | \$284.49 | Cash on hand, cheques, bills | \$177.22 |
| In till (in morning) | 57.91 | Deposit made in bank | 343.50 |
| Cash sales | 257.83 | Silver in till (end of day) | 61.30 |
| | | Paid out (from till) | 18.21 |
| Total | \$600.23 | Total (actual cash) | \$600.23 |

(According to slips)

ending for the day—to the proprietor, as well as the bookkeeper.

Very Little Time Required at End

Nor need it be taken for granted that this summary requires a lot of time after the close of the selling. It needs only a few minutes, as nearly every item is ready right after the last slip comes into the office. Some merchants have the cashier run it over the first thing next morning instead of the same day.

Quarterly or Monthly Accounts

Another "form" is shown here, the quarterly account. This shows the individual items that were entered on each sales slip from July 2 to Sept. 30, making a total of \$175.84. In case the previous quarter's account has not been paid, or there is a balance still owing, this is entered at the bottom of the account, as shown in the reproduction, say, "To account rendered, June 30, \$86.73," and this added to the total for the quarter ending Sept. 30.

Where, as in the case of most businesses, accounts are rendered monthly, the balance due on the preceding month's statement would be added.

If no notice is taken of this bill, and it is allowed to run on another quarter, there would be added to the detailed statement ending with Dec. 31, an item, "Sept. 30, To Account Rendered, \$262.57," and this would appear on the carbon copy as well, giving a complete

record for the merchant of each account to date.

FORM NO. 4

Keeping an account up-to-date.

Mrs. James Milner,
40 Woodlawn Ave.,

In a/c with F. Millman

| | |
|---|-----------------|
| July 2—1 lb. tea 40c., 1 doz ban. 20c., 1 tin sal- mon 25c..... | \$.85 |
| July 3—..... | ... |
| Aug. 6—..... | ... |
| Sept. —..... | ... |
| Sept. 30—..... | 1.68 |
| Total | \$175.84 |
| Sept. 30—To account rendered June 30..... | 86.73 |
| | <hr/> |
| | \$262.57 |

CUSTOMER CLERK AND THE CLOSING HOUR

(Continued from page 79.)

times a clever clerk can turn that kind of customer right round the other way, and save the boss's time. But as I've

said a tired clerk can't do anything but just dump out the goods he's asked for, and maybe make a mistake and lose business even at that. That's why I'm so keen on seeing an early closing day once a week for grocery stores, or a plan to give the clerks a day off in rotation. I figure the boss would be better off as a result of it. I'm sure the clerks would give him better service, and you know a boss never gets just what he pays for from a clerk. He either gets dull routine service which isn't what he really wants, or he gets service with goodwill that gives far more value than wages can buy. That sort of service comes from keen well refreshed clerks."

The rain shower had blown over. The customer had secured her order, a small one but carefully served, and neatly wrapped. She was going out of the store smiling.

"How do you handle a customer who 'whines'?" asked CANADIAN GROCER who had happened along just as the conversation had begun.

"This store always tries to get the customer round to satisfaction again, replacing the goods or returning the money," said the assistant. "Some stores do differently."

That some stores do entirely the opposite CANADIAN GROCER discovered when interviewing a leading grocer in quite another part of the same city.

FORM NO. 1

Daily Record of Sales. Individual Checks

Sept. 18

Clerk No. 1

Clerk No. 2

| Slip No. | Cash. | Entd. | Slip No. | Cash. | Entd. |
|----------|-------|-------|----------|-------|-------|
| 13 | | | 64 | | |
| 14 | | | 65 | | |
| 15 | | | 66 | | |
| 16 | | | 67 | | |
| 17 | | | 68 | | |
| 18 | | | 69 | | |
| 19 | | | 70 | | |
| 20 | | | 71 | | |
| 21 | | | 72 | | |
| 22 | | | 73 | | |
| 23 | | | 74 | | |
| 24 | | | 75 | | |

FORM NO. 2

Similar records are made for monthly sales, and those for a year.

Daily Record of Sales—Summary

Sept. 18

| Clerk No. | Paid | Entered |
|-------------------------------|-----------------|-----------------|
| 1 | \$34.67 | \$27.80 |
| 2 | | |
| 3 | | |
| 4 | | |
| 5 | | |
| 6 | | |
| 7 | | |
| Total | \$186.42 | \$110.95 |
| (In red ink) Oct. 17, 1915 | \$154.36 | \$111.40 |

CANADIAN GROCER

ESTABLISHED 1886

The Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING COMPANY
LIMITED.

JOHN BAYNE MACLEAN, *President.*

H. T. HUNTER, *Vice-President.*

H. V. TYRRELL, *General Manager.*

Publishers of Canadian Grocer, Hardware and Metal, The Financial Post, MacLean's Magazine, Farmer's Magazine, Dry Goods Review, Men's Wear Review, Printer and Publisher, Bookseller and Stationer, Canadian Machinery and Manufacturing News, The Power House, The Sanitary Engineer, Canadian Foundryman, Marine Engineering of Canada — Trade Newspapers and Magazines which circulate in the Provinces of British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick, Prince Edward Island and Newfoundland.

Circulation of Canadian Grocer has been audited by the Audit Bureau of Circulations. Copy of report will be sent to anyone interested.

OFFICES:

CANADA—

Montreal — Rooms 701-702 Eastern Townships Bank Building; Telephone Main 1255. Toronto—142-153 University Ave.; Telephone Main 7324. Winnipeg—22 Royal Bank Building; Phone Garry 2313.

UNITED STATES—

New York—R. R. Huestis, 115 Broadway, New York; Telephone S971 Rector. Chicago—A. H. Byrne, 1104-5-6-7 Fort Dearborn Bldg., 105 West Monroe St., Phone Randolph 3234. Boston—C. L. Morton, Room 733, Old South Bldg.; Phone Main 1024. Cleveland—R. G. Langrill, 3112 Euclid Ave., Cleveland, Ohio; Telephone Prospect 1026R.

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Vol. XXX.

TORONTO, OCTOBER 27, 1916

No. 43

THE ANNUAL FALL NUMBER

THE issue herewith presented is the result of several months of very earnest effort on the part of the editorial staff of the CANADIAN GROCER. The purpose held before us in gathering the material that goes into the making of this large number was to present the very most practical suggestions that could be secured. The material was secured on trips paid to successful merchants in various parts of the country. Idle speculation, theorizing, and the form of preaching so often found in articles addressed to business men, have been carefully eliminated to make room for ideas.

The annual fall numbers of CANADIAN GROCER have been a regular feature now for some years and each year it has been possible to climb a few rungs further up on the ladder of Editorial Service. This is due to the fact that with each succeeding year our facilities for securing the best material are improving. Each year also the *ideal* of the editorial staff is raised higher.

The editors feel that they can very conscientiously recommend this number to the earnest attention of all readers. Special attention should be paid to the articles which contain selling suggestions that have proven successful and also to the window display, card-writing and advertising suggestions. There are, in addition, several articles which give special information with reference to buying and prices; and again some which give practical pointers on certain lines.

THE BUSINESS OUTLOOK

WITH a national campaign under way to promote thrift, with the heads of the nation literally beseeching the people to save, with serious discussions in the press on ways and means of in-

creasing production and wealth, an outsider might well imagine Canada to be in the grip of a financial crisis.

And, on the contrary, the people of Canada have more money now than since the years when the boom reached its height; some classes have more to spend than ever in history. Business is good; factories are working as full as shortages of help and raw material allow; money is easy and collections good. Why then are our leaders in Government and industry uniting in an urgent chorus of "Work! Save! Lay by!"

In the first place, the thrift campaign aims at driving into people's heads a more serious realization of war conditions. The war is going to be won by preponderance of resources—preponderance of men, munitions and money. Every dollar saved by the Canadian mechanic will help in winning the war. Every article turned out in Canadian factories is so much added to our production of wealth. One prominent Canadian—so prominent, in fact, that his name cannot be quoted—would like to see every man who cannot go to the front, working evenings and holidays at some form of industrial labor—*helping to produce more wealth*. He would hale the business man from his desk, the merchant from his store—after hours, mind you—put them into overalls and turn them for several extra hours into industrial-producing units.

And the second reason for the Thrift Propaganda, is the feeling that after the war Canada will face a period of serious strain. It is idle to endeavor to predict what will happen after peace is declared, but it is more than foolhardy to refuse to recognize that there is at the least a very grave danger that conditions for a time will be very bad. If the bark of business weathers the storm and comes through it with colors

flying and rigging intact, it will be because adequate preparations were made. The more we can save now, the easier it will be to ride out the gale.

Evidence of a sober undertone to national sentiment is seen in the growing totals of bank deposits. Figures show that among business men and householders there is an earnest determination to reduce mortgage indebtedness. Paper is being redeemed satisfactorily and back taxes are being paid up. Altogether Canada is setting her house in order and using the increased earnings of the present "flush" days to square off the deficits of boom time indiscretions. If the present prosperous condition continues—and there is the surety of continuance for some time no matter what happens across the water—the financial situation generally will be gradually placed on a remarkably sound basis. From wholesalers and manufacturers come statements of the liquidation of accounts that have long been slow and heavy. The West is squaring off its indebtedness with vigor and resiliency. The ship-building boom on the Pacific Coast is helping to lift the gloom that settled down so thick on British Columbia when the war broke out.

RECORDS IN HIGH PRICES

ALTHOUGH the averages for the various commodities cannot yet be obtained for the year 1916 there is every indication that the present year will constitute one of new high records. The year 1915 saw prices average higher than for a number of years previous. Grocery articles have steadily climbed upward in the majority of instances during the year. There have been some fluctuations, as in the case of sugar. But the tendency has been quite generally upward. Flour is high at the present time and gives indications of reaching record levels. Provisions of all kinds eclipse the prices of last year. Dried fruits have never been at such high levels.

The cost of living has been steadily upward during the year. Most grocers have been reminded of this fact many times from the "kicks" they have had to meet and the high prices they have had to explain away. They are between two millstones: the wholesaler on one side and the consumer on the other.

There has been some gratification to the grocer during the year in that there is plenty of money in the country and accounts have been paid quite generally. Conditions as they have existed during the year in comparison with years immediately preceding make interesting reading. Grocers will be interested in the article elsewhere dealing with comparative commodity prices.

MAINTAIN TEA QUALITY

WITH the development of the prohibition movement in Canada there is bound to be greater consumption of tea. Whether the retail dealer will get his share of this extra business will depend upon

the methods employed in the buying and selling of his tea.

As every grocer knows there is a large amount of tea business going to the tea pedlar. This may not be true in every district, but is true in a great many. As the pedlar develops his house to house business, the grocer loses. What then must the retailer do, not only to retain his present trade, but to increase it, now that the opportunity has come in the prohibition movement?

There is just one fundamental principle to bear in mind in the buying and selling of tea. If the quality and flavor of the tea the retailer sells over his counter varies from week to week, or month to month, he has a poor chance of satisfying customers. The head of a household, who once buys a tea which satisfies her, wants to be in a position to purchase that same quality and same flavor at her grocery store whenever in need of it. If she is not able to do this, she naturally is open to discuss the tea question with every pedlar who comes to the door. Of course women do not buy the same tea always, but when they do change, and become satisfied with another blend and flavor they want to be able to purchase that blend and flavor as long as they desire.

Therein lies the whole secret of the retailer developing his tea business. Let him buy tea that he can duplicate at any time. Then if he finds that it satisfies the majority of his customers, he is in a position to retain their trade and develop trade with others.

EDITORIAL BRIEFS

JUST 59 days to Christmas. Make them all busy ones.

* * *

CHRISTMAS trade this year promises to break all records.

* * *

PAPER has seen the most spectacular jumps in price of all commodities.

* * *

HERE we are again—the annual fall number—Bigger and Better than ever.

* * *

OH, WELL, if food keeps going up, people will simply have to get along with fewer autos.

* * *

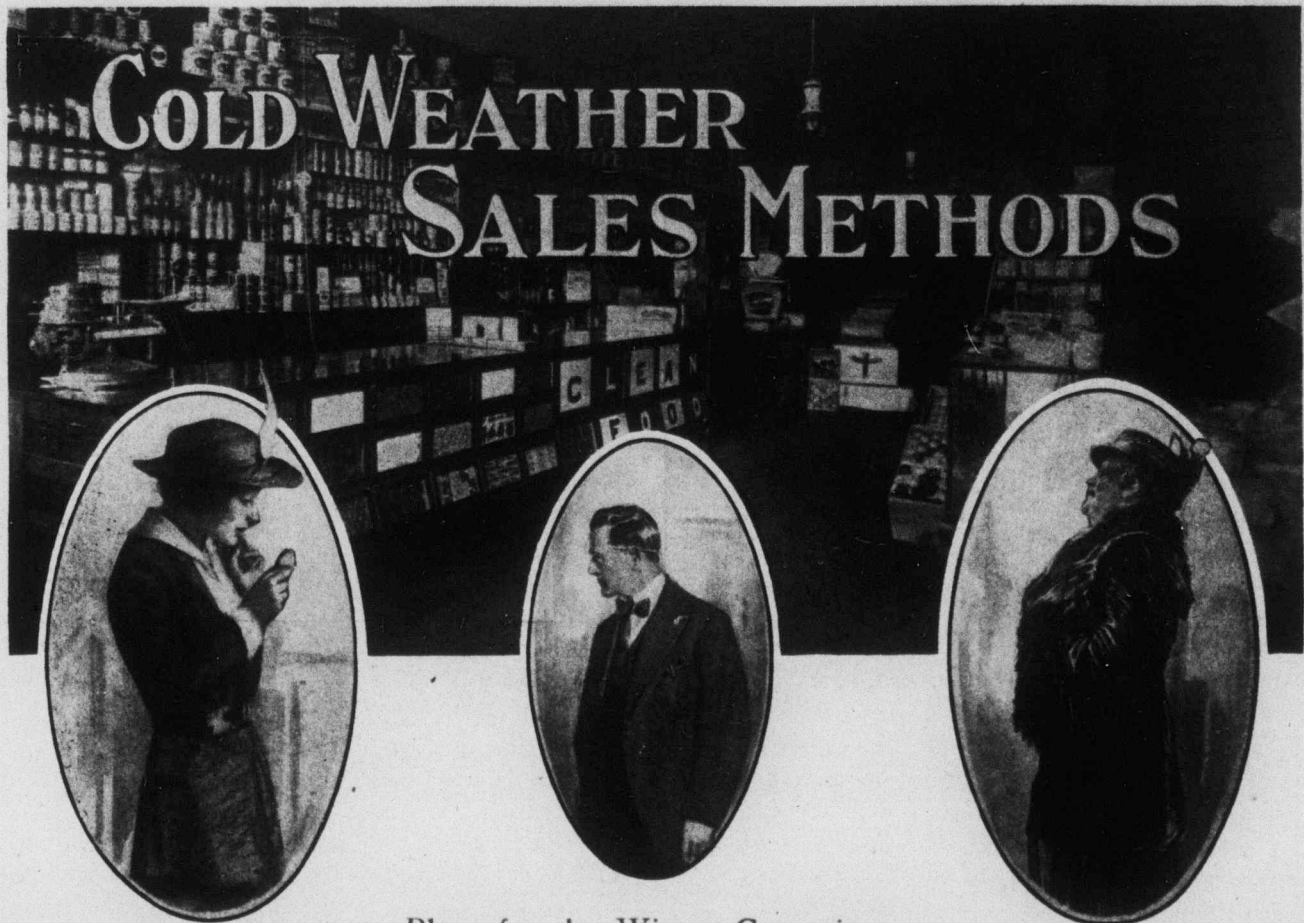
WHY not expunge the word *salesmanship* and put in its place the more comprehensive word *Service*.

* * *

THE *Wall Street Journal* suggests that the scarcity of milk be used as an excuse for an advance in the price of coconuts.

* * *

NOW that the saloons are being closed throughout most provinces, the only kind of "tanks" we'll have will be those at the front.



Plans for the Winter Campaign

RETAILING now enters upon a new phase. Preserving and pickling season has gone, the last dollar's worth of summer business has been done and now the grocer enters briskly upon what is decidedly one of the busiest seasons of the year—the cold weather merchandising period. Colder weather ushers in heavier baking and, for that matter, heavier eating; so that the housewife needs supplies in larger quantities.

A big item in the cold weather campaign is always canned goods. With the supply of fresh vegetables dwindling down to the hardy carrot, the constant cabbage and the tangy turnip, the housewife turns to canned goods. This applies not only to canned vegetables, but to all goods that come in cans, even to pork and beans. The latter commodity, by the way, is a real early-winter leader. Nothing makes a better supper dish on a snappy cold evening than a smoking platter of the combination that made Boston famous. Furthermore, no dish can be prepared at less trouble. So here's a suggestion—a pork and beans window.

Owing to the very serious shortages in the vegetable crops this year, the prospect is all for higher prices in canned goods. This will not interfere with the demand, however. It, in fact, will probably have a stimulating effect. The public puts a higher value on a high-priced food. There's a more unappeasable hankering in the average person's mind for the lordly porterhouse than there was when it could be bought for 16 cents a pound;

and it will be the same with the canned variety of food.

The extra baking done leads also to a brisk demand for lard, shortening, baking powder, flour and so on all the way along the line. Starting with the present this is a good time to bring to the fore all the specialties and materials to assist the housewife in her cooking.

Also the cold weather season means a heavy demand for fruits of all sorts. With the cutting off of domestic fruits, the demand for oranges, bananas, pineapples, grapefruit, imported grapes grows accordingly. On top of this comes a rapidly developing demand for dried fruits—peaches, apricots, prunes, etc. In this connection it might be noted that the real importance of the fruit department is not always fully appreciated by the grocer. He does not study the fruit question as closely as he might. The grocer who keeps a good stock of fruit—clean, inviting, luscious looking stock—finds it one of the strongest magnets in drawing trade. It enables him to build up a reputation for **quality** more readily perhaps than any other single line. But how many grocers know enough of fruit problems to keep their stocks in this inviting order? In recognition of the importance of fruit, **CANADIAN GROCER** is arranging a series of articles which will give the line of information about fruit that the retailer requires.



Cold weather means a decided pick-up in the demand for tea, coffee, cocoa, meat extracts, etc. The need for warmth brings a demand for drinks. The disappearance of summer's green stuffs causes a stronger reversion in favor of pickles, meat sauces, catsups, etc. In warm weather the dessert problem very often simmers down to ice cream or some light confection. In winter, however, the "Men folks" in the household look for more sustaining nourishment and the dessert problem becomes a real one in the mind of the housewife. Hence a demand for jelly powders, gelatines, etc., which enable her to create a variety in the procession of pies and puddings.

And finally it must be borne in mind that the Christmas trade is looming up and that the demand has already

started for spices, nuts, currants, raisins, peel, cranberries, fancy biscuits—all these items mean the approach of Yuletide. It should be remembered that the season immediately preceding Christmas is the biggest buying season of the year and that NOW is the time to get started on the campaign to bring a bigger share of this buying orgy YOUR way.

The following articles deal largely with the problems of cold weather merchandising, dealing for the most part with individual lines. They can be read with interest as they are based in every instance on actual occurrences in successful stores. It has been the aim of the editors in selecting this material to discard theory and get down to the bed rock of facts and practical suggestion.



Handling Fruit During the Winter

Practical Hints on Methods of Keeping Fruit During Cold Weather — Points to be Borne in Mind in Buying and Handling Fruit—The Various Grades of "Green Fruit."

FROM the standpoint of gross profits, there is no line handled by the grocery trade that will show the same satisfactory margin as that technically known as green fruit.

This would seem on the face of it a very rosy state of affairs, but it is a lamentable fact that in many instances this gross profit never advances far enough to become a net profit, and often dissipates itself in the unhallowed precincts of the garbage tin.

There is no line that gives so fair a profit under judicious handling, and none that reacts so quickly under unwise buying and handling. Unfortunately probably in no other line is there such haphazard buying as in fruit. There are outstanding examples to the contrary, and these men are usually wont to lay special emphasis on the fruit line, for the very reason that they know it we'll enough to expect an assured return. But how many merchants buy fruit well? You buy canned goods, dried fruits, and the hundred and one lines of the grocer's repertoire under established brands. These very brands being a protection, a new line you look at askance. Yet, when a grocer buys oranges, he

buys them as oranges, nothing more. Yet oranges are grown in almost every part of the tropical and sub-tropical world, and each has its own characteristic, more or less distinctly marked—nor is that all. Take California, our greatest orange-producing district. Oranges come from over a stretch of six hundred miles north and south, one end close to the tropics, the other climbing up into the more temperate mountain country of Northern California. It stands to reason that there should be differences in quality and kind in a country of such diversified nature. Yet we group them all together as oranges. There are certain established brands or packs of oranges coming from the better producing section of this immense orange country, that are as much a guarantee of satisfaction as the most hard and fast written guarantee could possibly be. It would be impossible to name them all. They are on all markets and any grocer can find them for himself.

What is the difference between a good orange and a bad? Anyone can tell from the inside, but the trick is to find out from the outside. The simplest test of quality in either oranges or grape fruit

is the matter of weight. Try weighing a few of the cases of oranges that are delivered at your store by the wholesaler. A case of oranges weighing 90-95 pounds will stand head and shoulders above one that weighs only 70-80 pounds. It is juice that makes the orange what it is. When a customer buys oranges he don't want to buy pulp and skin—and juice is the factor that determines the weight.

Many people judge oranges by their color, but this has only a minor influence on their quality. Even a green tinge in an orange need not mean that it is not ripe. Unlike other fruit, oranges left on the tree too long will go through all the process of coloring up, to their natural golden color, and then shade over again into green. Yet this orange with a green tinge may be thoroughly ripened and full flavored. No, color is not a test, but skin texture is. A smooth, delicate skin with a silky feeling to the touch, with the markings of the outer skin not too sharply defined, is a pretty sure criterion of quality, while a heavy rough outside texture is an almost certain indication of a thick skinned pulpy orange.



To many people the California navel orange represents the whole orange field: Certainly its popularity has not been greatly effected by any of its later rivals. In appearance and convenience it stands supreme. Yet there are experienced fruit men who claim that California fruit growers have paid too dearly for the perfection of shape and color and the great quality of seedlessness. They contend that its intensive cultivation has robbed it of a certain tang and flavor that is present in the less extensively cultivated varieties.

The greatest rival of the California orange hails from Florida. Rougher in exterior, a little darker orange in hue, a little less reliable as a keeper, the Florida orange is championed by many—and by all Floridians—as the best flavored orange on any market.

Like California, there is good and bad orange land in Florida, and it is all growing oranges; hence it is wise to be particular where your oranges come from. Along the Indian River—which is in reality a little strip of enclosed sea running almost the full length of the Eastern Florida coast—are some of the best orange groves, and on the other coast, the Lake Thonotosassa, Arcadia, Winter Haven, and clear water sections, to mention a few, all produce fruit of a superior grade. The buyer may not know what section of Florida grows good oranges, but the packer does. If he is packing in a good section, he will feature it on his package.

As a rule navel oranges will range highest in price, Floridas a trifle less, while Jamaicas can usually be bought at a considerably lower figure. The Jamaica is the poor relation of the orange field. Its lemon yellow, often somewhat soiled skin, looks very shabby even besides its Florida relation. In its early season it is often sour, almost bitter, but in the height of its season it need take its hat off to no one. Around November you may buy Jamaica oranges often at a ridiculously low price, that are the equal of anything grown in juiciness and flavor.

Around the holiday season there are importations of Valencia oranges from Spain in 420 and 714 oranges to the box.

Judging Grapefruit

In judging grapefruit, the weight test is also the best means of judging quality. The texture of the skin here, too, is a good test. Appearance is not always a safe guide, though appearance of grapefruit is one of the prime selling factors. Florida and Cuban grapefruit is washed, brushed and dried in the sorting machines. This brightens it up wonderfully and gives it an advantage over the Cuban and Porto Rican product that, owing to its long trip through tropical

weather, cannot stand the subjection to this rather strenuous treatment.

California grapefruit, despite its fancy appearance, is mainly of inferior quality. It is pretty generally admitted that Florida grapefruit surpasses others in quality; it is at its best in the 64, 54, and 46 sizes, whereas the Jamaican is at its best in 80-64 sizes, and shows a tendency in its larger sizes to roughen and coarsen. This is merely a reversion to its original type: a large heavy, pulpy fruit, oddly shaped and practically valueless, that is known as shaddock.

The California lemon is another example of a fair exterior, not necessarily hiding the deepest character.

They are unquestionably the finest lemons, both in general appearance and pack, offered on any market. They are a comparatively new development in the Eastern trade. It is only in the last few years that any effort has been made to force them farther East than the Mississippi Valley. Despite its late arrival, however, it has come to stay. Its almost seedless character assures that. Against this, it may be said that it has not the keeping quality nor the high acidity of the Messina or Palermo lemon. As a garnishing it stands high, but for general cooking purposes it is far behind its less favored brother of the Italian hills.

And the Banana

The banana has been known as the poor man's fruit. It is probably the most universally used of any fruit. What is known as the Port Limon is the aristocrat of the banana world; it comes from Central America. Standing ten hands or higher, the height of a good-sized man, bright in color, with large heavy regular-shaped fruit; it brings a premium in any market, and is worth it. The Jamaica and Santa Morto bananas come next in favor. They usually grade about nine hands for the best. With the Santa Morto especially the bunches

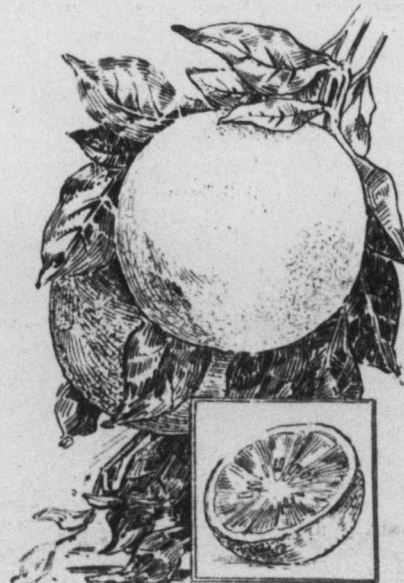
hardly convey the amount of fruit a casual glance would suggest. The hands are distributed more loosely along the stalk, the long thin nature of the fruit itself concealing this fact.

To Avoid Winter Losses

So much for few words about the fruit itself. With the winter months drawing near—the danger period for all fruit—there are a few precautionary measures that might be suggested. Take bananas, for instance. One of the commonest causes of loss in winter is frost, and there is no invalid more susceptible to chill than the banana. It arrives green at the warehouses of the wholesaler and there is put under forced heat. As a rule it is carefully handled from there; but when it arrives at the store it is usually hung in the window or nearby. Often the door opens almost beside it. Before the merchant knows it, that attractive bunch of bananas may be black as his boots, a total loss, the result of careless handling. Even a cold store at night may destroy perfectly good fruit; yet a moment spent in wrapping something about the bunch before closing for the night would assure protection.

Bananas are the most sensitive of these fruits to cold, but oranges and grapefruit require care also. A cold store will not injure them. There is one mistake, however, that is often noticeable—an attractive window dressing of fruit outlined in oranges or grapefruit. Probably two or three dozen of these will be directly touching the glass of the window. As sure as there is a heavy frost these oranges when they touch the glass will be frozen. They may not show the marks, or they may have smooth patches on the skin pitted with small marks like pin pricks. They may look all right, but they will be bitter to the taste, for frost drives the protective oils of the skin into the fruit proper and spoils it for any useful purpose.

Then there is the common practice of removing the wrappers from packed fruit. The fruit looks better unwrapped, it is true, but it must be handled when so treated much more rapidly. The tissue wrapper is not only to protect the fruit in packing, but to shield it from the air, that works more or less swift destruction to all picked fruit. The air will dry the oil out of the skin, leaving it dry and hard and unsaleable. From the standpoint of profit, then, the grocer who handles fruit should handle it with an intelligent understanding. It is an interesting subject, and will repay the interest you take in it in dollars and cents, and rightly handled should show a net profit of 25 per cent. on your investment. Can you think of any other line of naturally quick selling goods that will give you such a handsome return for a little interest?



Retail Grocery Salesmanship by 'Phone

The Projection of Personality and Store Service from Counter to Customer's Residence in Fair Weather or Foul by Telephone Brings Bigger Business to the Corner Grocery in Residential Districts.

STEADILY superseding the older system of sending a boy round to take orders for the day, the telephone has come to be one of the main avenues of business in retail grocery trade in residential districts of our great Canadian cities. This fact brings the retail grocer, whose business is located in a residential district, right into direct competition even as regards personal method, with the big department stores featuring groceries and provisions. But giant store competition notwithstanding, the residential district retail grocer can make his telephone business a recognized shopping method for the ladies of his district, and can upbuild for his store a reputation for telephonic efficiency that means coin for his cash register.

Willingness to oblige, one of the great reputation builders in the retail grocery business, can be conveyed almost as well over a mile or so of wire as it can be conveyed from clerk to customer across the counter. Grocery store proprietors in growing residential districts are getting careful in their instructions to clerks as regards telephone business. Not merely politeness over the telephone, not just clear speaking and correct information for the customer at a distance are necessary. Personality—that indefinable touch of active will to serve and to assist the customer which glows out in all good store service—must be carried across the wire as well.

“Remember that your customer is at a disadvantage as compared with the customer at the counter, when she uses the telephone,” says the proprietor of the store in effect to his clerks. “She cannot see the goods. You know you can increase orders across the counter by showing goods to the customer. Try to do some display work by telephone, too. With your mind's eye on the stock, on the new goods in line with the customer's evident train of thought for her telephone shopping, mention these with a word or so of recommendation when the opportunity arises. Don't merely take an order. Do a little giving of store service, too, by telephone. You've got to give in this world if you want to get, and this store's out to get telephone business.”

Ten telephone instruments take the orders of Messrs. Dionne & Dionne, the big retail grocery and provision firm out St. Catherine's Street West, in Westmount, Montreal. They are busy 'phones every morning from nine to noon, and



not any too quiet throughout the rest of the day either. Through these shining instruments the residents of a wide residential district, embracing Westmount, Notre Dame de Grace, and Montreal West, come right into Dionne & Dionne's without leaving the comfort of their own homes. Skilled store clerks render over the wire the same store service that their firm succeeds in giving liberally across the counters. The far distant customers can almost see the range of the goods offering each morning. By getting the element of personal acquaintance between store clerk and shopper developed, it becomes possible for a customer speaking over the 'phone to a clerk, whose voice she knows, and who is acquainted with her likes and dislikes, to convey her exact desires as regards the order given. After that it depends on the efficiency of the clerk, the thoroughness and quality giving character of the store, and the speed and certainty of the store's delivery system to make the telephone shopping plan as nearly perfect as is humanly possible. The development of Dionne & Dionne's telephonic business is proof of surpassing success along these lines.

The increasing range of telephonic business in the retail grocery trade in residential districts of cities of Canada makes it possible for a store which does not pretend to remarkable display still fully as big a business-getter as the store which goes in for elaborate equipment. Excellent lines of goods undisplayed in the store, and the appearance of which in the original packing case is perhaps not as prepossessing as if they were dis-

played in window or on counter, may still be recommended by telephone in manner to make new friends over the wire, and produce repeat orders as their quality becomes known. Two telephone lines into a retail grocery store are as good as a whole counter display if tactfully and skilfully used when in touch with the customer. From two to four telephones are required to build up big 'phone order business. One 'phone is often an irritation to customers trying to get the store and finding the line often “busy.” One telephone means convenience to the store itself. Two or more telephones mean convenience to the store's customers.

E. J. Quinn, whose retail grocery business in Westmount, Montreal, is one of the best known, with the most perfect developments of the personal quality in store service in his district, uses four telephones. From them radiate the qualities of geniality, efficiency, and willingness to oblige, which, with a proper independence, characterizes the store as a whole, conveyed from proprietor down to delivery driver.

In conjunction with this efficient telephonic service, Mr. Quinn has his own very thorough system of C.O.D. delivery, by which the driver brings back either the cash or a signed receipt for the goods from the customer when a charge account is run. Care in regard to detail ensures for Mr. Quinn's store immunity from complaints. Seldom does a charge account go in arrears, and never beyond the power of a polite personal letter to collect. This is partly due to the confidence reposed in delivery drivers, who feel themselves responsible for the accounts entrusted to them, and partly due to the customers' feeling of confidence in, and reliance upon, the store, and the desire to render return for good store service by prompt payments. Many a charge account that comes tardily to the cash register stage of development does so because of some aggrieved attitude in the customer's mind as regards services rendered by the store rendering the account. As either a C.O.D. system or charge account system is inseparable from salesmanship by telephone in residential district grocery stores, the importance of store service in every direction is easily seen and cannot be over-emphasized.

Special Display Methods Create Sales



The accompanying illustration shows an interior view of the store of the Alberta Grocery and demonstrates the good use that can be made of pillars for display purposes.



THE business of the Alberta Grocery, situated on the corner of 19th avenue and 9th street east, Calgary, has during the brief four years of its existence, grown literally by leaps and bounds. The founder of this progressive store ascribes the success to three causes: 1st, careful buying; 2nd, prompt service; 3rd, strict personal attention to business.

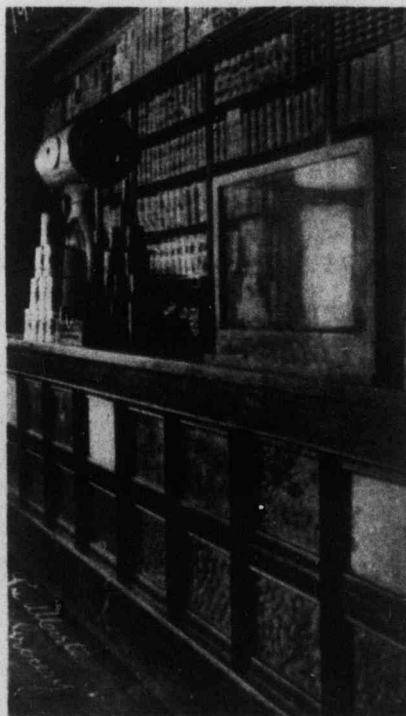
With reference to the first point, there is little to be added, except that the founder, A. Schnitka, follows the markets very closely and bases his buying on keen observation of demand.

With reference to the second point, it might be stated that he aims to give not only prompt service, but a very adequate service in every sense of the word. And the word **service** in this store means more than the mere serving of customers and the delivery of goods. Mr. Schnitka believes that it is the part of a store's service to have a well-assorted stock and carry lines which will appeal to customers. Butter and eggs are always bought daily to ensure freshness. It is endeavored to display the goods both within the store and in the window to the very best advantage also; and this is counted part of the store service. So thoroughly does he believe in utilizing the space within the store for the attractive display of goods that the supporting pillars have been encased with glass casings. These are kept

stocked with the most attractive goods, such as fancy biscuits, candies, etc. The photograph above demonstrates how effectual is this method of display. A point is also made to keep all manner of seasonable dainties and the most attractive lines on the counters and in the showcases, where they will show to the best advantage.

Using Show Windows

A definite part of the store's campaign for increasing the business has been the use made of the show windows. The proprietor has made it his business to change them once a week, or oftener, when the fruit season is on, or in the



An interior view of the Alberta Grocery Store, showing excellent display methods used.

holiday season. It is his opinion that a suburban store which cannot use newspaper space as effectively as a store in a smaller centre, must depend on window advertisements to a very great extent. For this reason he has relied upon his store windows for publicity work and has given considerable study to the matter of window display.

He believes strongly in displaying only one line at a time. Recently, for instance, he put in a straight spice window, and, in order to stimulate interest in it, he offered a selection of five prizes for those who guessed nearest the number of articles in the window. This contest was a great success from the standpoint of the interest created. Over 2,000 people in all made guesses. This is ample proof of the attention which well-designed windows can win in suburban sections.

With reference to special sales methods, Mr. Schnitka carries a number of lines under his own name and brand. He has been particularly fortunate in working up a large business in flour and cereals. From the very start he felt that it would be possible to create a good demand in these lines and he concentrated on them. He made it a point to keep his stock fresh and attractive and on every possible occasion he talked these lines to those who came into the store. His staff did likewise and this attention, combined with some good display windows, resulted in a gradual increase in the turnover in this department.

As an evidence of the success which has attended these well considered efforts it may be stated that when the store was opened four years ago, the staff consisted of the proprietor and one clerk. Between them they looked after the store and delivery as well. The store now has a staff of six in all.

Methods of High Class St. Thomas Store

How Mr. McCance Keeps Up Standard in Quality of Goods and Display—Sells to All Classes of Customers—Show Cases With a Slant—Confectionery Limited to Windows—Encourages 'Phone Orders

IN the midst of the belief existing amongst far too many merchants that the carrying of high-class lines excludes trade in medium class lines, or rather with a "middle" class of customers, to say nothing of what is sometimes called the poorer class, it is refreshing to find a merchant who has kept up a high grade of goods and at the same time continued to appeal successfully not only to the high class, but the middle class trade as well. Such is Mr. John McCance, of St. Thomas, who has followed this theory out for fifteen years, and whose success has convinced him more strongly than ever that this theory is a wise and a practical one.

Failure in One Point May Lose Customer

One of the points that Mr. McCance watches most carefully is the quality of the goods he buys. This may seem like an obvious statement, but, while the principle is acknowledged by most merchants, a large number of them fail to put it into practice. We have known stores that aimed at a good class of business and at receiving the full trade of families that were able to pay for the highest quality of goods on the market, who did not know good butter from bad, and generally sold a second grade. The result was that a few times, often a single time, was enough, and this family decided to get their butter elsewhere. The same was the case with fruit, bacon, cheese and other lines. They even found that the rolled oats that they wanted for their porridge in the morning were musty and rolled oats were added to the butter and the eggs and the fruit, and a score of other lines which they carefully avoided ordering at this merchant's who aimed to be their main supply in all lines. The tendency in such a case naturally is that finally out of patience with the carelessness or lack of knowledge of this merchant they would remove their whole custom from him. The ties of acquaintance in a locality serve to hold customers for a time, but they can be stretched too tight.

Eggs Every Week From Selected Farmers

Mr. McCance is careful about all lines like this. He uses a small percentage of creamery butter, which he gets from a creamery in St. Thomas. Most of his dairy butter is secured from a few tried farmers, who bring it in regularly once a week. He has a list of regular customers who get the creamery or dairy

butter, so many pounds a week, and these goods are sent out regularly as soon as they arrive. This is a method that might be put more into operations, this regular weekly order in the line of butter and very often of eggs. There is no real reason why it should not be a weekly affair, as it is the daily custom for the baker or the milkman to call at one's house. The amount used of both butter and eggs averages about the same week by week.

The greatest of care is taken to keep the butter in a refrigerator by itself, not to let it be tainted by anything else. Particularly is this the case with meats which are kept by themselves, and the two are never put into the same refrigerator. This point is brought out to the attention of the customers by the use of a separate refrigerator down the side of the store used for meats.

The buying of eggs is carried out in a manner that usually brings perfectly fresh goods. Mr. McCance has arranged with a number of farmers, by which they supply him regularly once a week, and in this way he is always certain that goods will never be stale. Sometimes he tests the goods by candling, but finds that he can depend pretty well on this weekly system.

Screen of Mosquito Netting 60 Feet Long

The general appearance of this store is very much in its favor for attracting those who are rather particular about the way in which their food is handled. Down each side from the ceiling to the ground, 11 feet high by 60 long, is a huge screen of mosquito netting in a red color, which gives a rather attractive tone to the store. The back of the windows themselves are also covered, but with a white netting. This is kept up during the whole period in which the store might be troubled with flies, and is taken down in October each year. While it may be said that this covering screens to a certain extent the view of the goods, we believe that the appearance of cleanliness and special care for the goods shown on the shelves more than compensates for this.

New Arrangement of Show Cases

A point to be mentioned that has close bearing on the manner of store this is, is the use of a series of show cases—five large ones, 12 feet long, and one smaller, running down the right-hand side of the store. These are duplicated

on the left-hand side, except in one case at the far end. These, as will be seen by the photograph, are arranged on an angle, facing a little towards the front instead of in a straight row. For any one who is particular about a straight line the view might be objected to, but certainly the display powers of the cases are greatly increased. Not only does each show card stand out by itself, but as one comes from the back of the store to the front, there is a view of the end of the cases as well. We would suggest that this method be tried out by those who have a number of cases to use, down one side of their store. On the other side, show cases, as has been said, cover almost the whole space, and take the place of counters. The goods in these cases are well selected, and the number of cases gives the proprietor a chance to show special lines by themselves, and thus add to the chance of sales. For instance, right next the door one is used for various kinds of cheese, a smaller case than the others, and he says that this showing up prominently for at least six months of the year is responsible for very large sales. Soap is used in another case, cooked meats in another, boxes of choice candy in another, certain lines of jam in glasses in another, and so on.

No Cakes in Store, Sell From Window

From the outside of the store one sees in one window, on the right-hand side on entering, a display of confectionery, cakes, and so on; but looking again inside the store you fail to find a section devoted to this. There is none. All sales are made from the window, and none of the stock is kept inside the store. Three or four times a day a baker restocks the goods in the window, and in this way any confusion in selling cake or other goods inside along with groceries is obviated. The turnover is a very respectable one, and it is done without interfering in any way with the regular business of the store. This window method also may suggest itself to merchants who have had trouble with this line.

Prefers 'Phone Orders

Special attention is paid to telephone business. "This is a large item," said Mr. McCance, "and we encourage it all we can. As a rule, it doesn't take one-quarter the time to take down an order by 'phone that it does over the counter, and we can fill it just about whenever we have leisure instead of having to put

(Continued on page 71.)

Making Good on Handling Fruit

The Methods of Western Ontario Dealer—Finds Fruit, Which is 25% of General Business, Boosts Latter Indirectly—Sanitary and Freshly Stored Fruit a Necessity—Uses Refrigerator in Summer — Window Features. Fruit in All Hot Weather Days.

From authorized interview with W. C. Palmer, Sarnia.

SOME grocers consider fruit as a small department, one of many in their store; others manage, by well-directed efforts, to establish fruit as a department which pays real money, not alone from the point of the actual takings accruing therefrom, but also because it is an agent in indirectly boosting general grocery trade. Such a man is W. P. Palmer, of Sarnia, Ont.

"Fruit in the summer time is 25 per cent. of my business," said Mr. Palmer to CANADIAN GROCER recently. "I figure that it runs about a quarter of the turnover we have here, during the summer months, although in spring and when tailing off in the Fall, it probably does not reach more than 15 or 20 per cent. But for the heavy summer months it certainly is a quarter of the total trade we do. I have always taken the view that it should not be hard to persuade people that they might just as well buy their fruit where they buy their groceries. The point of view to take is the query, why bother to walk out of this store and go elsewhere for

your fruit, when we have it here for you?"

"So important is the fruit department that we trim the window all summer long with nothing but fruit and vegetables. Other lines such as canned goods and general groceries of any kind at all, are relegated to shelves or to interior displays in order that the window may feature, day in and day out, fresh and appealing fruit and vegetables. In addition to this, one side of the store is very frequently lined with fruit and vegetables in appealing and clean-looking baskets and the fruit is, as our customers well know by now, fresh every day.

Strictly Fresh and Sanitary

"One great reason why we have built up a good trade in fruit," continued Mr. Palmer, "is because we have always paid strict attention to having fruit and vegetables always fresh. During the hot months, when the sun at some hours of the day becomes very warm, I move all fruit and vegetables

which might be affected down to the vault at the end of the store, which is used in the winter time for provisions. Here, cool and untouched by the rays of the burning sun, fruit and vegetables are preserved in an entirely sanitary state.

"I have found constantly that this is a great point in handling these lines. Either you must have them entirely fresh, or it is better not to bother with them at all.

"Handling fruit and vegetables certainly boosts general business," went on Mr. Palmer, "and vice versa. If a woman comes in here for any ordinary line of groceries and sees some attractive fruit, either in the window or displayed in the interior of the store, she will buy what she came in for plus some fruit or vegetables. And it works the other way; if a woman comes in here for either fruit or vegetables, and sees some line of general groceries displayed, it will be our fault if we let her get away without buying something more than what she merely came in for.



An appealing display of fruits which brought the dealer good business.

Crockery Helps General Business

The Experiences of a Sarnia Grocer in This Regard—Two Stores In One: Connected by Office—The Personal Touch Pays—Recollections of Dealer Who Has Run This Duplex Kind of Store for Forty Years

Authorized interview with R. Wanless, Sarnia, Ont.

EVER since, something like 40 years ago, R. Wanless, of Sarnia, established a grocery store, running in connection with a crockery department, efficiency in salesmanship has been the symbol of the Wanless store. CANADIAN GROCER recently was able to talk to Mr. Wanless, now getting on in years, about the progress he had made in his store during 40 years of business and particularly along the line of how the crockery department worked in with a general grocery store.

"I have found ever since I started in business," said Mr. Wanless, "that the one helps the other. This is particularly true in a city like Sarnia, where stores which handle only crockery are scarce. The way I have the two departments arranged contributes not a little to the success of both of them. They were originally two separate stores and they still have two separate openings on the street. The customer walks into the crockery department, it may be in search of china or some other article of tableware, and going down the china hall, coming to the end, turns naturally to the swing doors which open into the grocery department, and, of course, buys groceries. A woman may come in here for groceries and finding what she wants down at the latter end of the store, will turn and go through the glass doors into the crockery department. So the two are worked hand-in-glove together.

Had Small Beginning

"The business in crockery has certainly grown from the small beginning which it had about 40 years ago. Then, everything was together in one store and we had no two separate compartments, as we have now. But, gradually as the years went on, the dimensions of both the grocery and crockery business grew so large that each of them demanded, and had to have, a special and separate store. It was then that we arranged to secure the next store and moved the whole of the china into one store, leaving the other entirely free for groceries. We have always worked the two hand-in-hand and have found that not only does the crockery department get a good deal of business from the grocery store, but the grocery store gets a lot from the crockery department. The maxim has been, "why not buy your china where you buy your groceries?" and, again, "why not buy your groceries

where you buy your china?" We have worked this out by and through all the staff co-operating together and any and every clerk mentioning the fact of one department and what it is offering at any special time to customers who come into the other department. So the two work together."

In the crockery department, Mr. Wanless carries a very full and complete range of all kinds of chinaware and table dishes, not to say glassware as well. He has special assistants in this department, who put in their time exclusively at this side of the business.

The office is located just between the two departments. In this way Mr. Wanless himself has a chance to get in touch with customers, and utilizes that opportunity.

The Personal Touch

"I have always been in favor of getting to know my customers personally," said he to CANADIAN GROCER, "and it is never too much trouble to break off from work and pass the time of day with some customer who comes into one or the other departments. I believe this does a whole lot to develop business and a word of greeting expressed here and there cements the connection of the purchaser with the store. I make it a rule to see as many of the customers that come in, as possible, and pass the time of day with them, if nothing more."

This is made possible very largely for Mr. Wanless by his having his office in between the two stores where he can command a view of what goes on in both.

In connection with the grocery end of the business, Mr. Wanless runs a very well conducted provision department. He has every contrivance which is requisite, such as a meat slicer, computing scale, and has a refrigerator and a generally very well fitted up provision department. He finds the trade in meats particularly good.

Mr. Wanless still sticks to his own delivery, notwithstanding the fact that in Sarnia there is now a general delivery. He, however, claims that he finds it pays him better to handle his own delivery and continues to do so.

NOVEL SHOW CARDS

A clerk in a western grocery store located in a fairly large city, has amused a great many people by some clever win-

dow cards. One day his card will read something like this: "Is peeling potatoes a skin game? Try a peek and play the game. Thompson's." The question will be in big letters and the balance of the card will be much smaller and at the extreme bottom. Another day it will be something like this: "If a liner is sunk will a safety razor?" And then something about goods in the store at the bottom. He says a lot of people look in the window just to see what he has on the card, and the out-of-the-ordinary way in which the cards are worded gets people talking about it.

RULES FOR SUCCESS

A man to succeed must be steady, attentive, bright, quick, and intelligent. He must not be afraid of work; rather, in fact, anxious to do all necessary work. If he has these qualities he is bound to succeed.

It is all in the man himself. If he has ability, his light is not hidden under a bushel, but is sure to shine. He is in a position to come out and demand what is his due. It is a man's work that tells, and it is sure to bring the results it deserves in the end.

It is often the case that an employee is very active and ambitious for a time, but after he or she has obtained a certain degree of success, appears satisfied with his or her station, or at least seems to lose ambition for still further advancement.

There is always a higher round on the ladder for everyone, no matter how high up he or she is, and the right kind of a man or woman never ceases to look up. —Eben D. Jordan.

METHOD OF HIGH CLASS ST. THOMAS STORE

(Continued from page 69.)

up the goods at once while the customer waits. Every one who answers the 'phone knows exactly what we have and the prices, and we have taken great care to give just as good service in this way as when the customer sees the goods. The result is that over a period of years we have built up a very large telephone business, which we appreciate, and will do all we can to increase."

Creating Demand for Talcum Powder

Ottawa Grocer Tells of His Methods—Got Out to Customers With Samples — Fifty Tins of Talcum the First Day—Cigars by the Box Is Another Achievement of This Grocer

From the authorized interview with Alexander Phillips, Ottawa.

THERE is a move these days towards making every store a headquarters for as many lines as possible. The shoemaker no longer sticks to his last, but combines other activities with his trade. So we have the spectacle of the drug store handling anything from cigars to photography and carrying drugs as one department out of many.

The grocery store, too, is much more of a general store than it used to be, even in larger cities. In smaller towns, of course, the grocery store is the headquarters for a lot of general buying and very often combines several trades in one. A movement thuswards seems to be taking hold in larger cities as well. For instance, we see the grocer handling cigars and tobacco, and, as indicated by the case of Alexander Phillips, of Ottawa, handling talcum powder and shaving goods.

CANADIAN GROCER was recently in Ottawa, and discussed this matter with Mr. Phillips.

"How did you come to handle these lines?" he was asked.

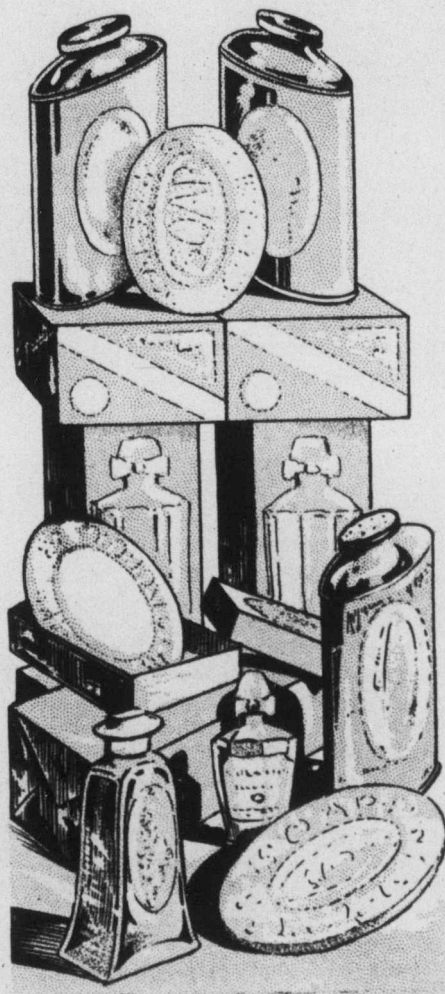
"I thought I might as well get trade in talcum powder and toilet soap, just as well as ordinary soap," was the answer. "An opportunity came my way to secure a large lot of talcum powder and I bought it up because I had been asked at intervals whether I stocked such a thing. It is probably not usual to find it in grocery stores, but this was no reason why I should not try handling it. The inquiries for it had not been many, and, indeed, were only occasional. I mean to say that it was not a line which was in anything like popular demand in my store. Nevertheless, when a chance came for me to get in a stock, I seized the opportunity and set myself to create a demand for talcum powder and kindred lines.

Goes Out After It

"My method was to go out after the trade myself. I figured that in starting a new line like this, I would probably have better success if I gave it impetus by making a big play with it, with my customers, rather than just carrying it in my show case, and handing it over the counter in answer to anybody who might ask whether we stocked it or not.

"I therefore took some samples of this talcum powder out with me when

calling on my trade for orders. I introduced it to a prospective customer and told her that I was now handling this line and toilet soaps like it in my



store. The price which I was able to offer my customers was undoubtedly an inducement. I sold 50 tins in one day; the first day; so I was off to a good start. After that, I decided to handle it regularly, and have done so and found that I could get quite a lot of trade in this and lines like toilet soaps and even shaving goods."

Mr. Phillips has a little department for this line of goods. He has a show case which is to the right when you enter the store, and meets everybody's eye. This is stocked with talcum powder of various kinds and also with toilet soap and shaving soap.

"This is a line which helps to draw trade to the store from men folks," he

said. "We are glad to have it for that reason. Men who come in with their wives to shop, are just as good customers for us on their own account as their wives are, on account of general groceries. For instance, we do quite a good trade in cigars by the bulk. I have gradually got known to my men customers that I handle cigars and have now built up quite a good trade in boxed stuff in addition to selling quite a lot of cigars singly. It is chiefly in the way of selling cigars by the box that a grocer has a chance of competing with a cigar store and drug store. Selling an occasional cigar to an occasional customer, while the aggregate builds up a fair department; sales undoubtedly are handsomely boosted, however, by a sale now and then of a box of cigars."

With prohibition in force in Ontario, trade in cigars by the box should develop and become quite a considerable item in a grocery store. The right idea is at the root of handling both this line and also talcum powder and shaving soaps and so on, namely, attracting the custom of men, as well as women, to the store. And because men, just the same as women, have to be prompted to buy, their own initiative needing stimulant. Mr. Phillips employs display methods to attract them.

MAKING OF TAPIOCA A LONG PROCESS

Hardly is there any article of whose origin so little is known as tapioca.

It is manufactured from tapioca flour on the Islands of Singapore, Penang and Java. This flour is made from the tapioca potato, the root of the cassava or manioc plant.

These potatoes often weigh over twenty pounds. They are washed, skinned, cut into small pieces and put into a grater, where small, circular saws reduce them to pulp. The fine flour is separated by a revolving drum, and after being washed six times is dried on heated trays. It is then made into dough and passed through sieves and baked.

Consider the Hazard!

His Mother—Here's an advertisement for a boy. You must look into it, John, "Wanted—Boy for grocery, to work partly out."

Jobless John—Hugh! What d've take me for, anyhow? What if somebody'd slam the door while I was at work?

The Reason for a Motor Delivery

Ottawa Grocer Tells Why He Shelved the Horse and Rig—Type of Roads Traveled is Important Point—Quick Service, Clean Service and System in Delivery are All Attained By Motor Van—Drives the Car Himself

Authorized interview with L. Z. Caron, Ottawa.

AS every year goes by, more and more grocers give up the horse and rig for the motor delivery. The number of men who are doing this is convincing proof of the wisdom of so doing. How an Ottawa grocer gave up the horse and rig for the motor and the reasons why he did so are therefore interesting.

L. Z. Caron, a French-Canadian grocer, in that part of Ottawa which has for considerable of its population French-Canadians, recently changed to a motor delivery and has cause for congratulation over the results so far.

"There were," he said to CANADIAN GROCER recently, "several reasons why I changed from the old delivery vans I had. Perhaps the first was that my trade is such as can be reached by city roads. The trade is only entirely within the city limits. I have, therefore, more or less good roads to go upon. In cases where a grocer's customers can only be reached by country roads, muddy and full of ruts, the motor is little use. The horse and rig has a far better chance for this kind of traveling than the automobile. Even when a grocer has partially a city trade and partially one where customers can only be reached by badly made roads, the horse and rig is still necessary for the latter, though the former can be most economically served by motor delivery. However, I was not confronted by poor roads. I had good ones, and that was one important reason why I commenced a motor delivery.

An Unusual Method

Perhaps my method of securing a motor delivery was somewhat unusual. I am free to admit that I bought the car with two ideas in my mind. One was to have a car which would give me a little pleasure as well as being serviceable for business. I therefore purchased a second-hand car and immediately started in to make it a double purpose car. I built myself another body in the shape of a truck body for business services. When I bought the car it was a second-hand roadster, and not at all a delivery van. But I got to work and built a truck body, which can be fitted on the car in a few seconds. It takes hardly any time at all to take off the proper body of the car, supposing I had been running it the evening before for my own amusement, and substitute this

truck body which will hold quite as much stuff as I should have to deliver at one delivery. Then, again, at the end of the day if I am going out myself at night I can substitute the ordinary body for the truck and there is my automobile for my own pleasure.

The reasons why I gave up the horse and rig can be stated very briefly. I found first of all that I was wasting time, and time is money. Whereas, a horse and rig would only make twenty calls in a given time, the motor would make three or four times as many, if delivery was systematized. I figured out beforehand that when I got the car it had to pay me for spending the money in getting it by doing the work of delivering much more quickly and efficiently. Sometimes I make as many as one hundred calls a day with this automobile delivery. That would have been impossible with a horse and rig. It has certainly lived up to its reputation as a quick servant, and I find at a conservative estimate that I make three or four times as many calls with the automobile as would be possible with a horse and rig.

"It was also a prime consideration to me that the automobile delivery was a cleaner delivery. With it there is no dirt such as might come from horses, while the odors of the stable are entirely lacking. It is true," Mr. Caron went on, "that the automobile has an odor of its own, but this is a thing to which people to-day are well used. They don't mind it, therefore. Many people, on the other hand, are particular about food and do not like to feel it has been near the stable or horses."

"How about driving the car?" Mr. Caron was asked.

"I attend to that myself. I have tried out both ways and have found it pays me better to have a capable assistant in whose charge I could leave the store while I make delivery, than to have a man driving the car with me hanging round the store all day. Therefore I save the wages which I would have to pay to a good motor mechanic by being that same myself.

"I have a stunt by which I get my deliveries down to a methodic and systematic basis. I divide my district into four sections and have the motor make four trips. At one time of the day I go north, at another south, at another east, and at a fourth west. Of course,

if there is any rush order, that has to be delivered anyway, but for the most part, I find I can confine my customers within the four sections and making a trip in each direction once a day, I find I cover my trade pretty well."

When Mr. Caron was asked how much it cost him to run a motor delivery, he put the figure at a modest \$2 a week.

"That is all it costs me," he said, "and I tell you it's pretty reasonable, and more so indeed than the horse and rig, considering the extra advantages. Clean service, quick service, method and systematic service—for it would not be possible to divide the horse and rig's travels in the same way, quite; these three features of the motor delivery have made me enthusiastic about it. When I can afford it, I am going to get a better car, but for the present the one I have suits me excellently, and adequately takes care of my trade."



SUPPRESSION OF VICE IN OTHERS

We Americans have been overdoing the goody-goody thing. We have so strong an infusion of Puritanism in us that we might almost apply to ourselves Macaulay's caustic remark that "the Puritans hated bear baiting, not because it gave pain to the bear, but because it gave pleasure to the spectators." We have not distinguished between the use and abuse of things, but promptly forbade what gave the wicked profit while giving the cheerful common people pleasure, because we were convinced that it is sinful for the common people to enjoy themselves.

It never occurred to us to bar out the wicked and let the innocent go on with their good time. The Society for the Suppression of Vice in Others is one of the reasons for American unpreparedness for self-defence. It has broken our foils and single sticks across its knees, thrown the boxing gloves in the furnace and sold the rifle to the junk man. In fact, I am so out of patience with ourselves just now—not having had my customary cup of beef broth for breakfast—that I think it would have been no great loss had the Mayflower foundered on its first trip over here.—*The Optimist.*

Motor Boat Doubles Summer Trade

Getting After Business With Summer Resorts



By E. A. Hughes

EVERY dealer has problems of his own which are more or less general. The fellow in the next town has them, too. And every dealer has problems which are peculiar to his town, according to whether it is, say, in a land or a river town; near the border or far from it; a manufacturing centre or in the middle of farming country. How far a grocer can cash in on the fact of the location of his store is the measure of his ability.

Brockville is a summer town, one of the prettiest and most popular in Canada. Harry Hunt has capitalized this fact and doubles his trade in summer time. He has the store formerly occupied—indeed, for many years—by Mr. Culvert. This is on King street.

CANADIAN GROCER was able to get from Mr. Hunt something as to how he doubles his business in summer.

"We have a great town for summer cottagers," said Mr. Hunt. "Up the river here scores of people take cottages and are camping all through the summer months. They are far removed from any grocery store. Yet they need supplies. Either, then, they must come to town or else town must go to them in the shape of myself or some other grocer who wants and needs the trade. I decided that the grocer in question should be me."

"Every day I call on the cottagers early in the morning, using a motor boat which I have for myself. I set out early and stop on the river at the camps or houses of my customers, secure their orders and get down to the store. During the day I fill the orders. In the evening, I deliver them. In this way I double my trade, for my business in town is going on just the same, and this summer-cottage business is just so much velvet."

Mr. Hunt could not compute just what it was worth per week, but the statement that it was just as much again as

his town trade indicates that it is a pretty handsome figure.

Two Sides To It

He discussed the question of a grocer getting out after trade or waiting for it to come.

"In a case like this," he said, "obviously the only thing to do is to get out after it. For what would happen if you didn't? People who are in those summer cottages would have to come down to Brockville every now and then to buy. It would not always be convenient to come down to town. If you are staying up in a place like the shore of a river, camping and boating, and so on, you don't want to bother to come down stream to buy groceries, just when you find you're shy of certain food in your camp stores. Supposing you were

a camper, and you felt pretty hungry one night. You looked at the stores in camp to see what there was and found that there wasn't enough for you to eat unless you shortened yourself and had to go to town before you have breakfast and buy more. What's the difference? Simply that the average camper wouldn't bother to eat that night, because he wouldn't want that before-breakfast trip in the morning.

"But if I go out after trade and make a systematic campaign to get it, I leave those campers with the sure knowledge that I will be there in the morning, to get orders which I can deliver by night. Left to their own resources they might come to the store when they need "grub," and they might not. But if I'm out after them, I know I have their business."

\$300 Weekly in Provisions

This Is the Amount Done by a Windsor Grocer—It Is Half His Total Grocery Business—An Excellently Equipped Department Located So That It Is the First Thing One Sees

MANY grocers from coast to coast have an excellent trade in provisions but it is doubtful whether there are many who exceed the record of Everitt's Grocery Store in Windsor, Ontario. The business of this trade runs as high as \$300.00 a week. There are many reasons for this high water mark but one of the most important is the excellent facilities which Mr. Everitt has for handling meats and produce.

His store, which is situated on one of the main streets in Windsor, Ontario is ideally fitted to handle provisions as a separate department from general groceries, and this is what he is doing. Indeed he may almost said to have a

butcher store and a grocer store in one. Fully one half of his space is devoted to his provision department. This is on the left hand side of the store as one enters. There are two marble counters. These naturally make for cleanliness. Two butcher's blocks which are not often seen in provision departments in grocery stores provide a sanitary and efficient method for shopping. On the side and quite handy to the counter is a big refrigerator vault which stretches from floor to ceiling. In this, during the summer, meats are kept in the very best condition and butter and eggs are also kept out of the heat. In addition Mr. Everitt has all the requirements in the way of accessories which he needs.

for instance a meat slicer and computing scale, and a variety of butcher's knives for coarse work.

"So important has my provision department become" said Mr. Everitt to CANADIAN GROCER recently, "that I have to have special help to take care of it. The \$300.00 turnover in provisions weekly is just exactly half of my whole business here. My general mis-

cellaneous grocery end brings in about the same amount. I think a provision department which is worth fifty per cent. of one's business I may modestly claim to be "some" department.

Mr. Everitt's provision department is so located that it is almost the first thing one sees upon entering the store which is, incidentally, a roomy and well arranged store. In the miscellan-

eous grocery department Mr. Everitt has a modern equipment including patented pivoted bins and accessories such as registers modern shelving and so on.

He is not finding any difficulties in handling his trade in meats on account of the somewhat high prices. He says that he finds it pays him to take his customer into his confidence and, that done, he has little difficulty.

Displaying Mats, Brushes and Pails

Walkerville Grocer Put on Special Campaign, and it Proved a Winner — Window Display Not Too Ornate, nor Taking Up Too Much Time—House-cleaning Lines Handled Down One Side of the Store—Choosing Psychological Moment.



Some views of the store of Luxford Brothers.

LUXFORD BROS., of Walkerville, Ont., have proven singularly successful in handling lines which probably most grocers carry, but upon which all grocers do not make a startling turnover. I refer to pails, brushes, and mats. The campaign in question, during which time Luxford Bros. disposed of an unusual amount of this class of goods, was in connection with Fall housecleaning. The window was dressed featuring these lines. This window is reproduced on this page.

Discussing it, Mr. Luxford said to CANADIAN GROCER: "The chief thing about this window from our point of view, who dressed it, is that it was very simple and did not take much time. I have found again and again that many windows are excellent in idea, but they do not pay for themselves in the amount

of time or detail which are necessary before they can be arranged. When you come to think of it, if you are going to change your window often, and we believe that to do that is to make it really effective, you do not have time to be spending a whole morning in arranging it. The simpler the idea, the more easily is it worked out. It would have been possible, in connection with this window, featuring mats, pails and brushes, to have had an ornate and very excellent window, but it would have taken far more time than we were willing to give to it. Do not get me wrongly, in this, and think that I am unwilling to spend time on a window or believe that the window can be arranged without due time and consideration. That is not my meaning, but I do think that too much time spent, is just about as bad as spend-

ing too little, inasmuch as you dress your window for a day or two, and not for two weeks at a time. Simplicity, then, was the keynote of this display of mats, brushes and pails.

The Psychological Moment

"The idea behind it was this, that Fall housecleaning was a time when we could draw the attention of the trade to these lines more easily and more timely than at any other period, except, perhaps, in the Spring. Pails, brushes, mats, and that sort of requirement, are lines which we carry the whole 12 months of the year and which we sell some of now and then, but it requires something occasionally to give a fillip to this class of trade, and we certainly proved that having an excellent window and having

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“A Place for Everything”

—And Everything in Its Place—This is the Motto of a Sarnia Grocer — Equipment Pays for Itself Many Times Over—Economy of Space Is Economy of Time—Methods of Display and Store Management

THE title at the head of this article is the motto upon which Mr. W. C. Palmer, of Sarnia, Ont., runs his grocery business, in every department and from every angle. He believes that system can be used to just as great an advantage in a grocery store as in any other kind of business and will account for the settling of many obstacles standing in the way. Order and efficiency, not alone in actual trade, but in regulation of supplies, in storing, in figuring problems of profits will pay, and pay handsomely.

Mr. Palmer has not got an unusually large store. It is situated on the main street in Sarnia, and is long, stretching away back, but is not particularly wide. He has, therefore, no extra facilities or reason why his store should be so systematic and well regulated except that he has studied this matter considerably, and proved it to his own satisfaction that the methodic store works out best.

“One of the three requisites for a well systematized store,” said Mr. Palmer to *CANADIAN GROCER*, recently, “is sufficient equipment, of the right kind.

I have always taken the view that equipment comes back to the grocer in increased profits and depreciated cost of doing business. In this store I have, without counting counters and wall shelving, no less than \$2,700 worth of equipment.”

Indeed, the store is a well equipped one. A series of patented, pivoted pins, lines one side of the store from where the window ceases right down to the back of the store. The trade is well aware of the excellence of this feature of equipment. Every bin displays its contents through the glass, besides providing a dust-proof way of keeping the goods.

Popular Lines Nearest

“Notice how these bins are so regulated,” said Mr. Palmer, “that articles most in demand are nearest to those that are serving, while articles not so much called for are remotest from us. Thus, sugar is close to our hands, but a line like spices is further removed because, though it is called for to some extent, it is not such a leading line in a grocery store as sugar.”

There is a coffee mill, a cheese cutter, a cheese case, a meat slicer, besides a duplicate system of cash, and conveniences like the telephone. Even in the case of the latter, the idea of efficiency is carried into effect. A telephone is placed nearest Mr. Palmer himself, and yet sufficiently near his helper so that neither has to run up and down the store every time the telephone bell rings.

“I never regret a single cent I have put into equipment,” said Mr. Palmer. “because I believe by much more than I have tied up in equipment, I have boosted my business, year after year, and shall continue so to boost it. Equipment is half the work of running a grocery store and it is all part of the general idea of efficiency. Notice that in this store everything has its place and everything is in its place. Thus, all the groceries we carry are departmentalized and you find canned goods in one place altogether on several shelves, while things like sauces and relishes are all bunched together in another place. I have never been able to understand,” went on Mr. Palmer, “just how some
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A view of the store of W. C. Palmer, Sarnia.

Results from Displaying Tobacco

Western Ontario Grocer Has a Show Case For His—This Catches Men Folk Who Linger Round the Door—Handling the "Conscientious Objector" to Tobacco Being Near Foodstuff—If Reason Fails—Let the Customer Go—

Authorized interview with James Galbraith, of Sarnia.

THAT tobacco pays for being displayed is the opinion of James Galbraith, of Sarnia, Ontario. Before prohibition became a fact in Ontario, Mr. Galbraith had a tobacco department which cleared him in the neighborhood of \$36 or \$40 a week. Discussing this with CANADIAN GROCER recently, he opined that as a by-product of prohibition, his tobacco department will greatly increase its business and its revenue.

"Prohibition will certainly mean an opportunity for the grocer," said Mr. Galbraith, "because unquestionably a number of men who formerly got cigars over the bar will all have to go elsewhere for them. So many hotels have proven that the expense of running minus the bar is too much and they are closing. This, to me, looks like an excellent time to inaugurate a cigar department.

"Hitherto I have only handled tobacco, but I intend to consider very seriously the cigar proposition.

"I handle my tobacco in a show case which is placed near the door. The reason for this is that I have found that when men accompany their wives to a grocery store, if they do come inside at all, it is about all they do. They usually linger around the end of the store to the door. Their wives trot up and down the counters looking the goods over, but men are not so interested and either remain outside the door or partly inside it, at any rate."

Mr. Galbraith has a large show case, always neatly and attractively filled and displaying the popular brands of tobacco.

"Up to now, receipts from this have been varying from \$25 to \$40 a week, but, as I say, I hope to increase this considerably now that prohibition is a fact."

"What line do you find sells best?" Mr. Galbraith was asked.

"The well-known ten cent packages we find the best sellers. In fact, I could handle only Canadian tobacco, and find an abundant demand for that, too."

Mr. Galbraith believed in sticking to well-advertised lines.

"There's one thing about handling a tobacco department," Mr. Galbraith pointed out, "which must be considered. There are a certain number of customers who seem to object to having tobacco sold in a grocery store."

These Mr. Galbraith referred to as the W.C.T.U. kind of people. He pointed

out, however, that although he had two or three discussions on this matter at various times with this class of customer, he had decided that such objection being raised was not sufficient to get him to abandon his tobacco department.

Handling Objectors

"After all, my store's my own concern," said he, "and if I wish to handle tobacco, as I do, and I lose one or two customers who do not like to think of tobacco being in the same store as food stuffs because of it, then I must be content to lose them. It is a too good department to abandon for the sake of one or two finicking customers."

"What is your method in handling these objectors?"

"I usually point out to them that the tobacco is entirely removed from the food stuffs, that, anyway, it is protected by a paper wrapping and so there is no possible chance whatever of any tobacco coming in actual contact with any food.

This is enough for a good many of them but there are some few I notice who no longer get their food from my store because I handle tobacco. However, it does not worry me any, and would certainly not cause me to abandon my tactics."

Mr. Galbraith has been in business only a few years for himself, in Sarnia. The history of his store is a notable achievement. He took premises which were really two stores; both of them were somewhat small. He knocked the two into one and was lucky enough to get the store at a very low rent. During the first year he did a business of \$23,000. In four or five years this had increased to \$50,000. Mr. Galbraith professed himself as finding business exceedingly good at the present time. Each successive month of 1916 is away ahead of the corresponding month of 1915. He expects at the end of the year to find it a banner year in every regard.

50 lbs. Chewing Tobacco a Week

Essex General Storekeeper Places Large Orders Bi-weekly
—Has Good Business in Smoking Tobacco and
Cigars—Crockery Department is a Paying
Venture—Farmers' Specials Get
Good Results.

WHEN you do a thing at all do it well" seems to be the motto by which Sample & Linton General Storekeepers of Essex, Ontario, have built up a very thriving and prosperous trade. Their store reflects thoroughness in both appearance and conduct of its business, and the partners are equally as good examples of the same aphorism. They have a store in Essex, Ontario, which is right in the centre of an excellent farming community. No doubt this has something to do with the amount of trade which they get. Although they have only been in business for some little time themselves, taking over the store from another occupant, they have found that with the improvements they made and the general system which they commenced to put into actual operation they did a business of \$14,000 during the past year.

One prominent line in which they get

a big trade is chewing tobacco. Concerning this Mr. Sample said to CANADIAN GROCER recently:

"We place an order for 100 pounds of chewing tobacco every two weeks, we can easily sell the whole of that amount in that time. We find an unusually good call for it, not only from people in the town itself, but also from farmers, who drive in. Our town trade is of course subject to a good deal of competition, but even at that we have quite a demand for this class of goods, sufficient to compel us to place an order as large as that. We display this chewing tobacco in a special case on the wall, keeping it prominently before the men who come into the store.

Sample and Linton also have a good trade in smoking tobacco and cigars. This is particularly true since prohibition has become an established fact.

"Farmers who formerly being round the hotel" said Mr. Sample, "now

come to our store as a sort of headquarters, and we sell lots of cigars that we wouldn't sell formerly."

The cigar department is well to the front of the store. It is given a place of prominent display and it consists of a roomy and commodious show case. In addition it is so constructed that it keeps cigars in excellent condition, moist and therefore appealing to the smoker's taste. The proprietors in discussing the amount of sales done in smoking tobacco lines and cigars were not able to give figures, but said that it was considerable.

A Crockery Department.

This store also has a crockery department, as the store is a general one. It has built up a good deal of business in this line too, since it has little competition in the town. The crockery department takes up the whole of the back wall, and consists of a series of shelves stretching from floor to roof. Glassware, and to some extent cooking utensils, other than crockery, are also kept in stock. The proprietors since they have taken over the store have made a number of improvements, chief among which is the arrangement of an office, at the end of the store, nicely fitted up and providing room for cash handling. The fittings of the store themselves have also been much improved, and a series of bins installed, together with two long counters of modern type.

The partners get a good deal of trade from having a farmer's special, which they run on each Saturday. These are an institution, and farmers know that on that day, Messrs. Sample & Linton will have something special to offer them.

"So far as we are concerned" said one of the partners to the CANADIAN GROCER, "There does not seem to be very much in all this talk about what a tightwad the farmer is. He is not at all tight with his money, as far as we are able to judge from our transactions with him. When he comes into the store he loosens up, and spends a goodly sum, as much as the next man would do. We do all we can to get him to do this, and it is with this idea that we have specials. Sometimes we have tobacco specials, and sometimes crockery specials, and these latter seem to interest the farmers as much as foodstuffs."

Mr. Lacombe has opened a new store in the grocery business at 2908 Drolet St., Montreal. Mr. Lacombe was formerly in the same line of business, and is renewing his activities. He found prices on all lines considerably higher than when he was at first in business, and his experience is a fair gauge of the general rise in provision and grocery prices.

\$75 Dollars Weekly in Tobacco

The Turnover of a Brockville Grocer—Has a Steadily Growing Trade in Both Smoking and Chewing Lines—Does Not Display His Wares in Salesman: the Reasons Therefor—Has Big Summer Cottagers' Trade.

Authorized interview with H. T. Murray, Brockville.

H. T. MURRAY, of Brockville, is a grocer who, amongst other things, has a trade amounting to \$75 a week in tobacco and cigars. This, considering the location of the store and that Brockville has as much competition in specialized cigar and tobacco businesses as it has, is a remarkable effort. Moreover, it is a steady trade and one which is increasing weekly. Mr. Murray's store is located on King street, Brockville, and is a business well established in the city. It is probably for this reason more than any other that Mr. Murray has developed his various departments, and particularly in tobaccos. This, too, is in face of the fact that he does not display tobacco.

"Our trade in tobacco and cigars is a steady one," he said, "and it requires little boosting."

That is one result from an old-established business.

"We have a steady trade which is growing a little every week, and it has been secured by what I think I may call conservative handling of this department. There are scores of men in Brockville who come into the store when their wives are buying foodstuffs, or occasionally when they are alone. These are the men who buy, and make our department. It has always been this way with us and our trade in this department has simply come through men in the town knowing that we handle these lines.

"There is one consideration," went on Mr. Murray, "which one has to look after. There are some people who do not think that tobacco should be handled in a grocery store. As the great burden of turnover is in foodstuffs, it is natural that no grocer is anxious to offend any customer for these, by handling a line which, to sensible people, is perfectly all right, but which some cranks think is perhaps not suitable for a grocery store."

"In what way is your tobacco trade of \$75 a week made up?" was the question asked Mr. Murray.

"Probably we divide up equally on chewing and smoking tobaccos. There is quite a lot of trade to be had from the former line. It is not only in smoking materials that we make money in this department, but also in tobacco for chewing purposes."

Big Cottagers' Trade

Mr. Murray has also a big trade in summer with cottagers who are out on the Brockville and Westport line.

"This has run as high as \$113 in one day," said Mr. Murray to CANADIAN GROCER. "This was, however, a record, and it is not often that we equal that. Nevertheless, I have found it pays to develop trade among summer cottagers. I secure orders one morning and deliver them the next morning. We usually have enough orders gotten one day to take us most of the next in filling; that is in addition to handling our ordinary city trade, and they are, therefore, delivered the morning after. This summer trade pays, because cottagers, being away from the stores themselves, are always likely to be on the safe side, and order sufficient rather than not order enough. Moreover, one can do good work in selling many lines, which are suitable for picnics and out-of-door purposes; thus, soft drinks is a particularly profitable line with customers of this kind."

Mr. Murray has been established in Brockville for many years now and has a store which is a landmark in the city.

THAT LITTLE AD THAT MADE HIM MAD.

He saw the ad from day to day, and muttered, "I defy it; their stuff may be just what they say, but I'm not going to buy it." As time wore on, he made remarks it would not do to mention; for he was mad because that ad was forced on his attention.

But in a week, or two, or three, he said: "There's no denying, the way that ad gets hold of me; the stuff may be worth trying." For just about a fortnight more, he dared mere words to win him, and then the ad completely had aroused the spender in him.

Next day he drifted in a store, and quietly expended a few big iron dollars for the stuff the ad commended. He found it filled a longfelt need; its excellence surprised him, and now he's glad because the ad so deftly hypnotized him.—James J. Montague.

\$50 Weekly in Biscuits

“Biscuits to Suit all Tastes and all Incomes” is the Slogan of Sarnia Dealer—Remarks Upon the Necessity of Catering to All-round Trade—The Appeal of the “Better-class” Line to the Moderate Income—Biscuits Line One Side of Store.

Authorized interview with Peter Carke, Sarnia, Ont.

A GOOD many grocers are apt to consider that biscuits are just one of many miscellaneous lines in a grocery store in which sales occur, from time to time, but which does not demand any special attention. Yet, if it has special attention, it is unquestioned that a very large business may be done in biscuits. This is the experience of Peter Clarke, of Sarnia, Ont., who, during the summer weeks, regularly does a trade of \$50 a week, and nearly equals that in winter time.

Mr. Clarke discussed this matter with CANADIAN GROCER recently, and said that, in his opinion, the first requisite for creating a good big business in biscuits, was to handle lines which would appeal to people of all classes of incomes.

“Some grocers make the mistake,” said Mr. Clarke to CANADIAN GRO-

CER, “of handling either too many high-class lines, and too few which are within the reach of people of moderate income, or else vice versa. Some grocers do not remember that the great majority of their customers are people of average, not to say very moderate income. Others make the mistake in a different way and do not cater at all to people of an income sufficiently large to admit of their buying very high-class stuff. In handling like biscuits, it seems to be of paramount importance to look to all avenues for trade in these lines. My motto has been: ‘Biscuits to suit all tastes’, and ‘Biscuits to suit all incomes.’ Of course, I suppose that the kind of biscuits the grocer handles depends upon what kind of a store he has. For instance, it would be foolish for a grocer in a very high-class locality to buy inferior or even moderately good biscuits. He needs to have

his shelves stocked with high-class goods, because he has a high-class trade, which has a high-class purse.”

In Mr. Clarke’s store, biscuits are sufficiently important that they line one side of the store from the door half the length of the store. Box after box and shelf after shelf are filled with biscuits.

“I make a big play,” said he, “in summer, with non-stove users. Most people during the summer months do not do any baking, biscuit making or cake making at all. It is too hot to pore over a stove. The average housewife does not light her stove at all in the summer months for anything but immediate necessities for meals, such as meat and so on, and precious little of that. Yet biscuits are a big line for picnics, as well as for the house, in summer time. They are a light food, and yet a good food; ‘baked twice,’ as their name implies, and



GOOD ideas in the matter of displaying and storing goods can always be obtained from a visit to a Grocery Department in one of the larger Departmental stores. A very attractive and efficient Department in many respects is that of the R. H. Williams Co., Regina, Sask. As will be seen from the accompanying photograph it is almost in the shape of an “L” extending along one side, and occupying a rear corner of the store. A feature that strikes the eye at once is the splendid use made of the tops of wall fixtures, refrigerators, show cases, etc., for the display of stock. Canned and cased goods are attractively pyramided. Another notable feature is the amount of refrigeration for grocery and provision lines. This gives the Department an attractively sanitary appearance.

The policy governing the whole store applies, of course, to the Grocery Department, and consequently the keynotes are prompt and courteous service, and prompt and sure delivery. This policy, added to the attractiveness of the stock, has resulted in building up a big turnover in that Department.

they unquestionably fill the bill as an outing dish. I cater to this by having the whole staff mention the matter to whoever comes into the store. If a woman comes in to buy anything for her shelves, we point out that we have some mighty good lines in biscuits, and we mention the line and the price most likely, we think, to attract her."

In Winter, Too

Then Mr. Clarke gets the trade in winter, too. He points out that the social functions connected with winter are multifarious, and that biscuits are a dish that cannot be bettered in the evening's food programme.

"You would be surprised," he said,

"if you knew how much trade we get in higher price lines. I have figured it out that largely it is a matter of pride rather than price. Tell a woman that a biscuit is worth 25c. and another 35c, and she'll struggle to have the latter line. She is tempted to expend the few extra cents for the sake of that 'something better,' even though perhaps she had not figured on spending so much on biscuits. She probably really couldn't afford it, but the sight of the better line, and the knowledge that it is better, tempt her to say to herself, 'I'll have those, because I like to think I'm able to buy high-class goods.'"

What Is a Grocer?

What a grocer is and what a grocer should be, are not always synonymous, says *The Grocer's Assistant*. There are many misfits in the grocery business, and although some of these manage to squeeze out a living, they never become real, live, up-to-date grocers.

The grocer is a power in his community, because he has always the welfare of his patrons, and, naturally himself, at heart.

It is to his interest to please his customers. His motive for doing so is, of course, to increase his trade, but I believe above that motive, the motive to do well by his people also should be, and is, a marked one with the successful grocer.

A grocer is a pretty good fellow. I never yet saw a bad man thrive in the grocery business.

The dictionary says a grocer is a dealer in coffee, tea, sugar, spices, etc. If a grocer had to put up these things and receive his cash his business would be as complicated as that of the man at a peanut stand. But, instead of this, a grocer has to be capable of competing with his fellow-grocers to get a market for his goods at all.

He should know how to choose his employees that they may bring in more trade. He should also know his customers, and to some extent their financial standing. For, as was recently said, "The grocery business is the greatest trust on earth," and whom to trust and whom not to trust is the question. "Too much credit" is the grocers' Waterloo.

Looking deeply in to the make-up of a grocer, we find he has many characteristics necessary to other business men. He comes in contact with the greatest variety of human environments, therefore he is a student of human nature.

He often listens to excuses and "tales of woe" when bills become due, and it is then he blends his judgment and fairness into the art of diplomacy. Hence he is a diplomat.

A grocer is also a policeman, and must track his beat. A dead beat must be made alive to the fact that there is a bill outstanding against him.

A grocer is a student of economy. He is careful to sort over fruits and all kinds of soiled stock. He never uses more paper and twine than is necessary, nor does he give overweight. He gets good goods, and fights shy of "stock-ers."

A grocer is a decorator. In his window are pleasing and attractive displays. His show cases, counters, desks, shelves, and tables are free from dust, and goods are well arranged on these. Cleanliness, neatness and order work for more trade.

A grocer is a bookkeeper. He uses the quickest and easiest method of indicating the condition of his business. A grocer is a conversationalist. When soliciting he knows how to steer the talk his way. He gets down to business, and does it in a courteous manner. He knows when to listen.

A grocer is a gentleman. He treats his customers courteously. He sells honest goods, and demands a reasonable profit on such.

He tries to keep down the cost of living to the reach of the average family.

In this effort a grocer is a better philanthropist than a good many of our millionaires.

It is clearly apparent to you, my friends, that this endeavor to defend a grocer is not complete nor exact, but it is my approximate of a successful grocer.

A PLACE FOR EVERYTHING AND EVERYTHING IN ITS PLACE

(Continued from page 96.)

grocers who devote no time and consideration at all to getting their store orderly, are able at any minute to lay their hands on whatever they want. It seems to me that with so many lines, unless there is a place for everything, and everything is in its place, business cannot be conducted on the most highly efficient lines.

The window is run on similar lines and a medley of lines is never shown. Something is always made the leader, and so, though there may be several lines of foodstuffs, there is never merely a heterogeneous jumble, but a well defined and ordered plan of display.

A Refrigerator Vault

At the rear of the store, Mr. Palmer has a refrigerator vault in which he keeps his butter and eggs, meats, cooked meats and bacon. This vault is about twelve feet square and with a height of about ten feet. It is excellently cooled and provides not only a place for provisions, but, during the summer time, a good storehouse for fresh fruits that might feel the burden and heat of summer days. Were Mr. Palmer's store sufficiently large, he would rather have his provision department and refrigerator system actually in the store, in order that he might save the time at present spent, walking to and fro between the store and this vault. However, he is limited for space and cannot do as he would wish in this regard.

Mr. Palmer made a very important point in further discussing this matter of everything in its place, and a place for everything. He pointed out that with an efficient and well ordered store, extra help might be dispensed with and a grocer might get along with fewer clerks, than if his store was badly arranged.

"You can make equipment do so much for you in these days," said Mr. Palmer, "so you really cash in on a well-arranged store. For, if things are so fixed as to entail a minimum of journeying up and down the store and a consequent minimum of time spent in detail, extra help is unnecessary and a grocer can get along on a considerably smaller pay roll than would otherwise be the case."

BIG TOBACCO BUYING

Tobacco buying from Montreal and Quebec have turned what threatened to be a loss of a quarter million dollars from frost, into a substantial profit. In the past few days they have purchased over three million pounds in this district at a good price, for leaf which was frost-bitten, as high as twelve cents per pound having been paid.

Putting Interest Into Your Advertising

The Grocer's Problems and Perplexities—How a Grocer Built Up a Name for His Store—Suggestive Advertising Good—Cook and Menu Books Valuable—Creative Salesmanship the Big Idea

By John C. Kirkwood.

ADVERTISING a grocery store presents its difficulties and problems. The tendency is to give a list of prices and to list merchandise in ordinary demand. But this sort of advertising for the average grocer is not very appealing, for his offerings and prices are not likely to differ much from what his competitors can offer; besides which the opportunity to make striking price reductions are not very great, since grocery profits are notoriously slender.

The great majority of grocery items are bought only to disappear from sight—this by way of contrast with the merchandise of the dry goods man, the hardware dealer, or the boot and shoe dealer. Apparel for body, hands, feet and head lives to be seen—much of it, at any rate, and is supposed to wear long in the form in which it is bought. So with much of the merchandise sold by the hardware dealer, the jeweller, the furniture dealer, and so on. But in the case of groceries, the case is quite different. Sugar, baking powder, flour, raisins, salt, rice, canned goods, cereals, soap—all disappear almost as soon as purchased; and are transformed, or are incorporated, in their uses. Quality counts, of course; but the quality factor is not much in evidence in the product in the form in which it is consumed.

Again, the ordinary or staple lines provided by grocers are so thoroughly known by consumers that a listing of them, in most communities, is rather insipid advertising, and a kind of advertising but little responded to.

If the grocer does an extensive credit business, then his troubles are added to when he offers merchandise at cut prices.

Also, the insistence on the fact that quality goods and a superior service are provided is not very appealing to the reader; and has minimum effect in attracting trade.

In big cities, served by newspapers of large circulation, the grocer is only in rare cases a buyer of their white space—this because his business is a neighborhood business, and he feels that it is foolish to buy space in a paper that has so much waste circulation, so far as his field is concerned. A downtown grocer in a big city is usually prepared to give delivery to all parts of the city, and so he can use the newspapers, but for the neighborhood grocer, the case is different.

These, in brief, are some of the perplexities and problems of the average

WHEN MARY GIVES A PARTY

IS your little daughter to have a birthday soon? And will she give a party to her little friends? For an occasion of this sort we suggest the following simple menu:

MENU:

| | | | |
|--|-----------------|-------------------|--------------|
| Sandwiches | | | |
| Egg | Jam | Marmalade | Potted Meats |
| Salad | | | |
| Juna Fish | | | |
| Sweets | | | |
| Individual Jellies | | | |
| Fruit Salad (Grape Fruit, Orange, Pineapple) | | | |
| Sliced Pineapple | | | |
| Dessert | | | |
| Ice Cream | Grapes | Nuts | Raisins |
| Home Made Candy | | | |
| Raisin Bread | Animal Biscuits | Fancy Biscuits | |
| Chocolate Cake | | Birthday Cake | |
| Cocoa | Lemonade | Raspberry Vinegar | |
| Grape Juice | | | |

In the above you have a simple and inexpensive menu for which we provide the following items:

Eggs, Jam, Marmalade, Potted Meats, Tuna Fish, Jelly Powder, Grape Fruit, Oranges, Pineapple, Malaga Grapes, Nuts, Cluster Raisins, Sugar, Chocolate, Syrup and Molasses for Candy, Cocoa, Lemons, Grape Juice and Raspberry Vinegar, Seedless Raisins, Animal and Fancy Biscuits, Icing, Candles for the Birthday Cake and Candied Cherries for decorating the Cake and the Fruit Salad.

WE suggest that the above menu can be used for some grown-up parties with complete acceptance. Cut out this advertisement and paste it in your kitchen scrap book—this if Mary's birthday party is still several weeks away.

BROWN'S GROCERY STORE

66 High Street
CEDARVALE

Suggested advertisement of the suggestion type. See note on same in accompanying article.

grocer; and perhaps they explain why grocers' advertising is not as general as it should be; and as interesting as it can be made. I propose, therefore, in this article, to suggest to readers of THE CANADIAN GROCER some ways

and ideas by which they can make their advertising more interesting and distinctive, and more resultful; and I am glad to be able to illustrate what I have to say by some examples of the style of advertising I would recommend

Can You Cook Prunes Correctly?

SOME FOLKS of the Santa Clara Valley, California, have an idea that their famous product suffers much at hands of unwise cooks. Shall I tell you what they believe is the correct way to cook Prunes?

Recipe No. 1

First procure a pound or two of McCULLY'S SANTA CLARA VALLEY PRUNES.—cleanse thoroughly—then soak in water for ten or twelve hours, adding a little granulated sugar when putting to soak. After this soaking, the fruit will assume the full size it had on the tree, and is ready to be simmered on the back of the stove—not boiled, simmer only. When they are tender, they are ready for the table. Serve cold with a little cream. A little sliced lemon or orange added just before simmering will give a rich color and flavor to the syrup.

PRUNE NUT JELLY

Soak two tablespoonfuls of gelatine in half pint of cold water for an hour. Have ready half a pound of cooked prunes which have had the stones removed and been flavored with lemon and sugar. Have ready also half a cupful of chopped mixed nuts. Pour the prunes, still nearly boiling hot, into the gelatine and stir in the nuts. Fill in a jelly mold, set it aside to cool, and serve with whipped cream.

Have You Tried Our Minute Puddings
Chocolate, Almond, Coconut, Vanilla,
Rose, Lemon.

10c per package

W. J. McCULLY QUALITY GROCER

PHONE 64 OR 65. DOWNIE AND ERIE

No. 1—An advertisement of the right sort—suggestive, interesting and with real selling value. Note the catch line and live introduction.

These Three Advertisements

illustrate the article begun on page 101 and completed on the page opposite. No. 1 and No. 2 are interpreted by the inscription below them; likewise No. 3. It is instantly clear that advertisements No. 1 and No. 2 have an interest quality not possessed by the type of advertisement which No. 3 illustrates. Grocery advertising can—and should—be made interesting.

McCully's Santa Clara Valley Prunes

come in three sizes—

Large size, per pound.....20c
Medium size, per pound....15c
Small size, per pound.....10c

SANTA CLARA VALLEY PEACHES

Evaporated, per pound.....10c

SANTA CLARA VALLEY APRICOTS

Evaporated, per pound.....20c

KNOX'S GELATINE

Plain, per package.....15c
Acidulated, per package....15c

McLAREN'S GELATINE

Plain, per package.....13c

SHEET GELATINE

White, per ounce.....5c

McLAREN'S JELLY POWDERS

All fruit flavors, per pkg....10c
3 packages for.....25c

BEE BRAND JELLY POWDERS

All fruit flavors, per pkg....5c

Beaton's

Phones 61 and 223

Mustard Pickle Recipe

¼ lb. whole Pepper ¼ lb. whole Ginger
¼ lb. whole Allspice ¼ lb. best Mustard
½ oz. whole Cloves ¼ lb. Turmeric
½ lb. Mustard Seed ½ lb. Salt, ¾ oz. Alum
2 gallons pure Apple Juice Vinegar

Vinegar and Spices to be mixed and well stirred together. Crush Alum and Salt and dissolve in a little Vinegar, before adding. Cauliflower and Onions must be scalded in Salt and Water before putting into the Vinegar. Prepare amount of Pickles you need and put Vegetables in as you get them. When package is full stir occasionally till well pickled. This recipe will fill a four gallon crock.

PICKLES made from this recipe will cause you no regrets if you get your Spices and other ingredients at Beaton's Grocery.

Pure Apple Juice Vinegar per gallon 40c
White Wine Vinegar per gallon 40c
Strong Pickling Vinegar per gallon 50c
English Mustard Vinegar per gallon 75c

Beaton's Busy Store

Simcoe St. South

OSHAWA, Ont.

No. 2.—This advertisement is certain to attract the attention of the housewife, and must add to the esteem of Beaton's Busy Store, and see some of the lines suggested.

Powell & Co., Ltd.

BARTLET PEARS

We have 100 baskets of choice medium sized Bartlet Pears, suitable for canning, price, per large basket, 45c. Right now is the time to buy.

PEACHES FOR CANNING

Yellow St. Johns, Crawford and other choice varieties, large baskets, 75c to 90c; small baskets, 50c.

PLUMS

All varieties, extra choice fruit, per basket, 45c to 75c.

FOR PICKLES

Gherkins, per basket, 45c to 75c. Extra small Pickling Onions, per basket, 60c; per quart, 13c. Small Silver Skin Onions, per basket, \$1.00; per quart, 20c. Large Onions, basket, 85c. Celery, Red and Green Peppers. Best XXX Vinegars, per gallon, 40c. Whole Mixed Spice, per lb., 25c. We have a full line of all Spices, guaranteed pure.

GRAPES

Moore's Early, choice fruit, well filled baskets, 35c.

APPLES

Choice lot in to-day, per basket, 50c. Also a few baskets of Crabapples, per basket, 30c.

MELONS

Salmon fleshed and Sugar Sweets, 19c to 20c each.

HONEY

The finest in the land, quality cannot be surpassed. In quantities, per lb., 12½c; 10-lb. pails, \$1.35; quart jars, 45c; in glass, 15c and 20c.

BUTTER

Sheffield Creamery Butter, per lb., 40c. Choice Dairy, lb., 37c.

SUGARS

Are down just at the time when you need most. 12 lbs. Red-path's best granulated for \$1.00; 20-lb. bag, \$1.65; 100-lb. bag, \$7.90. Yellow, 13 lbs. for \$1.00; 100-lb. bag, \$7.60. Icing, per lb., 10c. Cut Loaf, per lb., 10c. Berry, per lb., 10c.

STORE CLOSÉS AT 12.30 EACH WEDNESDAY IN SEPTEMBER AND OCTOBER

King and Main St., Dundas.

Phones 27 and 196

No. 3—A passable example of the Bulletin type advertisement—a mere listing of lines and prices. Useful, perhaps, but devoid of appeal and without selling "punch."

—examples found in Canadian newspapers.

Giving a Store a Reputation

One of the first suggestions I have to offer is — advertise the line or lines which your competitors are not likely to be able to duplicate. This means that you should go in for specialties. May I quote out of my own experience as a grocer—an experience going back to the '90's of last century. I was the first grocer in my town to sell cooked ham. This I advertised freely, and this most useful line attracted customers of other stores. I didn't make these buyers regular customers; but I did increase my turnover; and the line advertised our business.

Ours was the first grocery store in town to go in strongly for fancy biscuits. Like other stores, we handled, in the beginning, only the usual stock lines — soda biscuits, ginger and molasses snaps, sultanas, and perhaps one or two other lines. The bakers carried a much larger line of fancy biscuits than the grocers did. We put in a good display fixture and carried a large variety. Town customers discovered this, and for afternoon teas and for other occasions, our lines of higher-priced fancy biscuits soon became very much in demand.

We handled a very superior line of breakfast bacon. In those remote days of low prices, common bacon sold at 13 cents a lb. The special line we handled retailed for 17 cents. It compared with English bacon — sweet and non-salty. This brand we advertised, and it attracted trade.

We went in for some novelties—soup squares, for example; this in a day when dry soups were decidedly uncommon. From the advertising columns of THE CANADIAN GROCER—then with its robin-egg-blue cover—I learned of many special things for which in my town there was absolutely no demand—and no knowledge. Many of these special things I put in stock—small quantities; and our staff were instructed to make these known to our best class of trade.

Always we had special and unusual lines to show our customers, and while sales in many lines didn't amount to a great deal, yet the effect of this policy was very marked: our store became known as a place where one could get acquainted with new goods; our salesmen were kept alert and interested and took a real pride in the store's growing reputation; we attracted permanent new customers, and many other townspeople for casual purchases; we were called "smart fellows" by traveling men, and this reputation didn't do us any harm.

So was I furnished with material for advertisements that my opposition couldn't duplicate. I did advertise many times such items as:

| | |
|------------------------------------|-----|
| 3 tins of Aylmer Canned Goods... | 25c |
| Clover Leaf Salmon | 15c |
| 3 lbs. Tillson's Rolled Oats | 25c |
| 3 lbs. Valencias Raisins | 25c |
| "Excelsior" Coffee | 40c |

but then, and now, I never could see much good in advertising of this sort—common lines at prevalent prices.

And so I say to you—get special lines—exclusive lines, if you can—and feature them in your advertising—this not so much to sell these lines as to give your advertising difference and distinction, and to build up a reputation for your store, which reputation will attract many customers and get your store talked about by women to their friends, at social affairs when dainty things are being served, and in the ordinary gossip of women which very often has to do with eatables and menus.

Advertising of the Suggestive Kind

Another type of advertising for grocers is suggestive advertising; that is, advertising which suggests special things in connection with special needs, times and occasions. For example, the occasion of approaching Christmas gives the grocer opportunity to do interesting advertising; likewise do other anniversary or special occasions—birthday and hallowe'en parties, formal dinners, luncheons, and so on. Here again the tendency may be merely to list lines, but this tendency while not perhaps to be completely resisted, should not be allowed to rule supreme.

An illustration will make this clear. We shall suppose the occasion is a little girl's birthday party. What things does the grocer provide for an event of this nature? There are small candles, raisins for currant bread, candied cherries for adorning the cake, grape fruit salad, egg or marmalade sandwiches, macaroons, chocolate cake, home-made candies, jelly powder, table raisins, Malaga grapes, nuts—perhaps raspberry vinegar, grape juice, cocoa, or lemonade. Suppose that the grocer suggests in his advertisement the menu for a child's birthday party, he then will be supplying an advertisement of genuine interest and appeal. A specimen advertisement is provided on page 101.

This same idea can be followed many times, and always advantageously, since the resulting advertising possesses real interest, will create talk and will perform a real service. This idea is being employed by some grocers, as the advertisements reproduced to illustrate this article shown on page 102.

In the preparation of advertisements of this kind, grocers can find real help from a study of cook books. Also, there are numerous books purchasable dealing directly with menus for various occasions. The possession and use of some of these books will give the grocer and

his staff a new vision of the possibilities of creative salesmanship.

Creation and Enlargement of Demand.

Creative Salesmanship! This should be the idea always: The creation of demand for unknown or slow-selling lines, or the attracting of new customers; or the enlargement of demand for lines of common use. Suppose, for example, the grocer can start the young people of his community making home-made candy. Thus he will increase the sale of sugars, chocolate, cocoa, cocoanut, molasses, syrup, butter, dates, nuts, and what not.

When preserving time arrives he may be able to induce many a home to make some new preserve—by suggestion.

Just now is oyster season. Suggest to your customers various ways of serving or eating oysters. Suggest lemon juice, salt, and cayenne pepper, instead of vinegar, as a variation, for the enjoyment of raw oysters. Suggest oysters as a just-before-bedtime dish, served raw, accompanied by brown bread and butter cut to extreme thinness. Suggest fried oysters as a noonday item, with a touch of butter and pepper on each, and vinegar and grated nutmeg added when once they are served. Or if they are to be served as a stew, suggest that bits of mace float in the golden liquid to add a sympathetic color touch. Then there are oyster croquettes, scalloped oysters, roasted oysters, fricassed oysters, and other agreeable ways of serving them. That is, the grocer can by suggestion endow oysters with a new appeal, and so increase the consumption of them.

This sort of advertising—of the suggestive type—designed to create sales, demands time and thought, two things the average retailer does not give to his advertising. It is truly said that we get out of a thing no more than we put into it, and this applies to our use of newspaper space. One chief reason why much retail advertising is disappointing alike to advertiser and readers is that it is hurried and thoughtless in its preparation. Sometimes the grocer holds advertising in small esteem, blaming the newspaper or the public, or advertising for the resultlessness of advertising. But, would a garden or farm cultivated with equal hurriedness and thoughtlessness yield its tiller good results?

In the foregoing the aim has been to suggest to the grocer how he can endow his advertising with difference, distinction, interest and selling power. Only the fringe of the subject, however, has been touched on. Behind the ideas put forward is the larger idea of **Creative Selling**, which takes in much more than newspaper advertising, and which is as the mainspring in a watch—the source of all activity and progress.

CATELLI'S MILK MACARONI

The Pure Food Success of the Year



The only test worth making of a new article is the Sale Test.

If it sells, it's worth stocking — if it doesn't sell, naturally a grocer won't bother with it.

CATELLI'S *MILK* MACARONI meets the Sale Test fair and square.

Its purity and wholesomeness—its wonderful food value—its low price—backed by our big advertising campaign—are bringing sales, and *repeat sales*, to every grocer who is handling it.

“The Girl at Catelli's”

is making thousands of customers for the Grocers. This dainty book—the most complete of its kind—tempts ambitious cooks to try Catelli's *Milk* Macaroni in many new and delightful ways. It has also induced many, many people to use Macaroni in preparing the daily meals.

This is but one of the many ways in which we co-operate with Grocers to increase sales.

Your Wholesaler Stocks Catelli's MILK Macaroni

The C. H. Catelli Co., Limited, - Montreal

If any advertisement interests you, tear it out now and place with letters to be answered.

CATELLI'S MILK MACARONI

Has Stepped Right Into the Front Rank of the Grocer's Best Sellers

because of the manner in which we are backing up Catelli quality with Catelli advertising and Catelli sales helps.

Fifty-two of the leading newspapers and magazines are carrying Catelli advertising.

Thousands of copies of the daintiest cook book of its kind ever issued—"The Girl at Catelli's"—are being distributed.

Demonstrations are being made in the leading cities—also at the Toronto and Ottawa Exhibitions—where many thousands will learn more about the wonderful food value and deliciousness of this finest of all macaronis.

Big 24 sheet Posters on the billboards are also helping to focus the attention of the passing throngs, to the merits of this now-famous dish.

In fact, everything that will help sales at all, is being done—and done well—to co-operate with every grocer who is handling Catelli's Milk Macaroni.

Your wholesaler will supply you.

10¢

The C. H. Catelli Co.

LIMITED

MONTREAL



EVERYWHERE

If any advertisement interests you, tear it out now and place with letters to be answered.

Christmas Window Trimming

Suggestions for This Year's Displays Given in Descriptions of the Prize-winning Displays in Last Year's Christmas Contest—The Value of Adequate Display Methods Demonstrated.

FOR many years now it has been the custom of CANADIAN GROCER to run a Christmas window display contest open to Canadian grocers and their clerks. These contests have each year created widespread interest in the trade, particularly along lines of window display, and all sections of the grocery trade have complimented CANADIAN GROCER from time to time on the benefits resulting from them. The entries which came in this year were if anything better than anything we had previously received. This is saying a great deal when readers consider the excellent windows entered in 1914, and displayed in our Fall Campaign Number of 1915. Nevertheless the photographs which are reproduced on the following pages will show that the art of display in Canadian grocery stores is being developed to a supreme point of excellence. We have never received, taking it small and large, better windows than are reproduced in the pages following.

It has been our custom to reproduce the two actual winners, in both A and B class in an early issue in a new year; therefore in the issue of January 21 this year the winner of class A and the winner in class B were represented.

We are following our usual custom in reproducing also the four next best displays on the following pages, in view of the fact that they contain suggestions for the Yuletide campaign. The six pages should be among the most interesting in the number to all grocers. Christmas is only but two months ahead and every dealer should be planning his Christmas windows pretty soon. Excellence and timeliness in holiday displays will help the dealers to get a large share of the trade in his community and the suggestions contained in the following pages will be a valuable means to this end.

CANADIAN GROCER has always been the herald of progress in the art of display. For more than thirty years—ever since the paper was established—we have endeavored to present to our readers the very best in window dressing and naturally take considerable pride in the results shown by our contestants, all of them readers of the CANADIAN GROCER.

Not all of the really worth while windows, which were submitted, are reproduced here on account of lack of space. A large number of particularly fine displays which received and those which did not receive prizes will be presented between now and Christmas and in the opinion of the judges, many of these will be only a very little bit behind the windows which actually won the prizes in point of selling force and attractiveness.

The value of the show window is so fully recognized that the man who can put real selling arguments into his window displays can rest assured that he is contributing an important part to the sales campaign of the store. The window trimmer should be able, therefore, to see a future in his work and should endeavor to get himself in every way possible to live up to his opportunities.

Some of the most successful display men have attained their pre-eminence by studying the art of display industriously and by the careful collection of material. There are many window trimmers who keep every picture of a display that they come across and file them away under classifications which make it possible to turn them up at any time when needed. See the advantage of

this system. A Thanksgiving window is to be made up, say. The display man turns to his folder and finds a dozen or more pictures of Thanksgiving windows, all more or less good and all containing suggestions which can be copied or adapted. The work of building up an attraction which, though it may be borrowed in some respects will nevertheless be striking and original in its genial effect, has been very much simplified.

There is a Western grocer who trims his own windows and who recently reported to a representative of CANADIAN GROCER that he kept every copy of the paper at home which contained especially good window trims. He has in all several hundred copies. These he goes over carefully and regularly and in this way he gains many useful ideas.

WINNERS IN 1915 CONTEST

The winners in Class A, that is over 10,000 population, in CANADIAN GROCER Christmas window dressing contest in 1915 were as follows:

First prize, Nation and Shewan, Brandon, Manitoba, dressed by J. F. Nichol.

Second prize, G. F. Grinyer, Toronto, dressed by G. F. Grinyer.

Third prize, W. O. Herron, Toronto, dressed by W. O. Herron.

The winners in Class B, under 10,000 population were:

First prize, Ruppel and Co., Elmira, Ont., dressed by C. Percy Ruppel.

Second prize—Piper and Young, Oshawa, Ont., dressed by G. W. Piper.

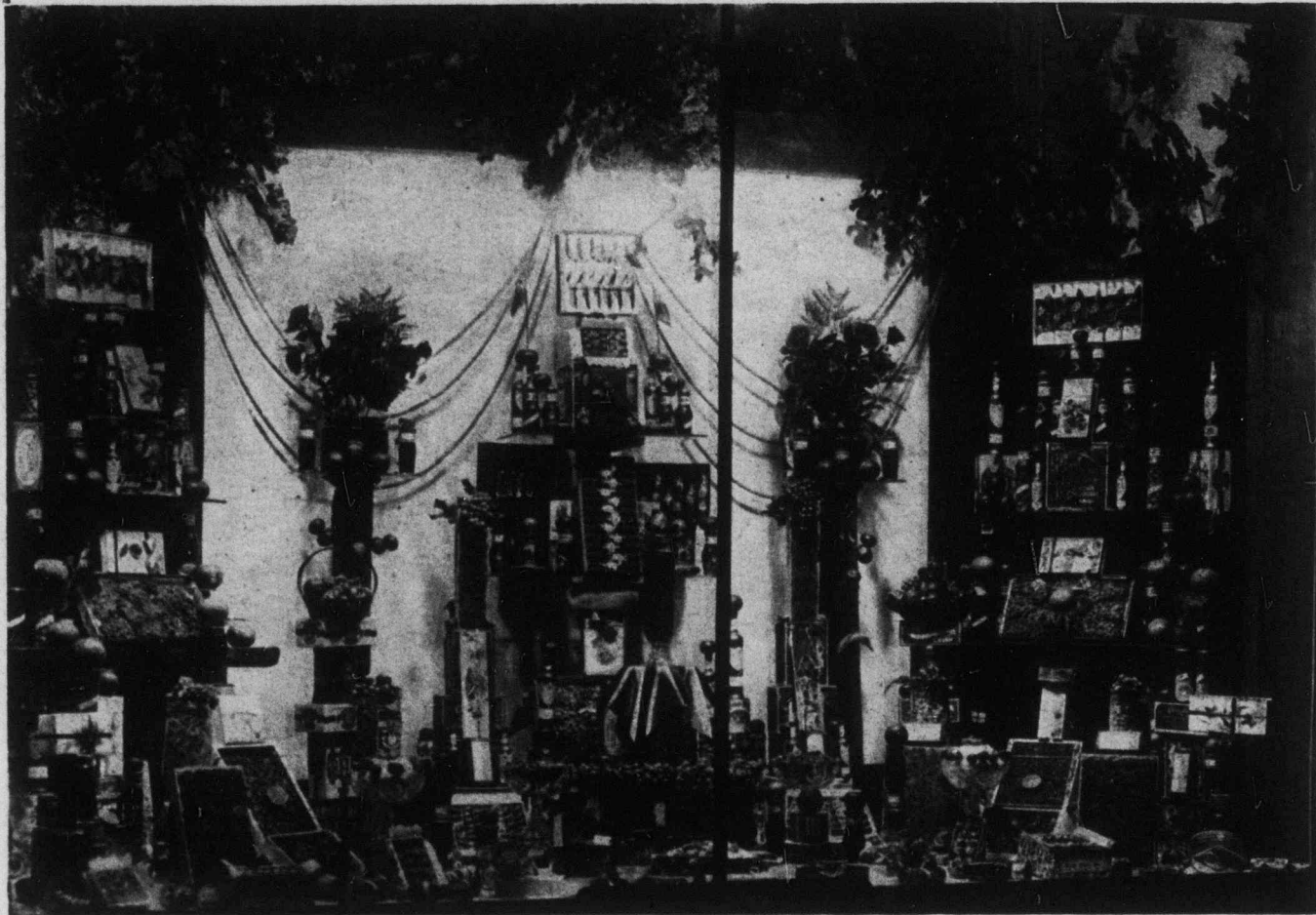
Third prize, Geo. Kerr and Co., Lethbridge, Alberta, dressed by Geo. Kerr.

The prizes in each class consist of \$5.00, \$3.00 and \$2.00 respectively, making ten dollars for each class, and twenty dollars altogether. CANADIAN GROCER will again conduct a Christmas window dressing contest this year, the prizes and regulations being the same as last year.

Winning Window From Brandon

Nation and Shewan Carry off First Prize in Canadian Grocer's Christmas Contest in Class No. 1—A Particularly Fine Trim —
Decorations Are Exquisite and Do Not Detract
From Prominence of Goods.

By J. F. Nichol, Nation and Shewan, Brandon, Ont



Window of Nation and Shewan, winner of first prize in Class 1, Canadian Grocer's Xmas Contest. Dressed by J. F. Nichol.

This window, the first prize-winner in Class "A," comes from Brandon. It was trimmed there by J. F. Nichol, for Nation and Shewan, and is exceptionally fine, alike from the point of the prominence it gives the goods and the pretty arrangement of decorations. The whole trim suggests an atmosphere of high-class groceries. The mural decorations are particularly fine, while the slender ribbons in color seem to be more effective than the paper decorations frequently used.

On either side of the window are a series of tiers, which correspond to the unit display in the centre between the two panels. These panels consist of pillars surmounted by jars of fruit, and topped by flowers.

Fruits and nuts and candy in various boxes complete this attractive arrangement. It is certainly a remarkably fine window.

The Winner in Class B

Elmira Grocer Leads With Mighty Attractive Window — Light and Shade Particularly Good—Decorations Set Off Quality of Lines Shown—Much Time and Energy Expended Show in the Trim.

By Percy Ruppel, of Ruppel & Co., Elmira.



Ruppel & Co., Elmira, won the first prize in Class "B" of Canadian Grocer's 1915 Xmas Contest.

This is pre-eminently a splendid merchandise window; that is it shows to excellent advantage the goods displayed. Not all windows have this trait, very necessary though it is. Ruppel & Co., however, in a city of ten thousand, hold an important place and their windows are town traditions.

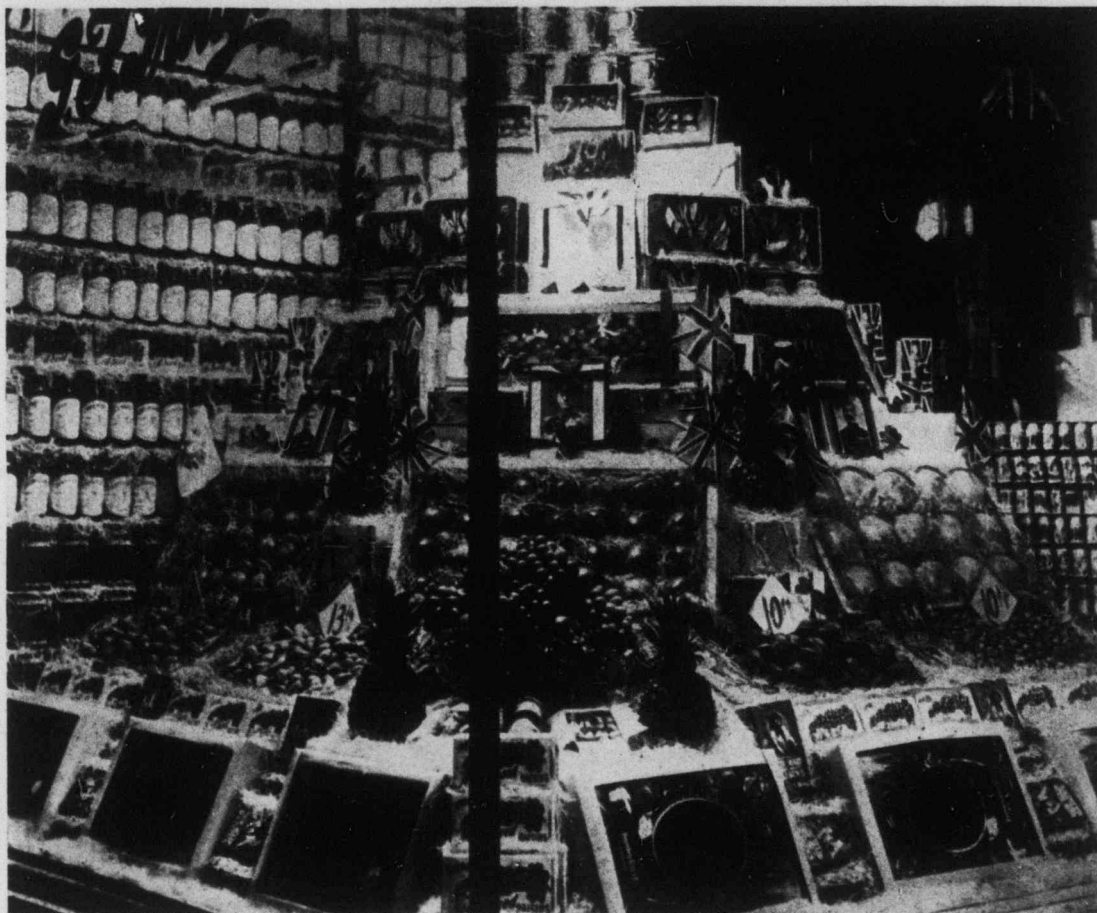
Observe that all parts of the exhibit are ticketed, so that the customers, busy and hurried in their Christmas shopping, do not have to bother to come in and ask price details. They are all there for them, printed.

Note the prominence given to the name and the "Merry Xmas" greeting. The decorations in the form of paper-covered poles are very effective.

Runner-up in the Major Contest

Second Prize in Class "A" Goes to Toronto Merchant—A Most Neat and Attractive Display—The Patriotic Idea Contributes—Holiday Lines in Appetizing Trim—How it Was Made.

By G. F. Grinyer, Toronto.



G. F. Grinyer, of Toronto, was second prize winner in Class "A."

Here is a splendid Christmas window, one of the six best sent in to CANADIAN GROCER in connection with last year's Christmas window competition. It is appealing in every particular and reflects time and energy being spent in its building. Fruits and nuts are the big ideas, but candy is not forgotten, while the shelves show mincemeat.

Notice the use of the flag here and there. It is war time and no display is complete without it. Notice, too, the use of cotton wool and flimsy paper to set off the various colors. Altogether it is a highly creditable effort and Mr. Grinyer will do well if he beats it in 1916 display. It is an undertaking which, though requiring patience, pays for itself by its excellence.

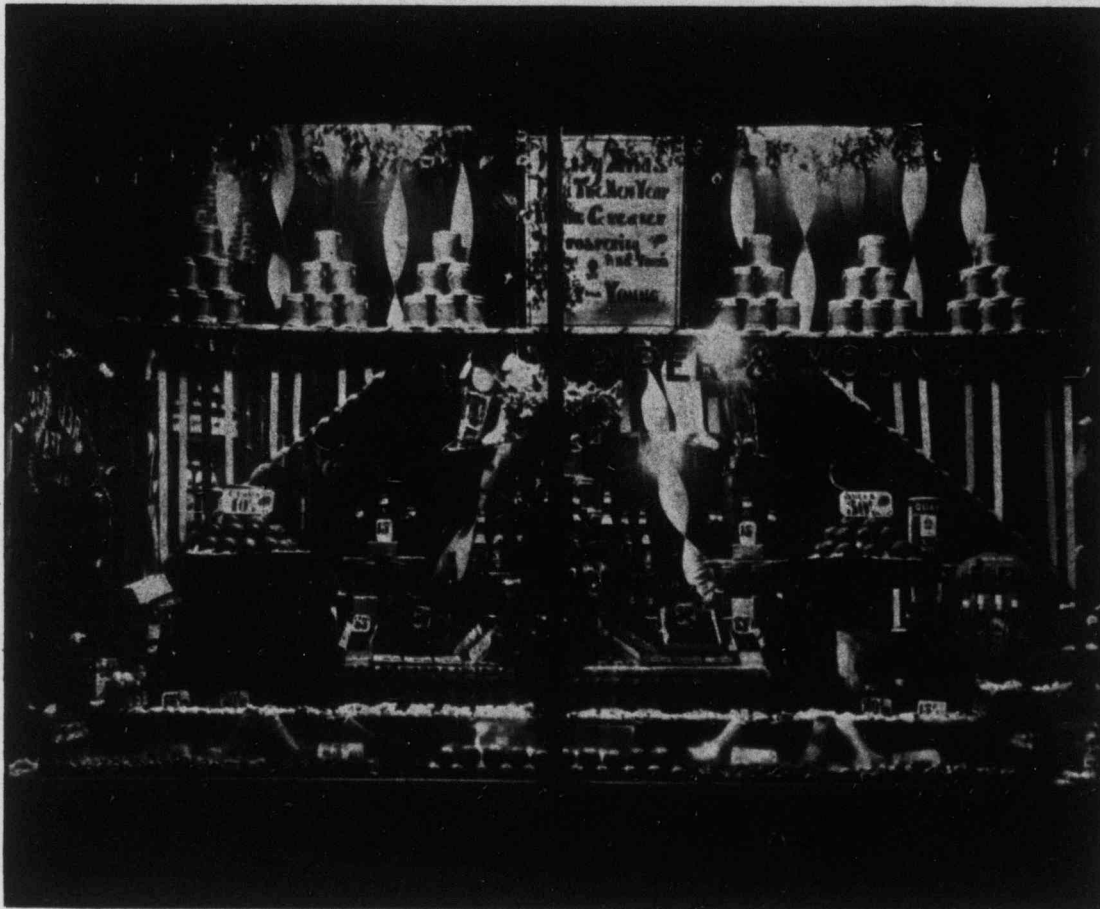
This window is built in a half circle pyramid in a deep window, the window in the doorway being as long or perhaps longer than the front window. The angle is made in the centre of the display.

Three boxes of prunes each side of the base with packets of seedless raisins between each, and the prunes slightly tilted, are the bottom row. Next above that in centre is a large bowl of red and green grapes and a few fancy apples to give the color effect, with two trays of nuts each side and packets of fruit between each. The trays of nuts are raised from the back a little. Behind the glass bowl in centre is a box of fancy apples with a tray of oranges on one side and a tray of grapefruit the other, fruit being filled in with green excelsior. The spaces between the trays are filled in with boxes of chocolates and pineapples. Above the box of apples in the centre are boxes of chocolates, behind them a box of Cluster Raisins covered with glass, with a box of figs on either side. The remainder of the pyramid is made up of boxes of Fancy Fruits, Biscuits, Chocolates and tins of Mincemeat. All the space is filled in with excelsior of a color to blend with the goods displayed. Several small silk flags are placed here and there to give a patriotic finish to the window.

An Oshawa Winner in Class "B"

An Oshawa Winner in Class "B"—Second Prize-Winner Had a Symmetrical and Attractive Trim—It Shows Much Patience and Thought in Arranging—How it Was Made.

By G. B. Piper, of Piper & Young, Oshawa.



Piper and Young, of Oshawa, were runners-up in Class "B" with this trim.

The photograph above shows the window used last year at Christmas time by Piper and Young, of Oshawa. It was a prize-winner in CANADIAN GROCER'S Christmas window contest. Note what excellent use was made of the comparatively small space. The use of Christmas festive hangings lend a very seasonable air to the display. Note the good balance preserved, so that the whole window is symmetrical. Even the decorations are so arranged that they balance, one side with the other.

An important feature is that all goods are clearly marked as to price. Nobody, in the Christmas rush, wants to spend time asking the prices of various lines, and this window obviates that necessity. Even currants, raisins and nuts are priced.

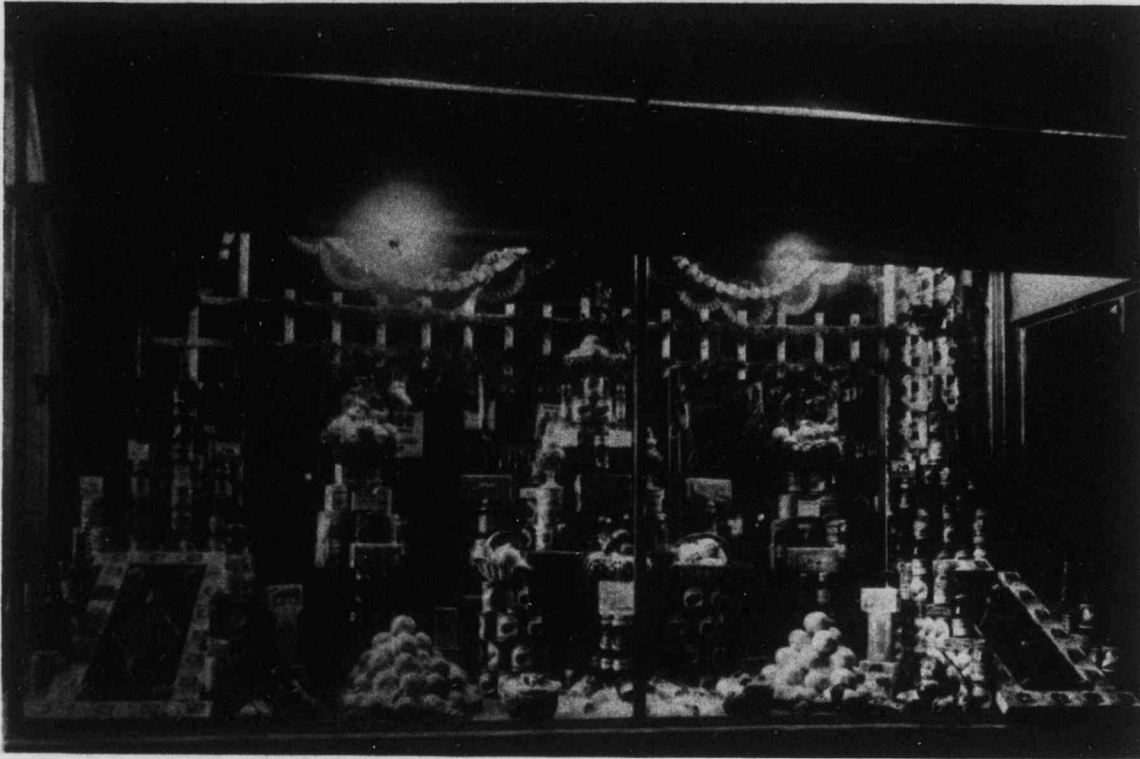
Observe, too, the use of papers of a fancy kind. This is growingly favored by the grocery trade and certainly adds to the pleasing effect.

This window display was dressed by G. E. Piper, of Piper & Young's grocery. The bottom part of this window contains nuts separated by oranges, with Christmas stockings along the edge. The next ledge contains different kinds of candies put in in diamond shapes. The white blocks are loaf sugar arranged in the letters of "Merry Christmas." The pyramid shape in the centre contains a choice line of box chocolates. The palm in centre is surrounded by "Made in Canada" bottle goods. The hanging basket contains bananas and oranges, overhung by Malaga grapes. The ribbon effect is of red, white and blue, contributing to the patriotic idea.

Prize Winner in Big City Class

Beautiful Trim of Toronto Merchant Secured Third Prize in Class "A" —
Description of How Display Was Constructed—Lattice Work
Background Adds to Attractiveness.

By W. A. Herron, Toronto, Ont.



The attractive display of W. A. Herron, Toronto, a third prize winner in Class "A."

One of the most attractive Christmas windows sent in last holiday season was this prize-winner from W. A. Herron, of Toronto. It was arranged by H. Stanton. The impression of lightness and spaciousness was well rendered by the traced woodwork used as a background. The lighting thrown near this reveals it as slender lattice work trimmed with festive garnishings.

Note the panel design in which the dried fruits are arranged: consisting of Currants, Valencia Raisins, Muscatel Raisins, Bleached Sultanas, Peels and Shelled Nuts, framed by rows of Package Raisins and built on a slope to the lattice background. The sides are built of canned fruits, wines and bottled fruits. The floor of the window is neatly arranged with pyramids of Grape Fruit and Oranges. Attractive display baskets containing Nuts in the Shell and choice apples are featured. There are also pyramids of canned and bottled fruits displayed on boxes, covered with crepe paper. The white topped with little display baskets of fruit and some plum puddings. Christmas cake in tins and package chocolates stand out against the background of lattice work made of light wood and lathes covered with white crepe paper and striped with wreathing, fancy bells, Xmas stockings, and so on.

It is worth while noting that the display is put in to avoid the solid built style of window display, doing away with any loss and giving access to any article in the display.

Alberta's Prize Winner in Class B

George Kerr and Co. Secured Third Prize — Made the Most of Limited Space—The Pyramid Idea Worked Out — Crackers Given Prominent Place.

By George Kerr, of George Kerr & Co., Lethbridge, Alberta.



George Kerr & Co., of Lethbridge, won the third prize in Class "B" of the contest.

The window shown on this page is an object lesson to grocers who have not too much window room, but who desire to make the very most of what they have. George Kerr & Co., of Lethbridge, Alta., secured last Christmas a mighty attractive display from limited room at their command.

They followed out broadly the idea of a pyramid, using both windows therefor and making the centre and corner window support the pivotal line.

Note the use of boxed goods. Comparatively few lines lay loose, boxes are used plentifully for both fruits and candy. The base of the window is the single exception. Near the front this is covered with nuts and smaller fruit, broken at regular intervals by dishes of large and fine quality apples, oranges and grapefruit.

On the walls hang boxes of Christmas crackers, while pennants are freely used, contributing to an attractive color scheme. Colored paper is used to make chains interlacing the lines shown at different points.

The whole central large display is built in tiers which add not a little to its effectiveness. Cards and pictures here and there do their bit to create interest, while in the centre an attractive motto hangs, an old phrase, but a worth-while one: "Season's Greetings."

Some Christmas Ads in 1916



This is the Store With the Christmas Spirit

And no wonder, with a store that rings with big values in choice Xmas Groceries. The Xmas Dinner is the event of the season and our many friends will find everything necessary to make it a complete success at the "Climax."

Two Christmas Specials

We have just received 10,000 fine California Navel Oranges for the Xmas trade. They are of a nice size and in good condition.
Per dozen **20**

We are offering our many customers on Friday and Saturday an opportunity to secure choice new Walnuts Almonds and Filberts
at 2 lbs. for **35**

- | | | | |
|-------------------|---------------------|----------------|----------------------|
| Cranberries | per qt. 15c | Popping Corn | 3 lbs. for 25c |
| Comb Honey | per section 30c | Whipping Cream | per tin 15c |
| Pearl Onions | per bottle 15c | Horse Radish | 3 bottles for 25c |
| Pressed Figs | per lb. 15c | Plum Pudding | Webb's 3 lbs. 60c |
| Extra Choice Figs | per lb. 20c | Plum Pudding | Wegstaff's 1 lb. 25c |
| Fard Dates | 3 lbs. for 25c | Dill Pickles | per dozen 20c |
| Malaga Grapes | per lb. 25c | Sweet Gherkins | per qt. 30c |
| Mint Sauce | per bottle 25c | Lemon Cheese | per jar 20c |
| Fresh Lemons | per dozen 25c | Magi Soup | per cube 3c |
| Mince Meat | 3 lbs. for 25c | Cheese Wafers | per tin 60c |
| Whole Pineapple | per tin 25c | Cob Corn | per pk. 10c |
| French Peas | per tin 15c and 20c | H. P. Sauce | per bottle 25c |

We will have a choice assortment of Celery, Lettuce, Parsnips, Baked Potatoes, Sweet Potatoes. Also a well assorted stock of Pickles and Sauces for the Xmas Dinner.

THE CLIMAX GROCERY

Phone 94 EVANS & BAYES W3 South May St.

Christmas Cheer For All

There is a tendency this year to curtail the expenditure on luxuries. People are buying with more care and discrimination. Buyers who are looking for quality and good solid value for their money instinctively turn to this store. We have all the good things for Christmas of the highest quality, at the most reasonable prices. New fruits for cakes and plum puddings, new peels, new shelled nuts, fresh chopped suet.

- New delicious Spanish Mince-tellies..... 25c
- New Fat Dates..... 15c
- Oranges, sweet and juicy, per doz. 20c, 40c, 60c, 80c
- Apples, handpicked, per pack 25c
- New Mixed Nuts, per lb. 20c

Our Genuine Homemade Mince Meat at 15c per lb. The best of fruits, absolutely clean, and blended with just sufficient of the purest spices to give it that delicious flavor. There is no wonder buyers repeat this order so often.

- Fifty varieties of Sweet Biscuits and Cakes from 10c per lb.
- Crawford's Scotch Short Cakes 25c
- Crawford's Cream Puffs 40c
- Cream Wafers, Water Ice Wafers, Salted Reception Wafers at 10c package

- Candles for the Children — Out Root, Mixed Dandies, Creams, Chocolate Drop Chocolate Walnuts, Walnut Creams, Caramels, from 10c to 25c per lb.
- Candles for Grown Ups — Perrins "Elite" Chocolates 20 different flavors at 40c lb; Perrins Newport Chocolate Ginger at 55c per lb.

An Assortment of Perrins Fancy Boxes to suit all Pockets

F. H. SIMPKINS, The Quality Store

For the Christmas Holidays

We have just received a shipment of English Bon Buns, Crackers and Fancy Boxes of Chocolates. Also Clarico's Marzipan Confectionery, in cake selection, Roses, Panades, Chot. Marzipan and Marzipan Assorted Vegetables. These Clarico goods are unsurpassed for quality and decorative effect, for all kinds of fancy cakes. Don't fail to see them. Below we give a partial list of reasonable lines, especially selected for Christmas shoppers.

- | | | | |
|---|---------------|--|--------------|
| Marzipan Confectionery, Assorted Cake Selection | | Lucky tubs, containing prize packets, lots of fun, each | 50c |
| Fancy, Rose, Sovereign and Marguerite sets | | Lucky pies, each | \$1.50 |
| Ice-cream, per lb. | 60c | Snowman crackers, each | 60c |
| Choc. Fancies, per lb. | 90c | Santa Claus crackers, each | 60c |
| Choc. Roses, per lb. | 90c | Miniature crackers, per box | 30c |
| Choc. Marzipan, fancy assorted, 2 boxes | \$2.00 | Bird nest crackers | \$1.25 |
| Toulonge fruits, per lb. | 75c | Demer crackers | \$1.25 |
| Crystallized Pineapple rings, per lb. | 75c | Xmas stockings from | \$1.00 |
| Glace pineapple rings, per lb. | 75c | Xmas candles, 3 dozen in box | 15c |
| Silver dragas, per oz. | 10c | Jap oranges, per box | 60c |
| Glace cherries, per lb. | 75c | New navel oranges, per dozen | 40c |
| Crystallized Dates, per box | 25c | Valencia oranges, per dozen | 50c |
| Dates stuffed with walnuts, per lb. | 60c | California cluster raisins, per box | 30c and 50c |
| Caramel Bon Buns, per lb. | 60c | Malaga clusters, per pkt. | 25c and 35c |
| Crown Caramels, per lb. | 50c | Malaga grapes, per lb. | 25c |
| Barley sugar, glass jars, each | 25c | Symra figs, per lb. | 25c |
| Crystallized ginger, English cubes, per lb. | 60c | California layer figs, per lb. | 20c |
| Crown Caramels, per lb. | 50c | California packet figs, per pkt. | 10c |
| Clarico, fancy marzipan vegetables, per lb. | 75c | Dates, per pkt. | 125c and 15c |
| Clarico cream mounts, per box | 25c | Cranberries, extra large, 2 lbs for | 35c |
| Cadbury's chocolates — | | New Season's Nuts are all in now. | |
| In fancy boxes, from | 25c to \$1.25 | Chestnuts, imported, per lb. | 25c |
| In assorted shapes, from | 10c and 25c | Walnuts, Almonds, Pecans, Filberts, Brazil, separate or mixed, per lb. | 25c |
| China novelties (dogs, cats, etc.) | 5c and 10c | Fresh roasted peanuts, per lb. | 15c |
| Xmas Crackers | | Popping corn, per lb. | 10c |
- These we have in a great variety. Some are very striking in appearance and decorative effects. Make your choice early. A few special lots are as follows:
- | | |
|--|------------|
| Fancy party box, contains 2 doz., per box | \$1.25 |
| Fancy boxes, pansies, orchids, daffodils, etc. | |
| Box containing hats, caps, toys, etc., 12 in box, from | 25c to 75c |
| Lucky snowball, each | \$1.00 |
- Canadian Sardines, per tin 5c
Canadian Herrings, Plain, per tin 10c
California Seeded Raisins, 3 packets for 25c

Big Special for Saturday Shoppers

Bazett, Bell Co., Ltd.

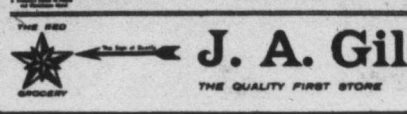
Two Phones—Shipping 147; General 48.
Rural Delivery to all parts of the District.

Hail Old Christmas

For upwards of thirteen hundred years the good round world has passed its treasures into bright stores once every year to make Christmas full glad. Old Christmas greets each a cheer of human gladness. It beams from old gentlemen and ladies from old ladies and babies and children and grows from each brother and sister. Above all, it is essentially a season for feasting. Therefore it is your duty first to consider that gift that really shows good taste, the first necessary to the Christmas feasting for those who gather around your table on Christmas Day. Have before in the history has the "Red Star Grocery" shown such an array of fine groceries, fruits and confections. Cheap, too. Come in and see. Make this store your headquarters. Meet your friends here.

- PLUM PUDDINGS**—Ready made with the best ingredients. They're sure that a sure. No such a cheer of human gladness.
- GUEST TEAS AND COFFEES**—When you offer guests our coffee and coffee, you are serving the friends that the most beautiful business offer their guests the kind they choose from all others to serve on important occasions.
- FANCY CAKES**—Special imported and Christmas cakes, specially selected for Christmas.
- CANDLES**—Heavy stock, 2 lbs for 15c.
- CRACKERS**—The quality of our coffee has been recommended our coffee sales, in 4 boxes.
- CRACKERS**—Old and new styles, cream cheese, Raisin, in jars and Lindbergh.
- Special Christmas Specials**—Special Christmas treats, ideal for small word box and window, with beautiful, beautiful, very well. They could be better.

For the Christmas Present—Just what a **DOMESTIC** The original "household" cleaner with new and exclusive features. It's a beautiful gift and so useful. **Efficient Service** will be surprised at the low price.



Free Penholder

We are anxious to have our many people read our advertisements, so have decided to give **FREE** to every person who will do as they read the advertisement. A **BEAUTIFUL PENHOLDER**.

- NAVAL ORANGES**—1 each, bright, juicy, 10c per dozen.
- GRAPES**—Early, bright, juicy, 10c per dozen.
- CANDIES**—Ready made, just, fresh, creamy, taste, including the famous "Mascarpone Tulle" in bulk and fancy boxes, especially selected for Christmas trade. 25c per box. Each contains 12 to 15 lbs. Boxes 10c each up.
- CHRISTMAS CRACKERS**—Assorted, elegant, suitable for the table. They come in many fun for all. 10c to 15c a box.
- CHRISTMAS SPOONERS**—Real with all kinds of gold and silver, 10c to 15c each.
- MALAGA GRAPES**—Large and juicy, 10c per lb.
- RAISINS**—Valencia, heavy quality, per lb. 10c.
- CRACKERS**—New quality, 1 lb for 10c.
- CHOCOLATES**—Clarico, heavy quality, 10c per lb.
- ORNBANDS**—Choc and silver, 10c per lb.
- CANDIED FRUIT**—When we see your Christmas and New Year's cards, 10c per lb.

Remember We Give Profit Sharing Coupons

With each purchase, regardless of price, you receive a **PROFIT SHARING** coupon. This coupon entitles you to a share of our profits. For our mutual benefit and comfort—**SHOP EARLY** as possible.

Efficient Service IS OUR WATCHWORD

J. A. Gillett

THE QUALITY FIRST STORE

Cardwriting Made Easy

By R.T.D. Edwards

Christmas Lesson

WITH the Christmas season almost upon us and with the knowledge that fancy decorative Christmas cards will be needed to be placed on merchandise throughout the store, let all us cardwriters strive to prepare our work to avoid as much as possible that eleventh hour rush.

We all know how much work we will have in hand with fancy window backgrounds, to get out, windows to trim, with stores to decorate, with extra efforts in newspaper advertisements and with extra rush of customers; so it behooves us all to prepare now, and without delay, our cards and style of lettering while there is time to think with a good clear brain.

There are many ways in which we can avoid congestion of our work in the cardwriting line. One is, if you intend to use a certain style of lettering, get at it and practice until you have it in your mind's eye and able to form all the letters without reference to a chart.

Another is to have many cards designed already to letter. Cards with Santa Claus' smiling face in the corner, cards with sprays of holly and mistletoe, cards with wintry scenery which suggest the festive Christmas season and Old St. Nick with his prancing reindeers. These are only a few suggestions, which, when worked upon cards,

impart that spirit of gladness which puts the customer in a better frame of mind to do their Christmas shopping.

To get these ideas it is necessary to collect every kind of Christmas material you can find. Many cardwriters save designs from year to year, taken from magazines, newspapers, Xmas cards and books of all sorts, and have these to refer to when an idea is required. If these are not obtainable, a search in the advertising office will reveal good material. If a suitable cut is obtained and only a few cards are wanted, the cut can be stamped on the card by first inking it off a pad, then placing it in the desired place on the card. Tap all over the back of the cut with a hammer. This will leave an impression visible enough to trace over with pen and black waterproof ink. When the ink is dry, color with transparent water colors in the natural shades.

From Picture Post Cards one can obtain many pretty sprays of holly that when cut out carefully and pasted on the corner of a card make good showcards.

The design around the chart shown in this lesson is a good one, which can be used for showcard purposes. This should be sketched with pencil first, then drawn with pen and black waterproof ink and then colored with transparent inks in natural holly colors.

There are some things which should always be kept in mind when making fancy cards, such as these. Don't put too much on it. When the card looks well enough leave it alone. Cards with little sprays of holly in the corner look better than a card with Christmas designs around the entire card, no matter how good the art work may be.

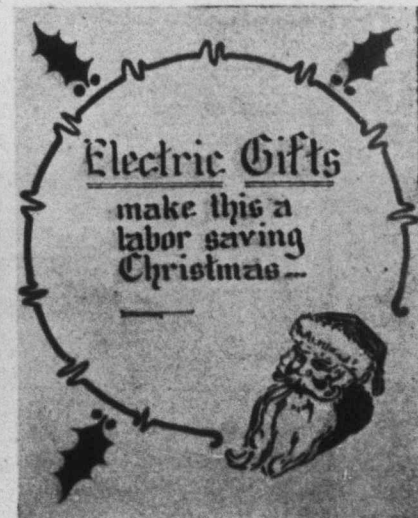
The lettering lesson this month is a modernized Old English. As you all know, Old English is a very difficult one to read quickly and that is the reason it has never been extensively used for commercial advertising, but many artists leave out a number of the lines and curves. They just take the main part of the letter. This gives a clear, readable letter without losing the characteristics of the Old English alphabet.

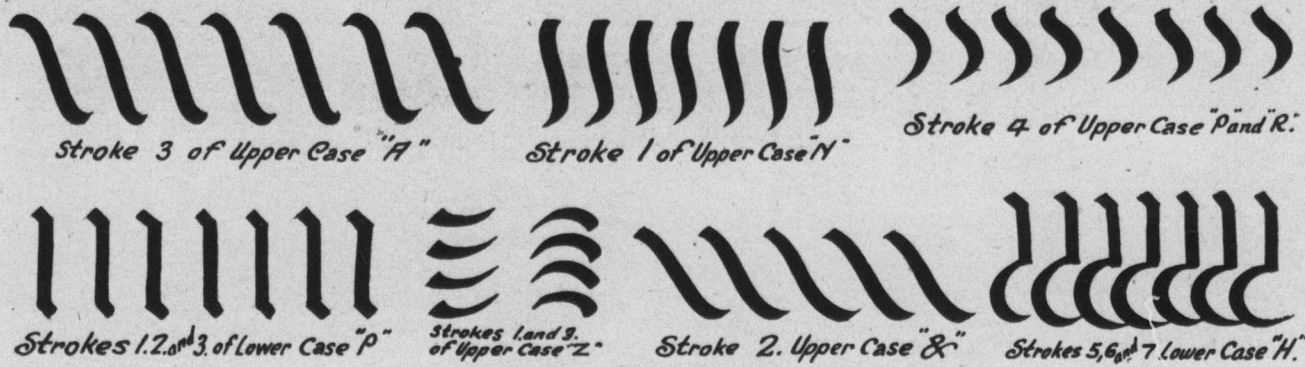
In the chart shown, there is a collection of letters which may be called modernized Old English, and I think that you will agree that they make a better card for modern merchandise advertising than do the older type. "Read as you run" must be the cardwriter's motto.

THE CHART

Upper Case

"A" is a four stroke letter. Care must be taken to get this letter balanced





Practice Exercises— Fig. 1.

up evenly. Strokes 1 and 3 should be at the same opposite angles.

“B” is a letter that requires much practice. Special attention should be paid to strokes 4, 5 and 6. Put them together to appear graceful.

“C.” This letter is not so difficult to form, as the “B.” Note how stroke 1 sweeps under and projects out beyond the other part of the letter.

Stroke 2 of “D” you will find to be the most difficult in that letter. It re-

quires much practice and if a good suggestion for the practice exercise.

“E” and “F” show similar formations and have the same number of strokes. These letters can be made very quickly because all strokes have the same sweep to them. Stroke 5 of “F” is made shorter than that of “E.”

The “G” shows much the same formation as “C,” with strokes 5 and 6 added.

“H” is made in many forms, but this

one is selected because of its gracefulness. Strokes 1, 2 and 3 make excellent food for practice work. Note the relation stroke 4 has to the two outside parts of the letter.

The only difference between “I” and “J” is in stroke 3. In these two points the letters must be made to differ pronouncedly, so that one won't be mistaken for the other.

The “K” is a nice letter to make. (Continued on page 120)



STUDY THESE SPLENDID DEPARTMENTS

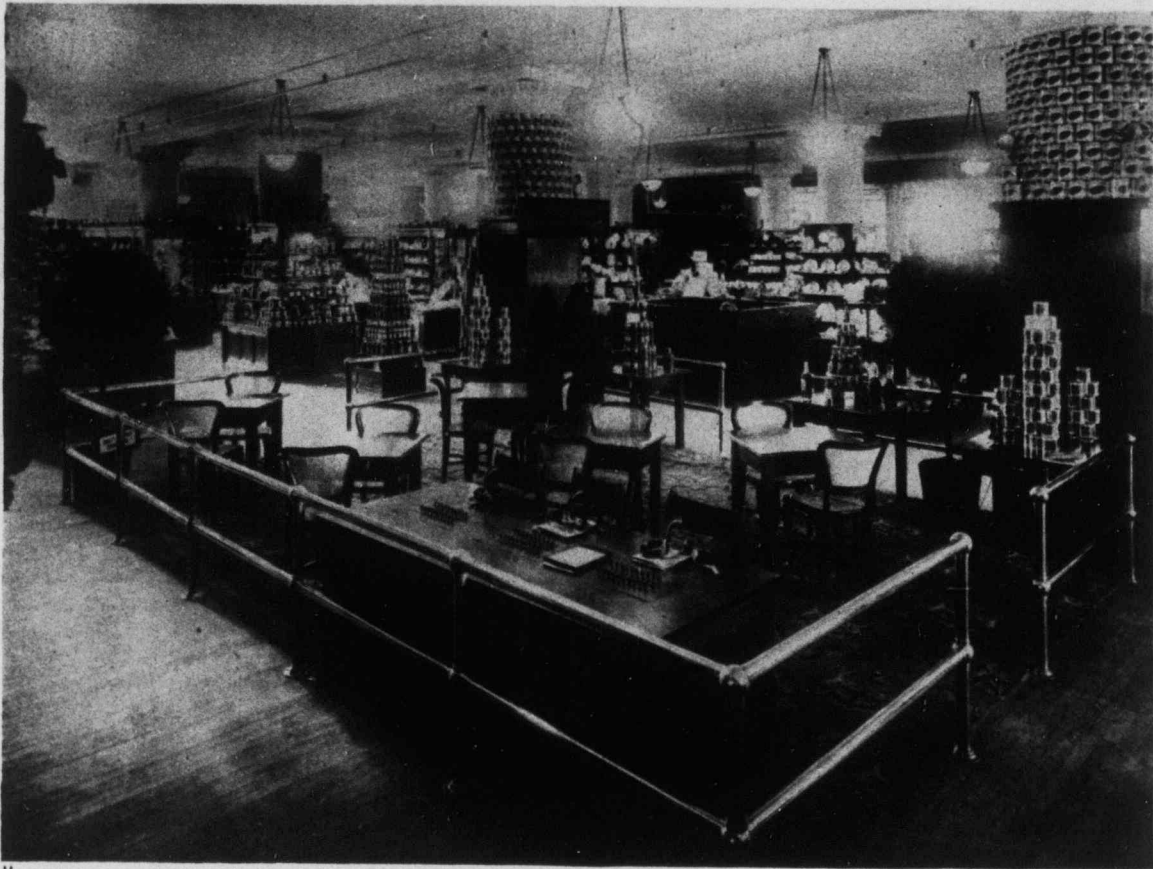
HEREWITH are presented three views of the grocery department in the store of the Hudson's Bay Co., at Calgary. They represent what is in many respects the very last word in equipment, and unquestionably present a high order of merit in regard to arrangement and display.

The showing of stock is a marked feature but, as will be seen, there is absolutely no crowding or jumbling of material. Everything is arranged with an artistic balance and completeness that adds something to the selling efficiency of the department.

A marked feature is the order-taking department. Here, within brass railings which give the desired appearance of seclusion, customers can seat themselves in comfortable chairs and dictate their orders. Samples of novelties and lines that can be pushed, are handy in this department so that the sales staff can call customers' attention to them.

CANADIAN GROCER has given information in previous issues with reference to the methods of this store. Further mention is not necessary here but the accompanying views are presented with the suggestion that readers look them over carefully. Many ideas with reference to stock arrangement and display can be obtained from them.





credit to persons known to us or recommended by a reliable customer, or on a good report from the store where they have been previously dealing. We have a card but seldom use it. In following up personal accounts, we first send a letter; second, pay a personal call; third, put it in the hands of a collector, and, fourth, employ a lawyer. Clerks' sales are not kept separately. Invoices are checked and filed and as they are almost invariably followed by monthly statement, we check those and file statement and invoices together. We make a list of the amounts owing and when they are to be paid. We use a well-known account register.

Chas. Pike, Vancouver.—We are not opening any new accounts, so our experience along these lines is too stale to be of value. We do not keep track of each clerk's sales, as we believe that individual sales are not always the measure of a man's value. All invoices are paid either at once or at monthly settlements.

McLean Bros., Olds, Alta.—We do not allow credit, as we follow the cash system. Clerks' sales are kept track of separately by means of forms. Invoices are kept by the use of an Invoice Book and Bills Payable Book.

W. H. Stodgill, Sutton West, Ont.—Whether we give credit depends on the customer's past reputation for honesty. If a man is known to be good he is given thirty days and his bill is rendered every month, otherwise our business is cash. We send out bill; if not settled within thirty days, we follow by three letters, and, then, if not settled, it is put in the hands of a lawyer. Clerks' sales are not kept separately. We use a well-known invoice system, date, when accepted, when and where payable. Our business is nearly all cash and as a consequence, we do not do much bookkeeping.

E. Desmarais, Stoney Point, Ont.—We give credit if the customer has a good past record. To collect old accounts, if the customer is good, we see him personally; if not, we make him a present of the amount. Invoices are entered in a separate ledger. All accounts are settled by draft. We use a Single Entry and Bills Payable book. For customers we use a well-known account register.

L. J. Collin, St. Boniface, Man.—Our business is a strictly cash business. This answers all other questions.

Corman & Co., Caledonia.—We are forced to the view that credit as given and as often taken by country dealers, is the best trade killer there is, and we know by personal experience that it is the friend of the retail mail order house. That is, the customer accumulates the amount necessary to buy for cash. Our policy is only to grant one account to

ELMIRA, ONT., May 27th, 1912

Dear Sir or Madam—

You will likely have noticed in the papers my announcement of changing my business from credit to cash beginning June 1st, 1912. The time is now at hand and I again wish to bring before your notice that we intend to PUT INTO EFFECT WHAT WE ANNOUNCED. COAL AND ~~WOOD~~ ^{MEATS} ARE CASH ARTICLES ANYWAY. We assure you we will use our very best efforts to prove to you that CASH IS THE RIGHT WAY OF DOING BUSINESS and that YOUR DOLLAR here will be worth more than heretofore and therefore will be a BENEFIT to you as well as to us. We propose to have ALL GOODS PAID FOR at the time they are ordered. Where such is not done the goods will be taken and the bill presented if paid, delivery will be made, if not the goods go back to the store. The intention is to protect us from the bad pays and give those who have paid cash A STILL GREATER BENEFIT

We again thank you very much for the trade you have given us and are sure we will be able to serve you better than before. So let us have a trial and we are satisfied you will be more than pleased.

Yours very truly,

ISRAEL BRUBACHER.

Cash notice sent out in 1912 by Elmira merchant. This policy has been closely adhered to since with success.

a prompt settling customer. We have no forms, only the verbal order of the one in charge of the store at the time. We make it our business to collect quickly, as a past due bill is nearly as bad as quarrelling with a customer. Our method of separating clerks' sales is easy simply a six-drawer National, and putting away all produce sale slips, so we have a pretty good idea what everybody has done each day. We are not very strong on the bookkeeping end of our business; simply a bank, cheque and cash book.

McFarlane & Co., Edmonton, Alta.—We do not always give credit. We do when satisfactory reasons for changing from the other fellow are given and proof that they pay their bills. Yes, we have a form to be filled out. We personally follow up old accounts. I would not, from my experience, recommend collecting agencies. We do not keep separate track of each clerk's takings. We keep an open account with every wholesale house with whom we do business and our payments are made either weekly or monthly as arranged.

C. B. Hume & Co., Revelstoke, B.C.—When allowing credit to an old customer, his record with us, taken into consideration with his present prospects, decide. If a new customer, we ask for references. We have no forms to fill out. We have no settled system in regard to old accounts. We treat them individually, according to our judgment of their character and the circumstances surrounding each case. We keep track of each clerk's sales in the office, as all these sales go direct to the office. The head of each department keeps track of the credit sales of his clerks. We pay nearly all accounts by acceptance, sometimes by note, but not often; small accounts, local, etc., are paid each month. Our system of bookkeeping is one of our own. We use the ordinary counter check book in duplicate. If a cash sale, both the slips come to the office. The invoice is stamped paid and goes to the customer, the other is filed and entered to that clerk's number in the cash book. The credit sales are kept in the depart-

ment where made, and at night, or the first thing the following morning, are checked by the department manager and brought to the office where they are re-checked and each department's sales totaled and credited to that department. They are then charged to the customer through a well-known system of charge blanks. We also use a loose-leaf ledger, and specially ruled cash book and journal. To be sure the charges to customer have been made correctly, we check the total charges for the day against the total distributed to the different departments. Expenses are charged to each department as they occur, except overhead expenses, which are distributed at the end of the year. We keep each department absolutely separate. We have five in all — Groceries and Crockery, Men's Wear, Dry Goods, House Furnishings, Millinery. We charge each rental, based on floor space occupied.

There is so much written about the proper methods of merchandising these days, that it is hard to pick out the practical ideas and adapt them to one's own particular needs.

DISPLAYING MATS, BRUSHES AND PAILS

(Continued from page 95.)

our staff all co-operate to make this time a big time for these lines, was effective."

The store of Luxford Bros. is a particularly good one. The lines in question, mats, brushes and pails, are all handled down one side of the store, opposite to where most of the food stuffs are arranged. Fairly high up the wall there is a rack along which is displayed basketware, and lower down, another rack where pails are stored. All these are visible easily, the whole year round. Brushes, from a scrubbing brush to a broom, are also on that side of the store, so that all household utensils of this class are together. In addition to this a stand, holding brooms, is placed near the door, so that it catches the customer's eye very readily.

The store of Luxford Bros is replete with attractive sales counters and has several modern show cases. Tobacco and cigars are handled and a special place is made in the shelving for this department. Luxford Bros. have an excellent trade in both tobacco and cigars.

CATALOGUES AND BOOKLETS

The Armetlizer is a miniature newspaper which is devoted to ways and means of bettering selling efficiency, and of spreading knowledge regarding the "Armetl Store Fixtures." It is to be published at frequent intervals for the benefit of their salesmen.

CARDWRITING MADE EASY

(Continued from page 115.)

See that stroke 5 does not extend to the right any further than does stroke 6. Note how often strokes 1, 2 and 3 appear in other letters.

The "L" is the same as the "E," with the centre stroke left out.

"M" is made in many varieties. This makes a good, readable letter. Note the round finish of stroke 9 instead of the square.

In "N" we have the combination of strokes 1, 2 and 3, which so often appear in other letters. Practise these often.

The "O" is an interesting letter to make. Note that the beginning of stroke 4 is made straight before it starts to curve. Stroke 2 must be at right angles with the guide lines.

"P" is made of 5 strokes. Strokes 4 and 5 are good ones to select for practice work. You will find that this letter needs a lot of attention so as to make it appear graceful.

"Q" is a reputation of "O" with stroke 5 added.

The "R" shows the same number of strokes as the "P." Note that stroke 5 projects slightly more to the right than does stroke 4.

"S" is said by beginners to be a stumbling block, and there is no doubt that it needs a good bit of attention. The difficulty is in placing strokes 1 and 2 together, so that they will appear graceful. Stroke 4 should not extend as far to the right as does stroke 2, and stroke 3 should be about even with that of stroke 1.

Stroke 2 of "T" needs much practice, as it is the only appearance of this stroke throughout the alphabet.

All the strokes of "U" are shown in other letters. Note how close at the top of the letter strokes 1 and 3 are placed.

The "V" shows a reverse of "A" with stroke 4 omitted. Care must also be taken to get the strokes 1 and 2 at the proper angles.

"W" shows a nine-stroke letter. Stroke 1 shows a little variety in the beginning.

"X" is not a difficult letter to make, but nevertheless you will find much practice necessary before it can be made properly. Stroke 2 is made with the narrow side of the brush.

This is only one of the many forms of "Y" that are used in modernized Old English. Note the graceful appearance of the entire letter. The join of strokes 4 and 5 should be made so as to appear as one continuous stroke.

"Z," while not used as often as the other letters, its formation should be known off by heart.

The sign "&" is one that is used every day in the daily work of a card-

writer. This is only one of the many good forms that can be made.

The word "Modern" shows different style letter formations which are only examples of different varieties of letters.

Lower Case

The lower case alphabet shows much the same straight line strokes, with very little curve, so they need little or no explanation.

Follow the numbers indicated, and draw the brush in the direction the arrows are pointing and you should find little difficulty in mastering them.

The lower case letters should be kept as plain as possible because they form the body of the words, and the plainer letter makes the word more readable.

Practice Work

The student must never forget the importance of practising the various strokes, especially when a new alphabet is taken up. The strokes of the modernized Old English lettering are somewhat different to those shown previously in these lessons. Pick out the strokes that are the most difficult for you to make and practise them as suggested in Fig. 1, only practise them many times more than is here shown. You will note that combinations of strokes are shown to be practised together. This is especially good exercise. These with practice can be made without lifting the brush off the card.

As in all other lessons when brush stroke letters are taught, it is absolutely necessary that you keep the brush with a flat chisel point in order to get the desired effect that this type must have. Fill the brush first with color and then work out on a piece of waste card or glass to a good working flat point.

It is a good practice to have a few greeting cards around the store, placed in prominent places so that they may be read by the customer. These should be more decorative than the ordinary merchandise card. These can be made up in very attractive designs and colorings. Different wordings can be used as follows:—

"We extend to our many customers a happy and prosperous New Year."

"To one and all a Merry Christmas."

"We wish you a Merry Christmas and prosperity during the coming year."

"Remember the soldier boy. Ask about our Xmas Overseas Boxes."

The card, "The Season's Greetings," shows a very decorative design. The black outlines are made with black waterproof ink. The background which appears grey can be made any pale neutral shade. The holly and poinsettia are of natural colors. The circle is of bright red with darker red spots. The lettering is of a semi-script formation. It is outlined with a stub pencil and filled in afterwards. This type is shown for a

variety from that shown in the lesson, but the modernized Old English is just as effective.

The accompanying card illustrates the use of the alphabet shown in this lesson. This card is an example of a good Christmas card.

THE COAL SHORTAGE

Coal is going to be a pretty hard thing to get before long. Some users have laid in stocks during the summer. For others the operators of mines see only difficulties.

During the first six months of the year the mines seem to have attained their greatest production of coal, according to one figure turning out sixty-one million tons, an increase of thirty-five per cent. In August 451,000 cars of coal were sent from the mines, or 42,000 more than in August last year. These figures may presage a production this year of 597,000,000 tons of which 550,000,000 would be bituminous. In a sense the consumption of eight million tons of coal a month represents the increase of industrial activity this year over last.

But the consumption of coal has been on a huge scale. At the first of July it was estimated that stocks of coal at the head of the Lakes were so low that they could not be replenished during the Summer by water shipments sufficiently to avoid a shortage in the Winter.

Shortage of labor at mines and at docks where coal is handled and shortage of cars are described as the chief elements in the situation that is developing. A coal-handling dock at Chicago, which normally employs seventy men, as few as eleven or twelve have been at work, because more could not be found. Lack of large stocks of water-borne coal along the Great Lakes will of course increase the demand for cars to carry coal to the districts supplied from the ports and this at a time when the demand for any kind of car is already great.

TO HELP RETAILERS

James W. Fisk, previously of the Lord & Taylor store, New York, when he had charge of sales promotion work, and before that with the J. L. Hudson Co., Detroit, has been employed to manage the campaign of the A. A. C. of W., to interest retailers in better accounting methods, and to take charge of the plans to market the A. A. C. of W. business record system. Mr. Fisk's entire time and energies have been acquired, and his experience both in large and small retail stores, have fitted him for the task at hand. He will have headquarters at Indianapolis, in connection with the general offices of the Associated Clubs.

Retailer and the High Cost of Living

Report of Delegation That Appeared Before Cabinet—Address of Representatives of the R.M.A., Who Were Present to Define the Position of the Retailer.

ON Friday, October 20, a delegation, consisting of representatives from the City Council of the Cities of Toronto, London, Kingston, Ottawa, Windsor, Peterborough, Montreal, Brantford, Forest, and St. John, N.B., accompanied by members representing the organization of "Canadian Municipalities," the Trades and Labor Council, and the National Council of Women, waited upon the Hon. Robert Rogers, Minister of Public Works; Hon. Thomas Crothers, Minister of Labor; Hon. C. J. Doherty, Minister of Justice, members of the special committee who were appointed by the Dominion Government to enquire into the reason why the price of a number of articles, especially foodstuffs, have increased during the war.

The delegation met in the House of Commons Chambers, Victoria Museum, Ottawa. None of the representatives seemed to know why there had been an increase, nor could they give the Government any information that would enable them to take any definite action. Some suggested that perhaps some one was holding goods in cold storage, expecting a still further increase, others suggested that the Government should go out on a fishing expedition and try and discover who were the guilty parties. Some charged the tariff with being partly responsible, and Mrs. Adam Short, representing the National Council of Women, thought that the "combiners" were responsible. The proprietors, however, of the cold storage plant were the ones who seemed to be the "chief sinners," from the viewpoint of most of the speakers, but whether through fear or lack of knowledge, none of the speakers came near enough to them to say, "Thou art the man." They wanted some one else to do that.

From the addresses delivered and the manner in which the whole subject was dealt with, it was quite evident that there was a great lack of knowledge of the commercial problem on the part of those who addressed the meeting. In summing up the way in which the case was presented by the delegation the Ottawa Evening Journal says—

"Much disappointment is expressed regarding the delegation of municipal representatives, which met the Government. A great deal was expected from the Toronto delegates in the way of suggestions for action, but there was no definite or concrete policy put forth. It is freely stated that the delegation was one of the poorest which has been held for some time."

In view of the fact that some portions of the public press are putting the blame of the increased cost of the Retail Trade and others who favor theoretical socialism, and are constantly urging the municipalities to go into the retail trade, a delegation representing "The Retail Merchants' Association of Canada" was there to defend, if necessary, any charge that might be made against them.

The delegation consisted of Henry Watters, President of the Ottawa Branch of the Association; E. M. Trowern, Secretary of the Dominion Board, and Messrs. Collins, Smith, Stoate, Slatery, Charlebois, Butterworth, Ray, Dwyer, and Levesque, all of whom are interested in the various sections of the association. In order to show the willingness to make their position as retail merchants clear before the public, and to assist, if possible, in helping the Government to find a solution, Mr. Watters and Mr. Trowern addressed the committee.

Henry Watters

Mr. Watters said in part: "On behalf of the Retail Merchants' Association of Canada, I crave the privilege of addressing a few words to this committee. We have been so accustomed to hear the middleman referred to in discussions on the high cost of living as the one cause of high cost of living to-day, that it is quite refreshing to find that the middleman as represented by the retailer is not even mentioned as a contributing cause of this disturbing condition of life. It might be pointed out that any discussion of the place of the middleman in the social scheme would have to embrace every one having in any way the handling of produce from the grower to the consumer, would indeed have to put the consumer in the place of the grower if all middlemen are to be eliminated. This would bring the world back to the most primitive system of barter as the standard of merchandising, and it is safe to say none of us would care to take such a backward step as that involves.

As to the profits of merchandising through the retail trade, the committee is invited to make the most searching investigation of all the details of the retail business confident that the facts revealed will remove all suspicion regarding undue profits. The retail merchants comprise the only scientific, skilled medium for supplying the wants of humanity. The Retail Merchants' Association aims to do what the Governmental administration of our country should do, viz., elimination of all unsound, un-

ethical freak methods of merchandising along with the questionable forms of advertising characteristic of the exponents of these freak, unethical standards."

Address of Secretary

Mr. Trowern said in part: "I am pleased to know that the arguments that have been presented to you, although some of them hinted at the retailer as being the cause of the high cost of living, have not been made sufficiently pointed as to call forth a strong defence from us. We appear here to show by our presence that the Retail Merchants of Canada in all lines of retail trade have nothing to hide or nothing to fear from any charge or any investigation that the Government may desire to make. We are living in extraordinary times, and under extraordinary circumstances, and I personally cannot conceive of any man with red blood in his veins trying to take advantage of the people when our boys and our friends and our relatives were fighting to preserve the principles of liberty and freedom. Many charges have been made against the cold storage system, which means those who operate them. Why have these people not been interviewed and the facts ascertained? Are they not citizens of Canada? Perhaps when an investigation is made it may be found that thousands of pounds of beef and other foodstuffs may be there waiting an order to be shipped as soon as they are required. Should we wait until the vessels are at the dock for the cargo before we gathered the foodstuffs together? Then why make charges unless they have some foundation in fact? Our association stands ready to give the Government all the assistance it can by appointing a committee to act with other committees, or informing the Government on any question pertaining to the retail trade that is within its power. Any investigation made into any line of trade, coal, meat, groceries, produce, or any other line will show that no blame can be placed at the door of the retailer in Canada.

"The Ministers, in reply, stated that we must remember Canada is at war, and that notwithstanding that prices have increased here, they have increased still higher in other countries, but if any one had any tangible plan that would relieve the situation that they would be only too glad to receive it, and adopt it. Any cast that is made known where any person is taking advantage of the public will be vigorously and promptly punished."

Why So Little Maple Sugar?

With Cane Sugar Prices Climbing, and When War Time Has Made Greater Production in all Lines a Prime Necessity in Canada, the Market Calls in Vain for Maple Products Which Might be Made on a Scale to Mean Millions of Dollars to the Dominion—Why Not More Later.

"I'M LOOKING for a car-load of maple sugar" said a Montreal broker about the end of October, 1916," and I can't find that much loose around anywhere. I've gone over the market with a fine tooth comb for it, and it looks as if I'd have to wait seven months now till the new season's crop comes in."

"I believe I got the last car-load of maple sugar available" said another merchant. "Maple sugar's mighty short this year. The car-load I've secured has gone to meet United States demand, so I guess they're short over there too."

That the supply of a product so characteristically Canadian, should in Canada be running short within five months of the period of its production is interesting, especially in wartime, and with the prices of imported cane sugar continually rising. CANADIAN GROCER set about discovering more about the situation.

That the demand for Canadian maple sugar is evidently far in excess of the supply is evident from the experience of the trade in 1916. How much maple sugar then, does the Dominion produce?

Doesn't All Reach the Market

Not all the maple sugar and syrup produced in Canada goes on to the market. Farmers producing on a small scale keep what they produce for their own use. Many farmers formerly were in the habit of making an exchange of maple sugar with the local store for other commodities. A marketable product with keeping qualities like maple sugar was as good as money when used for such simple transactions. This season, however, maple sugar is real money to the farmers who have any. They need not barter their product for goods. They can command cash for it in the Canadian market.

Quite prevalent in market circles has been the opinion that one reason for the shortage of maple products on the market at present is the fact that the farmers have not been obliged to realize on their stocks so quickly by exchanging for goods. Prosperous farming has enabled them to hold more maple sugar and syrup for cash business. Consequently while there may be a few car-loads still available, it requires intimate knowledge of the sources of production to secure any large supplies. Maple

sugar does not come of its own accord into a central market.

But this reason for the shortage only skims the surface of the situation. The real reason is that far too little maple sugar and syrup are produced.

"The reason why too little real Canadian maple sugar and syrup are produced" says one authority "is because substitutes for a long time flooded the markets at lower prices than made it profitable for farmers to produce the genuine product. This discouraged the industry to such an extent that the Dominion's production of maple products dwindled from an average of twenty and a half million pounds to something under twenty million pounds, and continued to decrease until legislation was secured after long and hard effort, making the sale of adulterated, and so called 'maple-flavor' syrups, as the real article, a breach of Dominion Law as regards pure foods. Gradually as a consequence of such legislation, the production of maple syrup and sugar should increase."

At present scarcely a quarter of the already available maple products resources of Canada are tapped. And great areas of first-rate maple orchard 'bush' have been denuded of maple trees to satisfy the lumber market, the process ending at one transaction the money-making opportunities involved in a maple grove which properly cared for and properly tapped would give steady revenue for years.

Market Short of Stocks

The cry of the market of Canada today is for more maple sugar. The answer to the call for the immediate present is merely, "It might have been," but behind the melancholy "Might have been" as regards maple products, there is a great and growing "May be" which in the present time of war, with all food products scarcer and dearer, ought to be made most strongly, a "will be" and a "MUST be." There MUST be more maple sugar made in Canada.

But, more than that, there must be better maple sugar made in the Dominion. Ask any large wholesaler about the present season's maple sugar—that is, what is left on the market of the 1916 season's product. He will tell you, as several told CANADIAN GROCER: "The maple sugar now on the market is good enough, but it is rather dark." In

that phrase "rather dark" there is condemnation, though not every purchaser of maple sugar may know it. Dark maple sugar, dark maple syrup, no matter how interesting the "flavor," is not the best. To put it bluntly, the darker the product, the dirtier it is: either dirty or over-boiled, or both. In old days, the primitive method of production prevailed. The sap gathered in wooden receptacles, time-worn and age-encrusted, was boiled down in deep, black cauldrons in the open, and sugared off in tubs. Smoke, grime, and a thousand other impurities impregnated the product. The result was the dark, strong-flavored stuff familiar to many from boyhood as real maple sugar and syrup. To-day the aim of the best producers, operating with the latest shallow evaporators, and using the most modern and systematic methods of sap collection in season by clean, shining, covered metal buckets, and properly devised sap spouts, is to produce a product lighter by far in tint, and more delicately appetising by far in flavor than the old time product of the Indian and the old-timer. There are over twenty different shades of color possible between the purest and most perfect maple syrup, and the old dark brown liquid, and in the same way with the sugar. Pure maple sugar, properly produced, approaches more nearly to a pretty, delicate tint of buff, rather than a deep, dark mahogany brown.

Present-day improvement in the production of maple sugar is practically all the result of enthusiastic and unsparing efforts to perfect the characteristic Canadian sugar, made from the sap of Canada's own emblematic tree, the Maple.

Many Trees Not Tapped

At present about 55,000 farmers in Quebec, Ontario, New Brunswick, and Nova Scotia, produce maple products to the value of something over two million dollars per annum. These farmers do not tap more than one-fourth of the maple sugar resources of the woods they are using. And many farmers who have access to maple woods of their own, do not attempt to produce maple sugar at all. Yet the work of production occupies only a short period in Spring before the other farm work comes on, and interferes with no profitable branch of farming, though in itself a most profitable industry.

(Continued on page 124.)



CURRENT NEWS OF WEEK

CANADIAN GROCER WILL APPRECIATE ITEMS OF NEWS FROM READERS FOR THIS PAGE.



Maritime Provinces

Wanamakers, Ltd., St. John, has sold out to George and Peter School.

A. D. Bruce, Halifax, Nova Scotia, a grocery merchant, died recently.

J. P. McCluskey, Grand Falls, has sold his grocery store to J. R. McCluskey.

Quebec

The Portland Fish Co., Montreal, have dissolved. J. A. Paulhus and Ed. Hawkins are continuing under the same style.

Mr. W. F. Leonard, of the firm of Leonard Bros., wholesale fish dealers, paid a business visit to Montreal from his headquarters at St. John, N.B., during the week.

The McLellan Import Co., 301 Read Building, Montreal, have taken the Canadian Agency for Lively Polly Dry Soap, put up by J. Hargreaves & Son, Ltd., Liverpool, England.

The marriage of Miss Helene Herdt, eldest daughter of Mr. and Mrs. Herdt, Wood Avenue, Montreal, to Mr. J. Laporte, son of ex-Mayor Laporte, of Laporte, Martin, Wholesale Grocers, Montreal, was quietly celebrated on Wednesday morning, Oct. 25, at the Archbishop's Palace.

Ontario

Thos. Lewis, grocer, Welland, has sold to Peter Nottie.

L. A. Charters, Hamilton, has sold his grocery business.

R. Clark, fish and groceries, Dundas, has sold his business.

A. E. Shantz, grocer, Toronto, has sold to Wm. J. Lovegrove.

E. G. Hough, grocer, Toronto, has been succeeded by A. Campbell.

Mark Gilding, Toronto, has discontinued his grocery business.

Lloyd Snyder, grocer and dairy, has sold his business to Robt. Smith.

Jos. E. Roome, grocer, Glencoe, has sold to W. J. Strachan, of Port Elgin.

Henry Weaver, grocer, Chatham, died recently. Mrs. Weaver will carry on the business.

H. H. Layng, Smith's Falls, has sold his restaurant and grocery business to C. H. Hitchcocks.

Fred Millman, Woodstock, has been awarded a contract for groceries and vegetables "for troops at Woodstock."

J. G. Stephenson, Orillia, is making extensive alterations to his grocery store, including an addition to the rear of his store.

T. Kenny & Co., wholesale grocers, Sarnia, have opened up a warehouse in

Chatham. Mr. Stanley will have charge of it.

W. J. Parker, Waverley, who has conducted the business known as Anderson & Co., for some years, is moving to Ashburn, Ont., where he will carry on a business under his own name.

Robert Cooper, manager of the Maple Leaf Milling Co., Welland, has been nominated candidate for the next Provincial election, at the convention of the Liberals of the Provincial riding of Welland.

G. M. McDonald, grocer, Harriston, was called to Lindsay on Friday, 13th, on account of the sudden death of his father, J. R. McDonald, superintendent of the Post Printing Co., Lindsay, with which he has been connected for the past fifty years.

Incensed because at a recent meeting to discuss the high cost of living, members of the Trades and Labor Council referred to the grocers' "ring," the London Retail Grocers' Association contemplate taking legal proceedings against the speakers for libel.

Wm. D. Daek, Toronto, died suddenly on October 20, at his home on Dovercourt Rd. Mr. Daek traveled for Warren Brothers & Co., of Toronto, for more than twenty-five years. For many years he covered the territory of Central Ontario, but of recent years he represented his company in the Niagara Peninsula. Mr. Daek was one of the few remaining citizens who have been privileged to watch Toronto's growth from a hamlet to a large city.

Stephen Y. Jardine, a Blackville merchant, met sudden death on Saturday, October 7, while returning to his home from Newcastle, when the car he was driving plunged over the bridge at White Rapid Bridge, pinning Mr. Jardine under it. All the other occupants of the car escaped serious injury.

Western Provinces

H. H. Brown, Ltd., Medicine Hat, has opened a general store.

J. A. Russell, Edmonton, has discontinued his grocery business.

The Novelty Candy Company, Calgary, have started in business.

C. M. Reardon, Victoria, have sold the stock of their grocery store to Western Grocery Co.

K. F. Oxley, Kelowna, B.C., has sold his grocery business to J. F. Fummerton, of Innisfail, Sask. Before leaving to accept a position on the sales force of The W. H. Mallsin Co., Mr. Oxley was

presented with a leather traveling bag, by the business men of the town.

The contract has been let to Messrs. More & McWilliams for the erection of Campbell, Wilson & Strathdee's, Swift Current warehouse, which is to be built on the corner of Railway street and Eighth avenue west. Excavation has commenced and it is intended to have the building ready for housing the stock by the middle of December.

Manitoba

John Gavin, Regina, is adding meats to his grocery business.

J. Karason, general merchant, Regina, is commencing business.

N. O. Pooock, grocers, etc., Wolseley, has discontinued his business.

J. A. Morrow, grocer, Alsask, has sold his business to Isaac Wright.

F. R. Law, grocer, Edmonton, has sold his business to W. W. Keeler.

J. G. Boyd, Pleasant Valley, has moved his general store to Ethelton.

Hinsoork & Carter, general merchants, Northgate, have discontinued.

Samuel Kovish, Saskatoon, is discontinuing his grocery business.

S. E. Collins has purchased the Wesley Grocery Store, Winnipeg.

E. H. Smith, grocer, Winnipeg, has sold to Robins and Broomfield.

W. Dowie, grocer, Grandvital, has been succeeded by Mildred Asten.

J. K. Hammond, North Battleford, has discontinued his grocery business.

J. Wacknow, general merchant, Winnipeg, is removing to Hilbre, Man.

P. Polsky, grocer, Brandon, has been succeeded by Cristall & Schwartz.

Hallonquist Bros., grocers, Weyburn, have been succeeded by R. H. Guest.

A. F. Broek & Co., grocers, Winnipeg, have been succeeded by W. H. Olson.

J. A. Martens, general merchant, Dalmeny, has sold his business to H. Walkentin.

Munro & McMillan, general merchants, Central Butte, have dissolved partnership.

Mutual Purchasing Company, grocery brokers, Winnipeg, are commencing business.

J. L. Ratner, general merchant, Ratner, has been succeeded by Rosenberg & Vicker.

R. Roomé & Co., general store merchants, Dundurn, have sold to J. H. Natter & Co.

Cameron & Heap Co., Dauphin, wholesale grocers, have been granted a Dominion charter.

Geo. Lukashuk & Son, general merchants, Rembrandt, have been succeeded by Chas. Schiek.

T. J. Cowan, general merchant, Dinsmore, has sold out his business to Wilence Bros. & Fishman.

Macaroni wheat is being experimented with at Raymond, Alta., this year, and has yielded 135 bushels to the acre.

Percy Berry, eldest son of E. L. Berry, grocer, and secretary of the Board of Trade, Ladner, B.C., died last week at the age of 31.

F. W. Poidevin has purchased the stock of Fenson and Co., 410 St. John's avenue, Winnipeg, and will handle groceries, fruits, provisions, etc.

George A. Tapley has opened with a stock of fruits, vegetables and groceries, at 213 Iroquois street west, Moose Jaw, and will do business only on a cash basis.

The new mill, warehouse and elevator being built by the Lake of the Woods Milling Co., Medicine Hat, is expected to be ready to receive grain inside of two weeks.

George Buscombe, who for the past twelve years has filled the position of general manager of the F. Buscombe Co., wholesale crockery dealers, Vancouver, has retired from this position.

A meeting of the recently organized Brandon Retail Merchants' Association was held in the Y.M.C.A. on Tuesday, when J. H. Curle, secretary of the Manitoba Association, delivered an address on "The Small Debts Court and Costs System."

The grocery business hitherto conducted by Hallonquist Bros., at Weyburn, Sask., re-opened under new management last week. R. H. Guest has acquired the business by purchase, and the business will now be known as Guest's Grocery. E. Hallonquist will assist in the store.

WHY SO LITTLE MAPLE SUGAR?

(Continued from page 122.)

As regards the present market for maple products the syrup per Imperial gallon can No. 1 quality, is worth \$1.50 (price to retailers). The sugar in blocks of 1 lb., 2 lbs., and 5 lbs., is selling to the retailer at from 13 cents to 16 cents per lb. There is every prospect that the market is going firmer, as supplies for large orders are very scanty. Export demand (to Britain), was doubled this year, and at present as much as 13 1/4 cents was, only in October, refused for maple sugar in carload lots. A significant sign also is the fact that even the farmers themselves who made maple sugar this 1916 season, have been trying

to buy some back for their own use from the wholesalers.

AN ERROR CORRECTED

In the issue of October 13, CANADIAN GROCER, page one, there was a typographical error in the announcement of W. G. Patrick & Company. The word "Komlets" should have been "Kornlets." As the word indicates, "Kornlets" is made from corn. It is used for making soups, puddings, fritters, cakes, etc.

THE MANITOBA MARKETS

(Continued from page 134.)

1, and last week was asking \$3.85. One of the largest jobbers was offering corn at \$2.35, claiming that they had made heavy purchases lately, which enabled them to sell at this figure. It is estimated now that tomatoes will open in the neighborhood of \$4.20 to the Western retailer. Prices vary considerably in Winnipeg on canned salmon; some houses are selling at very low figures, and are liable to be out of stock; other jobbers show no desire to sell, preferring to hold until the market is higher. New prices have been named on beans, beets, pears, plums, gooseberries, and tomato catsup in 2-lb. tins. The following advances per case have taken place over last year's quotations:—

| | |
|---------------------------------|------|
| Wax beans | 0 35 |
| Refugee beans | 0 55 |
| Whole beets, 2s | 0 10 |
| Bartlett pears, in heavy syrup | 0 65 |
| Lombard plums, in light syrup | 0 65 |
| Lombard plums, in heavy syrup | 0 65 |
| Damson plums, in light syrup | 0 85 |
| Damson plums, in heavy syrup | 0 95 |
| Greengage plums, in light syrup | 1 00 |
| Greengage plums, in heavy syrup | 1 10 |
| Gooseberries, in heavy syrup | 0 65 |
| Tomato catsup, in 2-lb. tins | 0 40 |

Two Dollar Decline on Lemons

Winnipeg—
FRUIT AND VEGETABLES.—The surprise of the week is a decline of two dollars in the price of California lemons. During the summer they jumped to \$10, but dropped to \$9.50, where they stayed for a considerable time. This week lemons declined to \$7.50. The market was too high, and the weather did not warrant such a price. New lines on the market included California head lettuce, selling at 4.50 per crate. Ontario tomatoes are off, and are replaced by Californias, which bring \$2.25 per box. B. C. onions in 100-lb. crates are bringing \$3.50 this week. Tokay grapes are slightly higher—\$3.25 per crate, and Valencia oranges are quoted at \$6 per case.

| | |
|------------------------------|----------|
| Fresh Fruits— | |
| Apples— | |
| McIntosh Red, No. 1 | 2 25 |
| Bananas, lb. | 0 04 1/2 |
| Grapefruit, case | 3 00 |
| Grapes, Ont., basket | 0 25 |
| Grapes, Ont., basket | 0 25 |
| Grapes, Tokays | 3 25 |
| Valencia oranges, case | 6 00 |
| California lemons | 7 50 |
| Peaches, crate | 1 20 |
| Prunes, Italian, peach boxes | 1 10 |

| | |
|------------------------------|-------|
| Vegetables— | |
| B. C. potatoes, new, lb. | |
| B. C. onions, 100-lb. crates | 3 50 |
| Spanish onions, case | 1 75 |
| Tomatoes, California, box | 2 25 |
| Celery, B. C., lb. | 0 08 |
| Head lettuce, Cal., crate | 4 50 |

Halibut Scarce and Advancing in Price

Winnipeg—
FISH AND POULTRY.—The feature to the market is, without doubt, that halibut is very scarce. It is quoted at 15c this week, and wholesale dealers predict that it will be bringing 20c before the winter is over. There will be very little new until the freeze-up, when we shall receive full lines of Atlantic fish. Poultry is coming in much better. Roasting chicken is a cent down, now 25c. The following are other poultry quotations: Ducks, 25c; geese, 22c; fowl, 20c, and turkey, 35c.

| | |
|---------------------------|----------|
| Fish— | |
| Fresh salmon | 0 16 |
| Fresh halibut | 0 15 |
| Lake Winnipeg whitefish | 0 10 |
| Fresh finnan haddock | 0 11 |
| Kippers, per box | 2 00 |
| Fresh lake trout, per lb. | 0 12 1/2 |
| Bloaters, per box | 2 00 |
| Salt mackerel, 20-lb. kit | 3 50 |
| Pickered, lb. | 0 10 |
| Poultry, Live— | |
| Fowl | 0 20 |
| Roasting chicken | 0 25 |
| Turkey | 0 35 |
| Ducks | 0 25 |
| Geese | 0 22 |

TWO ADVANCES ON FLOUR IN WEEK

Winnipeg
FLOUR AND CEREALS.—At the time of writing, first patents stood at \$9.40, two advances of 20c having taken place last week. The wheat market is steady and advancing. Deliveries of wheat have been interfered with by bad weather conditions in the country, which no doubt has affected the market. If the railway strike should develop, it is hard to say what would happen; the mills could not grind, and they could not get stuff in or out, so that they would be in about the same position. Rolled oats stand at \$2.75. The corn meal market was very strong last week, and an advance expected. Minneapolis millers sent out quotations on an advanced basis of 60c per barrel, due to scarcity of good milling corn. Feeds are still firm, bran selling at \$24, and shorts and middlings at \$26. The big demand is for shorts.

| | |
|--------------------------------------|-------|
| Flour— | |
| Best patents | 9 40 |
| Bakers | 8 90 |
| Clears | 8 20 |
| XXXX | 7 20 |
| Cereals— | |
| Rolled oats, 89 lbs. | 2 75 |
| Rolled oats, pkgs., family size | 3 90 |
| Oatmeal, standard and gran., 98 lbs. | 3 10 |
| Commel., 98 lbs. | 3 00 |
| Feeds— | |
| Bran, per ton | 24 00 |
| Shorts, ton | 26 00 |
| Middlings, ton | 26 00 |
| Mixed chop, ton | 36 00 |

Mr. R. G. Lind, of the Lind Brokerage Co., Toronto, was in Montreal during the week.

Roll of Honor

Driver Eugene F. Woodrow, of West St. John, formerly employed by Nortop & Company, wholesale grocers, St. John, N.B., was wounded in the leg and thigh on September 18.

Major G. A. Reid, Sault Ste. Marie, was killed in the Battle of the Soume, October 8. Prior to enlisting, Major Reid was engaged in the wholesale grocery business, and later in the real estate business.

Sergeant-Major Charles H. Wright, formerly head of the shipping department with Baird & Peters, wholesale grocers, was wounded on October 8 while fighting in France.

W. J. Wright, grocer, Poplar, Ont., has two sons serving their country—W. J. Wright, Jr., 119th Batt., now in England, and S. W. Wright, 195th Batt., at Camp Hughes. He tried to enlist in the 169th Batt., but was medically unfit.

Lance-Corporal Robert N. Anderson, native of St. John, and more recently employed as a grocery store in Moncton, N.B., was killed in action in France recently. He is survived by his wife and three sisters. He was thirty years of age.

Major H. L. Gaetz, Red Deer, Alta., is reported killed in action, September 26. Before enlisting in the 31st Batt., he was engaged in mercantile business in Red Deer and at Rocky Mountain House and was associated most of the time with his brother, T. A. Gaetz.

Sergeant William J. Seymour, aged twenty-eight years, a former employee of T. H. Estabrooks Co., Ltd., tea packers, St. John, N.B., was killed in action on September 28. His wife and three children survive, and his father and only brother are overseas.

Thomas Gorman, a leading wholesale grocer in St. John, N.B., received word on October 21 that his son, Thomas James Gorman, had been killed in action. The young man had been a student at the University of New Brunswick when war was declared, and went overseas with a university battery of artillery.

Lance Corporal Clarence H. Smith, serving with the 43rd Battalion, was admitted to Town Hall Military Hospital, Wallasey, England, on or about October 10, suffering from shrapnel wounds in both arms. Before enlisting he covered Northwest Saskatchewan for H. G. Smith, Ltd., wholesale grocers, Regina, Sask.

Sergeant John L. McQuillan, Kelowna, B.C., has been killed in action. Previous to enlisting, Sergt. McQuillan was with the McKenzie Company. Another

member of the staff, Lance Corporal C. Skukley, is now convalescing in England, while still another member of the staff. Pte. C. McPhee is now on his way overseas. These three left the employ of McKenzie Co. to don the khaki.

Lieut. Jack McMillan, of Kelowna, B.C., has been killed in action. The deceased was one of the first to answer the call to duty, leaving with the 48th Battalion, C.E.F. He was formerly on the staff of Thomas Lawson, Ltd., in the grocery department, but prior to his leaving for the front was buyer for McKenzie Co., Ltd. His position made him widely known and his pleasant disposition gained for him the highest esteem of all who knew him.

In these columns a short time ago, it was recorded that Lieut. Ernest H. Welch, of St. John, N.B., had been wounded. Word had been received since that he had recovered sufficiently to return to the trenches and that, within a few days of his return, he was killed in action. He was twenty-five years of age and had been engaged as traveler for W. J. Wetmore, of St. John, in grocery and confectionery specialties. Orders had been issued for his return to Canada to take a higher rank in the N. B. Kilties. His mother survives.

CHANGE OF ADDRESS

W. G. Patrick & Co., Winnipeg, are moving their Winnipeg branch from their present quarters to the third floor of the Gowans-Kent Western, Ltd., Building, 168 Market avenue, east, where they will have increased floor space, better shipping facilities and an up-to-date sample room. The Winnipeg office will be in charge of R. C. Blackburn, who originally opened the Winnipeg branch. The sales force consists of Edmund Thomas, covering Alberta and British Columbia, and A. S. Nesbett, covering Saskatchewan and Manitoba, with the exception of Winnipeg city.

HALIFAX WILL BE DARK AT NIGHT

The street lights and other principal electrical displays at Halifax, are to be extinguished on account of enemy submarines operating near our coast. Citizens are asked to subdue all lights by drawing blinds or otherwise keeping the rays from the street. Shopkeepers are to be asked to keep all window lights turned off and protect the rays from the inside lighting from reaching the street. Special care is requested as to all lights in the least liable to shine on the harbor or be visible from the waterfront.

WHOLE PRICES REACH HIGH MARK

(Continued from page 78.) obtainable. The crop of 1914 in Canada had been somewhat smaller. Prices

advanced during 1915 reaching \$3.40 to \$3.50 in August as compared with \$2.30 to \$2.35 a year before. By the end of the year the price had reached \$4.50 to \$4.75. The average price for the year was \$3.28 as compared with \$2.60 in 1914 and \$2.44 in 1913. The crop in 1915 was still smaller than in 1914 and was adversely affected in quality by wet weather in the autumn. The crop in Michigan was also reduced by wet weather last year, the season being the wettest in 25 years. There has been an excellent export demand for beans throughout the year.

Apples Bring Good Prices

Apple prices during the present year will no doubt be fairly high. The crop in Canada has been light, not being much over a half normal crop. In the year 1914 prices were down to a low level owing to the large yield and the expected curtailment of the export demand for Europe. Winter apples in January, 1915, were therefore \$2.50 to \$3.50 per barrel as compared with \$3 to \$4.50 a year previous. A good demand, however, materialized in Canada and prices improved, in May of last year reaching \$3 to \$5. This compared with \$4.50 to \$7 a year before. Prices for the fall pick of apples opened around \$3.50 for No. 3's and ranged from \$5 to \$7 for No. 1's. Higher prices will in all probability prevail before the winter is over.

Potatoes a Poor Yield

Potatoes in Ontario were a poor yield this year, due to the late and wet spring, and to the long continued dry weather in summer. The price opened around \$1.50 per bag for very dry Ontario potatoes and ranged up to \$1.85. It is expected the price will be considerably higher as the season advances. The crop of 1914 was very large in New Brunswick and very good in Ontario and Quebec. There was a poor crop in Manitoba and only a small crop in Alberta and Saskatchewan, with a good crop in British Columbia.

Other Groceries High.

Canned goods in one of the lines which is exceptionally high this year. Flour has reached the record price for many years past. Hogs also reached a high level during the year. Butter, eggs and cheese, under the stimulus of an excellent export demand, carried exceptionally high prices for the fall season of the year. The early drying up of pasture also shut off the milk supply and further helped increase the price. Taken altogether the year 1916 has been extraordinary in the matter of prices. When the averages for the year are taken it will perhaps be found they eclipse in their high levels anything that has been quoted for quite some years.

Well Equipped Provision Department

Description of Store of W. Howell, a Toronto Merchant, Who Has Made a Special Success of This Department—Refrigeration Equipment is Very Ample and Complete

ATRACTIVELY displayed goods are already half sold. Especially is this true of the produce department in any grocery store. People may overlook careless handling of canned or bottled goods, or commodities of that nature, but they will not overlook careless and insanitary handling of produce.

As an example of what can be done by care, a little judicious expenditure, and a considerable attention to detail, the store of Mr. W. Howell, at 2377 Queen St. East, Toronto, might well be noted.

Mr. Howell has not been urged on by the competition of other merchants, as he might have been in the centre of the city. His store is located towards the outskirts and he has had to compete only with his own ideas of the way provisions should be handled, and unquestionably he has set a very high standard.

It would have been interesting to have had some views of this attractive store, but unfortunately it was not possible to get them in time; so a mere verbal description must suffice.

Mr. Howell, while dealing in both groceries and meats, lays the emphasis on the latter, and the bulk of the store is given over to their handling. Along the side of the store run glass fronted show cases, porcelain shelved, and fitted with cold storage pipes. In these are displayed such commodities as butter, eggs, cooked meats, etc. Joining this, and at the end of the store, is a similar fixture only with its upper shelf fitted for the display of fish. This is also fitted with cold storage pipes. Surmounting these display cases are individual bins made of glass—glass-fronted and glass topped, with only an opening facing towards the clerk for the withdrawal of goods. These bins prove a most effective display case for all manner of vegetables. They also guarantee a minimum handling of the goods in question and consequently tend to the economic as well as the sanitary handling of these products. For fruit and vegetables often suffer considerably from careless handling of customers when displayed in the ordinary way. Another interesting innovation in Mr. Howell's store is the large refrigerator that occupies almost the whole rear of the store. This refrigerator has a large plate glass front, that makes it in itself a display case, for cuts of meat too large to be readily displayed in the counter show cases. To make this still more effective, shaded lights have been arranged to throw their rays directly into the refrigerator. So even the refrigerator

becomes an effective selling agency. All tables and counters, with the exception of the chopping blocks, are porcelain covered, and consequently not only appear clean, but are clean. The quality of cleanliness is accentuated by the use of white porcelain and white enamel for decorative purposes. The general impression is one of sanitary completeness. Nothing is hidden, nothing is unduly handled, surely a happy combination.

The grocery department is kept entirely separate from that of provisions, and is handled in the same effective way. Mr. Howell has taken advantage of all

the modern machinery and equipment, and has adapted them to his own particular needs.

Of course, this sort of handling costs. The initial item for "fixtures" might assume almost alarming proportions. But, unquestionably, modern methods pay. They pay in the satisfaction of the customer, which is your best advertising medium, they pay in elimination of waste which is the surest sign of injudicious handling. They pay in the satisfaction of the man who knows that he is making his business pay a maximum profit on his investment.

Can You Answer These Questions?

NOT long ago the National Wholesale Grocers' Association established a new department of activity, in charge of what they term an "educational director."

One of the first steps taken by this official was to prepare a list of questions.

How many of them can you answer from your knowledge of your own business matters?

Here's the List

1. When was your cash on hand checked last?
2. When were your cash book footings proved?
3. When was your bank account reconciled?
4. Is your general ledger in balance?
5. Is your sales ledger in balance?
6. Are you sure that advantage is taken of all discounts for cash within the time limit fixed?
7. Have you a statement of accounts and bills receivable? (a) Are the past due reported? (b) Are the accounts in check? (c) When were they verified? (d) How are the accounts posted? (e) From what are they posted? (f) Are invoices checked against the goods received? (g) How are your bills drawn?
8. What record have you of cash sales?
9. What record have you of allowances to customers?
10. How do you keep your register of orders?
11. How are the receiving books kept?
12. Are you carrying sufficient merchandise insurance to cover your present stock, or is your stock over-insured?
13. Are your furniture and fixtures covered by insurance?

14. Do you carry liability insurance?
15. Are your salesmen and other employees handling cash adequately bonded?
16. Is your sprinkler system tested regularly? Are your fire buckets filled, your extinguishers workable, and the hose usable?
17. What precaution do you take to see that your insurance policies are renewed on time?
18. Where are your insurance policies kept?
19. Are the letters of your subordinates tactful?
20. Are letters answered promptly and courteously?
21. Are your files kept so that correspondence can be readily located?
22. Is your filing system such as not to cripple your work in your file clerk's absence?
23. What control is used to avoid unnecessary telephone and telegraph charges?
24. What are the physical conditions of your warehouse?
25. Is the stock neatly arranged and easily accessible?
26. Is the arrangement such as to avoid unnecessary deterioration, loss or damage?
27. Have your scales been tested recently?
28. Are your employees held accountable for regular hours?
29. How long since the routes of your salesmen were checked?
30. Are your salesmen's expense books carefully audited?
31. How are your bills of lading kept?
32. Is any check kept on the unnecessary and unauthorized use of stationery?

Apples Scarce and High-Priced

On the Best Grades Prices Will Run at Least a Dollar a Barrel More Than in Previous Seasons—Some American Apples Are Being Imported.

AMONG the commodities that are soaring in price for the winter trade, are all varieties of apples. It is too early as yet to give any idea of what the winter varieties will sell at, but it is a safe guess that they will be at least a dollar higher per barrel than the prevailing prices of the last few years. Some sections of Ontario that usually are very heavy shipping points will hardly have enough apples for home consumption, and throughout the whole apple section of Ontario, the crop is very much inferior to that of former years.

There is a small crop of apples in Nova Scotia, but these are not greatly favored by the Ontario trade owing to the barrel used in that section being about a peck short of the standard Ontario barrel.

The American crop is fair. But there too, there is a diversity of barrel sizes that is an argument against their sale on this side of the line,—as is also the fact that they are not graded according to Canadian Government standard. Maine has a large crop and there are some heavy importations coming to Canadian markets. But these apples though cheaper across the line, have to meet the new government tax of 90 cents a barrel with the war tax ad-

ditional, so they cannot be laid down much cheaper than the Canadian apples.

The general poor quality of the Canadian apple crop is one of the worst features of the situation. It is being met however, by a more than usually strict grading inspection. While No. 1 apples will be much scarcer than for many years. The strict grading is making the No. 2 and No. 3 grades much more desirable. Many of the No. 2 grades now being packed will prove a very satisfactory substitute for the higher grade.

The best known varieties of apples such as McIntosh, Fameuse, Spy, Baldwin and Greening will be almost prohibitive in price. These are the apples known by all housekeepers and hence the varieties in greatest demand. There are other good standard apples however that may well be used as substitutes that will probably be bought considerably cheaper than the varieties noted. Among these the Stark, a good general purpose apple and one of the best keeping varieties. The Baxter, Phoenix, Nonsuch, Canada Red, Seek, Blenheim and Ribston Pippins, all apples appearing plentifully on Canadian markets can be bought without fear of loss. Among the cheaper cooking apples are the Swaas, Culvert, Jennetting, Cooper's

Market, Cranberry Pippin. This to mention only a few of the available varieties. These are the apples that in the fruit wholesalers words "need moving" because they are not generally in demand. And an article that needs moving can usually be bought at an advantageous price. Perhaps herein may lie a partial remedy for the era of high price that seems to threaten the apple trade.



BRITAIN TO CONTROL WHEAT

The British Government has decided to appoint a Royal Commission, with Lord Crawford as chairman, to take steps necessary to insure adequate and regular supplies of wheat and flour. Mr. Runciman said it had become clear that the supplying of wheat for Great Britain could not be left to private enterprise. In anticipation of this action the Government has made a large purchase of wheat in Australia.



Charles Earle, for many years a salesman of the Maritime Fish Co., of Montreal, has resigned to go into business on his own account in his native town of Charlottetown, P.E.I. Mr. Earle is one of the best known fishermen in Canada, having traveled from Coast to Coast for a number of years. His ability as a singer has made him, since the war, a well-known figure in circles in Montreal that devote themselves to the entertainment of the soldiers. Mr. Earle will do a wholesale business in produce, poultry and fish throughout the country.



An exceptionally good fruit window in the store of Dowling and Reed, Brandon, Man.

WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

PERHAPS the most sensational happening during the week was the high prices named for canned tomatoes, corn and pumpkin. These prices have been well over 100 per cent. in advance of the opening prices of last year. Cannerymen are going to deliver only 25 per cent. on tomatoes, 50 per cent. on corn and between 25 and 30 per cent. on pumpkin. Peaches will be 100 per cent. delivery. Dried fruits of all kinds have been firm and advancing in price.

Grocery markets have during the week quite generally tended upward. Sugar advanced 45c with three of the Canadian refiners, while the fourth Canadian refiner recorded an advance of only 20c per 100 pounds. Flour has touched new high levels with an advance of 40c per barrel recorded during the week. The price is not far short of the \$10 level, being now quoted at \$9.70 Toronto, in car lots and \$9.90 in less than car lots. Cheese has also firmed in price and is selling 1/2c up. Storage eggs are in better demand, owing to meagre supplies of fresh laid eggs. In consequence, storage varieties have advanced in price. Cornstarch has advanced 1/2c lb. Butter has again advanced 2c and commission men are looking forward to 50c butter in the near future. Many commission men are in favor of the Government allowing oleomargarine to be brought into or manufactured in Canada. It is said that a first quality of this article can be made and sold at 25c to 30c lb. It is said to be a wholesome, palatable article when properly made from a good grade of butter mixed with cottonseed oil and beef fat.

There is an added firmness in the spice markets this week, due to higher prices indicated by cables from the primary markets. Peppers are very strong and advances would not come as a surprise.

Prices of candied peels have firmed up considerably and in some cases advances of from 1 to 2c have been recorded. Seeded raisins are up 2 1/2c lb. On some lines of seedless raisins there will be only 75% delivery. Prunes have advanced 1/2c in local markets. The currant situation is unchanged from last week. There is a big demand for rice, owing to the comparative cheapness of this food. Beans are firmer in price this week. Shelled almonds are easier, while walnuts have advanced in price. A number of fish lines have advanced in price and the effects of the Government placing large orders for fish for the troops is becoming felt. Potatoes advanced during the week and steadily higher prices may be looked for from now on. Exports of potatoes from New Brunswick to Cuba have had a tendency to firm up the Eastern market. Generally, business is good, despite the very high prices prevailing.

QUEBEC MARKETS

MONTREAL, Oct. 24th.—“Ominous” is the word used by one wholesaler in commenting on the continued firmness of prices which is more than ever noticeable in the market reports of this week. No doubt the opening price announcements in regard to canned goods, the clambering propensities of sugar, the aeroplane flights of flour had to do with the forebodings of the wholesale trade as regards price tendencies. Certainly canned goods gave cause for grave thinking. Flour too with a further 20 cents increase an-

nounced on date of writing, furnished food for thought at less cost in coin than it furnished for the physical frame. But the kind of thinking that inclines towards flour at \$12 a barrel which is the forecast of one market watcher is not much of a money-maker in itself. Starches have risen half a cent also this week, and reports from all branches of the food markets are towards greater firmness, so much so that no one in touch with any market is at all exuberant, but rather inclined to go warily in doubt as to what may be ahead. Yet in

spite of doubts business is still reported extraordinarily active in many directions, people seemingly anxious, to buy readily enough at retail, though retailers are admittedly buying ‘from hand to mouth’.

Record Prices Out On Canned Vegetables

Montreal

CANNED GOODS.—New prices f.o.b. factory have been announced for canned vegetables, and wholesalers are shaking their heads over them. Cannerymen who have been doing their best to meet exceptionally adverse conditions are none too contented either. The whole market for canned goods is something of a nightmare to those with minds accustomed to before-the-war prices, and a source of anxiety all round. The prices announced on Tuesday morning in Montreal (f.o.b. factory) for tomatoes are 3's \$2.25 per dozen, 2 1/2's, \$2.15 per dozen. “Who's going to buy tomatoes in the can at 25 cents?” was the terse comment of one wholesale. But the market is going firmer from wholesale to retail nevertheless. Corn group “A” is quoted at \$1.47 1/2. Group “B” \$1.45. Peas, Group A \$1.07 1/2; Group B \$1.05; Pumpkin \$1.50; Peaches \$1.60 for 2's and \$1.95 for 2 1/2's f.o.b. factory.

These prices are as far as the cannerymen have gone with vegetables, and it is certain now that only a varying percentage of each line can be delivered. Tomatoes are scarce beyond question. So much so that large importations are being made of United States canned tomatoes. Other lines of canned goods altered upwards in price this week are gallon apples up 25 cents to \$3.25. Evaporated milk (all lines) family size now \$4.25, an increase of 15 cents per case. Salmon, chums up 10 cents to \$1.20 case. Pinks up 15 cents to \$1.50 case. These latter are wholesalers' prices to retailer. The regular scale of wholesale process of new Canadian canned vegetables based on the prices given above will be available shortly.

Sugar Much Firmer, But Market Uneven

Montreal

SUGAR.—Not only has sugar reached and passed the limit of the 25 cent rise in price predicted in trade circles a couple of weeks ago, but it has gone well over 25 cents better. On Oct. 11, (as reported last week) sugar rose by

10 cents a 100 lbs. coming within 5 cents of the predicted 25 cent rise. On Oct. 19, at 4 p.m. sugar went up a further 20 cents leaving the predicted 25 cent figure of increase 15 cents in the background. On Saturday, Oct. 21, all refiners in Montreal but one firm, agreed to a still further increase in price of 25 cents per 100 lbs. making 45 cents increase in all, since Oct. 11. With raw cubas at New York selling at 5½ cents and the market very firm, the high price seemed like a stayer, and the one concern holding off from the 25 cent increase of the 21st Oct., was considered likely to come in line with the others. Headquarters of the concern admitted that if the market got firmer they would come up in price, but as the state of the market was considered very unstable, were also quite ready to expect the other refiners' prices to drop back. Prices quoted are on the highest scale that of the majority.

| | Per 100 lbs. |
|---------------------------------|--------------|
| Extra Granulated Sugars— | |
| 100 lb. bags | 8 05 |
| 20 lb. bags | 8 15 |
| 2 and 5-lb. bags | 8 35 |
| Extra Ground Sugars— | |
| Barrels | 8 40 |
| 50 lb. boxes | 8 60 |
| 25 lb. boxes | 8 80 |
| Yellow Sugars— | |
| No. 1, 100 lb. bags | 7 65 |
| Dark yellow, 100 lb. bags | 7 45 |
| Bright coffee, bbls. only, cwt. | 7 90 |
| Powdered Sugars— | |
| Barrels | 8 20 |
| 50 lb. boxes | 8 40 |
| 25 lb. boxes | 8 60 |
| Paris Lump— | |
| 100 lb. boxes | 8 20 |
| 50 lb. boxes | 8 30 |
| 25 lb. boxes | 8 60 |
| Crystal Diamonds— | |
| Barrels | 8 65 |
| 100 lb. boxes | 8 75 |
| 50 lb. boxes | 8 85 |
| 25 lb. boxes | 9 05 |
| Cartons | 9 45 |
| Half cartons | 10 45 |

From one concern at the time of writing in Montreal it was possible to obtain these grades of sugar at 25c per 100 lbs. less than above prices.

Tea Market Firmer: Japans a Shade Up

Montreal
TEA.—With good stocks of teas in the country, and with good stocks arriving are being bought at firmer prices the market is in a steady condition on the firming trend as regards the higher qualities of black teas. Japan teas have had a good season, and show excellent qualities due to more improved methods of handling the crops. In regard to Japan teas in particular there has been a little better feeling during the past week, several parcels having been sold at from 13½ to 15 cents. There is also good enquiry for second grade teas of which there appears to be a general shortage. Regarding China Teas, recent cable advices are that the Chinese market is absolutely exhausted of all low grade teas, gunpowders, moyunes, Ping sneys, and young Hysons, and that no further quantities are to be obtained.

| | | |
|--------------------------|------|------|
| Pekoe Souchongs, per lb. | 0 23 | 0 25 |
| Pekoes, per lb. | 0 25 | 0 25 |
| Orange Pekoes | 0 26 | 0 31 |

Coffee Considered A Business Getter

Montreal
COFFEE.—With October drawing to a close, coffee remains consistently in quiet market. Some few ripples passed over the placid surfaces of the coffee market in New York, but they were fleeting, and due only to the attempts of a few speculators to liven things up. Primary markets remain the same as for many a day. European demand is not what it was, and coffee merchants are glad to notice a distinct increase of Canadian consumption of coffee now that winter approaches. The fact that retailers who handle coffee right, making the line a first class store reputation builder, invariably reap immense benefits in general lines of goods as well as in coffee, is pointed to as a fact proven and worth noticing.

| Coffee, Roasted— | | |
|----------------------|-------|------|
| Bogotas, lb. | 0 27 | 0 31 |
| Jamaica, lb. | 0 22 | 0 24 |
| Java, lb. | 0 33 | 0 38 |
| Maracalbo, lb. | 0 22 | 0 23 |
| Mexican, lb. | 0 27 | 0 28 |
| Mocha, lb. | 0 33 | 0 36 |
| Rio, lb. | 0 18½ | 0 21 |
| Santos, Bourbon, lb. | 0 23 | 0 24 |
| Santos, lb. | 0 22 | 0 23 |

Molasses and Corn Syrups Go Firmer

Montreal
MOLASSES AND SYRUPS.—The general firming tendency of the market has been marked in regard to molasses by a shading upwards of prices. Fancy Molasses in puncheons now quotes at



63-65 cents with the emphasis on the 65 cents which is a cent higher than last week's quotations. In barrels, molasses costs 3 cents more per gallon. The choice grade quotes at 5 cents less than the Fancy. Reports say that there is no longer any fancy grade molasses obtainable in Barbadoes. Corn syrups are increased by 25 cents a case on an average, and for bulk goods 25 cents per 100 lbs. Glucose is in active and advancing market at present.

| | Prices for Fancy. | Choice. Island of Montreal. |
|---|----------------------|--------------------------------|
| Barbadoes Molasses— | | |
| Puncheons | 0 64 | 0 59 |
| Barrels | 0 67 | 0 62 |
| Half barrels | 0 69 | 0 64 |
| For outside territories prices range about 3c lower. Carload lots of 20 puncheons or its equivalent in barrel or half barrels to one buyer, may be sold at "open prices." No discounts will be given. | | |
| Corn Syrups— | | |
| BBarrels, per lb., 4½c; ½ bbls., 4½c; ¼ bbls. | 0 05 | |
| Cases, 2 lb. tins, 2 doz. in case | 3 25 | |
| Cases, 5 lb. tins, 1 doz. in case | 3 65 | |

Firm Prices Ruling For Hallowe'en Fare

Montreal
NUTS.—All nuts in the shell have gone up a cent a pound to the jobber, but the only advance noted on the market for nuts this week as far as the retail trade is concerned, is an advance of one cent a pound on shelled walnuts. These are now quoted at from 40 to 42 cents per lb. Hallowe'en the season of nut consumption is furnishing a foretaste of "seasonable" goods price increases this year for nuts are generally much firmer priced than formerly.

| | |
|---|-----------|
| Almonds (Tara), per lb. | 0 19 |
| Brazil nuts (1916 crop), per lb. | 0 19 |
| Filberts (Sicily), per lb. | 0 19 |
| Hickory nuts (large and small), per lb. | 0 09 |
| Peanuts (coon), per lb. | 0 10 |
| Peanuts (Jumbo), per lb. | 0 13 |
| Pecans (new Jumbo), per lb. | 0 18 |
| Walnuts (Bordeaux, shelled) | 0 40 0 42 |

Fine Quality of Beans Coming In

Montreal
DRIED VEGETABLES.—While there was some slight complaint as to quality of peas found on the market last week, the market this week has very good reports of the bean crop. Not as regards quantity, but as regards quality the report is good. Fine ripe hand-picked beans will be marketed this season from the Canadian growing centres. Prices are ruling firm. Split peas have gone up to \$6.25 per 98 lb. bag. Barley is firm. There is a good demand for Dried Vegetables.

| | | |
|-------------------------------------|-------|------|
| Beans— | | |
| Canadian, 3-lb. pickers, per bushel | 6 00 | |
| Canadian, hand-picked | 6 75 | 7 00 |
| Canadian, 5-lb. pickers | 5 50 | |
| Yellow eyes, per bushel | 5 70 | |
| Lima, per lb. | 0 08½ | 0 09 |
| Peas, white soup, per bushel | 3 25 | 3 50 |
| Peas, split, bag 98 lbs., new crop | 5 00 | 6 25 |
| Barley, pot., per bag | 3 80 | |
| Barley, pearl, per bag | 4 65 | 5 20 |

Dried Fruits Show General Firmness

Montreal
DRIED FRUITS.—Currants have reached phenomenal prices quoted now 16 cents per pound in bulk to the jobber for new crop offerings. This is the actual quotation to retailer of the market for old crop still available. Package new crop are at 17 cents to the jobber. Everything points to much firmer currant quotes to retailer than present market. As much as 20 cents per pound was actually paid by one dealer buying a consignment of uncleaned currants in barrels in New York. Hardly a tenth of the crop is being shipped from the prim-

ary markets according to cables. California raisins are water damaged and up 1½ cents at the primary market. Sulphur bleached are 17 cents and soda bleached 16 cents there already, which points to much firmer conditions of market for the retailer. Muscatel raisins, though growers announce that they can fill 100 per cent. of orders received to date, will be scarce and costlier. Figs and prunes are hurt by the rains. Old crop prunes are up ½ a cent a pound in Montreal to retailer. New crop will not be in till November. Candied peels are to be scarcer.

In all these lines of Christmas fare, the market is being advised by the wholesalers to stock up for season's needs at present prices rather than take chances in such general conditions of firming tendency.

| EVAPORATED FRUITS. | | Per lb. |
|--|-------|---------|
| Apples, choice winter, 25-lb. boxes | 0 08½ | 0 09 |
| Apples, choice winter, 50-lb. boxes | 0 08 | 0 09 |
| Apricots | 0 16 | 0 17 |
| New | 0 19 | 0 20 |
| Slabs | 0 14 | 0 15 |
| Choice, 25's, faced, new crop | 0 20 | 0 20 |
| Nectarines, choice | 0 11½ | 0 11½ |
| Peaches, choice | 0 10 | 0 12 |
| Pears, choice | 0 13½ | 0 13½ |
| DRIED FRUITS. | | |
| Candied Peels— | | |
| Citron | | 0 25 |
| Lemon | | 0 20 |
| Orange | | 0 21 |
| Currants— | | |
| Filiatras, fine, loose, new | 0 18 | 0 17 |
| Filiatras, packages, new | 0 17 | 0 18 |
| Dates— | | |
| Dromedary, package stock, old, 1-lb. pkg. | | 0 10 |
| Fards, choicest | | 0 12½ |
| Hallowee, loose, new | | 0 09½ |
| Hallowee, 1-lb. pkgs. | | 0 09 |
| Khadravee | 0 09 | 0 09½ |
| Figs— | | |
| 8 crown, 12-lb. boxes, fancy, layer, lb. | | 0 12 |
| 7 crown, 12-lb. boxes, fancy, layer, lb. | | 0 12 |
| 8 crown, 12-lb. boxes, fancy, layer, lb. | | 0 11½ |
| 1 lb. glove boxes, each | | 0 12 |
| Cal. bricks, 16 oz. | | 0 09½ |
| Cal. bricks, 16 oz. | 0 10 | 0 11 |
| Cal. layers | 0 10 | 0 11 |
| Cal. fancy, table, 10 lbs. | | 1 50 |
| Prunes— | | |
| 30 to 40, in 25-lb. boxes, faced | | 0 15½ |
| 50 to 90, in 25-lb. boxes, faced | 0 10½ | 0 11½ |
| 90 to 100, in 25-lb. boxes, faced | 0 05 | 0 09½ |
| Raisins— | | |
| Malaga, table box of 22 lbs., 3-crown cluster, \$2.80; 4-crown cluster | | 3 75 |
| Muscatels, loose, 3-crown, lb. | | 0 10½ |
| Muscatels, 4-crown, lb. | | 0 09½ |
| Cal. seedless, 16 oz. | | 0 19½ |
| Fancy seeded, 16 oz. pkgs. | 0 11½ | 0 13½ |
| Choice seeded, 16 oz. pkgs. | 0 10½ | 0 11 |
| Valencias, selected | | 0 11 |
| Valencias, 4-crown layers | | 0 11½ |

Prices quoted on all lines of fruits are liable to be shaded for quantities, according to the state of market.

Spice Market Still Firming Slightly

Montreal—
SPICES.—Conditions in the spice market maintain for the present week much as they have maintained for several weeks past. The firmness in cream of tartar continues. The market is firmer on pepper which is not as plentiful as previously. Pepper prices, however, are unchanged. High-grade red peppers are very scarce. Cloves show greater firmness. Nutmegs are in increased demand, and prices asked on this side are below primary market prices. Ginger is firmer. Cassias are unaltered. There is some hope that the Dutch embargo on carraways may be

Canned Tomatoes Named at New and Unheard of Levels

Price to Retail Trade is \$2.17½ per Doz. —Will be Only 25 Per Cent. of Delivery—Corn Opened at \$1.47½ on Naming of New Prices by Canadian Cannerns

CANNED GOODS.—All records have been broken in the prices at which canned goods have opened to the trade following the announcement of prices by the Canadian cannerns. Tomatoes in 2½-lb. tins are now quoted at \$2.17½, Toronto, which is a record price for that commodity. There was a further surprise in that it was decided that only a 25 per cent. delivery could be made.

Corn also opened at new high levels, the price named to the retail trade being \$1.47½ per dozen. The opening price on canned corn last year was around 95c. There will be only a 50 per cent. delivery on corn. This year in the growing of corn has been an exceptional one. The ears did not mature, owing to the lateness with which it was necessary to plant the corn. Ensilage corn has even been used in certain instances to fill the need.

Canned peaches this year opened at \$1.85 per dozen, which is slightly higher than last year. There was a fairly good crop of peaches, and it is the one thing that cannerns are able to make a 100 per cent. delivery on. Slightly higher prices

were necessitated owing to the increased cost of cans and the higher cost of labor. On canned pumpkin there will be 25 to 30 per cent. delivery. It was a poor growing season and early frosts nipped the vines. The price of pumpkin to the retail trade has not yet been definitely fixed, but it is understood that it will be between \$1.65 and \$1.70. Pumpkin last year opened in the neighborhood of 85c per dozen for 3's.

In the face of the shortage in Canadian canned goods there have been some large orders placed for tomatoes in the United States. One order aggregated 25,000 cases, and it is understood still larger orders are being placed in other quarters. But the pack in the United States is also short, it being stated that no more than 50 per cent. of deliveries will be made there. At the present time tomatoes in the United States are quoted to the wholesale trade at \$1.25, with comparatively few changing hands at these prices. By the time these goods are laid down in Canada with duty and freight paid they will cost in the neighborhood of \$1.95. This would put the American tomatoes on a par with the opening price of Canadian tomatoes. Canadian cannerns, however, expect that American prices will range higher when the Canadian prices have become known in that market.

raised which would prevent further firmness in this line. In general the market for spices is trending towards firmness which, as spot stocks on the American Continent diminish, may bring prices much nearer the primary markets scale as at present.

| | 5 and 10-lb. boxes. | ¼-lb. pkgs. dozen. | ¼-lb. tins lbs. |
|-------------------------|---------------------|--------------------|-----------------|
| Allspice | 0 16 | 0 09 | 0 23 |
| Cassia | 0 25 | 0 07 | 0 37 |
| Cayenne pepper | 0 28 | 0 08 | 0 35 |
| Cloves | 0 30-0 32 | 0 09 | 0 39 |
| Cream tartar—50 to 55c. | | | |
| Cinnamon, per lb., 35c. | | | |
| Ginger, Cochon | 0 25 | 0 15 | 0 51 |
| Ginger, Jamaica | 0 28 | 0 15 | 0 28 |
| Hiac | 0 80 | 0 08 | 1 00 |
| Nutmegs | 0 45-0 45 | 0 45 | 0 80 |
| Peppers, black | 0 28 | 0 85-0 95 | 0 38 |
| Peppers, white | 0 35 | 1 15-1 20 | 0 37 |
| Pastry spice | 0 22 | 0 95-1 20 | 0 29 |
| Pickling spice | 0 18-0 22 | | |
| Turmeric | 0 21-0 23 | | |

Lower prices for pails, boxes or ballers when delivery can be secured.

| | | |
|------------------------------|------|-------|
| Cardamom seed, per lb., bulk | 2 00 | 2 50 |
| Carraway, Dutch | | 0 35 |
| Cinnamon, China, lb. | 0 18 | 0 25 |
| Mustard seed, bulk | | 0 19 |
| Celery seed, bulk | 0 35 | 0 45 |
| Shredded cocconut, in pails | 0 21 | 0 23 |
| Pimento, whole | | 12-15 |

Fish Firming Up; Haddock Higher

Montreal—
FISH AND SHELLFISH.—The in-

crease in prices anticipated as regards fish, and predicted last week in CANADIAN GROCER has now begun to materialize. A further advance on fresh haddock and fresh halibut has taken place this week. Haddock particularly has jumped up to a record price selling now at ten cents. Hilibut has not advanced as high comparatively, as haddock, but yet the tendency is for higher prices. Salmon is also following closely along the same lines. With the approach of colder weather frozen fish is being talked of more, and judging from reports it seems that stiff prices will prevail. It is impossible to quote, however, until the trade has revised the offerings. Shell and bulk oysters are pretty active, and quoted at high prices. It is close season now for Lake trout. White fish, dories, and pike are not over plentiful, still figures for these fish are comparatively reasonable. Following prices show some alterations from last week's.

SMOKED FISH

| | |
|-----------------------------|------|
| Haddies, per lb., new cured | 0 11 |
| Haddies, fillets, per lb. | 0 13 |

ONTARIO MARKETS

| | |
|--|-------|
| Digby herring, per bundle of 5 boxes..... | 0 75 |
| Smoked boneless herring, 10-lb. box..... | 1 40 |
| SALTED AND PICKLED FISH | |
| Herring (Labrador), per bbl..... | 8 00 |
| Salmon (Labrador), per bbl..... | 18 00 |
| Salmon (B. C. Red)..... | 15 00 |
| Sea Trout, red and pale per bbl..... | 15 00 |
| Green Cod, No. 1, per bbl..... | 11 00 |
| Mackerel, No. 1, per bbl..... | 20 00 |
| Codfish (Skinless), (100-lb. box)..... | 9 00 |
| Codfish (Boneless), Blocks "Ivory" Brand per lb..... | 0 10 |
| Codfish, Shredded, 12 lb. box..... | 1 80 |
| SHRIMPS, LOBSTERS | |
| Lobsters, medium and large, lb..... | 0 50 |
| Prawns, Imperial gal..... | 2 25 |
| Shrimps, Imperial gal..... | 2 25 |
| Scallops..... | 2 50 |
| FRESH SEA FISH | |
| Halibut..... | 13 |
| Haddock, fancy, express, lb..... | 19 |
| Mackerel, (med.) each..... | 16 |
| Mackerel (large), each..... | 21 |
| Cod, steak, fancy, express, lb..... | 19 |
| Flounders..... | 7 |
| Salmon, Western..... | 17 |
| Salmon, Gaspe..... | 13 |
| FRESH LAKE FISH | |
| Pike, lb..... | 0 09 |
| Perch..... | 0 11 |
| Whitfish, lb..... | 0 15 |
| Herrings, lb..... | 0 1 |
| Lake trout..... | 0 12 |
| Eels, lb..... | 0 09 |
| Dore..... | 0 13 |
| Smelts..... | 0 12 |
| OYSTERS— | |
| Selected, gal..... | 2 00 |
| Ordinary, gal..... | 1 50 |
| Malpeque oysters (choice) per bbl..... | 13 00 |
| Malpeque Shell Oysters (ordinary), bbl..... | 9 00 |
| Cape Cod shell oysters, per bbl..... | 12 00 |
| Clams (med.) per bbl..... | 8 00 |

Higher Prices Soon For All Apples

Montreal
FRUIT AND VEGETABLES.—Everything points to more expensive apples for the winter. Fameuse and McIntosh Reds now on sale are firm at \$7.00 a barrel. Winter apples, Baldwins, Russets, Spies, etc. will certainly run \$5.00 per barrel. Oranges are not as yet in large demand, some Porto Rico oranges are offering in small quantities. Lemons are as firm as ever at \$3.50 to \$4.25 per box. There is a scarcity of hot-house tomatoes. They are selling to retailer at 20 cents a pound, and there is a good demand for them. Montreal egg plant is over, and supplies from the States are expensive. Cauliflowers have been frosted in the country, and the few that survived have been selling briskly. Potatoes went up to \$1.70 per bag (90 lbs) and may go higher. Head lettuce is up to 90 cents doz. and Brussels sprouts to 75 cents doz. Red onions are at \$1.75 now. White squash at \$2.00 doz. is just on the market. Horse radish has also appeared at 20 cents lb.

| | | |
|---|-------|-------|
| Oranges (Cal.)..... | 5 50 | 6 00 |
| Oranges (Jamaica)..... | 3 00 | |
| Lemons..... | 3 50 | 4 25 |
| California Tokay grapes..... | 2 50 | 3 00 |
| California Malagas..... | 2 25 | 2 75 |
| Basket peaches..... | | 0 50 |
| | No. 1 | No. 2 |
| St. Lawrence Apples..... | 4 50 | 3 50 |
| Wealthy Apples..... | 4 50 | 3 50 |
| McIntosh Red, per bbl..... | 7 00 | |
| Fameuse, per bbl..... | 7 00 | |
| Brussels Sprouts, per doz. bunches..... | 1 00 | |
| Cauliflower, per doz. bunches..... | 1 50 | |
| Celery, per bunch..... | 0 75 | 1 00 |
| Onions, red..... | 1 75 | |
| Peppers, red and green, per doz..... | 0 20 | |
| Potatoes, per bag (80 lbs.)..... | 1 70 | |
| Carrots, per bag..... | 0 75 | |
| Beets, per bag..... | 0 75 | |
| Parsnips..... | 1 00 | |
| Lettuce, Head, doz..... | 0 75 | |
| Lettuce, Curly, doz..... | 0 40 | |
| Lettuce, Romaine, doz..... | 1 00 | |
| Tomatoes, hot-house, lb..... | 0 20 | |
| Tomatoes (Montreal).....per box..... | 1 50 | |

TORONTO, Oct. 26.—There has been more than usual activity in flour and sugar during the week. Flour has advanced 40c per barrel, and sugar 45c per 100 pounds. One of the sensations of the week has been the opening price of canned tomatoes and corn. It has been a week of generally advancing prices.

FLOUR MAY ADVANCE

While CANADIAN GROCER is on the press, the wheat market is in such a condition that a further advance of 20c per barrel in flour is considered justified. At the close of the market on Wednesday one large milling concern said they were contemplating an advance. The Manitoba wheat market closed at \$1.82 $\frac{7}{8}$ on Wednesday, and flour men assert if the market holds at that figure on Thursday there will in all probability be an advance in flour on Thursday. Should the advance take place, it will make the price \$9.90 in car lots and \$10.10 in small lots. Ontario winter wheat flour has advanced to \$9 for high patents and for second patents, \$8.50 in car lots, and \$8.80 in small lots.

Sugar Advances 45c; One Refiner 25c Under

Toronto
SUGAR.—The week in sugar has wit-

nessed two advances—one of 20c on Friday, October 20, which was general by all Canadian refiners, and a second advance of 25c, which was put into effect by three out of the four Canadian refiners. In the instance of one company who did not advance with the second step upward during the week refined granulated is now selling at \$7.86, while the three other concerns are quoting at \$8.11. Reports in the daily press stated on Monday that the refiners had advanced 25c Saturday morning, but had dropped back to their former quotation before the close of business at one o'clock that day. This is not the case. Three of the refiners advanced, and still hold their sugar at the advance recorded at that time, but the fourth refiner held at the price established on the previous day. There is considerable strength in the primary market in New York. On Monday Cuban raws sold as high as \$6.52, cost and freight, on spot and for delivery during the first half of November. The market was cleared at this figure. This figure is within $\frac{1}{8}$ c of the highest point reached by raws during the present year, the highest figure being 6.64c for raws for future shipment. The price of 6.52c is, however, the same as the highest spot quotation recorded this year. With supplies of raws running short and the beet sugar crop in the



A Black Eye, a Bruise or Two, But His Good Right Arm Not Hurt at All.

United States delayed from two to three weeks, the situation respecting raw Cuban sugars is entirely in the hands of the holders of the raw sugar. Some sugar brokers in New York are predicting 8c sugar in that city in the near future. For the next two months the sugar situation promises to be an acute one.

| | |
|--|----------|
| | 100 lbs. |
| Montreal refined, extra granulated sugars..... | 7 66 |
| New Brunswick extra granulated | 7 66 |
| Nova Scotia extra granulated | 7 56 |
| Yellow, No. 1 | 7 26 |
| Special icing, barrels | 8 01 |
| Powdered, barrels | 7 81 |
| Paris lumps, barrels | 8 26 |
| Assorted tea cubes, boxes | 8 26 |

In 50-lb. bags and 20-lb. bags there is an advance of 10c per 100 lbs. for extra granulated; 15c per 100 lbs. in 10-lb. cartons, and 30c per 100 lbs. in 5-lb. and 2-lb. cartons. Barrels of granulated and yellow may be had at 5c over above prices, which are for bags. Fancy sugars make a corresponding increase when put up in small packages.

Corn Syrup Advances 25c During Past Week

Toronto

MOLASSES.—The molasses market is holding firm, with an advance not improvable, if any considerable demand develops. Stocks in the hands of importers are low at the present time, one concern stating they have not more than 25 per cent. of their normal stock. An advance of 25c per dozen was recorded in the price of corn syrup during the week, which now makes the price of 2-lb. tins \$3.25 and 5-lb. tins \$3.65. The advance has been occasioned by the high and rising price of corn. During the week past corn advanced 14c per bushel, and is now selling at \$1.13 track, Toronto. This is a record level for corn.

| | |
|---|-----------|
| Corn Syrups— | |
| Barrels, per lb. | 0 04½ |
| Cases, 2-lb. tins, 2 doz. in case..... | 3 25 |
| Cases, 5-lb. tins, 1 doz. in case..... | 3 65 |
| Half barrels, ¼ c over bbls.; ¼ bbls., ¼ c over bbls. | |
| Cane Syrups— | |
| Barrels, lb., 5¼c; ¼ bbls. | 0 06½ |
| Cases, 2 lb. tins, 2 doz. in case | 4 80 |
| Molasses— | |
| Fancy Barbadoes, gal. | 0 64 |
| West India, gal. | 0 40 0 43 |

Both Indian and Ceylon Teas Firmer

Toronto

TEAS.—Advices from the London tea market during the first of this week stated that the cheaper grades of both Indian and Ceylon teas advanced ½c per pound, while the better grades were up 1c to 1½c per pound. Prices have not advanced locally, however. There is a feeling in well-informed tea circles that tea prices are likely to go still higher.

| | |
|----------------------------|-----------|
| | Per lb. |
| Pekoe Souchongs | 0 23 0 25 |
| Pekoes | 0 24 0 25 |
| Orange Pekoes | 0 25 |
| Broken Pekoes | 0 30 |
| Broken Orange Pekoes | 0 32 |

These prices do not indicate the wide range in tea values. They are for good average grades, and meant to give some indication of price movements.

Coffee Market Is In Quiescent Condition

Toronto

COFFEE.—Prices in the local coffee market hold steady. In the primary market there has been little of interest

to attract attention. From South American ports of Rio and Santos there were clearances of some 91,000 bags for presumably European ports. This is an indication that coffee is moving more freely toward that market. The supplies that are now afloat on their way to the United States are greatly in excess of the amount at this time last year. The number of bags of coffee now on their way to the United States from Brazil amounts to 962,000, whereas the number at this time last year was 789,000 bags, an increase of almost 200,000 bags. The stocks at Rio and Santos are much heavier than they were this time last year by close on to 400,000 bags. Recent report gave the number of bags in stock at 3,035,000, as compared with 2,650,000 last year. The stocks in the United States warehouses total up considerable, there being 1,079,753 bags. There is a pessimistic feeling in the primary market respecting coffee, due to the fact that Brazil is depending almost entirely on the United States for a market at the present time.

| | | |
|---------------------------|------|------|
| Maracaibo, lb. | 0 25 | 0 27 |
| Mexican, lb. | 0 27 | 0 31 |
| Mocha, lb. | 0 33 | 0 35 |
| Rio, lb. | 0 20 | 0 21 |
| Santos, Bourbon, lb. | 0 25 | 0 26 |
| Chicory, lb. | 0 13 | 0 15 |

Spices of All Kinds Hold Firm in Price

Toronto

SPICES.—There is a firmness in the spice market during the week, due to higher prices indicated by cables in the primary market. Peppers are a strong feature in the market, with supplies held in some of the seaboard cities being reduced by spot purchases. Caraway continues to be one of the articles with a very firm tone. In the New York market it is quoted from 34c to 36c per pound. Locally there is no change at 35c per pound. There is a feeling among local spice men that the market in this commodity justifies an advance. Cream of tartar is firm at present prices. Importers have been unable to get deliveries on the cheaper cream of tartar that was sold some time ago. It is understood these orders have been left in abeyance for the time being.

| | |
|-------------------------------|------|
| Allspice | 0 18 |
| Cassia | 0 32 |
| Cinnamon | 0 50 |
| Cayenne | 0 35 |
| Cloves | 0 35 |
| Ginger | 0 30 |
| Mace | 0 30 |
| Nutmegs | 0 40 |
| Pastry | 0 31 |
| Pickling spice | 0 22 |
| Peppers, white | 0 36 |
| Pepper, black | 0 29 |
| Nutmegs, selects, whole | 0 40 |
| Mustard seed, whole | 0 28 |
| Celery seed, whole | 0 45 |
| Coriander, whole | 0 15 |
| Caraway seed, whole | 0 35 |
| Cream of tartar | 0 31 |

Candied Peels and Seeded Raisins Go Up

Toronto

DRIED FRUITS.—The market in candied peels has firmed considerably dur-

ing the past week, and prices are from 1c to 2c higher. The high quotations of last week are those that now generally prevail. Seeded raisins are also up in price, being now quoted at 13c, which represents an advance of 2½c per pound. The situation respecting raisins has not improved. There will be only a 75 per cent. delivery on the Thompson seedless varieties, but Muscatels or seeded, on the other hand, will have 100 per cent. delivery. It is understood the orders booked earlier in the year for the seeded were not heavy, and for this year shippers are able to make 100 per cent. delivery on that variety. There has been no change in the currant situation. The high levels of 67s. per 100 pounds of last week still holds. Prunes are up ½c a pound in the primary market, and are now selling on a 6c basis in California, with none being offered. Prunes have advanced ½c in the local market, and are now quoted at 14½c for 30-40's.

| | | |
|---|-------|-------|
| Apples, evaporated, per lb. | 0 08½ | 0 10 |
| Apricots, choice, 25 s. faced | 0 19 | 0 20 |
| Candied Peels— | | |
| Lemon | 0 22 | |
| Orange | 0 23 | |
| Citron | 0 26 | |
| Currants— | | |
| Filiatras, per lb. | 0 18½ | 0 19 |
| Patras, per lb. | 0 19 | 0 19 |
| Vostizzas, choice | 0 21 | 0 21 |
| Cleaned, ¼ cent more. | | |
| Dates— | | |
| Packages, 3 doz. in case | 3 80 | 3 90 |
| Prunes— | | |
| 30-40s, California, 25-lb. boxes, faced.. | 0 14½ | 0 15 |
| 40-50s, 25-lb. boxes, faced | 0 12½ | 0 13 |
| 60-70s, 25-lb. boxes, faced | 0 09 | 0 09 |
| Peaches— | | |
| Choice, 50-lb. boxes | 0 09½ | 0 09½ |
| Std., 50-lb. boxes | 0 09 | 0 09 |
| Fancy, 25 lbs., faced | 0 11½ | 0 11½ |
| Raisins— | | |
| Valencia, Cal. | 0 07½ | 0 08½ |
| Seeded, fancy, 1-lb. packets | 0 12 | 0 12 |
| Seedless, 12-oz. packets | 0 11 | 0 12 |
| Seedless, 16-oz. packets | 0 14 | 0 14 |

Big Demand For Rice Owing to Cheapness

Toronto

RICE AND TAPIOCA.—There has been a big demand for rice owing to the comparative cheapness of the food. It is one of the few articles that has remained fairly steady in price. Tapioca also continues in good demand. High prices for other food commodities are also being reflected in the consumption of tapioca.

| | |
|------------------------------|-----------|
| Rangoon B, per 100 lbs. | 4 75 |
| Packing rice, 100 lbs. | 4 50 4 75 |
| Texas Japans, 100 lbs. | 4 75 6 00 |
| Carolina rice, 100 lbs. | 7 00 7 30 |
| Java | 7 00 7 50 |
| Patna, fancy | 6 00 7 30 |
| Patna, good | 6 00 6 30 |
| Tapioca, per lb. | 0 08 0 10 |

Beans Have Become Slightly Firmer in Price

Toronto

BEANS.—With the firming of the Michigan bean market during the week there has been an upward tendency in the price of beans on the Toronto market. Ontario beans are now quoted at \$5.25 for prime beans, while Rangoon beans range in price from \$4.90 to \$5. Lima beans are selling at 8½c to 9c per pound. There has been a big demand

for lima beans. The crop in Ontario is short this year.

| | | |
|-----------------------------|-------|------|
| Ontario, primes, per bushel | 5 25 | 5 50 |
| Rangoon, per bushel | 4 90 | 5 00 |
| Japanese, per bushel | | 5 00 |
| Limas, per lb. | 0 08½ | 0 09 |

Shelled Almonds Are Easier; Walnuts Higher

Toronto
NUTS.—Alicante and Valencia shelled almonds are slightly easier in price this week. The consumption of these nuts has not increased as has that of shelled walnuts. In the Alicante district the crop is good and compares favorably with that of other years. Valencia almonds are a trifle lower in price this week than last in the primary market. In shelled walnuts the future prices are very firm. The demand has been heavy with the crop a little later this year. Walnuts have increased in price in sympathy with the high price in filberts. Since the opening prices on walnuts at 36c they have advanced to 42c for shipment during the first half of November. Locally the prices have firmed on shelled walnuts 2c per pound.

| | | |
|---------------------------|------|------|
| Tarragonas, lb. | 0 19 | 0 20 |
| Marbots, French, in shell | | 0 15 |
| Grenobles, lb. | 0 18 | 0 19 |
| Walnuts, shelled | 0 43 | 0 44 |
| Almonds, shelled | 0 42 | 0 45 |

Haddies, Cod and Lake Trout Are Up

Toronto
FISH.—There has been an upward tendency in a number of fish lines during the week. New cured haddies in the smoked fish have advanced 1c per pound, and are now selling at 11c. In the fresh sea fish, haddock has advanced from 8c to 9c per pound, and steak cod has gone up 2c per pound, being now quoted at 12c. Western salmon is now entirely off the market. Lake trout has advanced in price 1c per pound. Whitefish is scarce. Storms on the lakes during the week have played havoc with the supplies, and higher prices have had to be paid to the fishermen. The last car of fresh halibut arrived during the week. From now on frozen halibut is expected to hold sway in the market. Oysters have been easier in price by 15c per gallon, as intimated in CANADIAN GROCER last week. Standards are now selling at \$1.85 and selects at \$2.85.

SMOKED FISH.

| | |
|-------------------------------------|------|
| Ciscoes, per lb. | 0 12 |
| Haddies, per lb., new cured | 0 11 |
| Haddies, fillets, per lb. | 0 12 |
| Digby herring, box | 1 00 |
| Digby herring, bundle of five boxes | 1 00 |
| Smoked boneless herring, 10-lb. box | 1 25 |
| Smoked boneless herring, 10-lb. box | 1 50 |

SHRIMPS, LOBSTERS.

| | |
|-------------------------------------|------|
| Lobsters, medium and large, per lb. | 0 50 |
| Shrimps— | |
| 1 gallon | 1 25 |
| 2 gallons | 2 40 |
| 4 gallons | 4 00 |

FRESH SEA FISH.

| | |
|--------------------------------|-------|
| Halibut | 0 16½ |
| Haddock, fancy, express, lb. | 0 09 |
| Steak cod, fancy, express, lb. | 0 12 |
| Flounders, Maritimes | 0 08 |
| New York | 0 10 |

FRESH LAKE FISH.

| | |
|----------------|------|
| Pike, lb. | 0 06 |
| Whitefish, lb. | 0 13 |
| Herrings, lb. | 0 07 |
| Lake trout | 0 12 |
| Oysters— | |
| Standard, gal. | 1 85 |
| Selects, gal. | 2 85 |

Jamaica Oranges Are Now in Market

Toronto
FRUIT.—The first of the Jamaica oranges arrived in the market during the week, and are selling at \$3.50 to \$4 per case. They are of very good sample. It is expected this fruit will be in the market from now on. The Verdelli lemons are about off the market, and their place is being taken by a fine sample of California lemons, that are selling at \$7. Cranberries are being put up in 28-quart boxes to meet the demand for smaller quantities. These are selling at \$3 per box. Ontario grapes have been in fairly good demand, and are selling at slightly better prices than last week, being quoted at 25c to 30c in 6-quart baskets. Some of the first California Malagas will reach the market this week. Tokays are selling at \$3 per crate. Apples continue to reach the market in barrels in fair supply. There are few No. 1's, the grades running for the most part to No. 2 and No. 3. The fruit market is somewhat dead, there being little inquiry for fruit. It is expected the Yonge Street market will close next week, when the commission men will handle fruit from their warehouses along Church Street.

| | | |
|---------------------------------|------|------|
| Apples, basket | 0 25 | 0 50 |
| Barrel | 3 00 | 5 00 |
| Crabapples, 11 qt. | 0 60 | 0 75 |
| Bananas, bunch | 2 00 | 2 75 |
| Cranberries, bbl. | 8 75 | 9 00 |
| Boxes, 28-qt. | | 3 00 |
| Oranges— | | |
| Jamaicas, box | 3 50 | 4 00 |
| Oranges, late Valencias, case | 5 00 | 5 75 |
| Grapes— | | |
| Cal., case | 2 50 | 3 00 |
| Ontario, 6 qt. | 0 25 | 0 30 |
| Tokays, case | | 3 00 |
| Lemons, Cal., case | | 7 00 |
| Pears— | | |
| Canadian, 6-qt. basket | 0 20 | 0 30 |
| Canadian, 11-qt. basket | 0 30 | 0 50 |
| Peaches, Smock's yellow, 11-qt. | 0 30 | 0 60 |
| Plums— | | |
| Prune plums, Cal., 4 basket | | 1 35 |
| Quinces, 11-qt. | 0 60 | 0 85 |

Potatoes Advance 15c Per Bag; Firm Market

Toronto
VEGETABLES.—Potatoes advanced 15c per bag during the week, and the tone of the market is firm at the present quotations of \$1.85 to \$2. Steadily higher prices can be looked for in this commodity from now on. Some British Columbia potatoes reached the market, and are selling at \$2 per 90-lb. sack. Ontario potatoes were also firmer in price, the quotations given being \$1.75 to \$1.85 per bag. There were practically none of these in the market. Tomatoes still continue to come, but most of them are in a half-ripe condition, and the range of prices is, therefore, somewhat low. In the 11-quart basket they are quoted 25c to 40c. Some second crop head lettuce came to the market from Ontario points, but was of secondary grade. There is little inquiry for it at this time of year. They sold as low as 40c and 50c for two-dozen cases. Pickling onions are now off the market. Turnips are now coming to the market in bags, and are quoted at 75c for yellow and \$1.25 for white.

| | | |
|--|------|------|
| Cabbage, barrel | 2 00 | 2 25 |
| Carrots, bag | 1 35 | 1 50 |
| Basket, 11-qt. | | 0 40 |
| Citron, doz. | 0 60 | 0 75 |
| Celery, Canadian, dozen | 0 25 | 0 40 |
| Mushrooms, 6 qt. | | 2 00 |
| Onions— | | |
| Spanish, crate 120 lbs. | 4 50 | 4 75 |
| American, 100-lb. sack | 3 75 | 4 00 |
| Potatoes— | | |
| New Brunswick, Delawares, 90-lb. sacks | 1 90 | 2 00 |
| Sweet, New Jersey, hamper | 1 50 | 1 75 |
| Ontario, 90-lb. bags | 1 75 | 1 85 |
| B.C., 90-lb. | | 2 00 |
| Tomatoes, Canadian, 11-qt. basket | 0 25 | 0 40 |
| 6-qt. basket | 0 15 | 0 25 |
| Green, 11-qt. | 0 15 | 0 20 |
| Watercress, 11-qt. | | 0 75 |
| Parsley, 11-qt. | | 0 50 |
| Turnips, 11-qt. basket | 0 30 | 0 40 |
| Yellow, bag | | 0 75 |
| White, bag | | 1 25 |
| Vegetable marrow, 11-qt. | 0 35 | 0 50 |

MANITOBA MARKETS

WINNIPEG, Oct. 25.—Many lines in the grocery trade are advancing, but the most important advances are those in canned vegetables, sugar, and flour. Both sugar and flour advanced twice last week. It will be remembered that sugar took a small rise of 10c when the trade fully expected a larger one. This was followed last Thursday by an advance of 20c, bringing the basis to \$8.30. On Saturday a further advance of 25c took place.

Two advances took place in flour, each of 20c, bringing the basis for first patents up to \$9.40. This is a new record. Before the war, millers were charging between five and six dollars. The wheat market has been very steady, and has advanced right along. Cornmeal will probably go up. An advance was announced in Minneapolis of 60c during the week-end, on account of difficulty experienced in getting good milling corn.

As regards canned goods, those dealers who bought old pack at the low prices which have prevailed lately, and bought plenty, may consider themselves very astute business men, for the price of old pack goods has gone up considerably since then, and ideas of canners on the value of new pack goods have gone up considerably. While big sales were made recently of canned tomatoes at less than \$3, there is none offering at that price now.

Two Advances In Sugar Prices

Winnipeg
SUGAR.—There were two advances in sugar last week, the first being one of 20c, and the second an advance of 25c, which brings the market to a basis of \$8.65 for standard granulated. The latter advance took place on Saturday. Jobbers state that they expected higher

prices, and were able to buy in large quantities before it occurred. Advices from New York received before the advance took place indicated that the raw market was very strong, refiners being unable to withhold from buying. It is understood that some of the Canadian refiners are rather hard up for raws. Advances in both raw and refined sugar occurred in New York last week.

| | Per cwt. | in sacks. |
|---------------------------------|----------|-----------|
| Sugar, Eastern— | | |
| Standard granulated | 8 65 | |
| Extra ground or icing, boxes | 9 50 | |
| Extra ground or icing, bbls. | 9 20 | |
| Powdered, boxes | 9 30 | |
| Powdered, bbls. | 8 40 | |
| Hard lump (109-lb. case) | 9 60 | |
| Montreal yellow, bags | 8 25 | |
| Sugar, Western Ontario— | | |
| Sacks, per 100 lbs. | 8 60 | |
| Halves, 90 lbs., per cwt. | 9 05 | |
| Bales, 20 lbs., per cwt. | 9 05 | |
| Powdered, 50s | 9 05 | |
| Powdered, 5s | 9 50 | |
| Icing, barrels | 9 45 | |
| Icing, 50s | 9 45 | |
| Cut loaf, barrels | 9 55 | |
| Cut loaf, 50s | 9 75 | |
| Cut loaf, 25s | 9 75 | |
| Sugar, British Columbia— | | |
| Extra granulated sugar | 8 65 | |
| Bar sugar, bbls. | 9 19 | |
| Bar sugar, boxes, 50s | 9 20 | |
| Icing sugar, bbls. | 9 29 | |
| Icing sugar, boxes, 50s | 9 30 | |
| H. P. lumps, 100-lb. cases | 9 60 | |
| H. P. lumps, 25-lb. boxes | 9 80 | |
| Yellow, in bags | 8 25 | |

Peaches and Apricots Advance in Price

Winnipeg
DRIED FRUITS.—It is understood that several cars of currants came into this market via Vancouver, but the market continues high. One house is offering bulk cleaned at 17c and 12-oz. packages, cleaned, 15c. The evaporated market continues very high, as the crop has been pretty much of a failure. On account of U. S. shippers coming into this market last year, when Canadian packers were holding their stocks, and bringing prices down by dumping their supplies on the Canadian market, the advance which is taking place now will be felt more than it would have been. The prune market continues to go up. The association have withdrawn prices on raisins on account of damage done to muscats. Both peaches and apricots are higher; pears are about the same.

| | | |
|----------------------------------|-------|-------|
| Dried Fruits— | | |
| Evaporated apples, choice, 50's | 0 07½ | 0 07½ |
| Evaporated apples, choice, 25's | 0 08 | 0 08½ |
| Evaporated apples, 3-lb. cartons | | 0 30 |
| Pears, choice, 25's | | 0 12½ |
| Apricots, choice, 25's | | 0 14½ |
| Apricots, choice, 10's | | 0 15½ |
| Peaches— | | |
| Choice, 25-lb. boxes | | 0 06 |
| Choice, 10-lb. boxes | | 0 09 |
| Currants— | | |
| Bulk, cleaned | | 0 17 |
| 12-oz. pkgs., cleaned | | 0 15 |
| Dates— | | |
| Hallowee, loose, per lb. | | 0 09 |
| Hallowee, 12-oz. pkgs. | | 0 08½ |
| Raisins, California— | | |
| 16 oz. fancy, seeded | 0 10 | 0 10½ |
| 16 oz. choice, seeded | | 0 09½ |
| 12 oz. fancy, seeded | | 0 08½ |
| 12 oz. choice, seeded | | 0 08 |
| Raisins, Muscatels— | | |
| 3 crown, loose, 95's | | 0 08½ |
| 3 crown, loose, 50's | | 0 08½ |
| Raisins, Cal. Valencias— | | |
| 25-lb. boxes | | 0 09 |
| 30-lb. boxes | | 0 09½ |
| Prunes— | | |
| 87 to 100, 25s | | 0 07½ |
| 80 to 90, 25s | | 0 09½ |
| Peels— | | |
| Orange, lb. | 0 18½ | 0 18½ |
| Lemon, lb. | | 0 18 |
| Citron, lb. | | 0 21½ |

Japan Bean Market In Puzzling State

Winnipeg
BEANS.—The market in Japan continues in an excited state, and prices are very high. As the crop in Japan has been a large one, it is difficult to understand why this should be so unless the demand is exceedingly heavy. Some jobbers in Winnipeg are skeptical, and are only buying as they require, believing that the market will decline. On the present basis Ashcroft will be opening at \$5.40, whereas prices were a dollar less a year ago. Manchurian beans continue to be offered here at \$4.25 to \$4.50, and are selling well.

| | | |
|-------------------------------|------|-------|
| Beans— | | |
| Japanese white beans, bushel | 5 00 | 5 50 |
| Manchurian, bushel | 4 25 | 4 50 |
| California Lima Beans— | | |
| 80-lb. sacks | | 0 07½ |
| Barley— | | |
| Pot, per sack, 98 lbs. | | 3 20 |
| Pearl, per sack, 98 lbs. | | 4 30 |
| Peas— | | |
| Split peas, stock, 98 lbs. | 5 50 | 5 75 |
| Whole peas, bushel | | 3 30 |

Declines in Tapioca and Sago

Winnipeg
RICE AND TAPIOCA.—There are noticeable declines in both tapioca and



The Great Advance.
 —Knott, in the Dallas News.

sago here, as predicted for some time past. One house is offering tapioca at 8c, and sago at 7c. The following prices are asked per 100-lb. bags:—Japan No. 1, 5½c; Siam, Elephant, 4½c; Patna, 6½c; Carolina, 8½c.

| | | |
|---|-------|--------------|
| Rangoon Rices— | | |
| Rangoon, "B" | | 4 30 |
| "C.C." | | 4 10 |
| India bright | | 4 45 |
| Lustre | | 4 80 |
| Fancy Rices— | | |
| Mandarin, Patna | | 4 80 |
| Pearl | | 5 00 |
| Imperial Glace | | 5 70 |
| Sparkle | | 5 30 |
| Crystal | | 5 50 |
| Snow | | 5 20 |
| Ice drips | | 5 30 |
| <small>Prices are per 100 lbs., packed in bags (200 lbs.), half bags (100 lbs.), and quarter-bags (50 lbs.); add 10c per 100 lbs. for pockets (25 lbs.), and 20c for half-pockets (12½ lbs.).</small> | | |
| Imported Patna— | | |
| Rags, 224 lbs. | | Per lb. 0 07 |
| Half bags, 112 lbs. | | 0 07 |
| Quarter bags | | 0 07 |
| Velvet head Carolina | 0 06 | 0 06 |
| Sago, brown | 0 06½ | 0 07 |
| Tapioca— | | |
| Pearl, lb. | 0 08½ | 0 09 |
| Seed, lb. | 0 09 | 0 09½ |

HOLDERS in Brazil Want Higher Prices

Winnipeg
COFFEE.—The market on Santos and Rios has been erratic, varying as much as ½c, but, while offers lower than the market were made from Winnipeg, they were not firm offers, and it is probable that no business resulted. Holders in Brazil seem disposed to hold out for higher prices. Locally prices remain unchanged.

| | | |
|--------------------------------------|-------|-------|
| Coffee— | | |
| Green, choice, No. 7 Rio | 0 15 | 0 15½ |
| Green, choice, No. 5 Rio | | 0 16½ |
| Green, Santos | 0 17 | 0 17½ |
| Roasted Rio, in bulk, bbls. | | 0 19½ |
| Roasted Santos | 0 22½ | 0 23 |
| Maracaibo, green | 0 19 | 0 20 |
| Chicory, lb., Canadian, 14-lb. tins. | | 0 10½ |

May Advance Price of Peppers Shortly

Winnipeg
SPICES.—The market for peppers and nutmegs is strong, and some local jobbers may advance prices on peppers shortly. Japan chilis will probably be cheaper for next season, as there are plenty of small ones offering this year. Cream of tartar is still very high and scarce. The following quotations are current in Winnipeg:—5-lb. tons, 58c; 48-lb. pails, 56c—98 per cent. B.P.

| | | |
|---------------------------------|-------|-------|
| Allspice, ground | 0 11½ | 0 14½ |
| Cassia, ground | 0 19 | 0 22 |
| Cream of tartar, 98% guaranteed | 0 56 | 0 58 |
| Cloves, whole | 0 23½ | 0 26 |
| Cloves, ground | 0 31 | 0 32 |
| Ginger, Jamaica, ground | 0 29 | 0 32 |
| Nutmegs, ground | 0 28 | 0 30 |
| Pepper— | | |
| Ground, black, 10-lb. boxes | | 0 30 |
| Ground, white, 10-lb. boxes | | 0 37 |
| Whole, white | | 0 29½ |
| Whole, black, 25-lb. pails | | 0 27½ |

Big Jump in Canned Goods Prices

Winnipeg—
CANNED GOODS.—With the news that the canners would probably be unable to deliver more than 25 per cent. of the tomatoes ordered, and only 60 per cent. corn, also that prices would be about equal to what American goods could be brought in at, the market here on old pack took an appreciable advance, and the demand became very heavy. It is estimated that the lowest cost to the jobber for tomatoes from the United States is \$3.90 for 2½'s, so that it can easily be seen what tomatoes are likely to open at. Under these conditions, jobbers ceased to offer old pack tomatoes at \$2.95; those who were selling at this figure a week ago jumped their price to \$3.10, and refused to sell quantities at that figure. Quotations of Winnipeg houses vary considerably. Some houses have quoted high prices right along, preferring to conserve their stocks, and realize higher prices on them later. There were equally large advances in corn. One house, which sold \$2.10 on September 1, was asking \$2.90 last week, and made big sales at that figure. The same house was asking \$2.95 for tomatoes on Sept.

(Continued on page 124.)

WEEKLY MARKET REPORTS BY WIRE

Statements From Buying Centres, East and West

Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, Oct. 25.—Several important price changes have gone into effect this week. Flour has advanced to \$4.90 per sack. Rolled oats are up 15c to \$3.35 and are firm with further advances probable. Sugar has advanced 20c and is quoted at \$8.95. Corn syrups have advanced 10c case. Cornstarch is up 1/2 lb. Storage eggs are now quoted \$11 to \$11.50 case. New laid eggs are quoted at 45c. Salmon sockeye, ones are now \$12 a case and pink are quoted 5 to \$5.50. Domestic herring, ones, are offered at \$5.90 case. Lard has advanced to \$11.10 with prospects of further advances. It is expected that the new price on canned tomatoes will be \$5.50 for the 2 1/2 size. Advances have been recorded on some brands of baked beans. Small white Indian beans are quoted at 7 1/2c.

| | |
|------------------------------------|----------|
| Beans, small white Japan, lb. | 0 08 1/4 |
| Flour, No. 1 patents, 98s | 4 90 |
| Molasses, extra fancy, gal. | 0 77 |
| Rolled oats, 80s | 3 35 |
| Rice, Siam, cwt. | 4 75 |
| Sago and Tapioca, lb. | 0 09 |
| Sugar, pure cane, granulated, cwt. | 8 95 |
| Cheese, No. 1 Ontario, large | 0 24 |
| Butter, creamery, lb. | 0 40 |
| Lard, pure, 3s, per case | 11 10 |
| Bacon, smoked backs, lb. | 0 22 |
| Bacon, smoked sides, lb. | 0 24 1/2 |
| Eggs, new-laid, doz. | 0 45 |
| Eggs, storage, case | 11 00 |
| Tomatoes, 2 1/2s, standard case | 5 50 |
| Corn, 2s, standard case | 3 60 |
| Peas, 2s, standard case | 3 00 |
| Apples, gala, Ontario, case | 2 25 |
| Strawberries, 2s, Ontario, case | 5 25 |
| Raspberries, 2s, Ontario, case | 5 50 |
| Peaches, 2s, Ontario, case | 4 25 |
| Salmon, finest sockeye, tall, case | 12 00 |
| Salmon, pink, tall, case | 5 00 |

Alberta Markets

FROM EDMONTON, BY WIRE.

Edmonton, Alta., Oct. 25.—A number of important changes all in an upward direction have taken place this week. Flour is still soaring and is now quoted at \$9.90. Beans have advanced and are quoted firm 8c to 10c. Rolled oats are up 15c to \$3.35. Oatmeal has also advanced 15c to 4.15 for 98's. Sugar has advanced and is now \$8.95. Cheese has advanced to 25c. Butter, creamery, is now 35c. Lard pure, 3's is now quoted at \$10.50 case. Eggs No. 1 are up 2c to 37c. Tomatoes have also advanced to

\$5.50 case; peas, \$2.90; corn, \$3.50. Cornstarch has advanced 1/2 lb.

| | | |
|------------------------------------|----------|----------|
| Beans, small white, Japan, lb. | 0 08 | 0 10 |
| Flour, No. 1 patents, 98s, barrel | 9 90 | 9 90 |
| Molasses, extra fancy, gal. | 0 76 | 0 76 |
| Rolled oats, 80s, basis | 3 35 | 3 35 |
| Rice, Siam, lb. | 0 04 1/4 | 0 04 1/4 |
| Sago and Tapioca, lb. | 0 09 | 0 10 |
| Sugar, pure cane, granulated, cwt. | 8 95 | 8 95 |
| Cheese, No. 1, Ontario, large | 0 25 | 0 25 |
| Butter, creamery, lb. | 0 35 | 0 35 |
| Lard, pure, 3s, per case | 19 50 | 19 50 |
| Bacon, smoked backs, lb. | 0 25 | 0 25 |
| Bacon, smoked sides, lb. | 0 26 1/4 | 0 26 1/4 |
| Eggs, No. 1 | 0 37 | 0 37 |
| Eggs, storage, case | 9 50 | 9 50 |
| Tomatoes, 3s, standard case | 5 50 | 5 50 |
| Corn, 2s, standard case | 3 50 | 3 50 |
| Peas, 2s, standard case | 2 90 | 2 90 |
| Apples, gala, Ontario, case | 1 70 | 1 70 |
| Strawberries, 2s, Ontario, case | 5 50 | 5 50 |
| Raspberries, 2s, Ontario, case | 5 50 | 5 50 |
| Peaches, 2s, Ontario, case | 3 50 | 3 50 |
| Salmon, finest sockeye, tall, case | 10 50 | 10 50 |
| Salmon, pink, tall, case | 5 00 | 5 00 |

New Brunswick Markets

FROM ST. JOHN, BY WIRE.

St. John, N.B., Oct. 25.—An actual scarcity of supplies in several lines, in addition to the influence of the general upward trend is given as reason for some price advances shown this week. Dairy products show this effect strongly and dealers complain of their inability to secure supplies of first class products in sufficient quantities to meet demand. Effect is seen in higher prices, dairy butter having advanced to 34 and 38 cents, and creamery to 38 and 42. New laid eggs ranging all way from 40 to 50 cents and case eggs at 35 to 37. Bacon shows an upward influence with breakfast at 24c to 26c, roll at 20c and 22c. Cheese is higher at 22 1/2c to 23c. Cornmeal has advanced to \$7 barrel. This week's rise in flour is 55c. Manitoba is now quoted at \$10.70 and Ontario, \$9.75. Rolled oats are also up 25c and are now \$7.50. Potatoes are rather scarce on account of heavy exports to Cuba and elsewhere have taken expected advance to \$2.75 with some grades selling higher and a general increase anticipated. Sugar has jumped another 20 cents and is now quoted at standard \$7.95 to \$8; United Empire \$7.85 to \$7.90; bright yellow \$7.75 to \$7.80; No. 1 yellow \$7.55 to \$7.60; Paris lumps \$9 to \$9.25. Beans are also up and white are now \$6 to \$6.10; yellow eyed \$5.90 to \$6. Currants have advanced to 19 cents. Shortage of tomatoes has caused phenomenal jump from \$2.45 three weeks ago to \$5.30 now with deliveries uncertain. Corn shows same effects same conditions with price now \$3.50. Peaches are up to 4

and canned apples \$3.10 to \$3.25. Salmon shares general advance with prices for Red spring talls \$10 to \$10.50 and Pink talls \$5.60 to \$5.75.

Saskatchewan Markets

FROM REGINA, BY WIRE

Regina, Sask., 25.—The new prices on canned goods have been announced and went into effect on Wednesday of this week. The prices are even higher than the extremely high prices which have been predicted by CANADIAN GROCER for some time past.

Quotations are now as follows:—Tomatoes, \$4.35 case; corn, \$3.55 case; peas, \$2.88 case; pumpkins \$4.10 case. Deliveries on the foregoing will only run from 25 to 50 per cent. Peaches are quoted at \$3.95 case; strawberries \$5.00 case; raspberries \$5.25 case. As predicted by CANADIAN GROCER flour has advanced 40c and is now quoted at \$9.90 per barrel for 98s. Rolled oats have advanced and are now quoted:—90's, \$3.25; bails, \$3.60; 40's, \$1.65; 20's, 85c. Sugar firm at the recent advance of 20c to \$8.74.

All lines of produce have advanced in price and are firm at the following prices:—Creamery butter, 37c; dairy butter 34c; new laid eggs, 45; storage No. 2's 40c. Cheese, large are quoted at 24 1/2c. The following prices are now quoted on fowl; spring chicken, 27c; fowl, 22c; broilers, 19c; ducks, 25c; turkeys 30c. Cornmeal has advanced and is quoted as follows:—24's, 80 1/4c; 49's, \$1.55; bales, \$3.88. Currants bulk are quoted at 19c. More snow and rain is making harvesting situation more serious.

| | |
|-------------------------------------|----------|
| Beans, small white Japan, bush | 4 55 |
| Flour, No. 1 patents, 98s, per bbl. | 9 90 |
| Molasses, extra fancy, gal. | 0 71 |
| Rolled oats, 80s | 3 25 |
| Rice, Siam, cwt. | 4 35 |
| Sago and tapioca, lb. | 0 08 |
| Sugar, pure cane, granulated, cwt. | 8 75 |
| Cheese, No. 1 Ontario, large | 0 24 1/2 |
| Butter, creamery, lb. | 0 37 |
| Lard, pure, 3s, per case | 11 00 |
| Bacon, smoked backs, lb. | 0 22 |
| Bacon, smoked sides, lb. | 0 25 |
| Eggs, new-laid, doz. | 0 30 |
| Eggs, storage, No. 2 | 0 45 |
| Tomatoes, 3s, standard, case | 4 35 |
| Corn, 2s, standard, case | 3 55 |
| Peas, 2s, standard, case | 2 85 |
| Apples, gala, Ontario | 1 88 |
| Strawberries, 2s, Ontario, case | 5 00 |
| Raspberries, 2s, Ontario, case | 5 95 |
| Peaches, 2s, Ontario, case | 3 95 |
| Salmon, finest sockeye, tall, case | 10 85 |
| Salmon, pink, tall, case | 7 85 |



FLOUR AND CEREALS



Flour Highest In Twenty Years

Montreal—

FLOUR AND FEEDS.—“Firmier than ever to-day, and going firmer still,” was the verdict as regards flour at the opening of the week’s markets. Then on Tuesday night a further advance of 20c took place. There are now whisperings of \$12 flour. Millers maintain that they are making less money now than when flour was around \$4.60. As a matter of fact, during the sensational behavior of the wheat market last week the millers advanced flour by 20c, only about a third of the advance, which, it is said, might have been fully justified by the increase in the cost of wheat. Reports from the Argentine are discouraging, and tend to deflect demand of the great outside purchasers towards the Dominion’s wheat stocks. But disappointing weather has prevailed also in the North-West, retarding threshing, and the wheat itself is disappointing in quality, running only from 40 to 45 lbs. per bushel instead of the former 60 lbs. per bushel of good years. In some opinion the quality of the wheat in this respect is the worst in long experience. Buyers are reported to be going very cautiously, purchasing only what they immediately require. This might be taken as a hopeful sign pointing towards a falling off in prices somewhere within reasonable distance, and hoped for, if not exactly counted on, by the market interested. As regards mill-feeds, more firmness is noticeable, and more firmness is expected. Opinion is plentifully present on the markets that long before winter is over, mill-feeds will be higher-priced quite considerably.

| | Car lots | Small lots |
|-----------------------|----------|------------|
| Manitoba Wheat Flour— | | |
| First patents | 9 80 | 10 60 |
| Second patents | 9 30 | 9 60 |
| Strong bakers | 9 10 | 9 30 |
| Winter Wheat Flour— | | |
| Fancy patents | 8 75 | 9 00 |
| 30 per cent., in wood | 8 00 | 8 50 |
| 50 per cent., in bags | 4 00 | 4 20 |
| Bran, per ton | 28 00 | 29 00 |
| Shorts | | 31 00 |
| Special middlings | 35 00 | 36 00 |
| Feed flour | 44 00 | 48 00 |
| Feed oats, per bushel | | 0 70 |

WHEAT PRICES HELP TO FIRM CEREALS

Montreal—

CEREALS.—With oats and wheat so firm, cereals bashed on these grains are inclining to the same condition steadily. Graham flour is up 10c; whole wheat flour and wheatlets are advanced in price by 10c each per sack. Rolled oats are

scarcer in the cheaper grades, and range in price from \$3.25 to \$3.50. There is a steady demand for cereals, especially for oat products, now that winter approaches, and the retail trade notices a tendency towards the packet cereals rather than the packet breakfast foods of summer consumption.

| | |
|--------------------------------|------|
| Barley, pearl, 98 lbs. | 5 00 |
| Barley, pot., 98 lbs. | 3 80 |
| Buckwheat grits, 98 lbs. | 4 50 |
| Corn flour, 98 lbs. | 3 20 |
| Cornmeal, yellow, 98 lbs. | 2 95 |
| Graham flour, 98 lbs. | 4 65 |
| Hominy, granulated, 98 lbs. | 3 00 |
| Hominy, pearl, 98 lbs. | 3 00 |
| Oatmeal, standard, 98 lbs. | 3 70 |
| Oatmeal, granulated, 98 lbs. | 3 70 |
| Peas, Canadian, boiling, bush. | 3 30 |
| Rolled oats, 98-lb. bags | 3 25 |
| Rolled wheat, 100-lb. bbls. | 3 50 |
| Rye flour, 98 lbs. | 3 30 |
| Whole wheat flour, 98 lbs. | 4 65 |
| Wheatlets, 98 lbs. | 4 90 |

Two Advances In Flour During Week

Went Up in 20 cent Steps—Total Rise of 40 Cents Record—Wheat At Very High Levels.

Toronto

FLOUR.—Two advances were recorded in the price of flour during the past week. One of these of 20 cents took place on Friday, October 20, and the other was put into effect on Monday by some firms and by others on Tuesday. Where the two increases have been recorded Manitoba wheat flour is selling at \$9.60 in car lots and \$9.80 in small. These advances were forecast in CANADIAN GROCER last week. This again establishes a new record for flour. On Monday Manitoba Winter wheat sold at Winnipeg at \$1.81½ as compared with \$1.63 for No. 1 Northern on the previous Monday. As will be seen by the price of wheat the advance during the week was not far short of 20 cents, the actual figures being 18½c. The crop estimates of the world’s wheat supply as compiled by the International Institute of Agriculture gives the total wheat production for the year 1916 in Roumania, Russia in Europe, Spain, England, Wales, Ireland, Italy, Norway, Netherlands, Switzerland, United States, Canada, India, Japan and Tunis as 2,225,541,000 bushels, of 72.5 per cent. of last year’s crop. This also only 92.7 per cent. of the five year average. In the face of the decreased production in the world at large it can be seen that there is some justification for high prices in wheat. Ontario winter wheat flour at the time of writing was holding steady and firm.

| | Small lots, per bbl. of 2 bags | Car lots |
|-----------------------------|--------------------------------|----------|
| Manitoba Wheat Flour— | | |
| First patents | 9 80 | 9 60 |
| Second patents | 9 30 | 9 10 |
| Strong bakers | 9 10 | 8 90 |
| Ontario Winter Wheat Flour— | | |
| High patents | 8 50 | 8 00 |
| Second patents | 8 20 | 8 00 |

CEREALS HAVE HAD GENERAL UPWARD TREND

Toronto

CEREALS.—There has been a general upward trend in the majority of cereals during the week. Pearl barley advanced from \$5.50 to \$5.75, pot barley from \$4.25 to \$4.50 and prime beans from \$5.25 to \$5.50. Cornmeal also went up 10c per 98-pounds and is now quoted at \$3.05. Graham flour advanced from 15c to 25c and is now selling at \$4.40 to \$4.60. Standard oatmeal recorded an advance from \$3.85 and is now quoted at \$3.90 to \$4. Granulated oatmeal is quoted at the same figure. Canadian boiling peas have advanced 25c per bushel and are now selling at \$3.25. Rolled oats are selling at an advance of 10c per 98-lb. bag and rolled wheat at a 15c advance. Whole wheat flour has gone up 25c and wheatlets 20c. There has been a good demand for cereals of all kinds.

| | | |
|--------------------------------|------|------|
| Barley, pearl, 98 lbs. | 5 50 | 5 75 |
| Barley, pot., 98 lbs. | 4 25 | 5 50 |
| Beans, prime | 5 25 | 4 80 |
| Buckwheat grits, 98 lbs. | | 3 25 |
| Corn flour, 98 lbs. | | 3 05 |
| Cornmeal, yellow, 98 lbs. | | 4 40 |
| Graham flour, 98 lbs. | | 3 00 |
| Hominy, granulated, 98 lbs. | | 3 00 |
| Hominy, pearl, 98 lbs. | | 3 00 |
| Oatmeal, standard, 98 lbs. | 3 90 | 4 00 |
| Oatmeal, granulated, 98 lbs. | 3 90 | 4 00 |
| Peas, Canadian, boiling, bush. | 3 25 | 3 55 |
| Rolled oats, 98-lb. bags | | 3 90 |
| Rolled wheat, 100-lb. bbls. | | 3 70 |
| Rye flour, 98 lbs. | | 4 55 |
| Whole wheat flour, 98 lbs. | 4 55 | 4 60 |
| Wheatlets, 98 lbs. | 4 85 | 5 00 |

SHORTS AND MIDLINGS GO UP \$1 PER TON

Toronto

FEEDS.—There has been an advance of \$1 per ton in the price of shorts and middlings during the week in sympathy with the advancing price of wheat. Feed flour is also firm and is now being quoted in some instances only at the higher level of \$48. The demand for bran has not been as heavy during the week and the price of that commodity has consequently held steady at last week’s quotation. There has been an exceptional heavy demand for shorts and middlings. An advance of 2c per bushel is also recorded in the price of No. 3 oats.

| Mill Feeds— | Per ton |
|------------------------------|-------------|
| Bran | 28 00 31 00 |
| Shorts | 31 00 33 00 |
| Special middlings | 34 00 |
| Feed flour, per ton | 46 00 48 00 |
| Ontario oats, outside points | 0 57 0 58 |

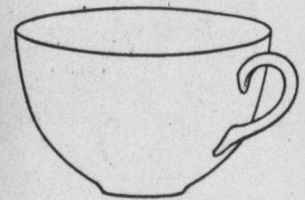
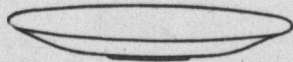


TILLSON'S OATS

A Food—Not a Fad



A PREMIUM
in Every Twenty-five cent Package



OUR WINDOW DISPLAYS
SUPPLIED FREE ON REQUEST

Quality—Then Price

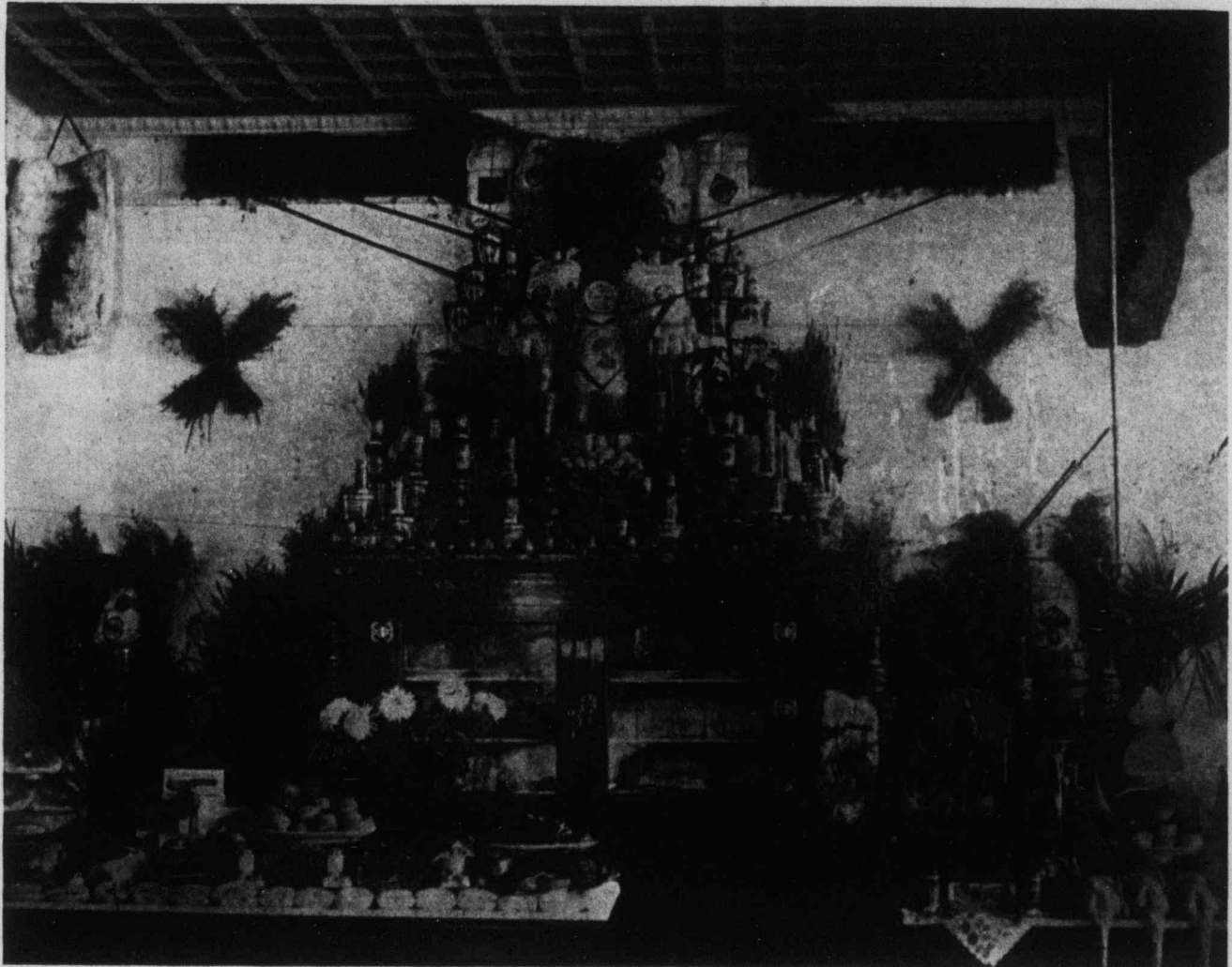
CANADIAN CEREAL AND FLOUR
MILLS COMPANY
LIMITED



CABLE ADDRESS "CANCERIAL"

TORONTO, CANADA





An Attractive Window Display

The central display consists of a bag of flour, flanked on either side by bottles containing many useful delicacies, topped by a sheaf of wheat, and below which are three loaves of bread, eggs, apples and oranges. The eye is carried up by streamers of red ribbon to the word Thanksgiving, which is of crab-apples on a dark red background, with a border of green smilax, and down by sheaves of wheat, oats and barley to the counter on either side. The counter on the left is heaped with cooked meats, while the one on the right displays fowl of all kinds. Here also is displayed a turnip, weighing 9 lbs. 3 oz., which adequately shows us that wheat is not the only product of the West. The background is decorated by wheat sheaves and bacon. The refrigerator contains uncooked meats.

Yours for Big Business!

A complete line of Quality Groceries that repeats—makes permanent friends of all who use them and quickly leads to bigger and better business—is the great boon every Grocer constantly seeks. No-Vary Quality Foods offer you such a trade-getting line, Mr. Grocer.

Supreme Quality, delicious flavoring and solid pack are the merits adding fresh prestige to this wonderful Grocery Line daily. If you are trying to handle something of every line on the market, apply the "No-Vary tonic" to your business. Stock No-Vary and banish worry. Then you will soon know the keen satisfaction born of increasing daily requests from pleased customers for

NO-VARY Quality Groceries

"GOOD TO-DAY — GOOD TO-MORROW — ALWAYS GOOD!"

And we go a long step beyond supplying you with finest quality No-Vary Groceries at right prices. We are not content with simply filling your orders. Our policy is one of ardent co-operation with you for *bigger business, larger profits, right from the start.*

The following Wholesale Jobbers in Western Canada handle the complete No-Vary Quality Line. Ask your nearest Jobber about No-Vary Quality and the No-Vary Selling Plan. They are:

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



Worth Pushing

Grocers—advertise, in your home paper, the one famous Quality Grocery Line that is distinctly worth pushing—No-Vary—the line that means a Quick Turnover. No-Vary Pure Foods, win repeat sales from satisfied users, because the quality is right. Its guaranteed right.

Do you know that Mail Order Houses pour their literature into districts where the Retail Merchants do little advertising? Why? Because they find business easier to get in such districts.

Kill the Mail Order lure with advertising that brings new customers to YOUR STORE. We supply No-Vary Grocers with cuts FREE illustrating the various lines of

No-Vary Quality Groceries

"The BEST of Everything You Eat"

The No-Vary Premium Plan is your greatest ally to boom home trade and stop Mail Order ravages on your business. Use No-Vary cuts in your advertising and hand a No-Vary Premium Catalog to every customer. Then watch results.

Write your No-Vary Jobbers for a supply of No-Vary advertising cuts and a liberal quantity of No-Vary Premium Catalogs today.



No-Vary Products Co.

Minneapolis

Toronto



Send for our interesting magazine—"No-Vary Vim"—published every month. It contains live news on market and crop conditions of interest to every Grocer. Put your name and address on a Postcard to-day and "Vim" will go out free to you regularly. Address:—

No-Vary Products Co., Limited., Toronto, Canada

If any advertisement interests you, tear it out now and place with letters to be answered.

If you have **any doubt** as to whether it pays to push *quality goods* first, last and now by putting in an extra supply of all the time be convinced

Robinson's "Patent" Groats

and

Robinson's "Patent" Barley

and noting the results. You ought never to be without Robinson's "Patent" Barley and Robinson's "Patent" Groats.

Magor, Son & Company, Limited

Agents for the Dominion of Canada

191 St. Paul St. W., Montreal

30 Church St., Toronto

To Investors

THOSE WHO, FROM TIME TO TIME, HAVE FUNDS REQUIRING INVESTMENT, MAY PURCHASE AT PAR

DOMINION OF CANADA DEBENTURE STOCK

IN SUMS OF \$500 OR ANY MULTIPLE THEREOF.

Principal repayable 1st October, 1919.

Interest payable half-yearly, 1st April and 1st October by cheque (free of exchange at any chartered Bank in Canada) at the rate of five per cent per annum from the date of purchase.

Holders of this stock will have the privilege of surrendering at par and accrued interest, as the equivalent of cash, in payment of any allotment made under any future war loan issue in Canada other than an issue of Treasury Bills or other like short date security.

Proceeds of this stock are for war purposes only.

A commission of one-quarter of one per cent will be allowed to recognized bond and stock brokers on allotments made in respect of applications for this stock which bear their stamp.

For application forms apply to the Deputy Minister of Finance, Ottawa.

DEPARTMENT OF FINANCE, OTTAWA,
OCTOBER 7th, 1916.

If any advertisement interests you, tear it out now and place with letters to be answered.



PRODUCE AND PROVISIONS



Lard and Shortening Again Up In Price

Live and Dressed Hogs in Firmer Market This Week—Prices Advanced Slightly

Montreal

PROVISIONS.—While the provision market in general showed no sensational movement, hogs, live and dressed, found firmer conditions, and prices for hogs went slightly higher. About a quarter of a cent up all round was the extent of the increase. Live hogs were selling at 11³/₄c to 12c, and dressed at from 17c to 18c, according to quality. Pork products, with the exception of lard and shortening, were unchanged in price. Lard and shortening, however, advanced another quarter of a cent per pound, and there is continued firmness in this branch of the market. Supplies, generally speaking, are ample, and demand continues steady and good.

| | | | |
|------------------------------------|----------------------------------|----------------------------------|--|
| Hams— | | | |
| Medium, per lb. | 0 25 | 0 25 ¹ / ₄ | |
| Large, per lb. | 0 23 | 0 23 ¹ / ₄ | |
| Backs— | | | |
| Plain | 0 25 | 0 26 | |
| Boneless, per lb. | 0 27 | 0 30 | |
| Bacon— | | | |
| Breakfast, per lb. | 0 25 | 0 26 | |
| Roll, per lb. | 0 20 | 0 21 | |
| Pickled meats—1c less than smoked. | | | |
| Dry Salt Meats— | | | |
| Long clear bacon, ton lots | 0 18 | 0 19 | |
| Long clear bacon, small lots | 0 18 ¹ / ₄ | 0 19 ¹ / ₄ | |
| Fat backs, lb. | 0 17 | 0 18 | |
| Cooked Meats— | | | |
| Hams, boiled, per lb. | 0 37 | 0 38 | |
| Hams, roast, per lb. | 0 36 | 0 37 | |
| Shoulders, boiled, per lb. | 0 30 ¹ / ₄ | 0 31 ¹ / ₄ | |
| Shoulders, o.roast, per lb. | 0 31 | 0 31 ¹ / ₄ | |
| Lard, Pure— | | | |
| Tierces, 400 lbs., per lb. | 0 18 ¹ / ₄ | 0 18 ¹ / ₄ | |
| Tubs, 60 lbs. | 0 18 ¹ / ₄ | 0 19 | |
| Pails | 0 19 | 0 19 ¹ / ₄ | |
| Bricks, 1 lb., per lb. | 0 20 | 0 20 ¹ / ₄ | |
| Lard, Compound— | | | |
| Tierces, 400 lbs., per lb. | 0 15 ¹ / ₄ | 0 15 ¹ / ₄ | |
| Tubs, 50 lbs. | 0 16 ¹ / ₄ | 0 16 ¹ / ₄ | |
| Pails, 20 lbs., per lb. | 0 15 ¹ / ₄ | 0 16 | |
| Bricks, 1 lb., per lb. | 0 16 ¹ / ₄ | 0 17 | |

EGG PRICES REMAIN STEADY IN MONTREAL

Montreal

EGGS.—While the effects of the season's decrease in production are apparent as regards eggs, there has been this week no further increase in prices. Receipts for the week ending October 21 in Montreal amounted to 20,870 cases, which includes all eggs for export, both United States and British. The market remains steady. Local trade is good, and there is also continued inquiry for export.

| | | |
|----------------------|------|--|
| Eggs— | | |
| New-laid, cartons | 0 45 | |
| New-laid, ex-cartons | 0 46 | |
| Selects | 0 38 | |
| Number 1 | 0 34 | |

MUCH LESS BUTTER REACHED MONTREAL

Montreal

BUTTER.—Receipts of butter in Montreal for the week ending October 21 were only 9,211 boxes, as compared with 19,906 boxes the previous week. This falling off in receipts by over 10,000 boxes constitutes a noticeable shortage, which is accounted for in two ways, or attributed to two causes. First, a less quantity of butter is being manufactured, and second, at this time of year farmers usually put away some butter for their own winter use, and it is expected that they are also now filling their own private needs. On Saturday, October 21, butter sold at St. Hyacinthe at 40c, and at Cowansville at 39¹/₂c. This butter is purchased for local account. Buying prices are now too high for export. In spite of shortage and firmness of country board conditions, prices to retail have not been increased this week.

| | | | |
|------------------------------|----------------------------------|------|--|
| Butter— | | | |
| Creamery, prints | 0 42 ¹ / ₄ | | |
| Creamery, solids | 0 42 | | |
| Dairy prints, choice, lb. | 0 36 | 0 39 | |
| Dairy prints, lbs., in tubs. | 0 35 | 0 37 | |

PRODUCTION OF CHEESE IS LARGE IN QUEBEC

Montreal

CHEESE.—Cheese receipts in Montreal for the week ending October 21 were 66,276 boxes, a remarkably good showing for this time of year. It indicates that the present high prices are having an effect conducive to keeping the production of cheese up to the last possible pound. Export demand, outside of Government orders, is quiet at present. Prices rule as last week.

| | | | |
|---------------------------|----------------------------------|----------------------------------|--|
| Cheese— | | | |
| Large, per lb. | 0 22 | 0 22 ¹ / ₄ | |
| New, twins, per lb. | 0 22 ¹ / ₄ | 0 23 | |
| Triplets, per lb. | 0 23 | | |
| Stilton, per lb. | 0 25 | | |
| Fancy old cheese, per lb. | 0 25 | | |

SCRAGGY CHICKENS IN MONTREAL MART

Montreal

POULTRY.—Deliveries of poultry continue large, but dealers complain still that there is far too large a proportion of inferior quality birds in the consignments. It would mean 5c or 6c more per lb. easily on shipments of poultry received, if the farmers would hold their shipments back and crate feed the birds for a couple of weeks. It would pay the producer many times over for the labor and expense to do this, as the demand of the market is for good quality fat birds. Prices prevailing are as last week.

Fowl—

| | | |
|---|------|------|
| Chickens, milk-fed, crate fattened, lb. | 0 15 | |
| Live fowls | 0 12 | 0 15 |
| Old roosters | | 0 12 |
| Broilers | 0 15 | 0 16 |
| Roasting chickens | | 0 17 |
| Young ducks | | 0 13 |
| Live ducks, old | | 0 11 |
| Turkeys (old toms, dressed), lb. | | 0 25 |

PRODUCERS HAVE HONEY TO OFFER

Montreal

HONEY.—The market for honey remains steady. There is a fairly good demand for this product. Dealers report that there is a considerable quantity of honey being held in the country at present, which is, however, being offered at reasonable prices. Prices to retailers in Montreal are as follows:

| | | | |
|-----------------------------------|----------------------------------|----------------------------------|--|
| Honey— | | | |
| Buckwheat, 5-10 lb. tins, per lb. | 0 09 | 0 09 ¹ / ₄ | |
| Buckwheat, 60-lb. tins, per lb. | 0 08 ³ / ₄ | 0 09 | |
| Clover, 5-10 lb. tins, per lb. | 0 11 | 0 12 | |
| Clover, 60-lb. tins | 0 10 ¹ / ₄ | 0 11 | |
| Comb, per section | 0 14 | 0 15 | |

Live Hogs Up; Lard Advances

Rise of 40c Recorded In Live Hogs—Lard Up 3/4c Per Pound—Compound Also Up 1c.

Toronto—

PROVISIONS.—There was a firmness in the market for live hogs during the first part of the week and an advance of 40c per hundred on live, off cars, was recorded. Pure lard has advanced 3/4c per pound during the week and the market holds firm at these figures. There has been an advance of 1c in the price of compound lard. The market in this commodity advanced in sympathy with the pure lard. There has been a fair demand for provisions of all kinds. Live hogs have been coming in fair supply. Dressed hogs hold steady at last week's quotations of \$17.50.

| | | | |
|---|----------------------------------|----------------------------------|--|
| Hams— | | | |
| Medium, per lb. | 0 25 | 0 25 ¹ / ₄ | |
| Large, per lb. | 0 23 | 0 23 ¹ / ₄ | |
| Backs— | | | |
| Plain | 0 25 | 0 27 | |
| Boneless, per lb. | 0 27 | 0 29 | |
| Bacon— | | | |
| Breakfast, per lb. | 0 25 | 0 26 | |
| Roll, per lb. | 0 20 | 0 21 | |
| Wiltshire bacon, per lb. | | 0 22 | |
| Pickled meats—1c less than smoked. | | | |
| Dry Salt Meats— | | | |
| Long clear bacon, ton lots | 0 17 ¹ / ₄ | 0 18 ¹ / ₄ | |
| Long clear bacon, small lots | 0 18 ¹ / ₄ | 0 19 ¹ / ₄ | |
| Fat backs, lb. | 0 17 | 0 19 ¹ / ₄ | |
| Cooked Meats— | | | |
| Hams, boiled, per lb. | 0 35 | 0 36 | |
| Hams, roast, per lb. | 0 35 | 0 36 | |
| Shoulders, boiled, per lb. | 0 30 | 0 31 | |
| Shoulders, roast, per lb. | 0 30 | 0 31 | |
| Lard, Pure— | | | |
| Tierces, 400 lbs., per lb. | 0 18 | 0 18 ¹ / ₄ | |
| In 60-lb. tubs, 1/4c higher than tierces; pails 1/4c higher than tubs, and 1-lb. bricks 1/4c over tubs. | | | |
| Lard, Compound— | | | |
| Tierces, 400 lbs., per lb. | 0 15 | 0 15 ¹ / ₄ | |
| In 60-lb. tubs, 1/4c higher than tierces; pails 1/4c higher than tubs, and 1-lb. bricks 1/4c over tubs. | | | |

| | | |
|--------------------------|----|----|
| Hogs— | | |
| Dressed, abattoir killed | 17 | 50 |
| Live, off ears | 11 | 35 |
| Live, fed and watered | 11 | 10 |
| Live, f.s.b. | 10 | 35 |

BUTTER PRICES SOAR AGAIN 2c PER POUND

Toronto—
BUTTER.—There was still a firmness in the butter market during the week owing to the heavy exports of butter, and butter kept up its soaring to the tune of 2c per pound. There seems no prospect of relief in sight and commission men are looking forward to butter being 50c per pound in the not distant future. Many of the commission men are in favor of the Government coming to the relief of the consuming public by allowing oleomargarine to be brought into or manufactured in Canada. It is pointed out that a first quality of this article can be made and sold at 25c to 30c per pound. It is stated to be a wholesome, palatable article when properly made from a good grade of butter mixed with cotton seed oil and beef fat. Considerable relief would come to the local market if this were permitted, it is pointed out.

| | | |
|------------------------------|------|------|
| Creamery, prints, fresh made | 0 42 | 0 43 |
| Creamery solids | 0 41 | 0 42 |
| Dairy prints, choice, lb. | 0 39 | 0 40 |
| Dairy prints, lb. | 0 36 | 0 37 |
| Bakers | 0 33 | 0 34 |

CHEESE HAS ADVANCED HALF CENT PER POUND

Toronto
CHEESE.—There has been a further advance of ½c per pound in the price of cheese owing to the stimulus of a big export demand. At the boards throughout Ontario, the price has ranged between 21¾c and 22c. The market is firm. Many of the cheese factories in Ontario will continue to operate up to the time that real winter weather sets in. It is usual for the cheese factories to close down operation in the early fall but those around Cobourg are still in operation, and will continue so for some time to come. This is a factor that will help to send butter prices higher.

| | | |
|------------------------|-------|-------|
| Cheese— | | |
| Cheese, large, per lb. | 0 22½ | 0 23 |
| New, twins, per lb. | 0 23 | 0 23½ |
| Triplets, per lb. | 0 23 | |
| Stilton, per lb. | 0 23½ | |

STORAGE EGGS ARE IN HEAVIER DEMAND

Toronto
EGGS.—There has been a heavy demand on storage eggs during the week and prices as a result are firmer and advancing by 1c per dozen. New lays are coming along in rather poor supply, only a few of them being found in each case that comes from the country points. The export has been heavy. With the advance of winter higher prices are looked for.

| | | |
|---------------------------|------|------|
| Eggs— | | |
| New lays, cartons | 0 43 | 0 45 |
| No. 1 storage, ex-cartons | 0 36 | 0 37 |
| Selects, extras | 0 38 | 0 39 |

POULTRY COMING TO MARKET IN GOOD SUPPLY

Toronto
POULTRY.—There has been a good supply of poultry of all kinds coming to the market. In some instances the supply is even greater than the demand. The prices being paid by the commission men for fowl of various kinds remains unchanged this week.

| | | |
|-----------------------------------|------|---------|
| | Live | Dressed |
| Spring Chickens | 0 15 | 0 18 |
| Hens, over 4 lbs. | 0 15 | 0 15 |
| Hens, under 4 lbs. | 0 10 | 0 12 |
| Old Roosters | 0 10 | 0 12 |
| Young Ducks | 0 11 | 0 14 |
| Old Ducks | 0 09 | 0 12 |
| Geese | 0 09 | 0 12 |
| Young Turkeys (8 and 9 lbs. each) | 0 20 | 0 24 |
| Young Turkeys (over 9 lbs. each) | 0 20 | 0 24 |
| Old Tom or Hen Turkeys | 0 18 | 0 22 |

HONEY COMING BETTER WITH HIGHER PRICES

Toronto
HONEY.—Under the stimulus of slightly increased prices to the producers honey has been moving more freely during the past week into the hands of the commission men. The volume of trading in the commodity has been considerable. Prices to the retail trade have held firm, no advances being recorded.

| | | |
|---------------------------|-------|-------|
| Honey— | | |
| Clover, 5 and 10-lb. tins | 0 12½ | 0 13½ |
| 60-lb. tins | 0 12 | 0 12½ |
| Comb. No. 1, doz. | 2 40 | 2 75 |

Lard Advanced At Winnipeg

Receipts of Hogs Becoming Heavier— Good Demand for Provisions

Winnipeg
PRODUCE AND PROVISIONS.—Hog receipts were light last week-end, and with an Eastern demand the price jumped from 10c to 10½c. However, the receipts last week-end, although light, were heavier than for two weeks. The general opinion is that the fall run will commence in earnest in two weeks' time; therefore, it is not expected that the present basis will be maintained. Provision prices are unchanged. Demand is good, and local stocks comparatively light. Lard is firm at 18c tierces, which is an advance of ¾c. Cottonseed oil is firmer, and compound lard is bringing 14c, which is an advance of ½c. Creamery butter continues upward, and is selling to-day at 38c; the demand is only fair on this basis, i.e., the local demand. Best dairy is bringing 33c. Eggs are unchanged, and the undertone is firm. Cheese is the same, but the export demand is exceedingly heavy.

| | | |
|-------------------------|-------|------|
| Hams— | | |
| Light, lb. | 0 23 | 0 24 |
| Medium, per lb. | 0 22 | 0 23 |
| Large, per lb. | 0 21 | 0 22 |
| Bacon— | | |
| Breakfast, per lb. | 0 24 | 0 25 |
| Breakfast, select, lb. | 0 27½ | |
| Backs, select, per lb. | 0 28 | 0 28 |
| Backs, regular | 0 22 | 0 23 |
| Dry Salt Meats— | | |
| Long clear bacon, light | 0 16½ | |
| Barrelled Pork— | | |
| Mess pork, bbl. | 34 | 00 |

| | | |
|------------------------------------|-------|-------|
| Lard, Pure— | | |
| Tierces | | 0 18 |
| Pails | | 3 62 |
| Cases, 10s | | 11 05 |
| Cases, 3s | | 11 20 |
| Cases, 2s | | 11 35 |
| Cartons | | 0 19½ |
| Lard, Compound— | | |
| Tierces | | 0 14 |
| Tubs, 50s, net | | 7 11 |
| Pails, 20s, net | | 2 95 |
| Butter— | | |
| Fresh made creamery, No. 1 cartons | 0 37 | 0 38 |
| Creamery, No. 2 | | 0 37 |
| Best dairy | 0 38 | 0 33 |
| Regular dairy, in tubs | | 0 30 |
| Cooking | | 0 28 |
| Fresh Eggs— | | |
| Extras, in cartons | | 0 36 |
| No. 1's, cases | | 0 33 |
| Cheese— | | |
| Ontario, large | 0 23 | 0 24 |
| Ontario, twins | 0 23½ | 0 24½ |

ONLY PRETENDING

A man came home one evening and found his three children all busy playing on the floor with his new box of cigars, a prospective birthday gift to a rich relative.

"What are you doing with those cigars?" he roared.

"Oh, father," said the boy, "we was pretending!" And he pointed to the tobacco remnants on the carpet. "We was pretending they were khaki soldiers, and we took off their puttees, and now we can't get them on again."

CAN YOU WRITE ADS?

Apparently verbosity and prolixity are not the royal roads to successful advertising. This is brought out by a clever poem in "Publicity." It is by J. F. T.:

*I CAN write ads philosophical,
 But never tautological,
 To fill a given space.
 I have a natural proclivity,
 For appeals to subjectivity,
 Always read with keen avidity.
 By all the human race.*

*With language iridescent,
 My ads seem incandescent,
 Filled with sparkling, effervescent
 Thoughts galore.
 And to frame up illustration,
 Is a pleasant relaxation,
 Just esthetic recreation,
 Nothing more.*

*I believe, myself, implicitly
 That I can get publicity,
 With ads of that simplicity
 For which the public yearns;
 But tho having each essential
 That should make them influential,
 They don't seem so dampotential,
 For they never bring returns.*

**Armour's
Oval
Label—
A Mark
of Quality
and
Service.**



**Trade-
Makers
and
Profit-
Producers**



EVERY grocer in Canada should know Armour's Oval Label. This mark identifies a whole family of top-grade food products, backed by a name that stands for highest achievement in food production.

We offer you these famous foods bearing Armour's Oval Label with the assurance that they are produced in Canadian factories by Canadian men and women, and prepared to suit the needs of progressive Canadian merchants.

Armour's Quality Products represent standardized values and regular profits for dealers. The line is so large and varied as to meet a big portion of the demands of your trade. It includes Veribest Ham, Bacon, Leaf Lard, Canned Meats and Fish, Armour's Grape Juice, Butter, Eggs, Sausage, etc.

Armour's Devonshire Farm Sausage. A pure, all-pork product that sells easily and repeats regularly once your patrons know of its delicious goodness. The ideal breakfast for frosty mornings. Supply it to your customers in the convenient pound cartons (meat or links.)

A big collection of Armour Store Signs and advertising material at your service. Ask the Armour salesman, or write us direct.

ARMOUR AND COMPANY

Hamilton - Ontario - Canada



M-706

If any advertisement interests you, tear it out now and place with letters to be answered.



The Store That Is Always Tidy

"I like Mr. —'s store," said a well-to-do woman with a big family to buy for, "because it's always tidy."

No matter how particular you are the store can't be always tidy if you do up sugar and other staples. Stuff will be spilled, requiring frequent sweepings.

Lantic Sugar

in original packages, with other goods which should rightfully be sold this way, make a store that is always attractive to the best kind of trade.

2 and 5-lb. cartons; 10 20 and 100-lb. bags.

Atlantic Sugar Refineries

Limited

ST. JOHN, N.B. - MONTREAL, QUE.

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS \$56 PER INCH PER YEAR

BAKING POWDER WHITE SWAN SPICES AND CEREALS, LTD.

| | Per doz. |
|--|----------|
| 5c Tins, 4 doz. case, weight 10 lbs. | \$ 0 45 |
| 4 oz. Tins, 4 doz. to case, weight 20 lbs. | 0 75 |
| 6 oz. Tins, 4 doz. to case, weight 25 lbs. | 0 90 |
| 8 oz. Tins, 4 doz. to case, weight 35 lbs. | 1 30 |
| 12 oz. Tins, 4 doz. to case, weight 48 lbs. | 1 75 |
| 16 oz. Tins, 4 doz. to case, weight 65 lbs. | 2 25 |
| 3 lb. Tins, 2 doz. to case, weight 85 lbs. | 5 00 |
| 5 lb. Tins, 1 doz. to case, weight 75 lbs. | 9 50 |

ROYAL BAKING POWDER

| Size | Less than 10 case lots | Bbl. lots or 10 cases and over |
|-------|------------------------|--------------------------------|
| Dime | \$0 95 | \$0 90 |
| 4-oz. | 1 40 | 1 35 |
| 6-oz. | 1 95 | 1 90 |

DOMINION CANNERS, LTD.

JAMS

"Aylmer" Pure Jams and Jellies Guaranteed Fresh Fruit and Pure Sugar Only.

| Screw Top Glass Jars 16 oz. glass | 2 doz. case. | Per doz. |
|-----------------------------------|--------------|----------|
| Apricot | 2 45 | \$2 45 |
| Assorted | 2 25 | 2 25 |
| Blackberry | 2 35 | 2 35 |
| Blueberry | 2 35 | 2 35 |
| Currant, Red | 2 35 | 2 35 |
| Currant, Black | 2 45 | 2 45 |
| Cherry | 2 35 | 2 35 |
| Gooseberry | 2 25 | 2 25 |
| Plum | 2 10 | 2 10 |
| Plum, Green Gage | 2 25 | 2 25 |
| Pear | 2 25 | 2 25 |
| Peach | 2 25 | 2 25 |
| Raspberry, Red | 2 45 | 2 45 |
| Raspberry, Black | 2 35 | 2 35 |
| Raspberry and Red Currant | 2 35 | 2 35 |
| Raspberry and Gooseberry | 2 35 | 2 35 |
| Strawberry | 2 50 | 2 50 |

THE BRITISH COLUMBIA SUGAR REFINING CO., LTD.

ROGERS' GOLDEN SYRUP

Manufactured from pure cane sugar.

| | |
|--|--------|
| 2 lb. tins, 2 doz. in case | \$3 80 |
| 5 lb. tins, 1 doz. in case | 4 45 |
| 10 lb. tins, 1/2 doz. in case | 4 15 |
| 20 lb. tins, 1/4 doz. in case | 4 05 |
| Perfect seal glass jars in the case | 3 15 |
| Delivered in Winnipeg in carload lots. | |

BAKED BEANS WITH PORK.

Brands—Aylmer, Simcoe, Quaker, Little Chief, Log Cabin.

| | Per doz. |
|---|----------|
| Individual Baked Beans, Plain or with Sauce, 4 doz. to case | 0 67 1/2 |
| 1's Baked Beans, Plain, 4 doz. to case | 0 82 1/2 |
| 1's Baked Beans, Tomato Sauce, 4 doz. to case | 0 85 |
| 1's Baked Beans, Chili Sauce, 4 doz. to case | 0 85 |
| 2's Baked Beans, Plain, tall, 2 doz. to case | 1 35 |
| 2's Baked Beans, Tomato Sauce, tall, 2 doz. to case | 1 40 |
| 2's Baked Beans, Chili Sauce, tall, 2 doz. to case | 1 40 |

Family, Plain, \$1.40 doz.; Family, Tomato Sauce, \$1.45 doz.; Family, Chili Sauce, \$1.45 doz.; 3's, Plain, Flats, Aylmer only, \$1.70 doz.; 3's, Tomato Sauce, Flats, Aylmer only, \$1.75 doz.; 3's, Chili Sauce, Flats, Aylmer only, \$1.75 doz.; 3's, Plain, Tall, \$1.95 doz.; 3's, Tomato Sauce, \$2 doz.; 3's, Chili Sauce, \$2 doz. The above 2 doz. to case, 10's 1/2 doz. per case, for hotel and restaurant use (gals.), \$5.75 doz.

"AYLMER" PURE ORANGE MARMALADE

| | Per Doz. |
|--|----------|
| 10 1/2 oz. Gross Jars | \$ 0 75 |
| Tumblers, Vacuum Top, 2 doz. in case | 1 20 |
| 12 oz. Glass, Screw Top, 2 doz. in case | 1 45 |
| 14 oz. Glass, Screw Top, 2 doz. in case | 1 60 |
| 16 oz. Glass, Screw Top, 2 doz. in case | 1 90 |
| 16 oz. Glass, Tall, Vacuum Top, 2 doz. in case | 1 95 |
| 2's Glass, Vacuum Top | 3 10 |
| 2's Tin, 2 doz. per case | 3 15 |
| 4's Tin, 12 pails in crate, per pall | 0 53 |
| 5's Tin, 8 pails in crate, per pall | 0 66 |
| 7's Tin or Wood, 6 pails in crate | 0 87 |
| 14's Tin or Wood, 4 pails in crate, per lb. | 0 12 |
| 30's Tin or Wood, one pall only, per lb. | 0 12 |

BLUE

Keen's Oxford, per lb.
In 10-lb. lots or case.

CEREALS

| WHITE SWAN | Per case |
|---|----------|
| Pancake Flour (Self-rising), 2 doz. case, wgt. 50 lbs. | \$2 70 |
| Biscuit Flour (Self-rising), 2 doz. to case, weight 50 lbs. | 2 70 |
| Buckwheat Flour (Self-rising), 2 doz. to case, wgt. 50 lbs. | 2 70 |
| Diet Flour, 5 lb. bags, per doz. | 4 80 |
| Wheat Flakes, per case of 2 dozen 15c packages | 2 70 |
| Health Flour, 5 lb. bags, per doz. | 3 00 |
| King's Food, 2 doz. to case, weight 95 lbs. | 4 80 |
| Wheat Kernels, 2 doz. to case, weight 65 lbs. | 3 50 |
| Barley Crisps, 3 doz. to case, weight 50 lbs. | 3 00 |
| Flaked Rice, 3 doz. to case, weight 50 lbs. | 3 00 |
| Flaked Peas, 3 doz. to case, weight 50 lbs. | 3 60 |

COCOA AND CHOCOLATE
THE COWAN CO., LTD.

Cocoa—

| | |
|---------------------------------|------|
| Perfection, 1-lb. tins, doz. | 4 50 |
| Perfection, 1/2-lb. tins, doz. | 2 40 |
| Perfection, 1/4-lb. tins, doz. | 1 25 |
| Perfection, 10c size, doz. | 0 90 |
| Perfection, 5-lb. tins, per lb. | 0 37 |
| Soluble bulk, No. 1, lb. | 0 22 |
| Soluble bulk, No. 2, lb. | 0 20 |
| London Pearl, per lb. | 0 24 |

(Unsweetened Chocolate)

| | |
|---|------|
| Supreme chocolate, 1/2's, 12-lb. boxes, per lb. | 0 37 |
| Perfection chocolate, 20c size, 2 doz. in box, doz. | 1 80 |

If any advertisement interests you, tear it out now and place with letters to be answered.

"It's all Right"



THE housewife says, "It's all right" — she uses it. The grocer says, "It's all right" — it sells itself. We know "It's all right" — we make it.

Comfort Soap has by far the largest sale of any laundry soap in Canada.



Look at This Big Profit-Making Premium!

Just a ten-case Comfort Soap order at \$4.05, and you get FREE a case of Comfort Lye (36 cans, retailing at 10c each.) This gives you a clean, clear extra profit of 36c per case on your Comfort Soap. Whole shipment goes to you freight paid.

Five-case and twenty-five-case orders get proportionate generous premiums. Dozens of other combinations. Send to-day for list.

Pugsley, Dingman & Co., Ltd., Toronto, Can.

This Premium for Ontario and Quebec. For other Provinces see List.



We keep Canada clean

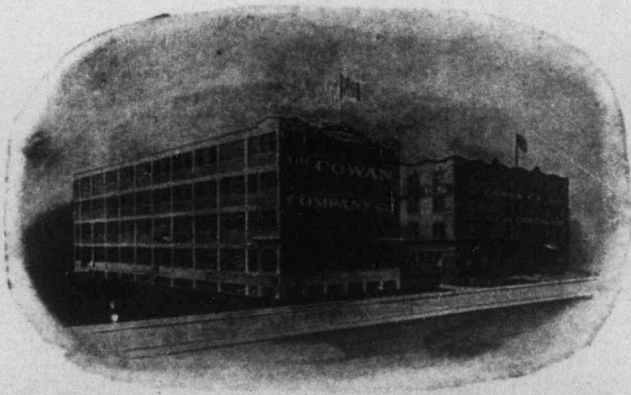
If any advertisement interests you, tear it out now and place with letters to be answered.



There is no finer cocoa in the world than this celebrated Canadian Product—

COWAN'S
COCOA—
"Perfection Brand" Purest and Best

We voice the merits of this excellent cocoa to more than 3,000,000 Canadian people daily through our national campaign of advertising. Little wonder, then, that this cocoa is selling tremendously—push it, it beats any imported goods, and further it's Canadian made by Canadians.



A-71

If any advertisement interests you, tear it out now and place with letters to be answered.

| | |
|---|------|
| 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 37 |
| Diamond, 8's, 6 and 12-lb. boxes | 0 30 |
| Diamond, 6's and 7's, 6 and 12-lb. boxes | 0 28 |
| Diamond, ¼'s, 6 and 12-lb. boxes | 0 28 |
| Icings for Cake— | |
| Chocolate, white, pink, lemon, orange, maple, almond, coconut, cream, in ¼-lb. packages, 2 and 4 doz. in box, per doz. | 1 00 |
| Chocolate Confections. Per doz. | |
| Maple buds, 5-lb. boxes | 0 39 |
| Milk medallions, 5-lb. boxes | 0 39 |
| Chocolate wafers, No. 1, 5-lb. boxes .. | 0 32 |
| Chocolate wafers, No. 2, 5-lb. boxes | 0 28 |
| Nonparell wafers, No. 1, 5-lb. boxes .. | 0 32 |
| Nonparell wafers, No. 2, 5-lb. boxes | 0 28 |
| Chocolate ginger, 5-lb. boxes | 0 36 |
| Milk chocolate wafers, 5-lb. boxes | 0 39 |
| Coffee drops, 5-lb. boxes.... | 0 39 |
| Lunch bars, 5-lb. boxes.... | 0 39 |
| Milk chocolate, 5c bundles, 3 doz. in box, per box | 1 40 |
| Royal Milk Chocolate, 5c cakes, 2doz. in box, per box | 0 90 |
| Nut milk chocolate, ¼'s 6, lb. boxes, lb. | 0 39 |
| Nut milk chocolate, ¼'s, 6-lb. boxes, lb. | 0 39 |
| Nut milk chocolate, 5c bars 24 bars, per box | 0 90 |
| Almond nut bars, 24 bars, per box | 0 90 |

BORDEN MILK CO., LTD.

CONDENSED MILK

Terms net 30 days.

| | |
|---|--------|
| Eagle Brand, each 48 cans.. | \$7 20 |
| Reindeer Brand, each 48 cans | 6 95 |
| Silver Cow, each 48 cans.... | 6 40 |
| Gold Seal, Purity, each 48 Cans | 6 25 |
| Mayflower Brand, each 48 Cans | 6 25 |
| Challenge, Clover Brand, each 48 cans | 5 75 |

EVAPORATED MILK

| | |
|---|------|
| St. Charles Brand, Hotel, each 24 cans | 4 75 |
| Jersey Brand, Hotel, each 24 cans | 4 75 |
| Peerless Brand, Hotel, each 24 cans | 4 75 |
| St. Charles Brand, Tall, each 48 cans | 4 85 |
| Jersey Brand, Tall, each 48 cans | 4 85 |
| Peerless Brand, Tall, each 48 cans | 4 85 |
| St. Charles Brand, Family, each 48 cans | 4 25 |
| Jersey Brand, Family, each 48 cans | 4 25 |
| Peerless Brand, Family, each 48 cans | 4 25 |
| St. Charles Brand, small, each 48 cans | 2 05 |
| Jersey Brand, small, each 48 cans | 2 05 |
| Peerless Brand, small, each 48 cans | 2 05 |

CONDENSED COFFEE

| | |
|---|--------|
| Reindeer Brand, "Large," each 24 cans | \$5 00 |
| Reindeer Brand, "Small," each 48 cans | 5 70 |
| Regal Brand, each 24 cans. | 4 70 |
| COCOA, Reindeer Brand, each 24 cans | 4 80 |

COFFEE. WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN

| | |
|--|-------|
| 1 lb. square tins, 4 doz. to case, weight 70 lbs.... | 0 36 |
| 1 lb. round tins, 4 doz. to case, weight 70 lbs.... | 0 34½ |

ENGLISH BREAKFAST COFFEE.

| | |
|---|------|
| ½ lb. tins, 2 doz. to case, weight 22 lbs. | 0 22 |
| 1 lb. tins, 2 doz. to case, weight 35 lbs. | 0 20 |

MOJA

| | |
|---|------|
| ½ lb. tins, 2 doz. to case, weight 22 lbs. | 0 31 |
| 1 lb. tins, 2 doz. to case, weight 35 lbs. | 0 30 |
| 2 lb. tins, 1 doz. to case, weight 40 lbs. | 0 30 |

PRESENTATION COFFEE.

| | |
|--|------|
| A Handsome Tumbler in Each Tin. | |
| 1 lb. tins, 2 doz. to case, weight 45 lbs., per lb.... | 0 27 |

FLAVORING EXTRACTS WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS.

| | |
|---|---------|
| 1 oz. bottles, per doz., weight 3 lbs. | \$ 1 05 |
| 2 oz. bottles, per doz., weight 4 lbs. | 2 00 |
| 2½ oz. bottles, per doz., weight 6 lbs. | 2 30 |
| 4 oz. bottles, per doz., weight 7 lbs. | 3 50 |
| 8 oz. bottles, per doz., weight 14 lbs. | 6 50 |
| 16 oz. bottles, per doz., weight 23 lbs. | 12 00 |
| 32 oz. bottles, per doz., weight 40 lbs. | 22 00 |
| Bulk, per gallon, weight 16 lbs. | 10 00 |

CRESCENT MFG. CO. CRESCENT MAPLEINE

Per doz.

| | |
|---|--------|
| ¼ oz. (4 doz. case), weight 9 lbs., retail each 15c.... | \$1 35 |
| 1 oz. (4 doz. case), weight 14 lbs., retail each 30c.... | 2 50 |
| 2 oz. (3 doz. case), weight 15 lbs., retail each 50c.... | 4 25 |
| 4 oz. (2 doz. case), weight 17 lbs., retail each 90c.... | 7 50 |
| 8 oz. (1 doz. case), weight 17 lbs., retail each \$1.00.. | 13 25 |
| Pint (1 doz. case), weight 29 lbs., retail each \$3.... | 24 50 |
| Quart (1 doz. case), weight 53 lbs., retail each \$5.50.. | 45 00 |
| Half gallons, each, retail each, \$10 | 7 50 |
| Gallons, each, retail each \$18 | 14 50 |

GELATINE

| | |
|--|------|
| Knox Plain Sparkling Gelatine (2-qt. size), per doz. | 1 30 |
| Knox Acidulated Gelatine (Lemon flavor), (2-qt. size), per doz. | 1 30 |
| Cox's Instant Powdered Gelatine (2-qt. size), per doz. | 1 10 |

W. CLARK, LIMITED, MONTREAL.

| | |
|---|--|
| Compressed Corned Beef, ½s, \$2; 1s, \$3.50; 2s, \$7.50; 6s, \$25; 14s, \$60. | |
| Roast Beef, ½s, \$2; 1s, \$3.50; 2s, \$7.50; 6s, \$25. | |
| Bolled Beef, 1s, 3.50; 2s, \$7.50; 6s, \$25. | |
| Jellied Veals, ½s, \$2; 1s, \$3; 2s, \$4.50; 6s, \$21. | |
| Corned Beef Hash, ½s, \$1.50; 1s, \$2.50; 2s, \$4.50. | |
| Beefsteak and Onions, ½s, \$2; 1s, \$3.35; 2s, \$6.50. | |

Will you be one of the first 100?



Actual Size

We have a very special offer to make to the first 100 direct replies received in answer to this advertisement. It only costs you a postage stamp to learn full particulars. Read this ad., then send us a card.

Richards Fine Transparent Glycerine Soaps

Trade Price, 45c per doz.

A popular seller worth displaying. It brings the customer back for more.

| | |
|------------------|---------------------------|
| Sulphur Cream | Dozens (Cardboard) |
| Skin Food | " " |
| Violet Glycerine | " " |
| Twin Bar | (Yellow) 1/4 gross (wood) |
| Twin Bar | (Red) " " " |
| Twin Bar | (Green) " " " |



Actual Size

Richards Fine Transparent Glycerine Soaps

Trade Price, 80c per doz.

A snappy seller everywhere. The beautiful transparency and undoubted quality of this Richards line make it a favorite with everybody.

| | |
|--------------------|-----------------------------|
| Chateau Rose | (Yellow) Dozens (Cardboard) |
| Chateau Rose | (Red) " " |
| Chateau Violet | (Green) " " |
| White Cross Rose | (Yellow) " " |
| White Cross Rose | (Red) " " |
| White Cross Violet | (Green) " " |

White Cross Glycerine Cakes are same size and style as White Cross Castile 100's.



Actual Size

Richards "White Cross" Castile

is known to the trade as an excellent line of castile, fully equal to the finest imported.

Trade Price, \$3.75 per case.

- White Cross Castile Bars, 20's
- White Cross Castile Cakes, 100's
- White Cross Castile Sections, 120's
- Le Chateau Castile Bars, 20's
- Le Chateau Castile Cakes, 100's
- Le Chateau Castile Sections, 120's

Twin Bar Castile, packed in 3 dozens (Wood), special price, 45c per doz.

Send your order to any jobber or to

The Richards Pure Soap Company, Limited
WOODSTOCK, ONTARIO

If any advertisement interests you, tear it out now and place with letters to be answered.

The problem is to get
new business, then to
keep it.

GIPSY Stove Gloss

does both.

Order from your Wholesaler.

HARGREAVES (CANADA) LIMITED
The Gray Building, 24 and 26 Wellington St. W., Toronto

Western Agents: For Manitoba, O. F. Lightcap,
Winnipeg. For Saskatchewan and Alberta, W. L.
MacKenzie & Co., Regina, Saskatoon, Calgary and
Edmonton. For British Columbia and Yukon,
Creeden & Avory, Rooms 5 and 6, Jones Block, 407
Hastings Street, West Vancouver.

Excelsior Brooms will sweep aside slow-moving, profitless broom-sales



There's an Excelsior
Broom for every
purpose.

- For the Factory and Warehouse.
- For the Carpet.
- The General Purpose House Broom.
- The Railroad Broom.
- The Curling Broom.
- The Toy Broom.
- The Misses' Broom.
- The Ceiling Broom.
- The Whisk Brooms.

Try them. Every
broom bearing the
Excelsior trade
mark will give your
customer unequal-
led service.

Our prices are cut as low
as market conditions will
permit. But whatever the
market price; we never
slight our brooms in
weight or quality.

J. C. SLOANE CO.
Owen Sound

- Cambridge Sausage, 1s, \$3.00; 2s, \$5.50.
- Boneless Pigs' Feet, 1/2s, \$1.75; 1s, \$2.75; 2s, \$5.50.
- Lambs' Tongues, 1/2s,
- Sliced Smoked Beef, tins, 1/2s, \$1.85; 1s, \$2.80; 4s, \$15.50.
- Sliced Smoked Beef, glass, 1/2s, ...; 1/2s, \$2.25; 1s, \$3.25.
- Tongue, Ham and Veal Pate, 1/2s, \$1.50.
- Ham and Veal, 1/2s, \$1.20.
- Potted and Devilled Meats, tins — Beef, Ham, Tongue, Veal, Game, 1/2s, 50c; 1/2s, \$1.
- Potted Meats, Glass — Chicken, Ham, Tongue, 1/2s, ...
- Ox Tongues, tins, 1/2s, \$3.50; 1s, \$6.25; 1 1/2s, \$9.50; 2s, \$13.
- Ox Tongues, Glass, 1 1/2s, \$12; 2s, \$14.
- Mincemeat, Hermetically Sealed Tins, 1s, \$2; 2s, \$3.25; 3s, \$4.55; 4s, \$6.25; 5s, \$8.
- In Pails, 25 lbs., 13c lb.
- In 50 lb. Tubs, 13c.
- In 85 lb. Tubs, 12 1/2c.
- In Glass, 1s, \$2.30.
- Clark's Peanut Butter — Glass Jars, 1/2, 95c; 1/2, \$1.40; 1, \$1.85. 50 lb. Pails, 17c.
- Clark's Peanut Butter — Pails 24 lbs., 17c per lb.
- Clark's Tomato Ketchup, 16 oz., \$2.40.
- Pork and Beans, Plain Tails, 1s, 85c; 2s, \$1.40; 3s, \$2; 6s, \$6.75; 12s, \$9.50; 2s, flat, \$1.75. Individuals, 70c doz.
- Pork and Beans, Tomato Sauce, Tails, 1s, 90c; 2s, \$1.50; 3s, \$2.15; 6s, \$7; 12s, \$10; 3s, flat, \$1.85; Individuals, 75c doz.
- Pork and Beans, Chilli, 1s, 90c; 2s, tall, \$1.50; 3s, flat, \$1.85. Individuals, 75c doz.
- Tomato Sauce, 1 1/2s, \$1.30; Chili Sauce, 1 1/2s, \$1.20; Plain Sauce, 1 1/2s, \$1.25.
- Vegetarian Baked Beans, Tomato Sauce, Tails, \$1.40.
- Clark's Chateau Chicken Soup, \$1.10.
- Clark's Chateau Concentrated Soups, 95c.
- Clark's Chateau Concentrated Soups, No. 1. Assorted, 95c.
- Spaghettl with Tomato and Cheese, 1/2s, 95c; 1s, \$1.30; 3s, \$2.35 doz.
- Fluid Beef Cordials, 20 oz. btls., 1 doz. per case, at \$10.00 per doz.
- English Plum Puddings, 1s, \$2.30 doz.; 2s, \$3 doz.

THE N. K. FAIRBANKS CO., LIMITED.

PRICE LIST ON BOAR'S HEAD LARD COMPOUND TO RETAILERS.

- Tierces 0 14 1/2
- Pails \$2 93
- This price list cancels all previous ones and is effective at once. Subject to change without notice.
- All orders received must be shipped within a period of 30 days.
- Advance over tierce basis for small packages:
- 3-lb. tins, 20 to the case, 1c over tierces; 5-lb. tins, 12 to the case, 1/2c over tierces; 10-lb. tins, 6 to the case, 1/2c over tierces; 20-lb. wood pails, 1/2c over tierces; 60-lb. tubs, 1/2c over tierces; half-barrels, 1/2c over tierces; 50-lb. tins, 1/2c over tierces; 20-lb. tins, 1/2c over tierces.
- LAPORTE, MARTIN, LIMITED**
Montreal. Agencies
- BASIN DE VICHY WATERS.**
- L'Admirable, 50 btles, litre, cs. 8 00
- Neptune 8 50
- San Rival 9 00
- VICHY LEMONADE**
- La Savoureuse, 50 btles, cs. 11 00
- NATURAL MINERAL WATER**
- Evian, Source Cachat, 50 btles, cs. 9 50

- IMPORTED GINGER ALE AND SODA**
- Ginger Ale, Trayders, cs., 6 doz. pts., doz. 1 20
- Ginger Ale, Trayders, es., 6 doz., splits, doz. 0 95
- Club Soda, Trayders, cs., 6 doz. pts., doz. 1 15
- Club Soda, Trayders, cs., 6 doz., splits, doz. 1 05
- BLACK TEAS**
- Victoria Blend, 50 and 30-lb. tins, lb. 0 37
- Princess Blend, 50 and 30-lb. tins, lb. 0 34
- JAPAN TEAS**
- H. L., ch. 90 lbs., lb. 0 25
- Victoria, ch. 90 lbs., lb. 0 25
- COFFEES**
- Victoria, Java and Mocha Blend, 1-lb. tin, lb. 0 34 1/2
- Victoria, Java and Mocha Blend, 5, 10, 25, 50-lb. tins, lb. 0 32
- Princess, Java and Mocha Blend, 1-lb. tin, lb. 0 22
- MUSTARD**
- COLMAN'S OR KEEN'S**
- Per doz. tins
- D. S. F., 1/2-lb. \$ 1 66
- D. S. F., 1/4-lb. 2 90
- D. S. F., 1-lb. 5 75
- F. D., 1/2-lb. 0 90
- Per Jar
- Durham, 4-lb. jar 0 93
- Durham, 1-lb. jar 0 31
- JELL-O**
- GENESEE PURE FOOD CO.**
- Assorted case, 4 dozen \$3 60
- Lemon, 2 dozen 1 80
- Orange, 2 dozen 1 80
- Raspberry, 2 dozen 1 80
- Strawberry, 2 dozen 1 80
- Chocolate, 2 dozen 1 80
- Peach, 2 dozen 1 80
- Cherry, 2 dozen 1 80
- Vanilla, 2 dozen 1 80
- Weight 4 doz. case, 15 lbs.; 2 doz. case, 8 lbs. Freight rate, 2d class.
- JELL-O ICE CREAM POWDERS**
- Assorted case, 2 dozen \$2 50
- Chocolate, 2 dozen 2 50
- Vanilla, 2 dozen 2 50
- Strawberry, 2 dozen 2 50
- Lemon, 2 dozen 2 50
- Unflavored, 2 dozen 2 50
- Weight 11 lbs. to case. Freight rate, 2d class.
- JELLY POWDERS**
- WHITE SWAN SPICES AND CEREALS, LTD.**
- White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz. \$ 0 90
- List Price
- SPICES**
- WHITE SWAN SPICES AND CEREALS, TORONTO**
- 5c 10c
- Round Oval 1lb. 1lb. dredge. 2 1/2 oz. Per doz. Per doz.
- Allspice \$0 45 \$0 90
- Arrowroot, 4 oz. tins, 85c
- Cayenne 0 45 0 90
- Celery salt
- Celery pepper
- Cinnamon 0 45 0 90
- " whole, 5c. pkgs., window front, 45c
- Cloves 0 45 0 90
- Cloves, whole, 5c. pkgs., window front, 45c
- Curry powder
- Ginger 0 45 0 90
- Mace 1 25 ..
- Nutmegs 0 45 0 90
- Nutmegs, whole, 5c pkgs., window front, 45c
- Paprika 0 45 ..
- Pepper, black 0 45 0 90
- Pepper, white 0 50 0 95
- Pastry spice 0 45 0 90
- Pickling spice, window front, 90c
- Shipping weight per case 10 lbs. 15 lbs.
- Dozens to case... 4 4

If any advertisement interests you, tear it out now and place with letters to be answered.

Just Arrived

One Car
Extra Fancy Fresh Cut
California Lemons

Sizes: 270s, 300s, 360s.

Price Reasonable

Also

Cape Cod Cranberries

Barrels and Boxes

Extra Fancy Jersey Sweet Potatoes

The House of Quality

HUGH WALKER & SON

Established 1861

GUELPH, ONTARIO

Fancy Western Boxed

APPLES

Jonathans and McIntosh Reds

Malaga Grapes

in Kegs. First Cars to Hand.

Also Car

California Emperor Grapes

in Kegs

Tokay Grapes

in Crates

WHITE & CO., LIMITED

Wholesale Fruits and Fish

Toronto

*Wholesale
Fruit and
Produce
Merchants*

Established
1876

McWilliam & Everist, Limited

Bananas,
Citrus
Fruits,
Cranberries,
etc.

25 CHURCH ST.
TORONTO

Sell the famous GEORGIAN BAY APPLES

Before buying your
winter supply get in
touch with us.

Georgian Bay Apples
are the kind that sell
quickly and give satis-
faction.

We can supply you with
high quality Bananas,
Lemons, Oranges, etc.

Write us to-day.

Lemon Bros.

OWEN SOUND, ONT.

THE

B.L.O.E.

(BEST) (LEMONS) (ON) (EARTH)

are packed
under

"St. Nicholas"

Brand

J. J. McCabe

Agent

TORONTO

If any advertisement interests you, tear it out now and place with letters to be answered.

Shoulders Picnic Hams Short Rolls

Fresh Pickled Smoked

These cuts are quoted
at reasonable prices.

Phone, wire or write for prices.

F. W. FEARMAN CO.
LIMITED
HAMILTON

ESTABLISHED 1854

CENTURY SALT

Century salt put the cents in the profits

Century Salt is not combined with cheap ingredients; the housewife gets full value for her money. Pure Salt goes further and gives infinitely better results.

Century Salt is refined and purified to the last degree. The dealers who handle get the profits.

THE DOMINION SALT CO LIMITED
SARNIA, ONT.

THE CANADA STARCH CO., LTD., EDWARDSBURG BRANDS and BRANTFORD BRANDS

| Laundry Starches— | Boxes | Cents |
|---|-------|-------|
| 40 lbs., Canada Laundry | .. | .06½ |
| 40 lbs., 1 lb. pkg., White Gloss | | .07 |
| 48 lbs., No. 1 White or Blue Starch, 3 lb. cartons | | .07½ |
| 100 lbs. kegs, No. 1 White | .. | .07 |
| 200 lbs. bbls., No. 1 white | .. | .07 |
| 30 lbs., Edwardsburg Silver Gloss, 1 lb. chromo pkgs. | .. | .08 |
| 48 lbs., Silver Gloss, in 6 lb. tin canisters | | .08½ |
| 36 lbs., Silver Gloss, in 6 lb. draw lid boxes | | .08½ |
| 100 lbs., kegs, Silver Gloss, large crystals | | .07½ |
| 28 lbs., Benson's Satin, 1 lb. cartons, chromo label | .. | .07½ |
| 40 lbs., Benson's Enamel, (cold water), per case | ... | 3.00 |
| 20 lbs. Casco Refined Potato Flour, 1 lb. pkgs. | | .12½ |
| Celluloid, 45 cartons, case | .. | 3.75 |

Culinary Starch

| | | |
|--|----|------|
| 40 lbs., W. T. Benson & Co.'s Celebrated Prepared | .. | .08 |
| 40 lbs., Canada Pure Corn (20 lb. boxes ¼c higher) | .. | .06½ |

BRANTFORD STARCH

Ontario and Quebec

| Laundry Starches— | Canada Laundry— | Boxes about 40 lbs. | Acme Gloss Starch— |
|--|-----------------|---------------------|--|
| 1-lb. cartons, boxes of 40 lbs. | | .06½ | 1-lb. cartons, boxes of 40 lbs. |
| First Quality White Laundry— | | | 3-lb. canisters, cs. of 48 lbs. |
| Barrels, 200 lbs. | | .06½ | Barrels, 200 lbs. |
| Kegs, 100 lbs. | | .06½ | Lily White Gloss— |
| 1-lb. fancy carton cases 30 lbs. | | .07½ | 8 in case |
| 6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case | | .08½ | Kegs, extra large crystals, 100 lbs. |
| Canadian Electric Starch— | | | Boxes, containing 40 fancy pkgs., per case |
| Celluloid Starches— | | | Boxes containing 45 cartons, per case |
| Culinary Starches— | | | Challenge Prepared Corn— |
| 1-lb. pkts., boxes of 40 lbs. | | .06½ | Brantford Prepared Corn— |
| 1-lb. pkts., boxes of 40 lbs. | | .07½ | "Crystal Malze" Corn Starch— |
| 1-lb. pkts., boxes of 40 lbs. (20-lb. boxes ¼c higher than 40's) | | .07½ | |

COW BRAND BAKING SODA

In boxes only.

| Packed as follows: | |
|----------------------|--------------------------|
| 5c packages (96) |\$ 3 20 |
| 1 lb. packages (60) | 3 20 |
| ½ lb. packages (120) | 3 40 |
| ½ lb. 60 | } Packages Mixed \$ 3 30 |
| 1 lb. 30 | |

SYRUP

THE CANADA STARCH CO., LTD., CROWN BRAND CORN SYRUP

| | | |
|-------------------------------|-------|---------|
| Perfect Seal Jars, 3 lbs. | | \$ 3 00 |
| 1 doz. in case | | 3 00 |
| 2 lb. tins, 2 doz. in case | | 3 40 |
| 5 lb. tins, 1 doz. in case | | 3 30 |
| 10 lb. tins, ½ doz. in case | | 3 25 |
| 20 lb. tins, ¼ doz. in case | | 3 25 |
| Barrels, about 700 lbs. | | .04½ |
| Half bbls., about 350 lbs. | | .04½ |
| ¾ gal. wooden pails, 25 lbs. | .. | 1.00 |
| 3 gal. wooden pails, 38½ lbs. | | 2.25 |
| 5 gal. wooden pail, 65 lbs. | | 3.50 |

LILY WHITE CORN SYRUP

| | | |
|-----------------------------|------|---------|
| 2 lb. tins, 2 doz. in case | | \$ 3 50 |
| 5 lb. tins, 1 doz. in case | | 3 90 |
| 10 lb. tins, ½ doz. in case | | 3 80 |
| 20 lb. tins, ¼ doz. in case | | 3 75 |

ST. LAWRENCE SUGAR REFINING CO.

| Crystal Diamond Brand Cane Syrup | |
|----------------------------------|------------|
| 2-lb. tins, 2 doz. in case | 4 80 |
| Barrels, per 100 lbs. | 5 25 |
| ½ barrels, per 100 lbs. | 5 50 |

DOMINION CANNERS, LTD. CATSUPS—In Glass Bottles

| | Per doz. |
|------------------------------|--------------|
| ½ Pts. Delhi Epicure |\$ 1 20 |
| ½ Pts., Red Seal, screw tops | 1 00 |
| ½ Pts., Red Seal, crown tops | 1 00 |
| Pts., Delhi Epicure | 1 90 |
| Pts., Red Seal | 1 40 |
| Pts., Tiger | 1 15 |
| Qts., Delhi Epicure | 2 45 |
| Qts., Red Seal | 1 85 |
| Qts., Lynn Valley | 1 85 |

CALIFORNIA FRUIT CANNERS ASSOCIATION

CALIFORNIA RIPE OLIVES DEL MONTE BRAND

| Size | Mam. | Large | Med. |
|----------------|--------------|---------|--------|
| 2½ Can. |\$ 4.75 | \$ 3.75 | \$2.50 |
| No. 1 Tall Can | 2.75 | 2.25 | 1.60 |
| No. 16 Jar | 3.00 | 2.25 | 1.80 |
| No. 4 Jar | 1.50 | 1.25 | 1.15 |
| No. 10 Can | 14.00 | 12.00 | 9.00 |

YUBA BRAND

| | | |
|----------------|-------------|--------|
| 2½ Can |\$3.00 | \$2.25 |
| No. 1 Tall Can | 1.50 | 1.20 |
| No. 10 Can | 9.00 | 8.00 |
| Picnic Can | | .90 |

INFANTS' FOOD MAGOR SONS & CO., LTD.

| | |
|--|--|
| Robinson's patent barley, ½-lb. tins,; 1-lb. tins,; Robinson's patent groats, ½-lb. tins,; 1-lb. tins, | |
|--|--|

STOP-ON POLISHES Doz.

| | | |
|--|-------|------|
| Polish, Black, Tan, Ox-blood and Nut-brown | | 0 85 |
| Dressing, White, 4-oz. bottle | | 2 00 |

NUGGET POLISHES

| | Doz. |
|------------------------------|-----------|
| Polish, Black and Tan | 0 85 |
| Metal Outfits, Black and Tan | 3 80 |
| Card Outfits, Black and Tan | 3 40 |
| Creams and White Cleanser | 1 10 |

YEAST

| | |
|---|------|
| White Swan Yeast Cakes, per case, 3 doz. 5c pkgs. | 1 20 |
|---|------|

IMPERIAL TOBACCO CO. OF CANADA, LIMITED, EMPIRE BRANCH.

| | | |
|--|-------|---------|
| Black Watch, 8s. butts 9 lbs. | | \$ 0 60 |
| Bobs, 6s and 12s, 12 and 6 lbs. | | 0 46 |
| Currency Bars, 12s, ½ butts, 12 lbs., boxes 6 lbs. | | 0 46 |
| Currency, 6s, ½ butts, 9 lbs. | | 0 46 |
| Stag Bars, 6½s, butts, 11 lbs., boxes, 5½ lbs. | | 0 48 |
| Walnut Bars, 8½s, boxes 7 lbs. | | 0 64 |
| Pay Roll, thick bars, 8½s, 6 lb. boxes | | 0 68 |
| Pay Roll, thin bars, 8½s, 5 lb. boxes | | 0 68 |
| Pay Roll, plug, 8½s, 12 and 7 lb. caddies | | 0 68 |
| Shamrock, plug, 7½s, ½ butts, 12 lb. boxes, 6 lbs. | | 0 87 |
| Great West, pouches, 9c. | | 0 72 |
| Forest and Stream, tins, 11s, 2 lb. cartons | | 0 88 |
| Forest and Stream, ¼s, ½s and 1-lb. tins | | 0 80 |
| Forest and Stream, 1-lb. glass humidors | | 1 00 |

If any advertisement interests you, tear it out now and place with letters to be answered.

ROYAL BAKING POWDER

ABSOLUTELY PURE

ROYAL BAKING POWDER has "no season" and "no section" because it sells everywhere all the time. Of all the standard products in the grocery business, none has more thorough distribution and active demand than ROYAL BAKING POWDER.

Keep a good stock of ROYAL BAKING POWDER on hand and keep it well displayed, because it will pay you more and surer profit than you can make on inferior brands.

Contains No Alum



ROYAL BAKING POWDER CO.

NEW YORK



KARO SYRUP

and ORIGINAL "BEST" and "LIBERTY" Brands

CORN and GLOSS STARCH

Distributed by

Rishor's Ltd., Peterboro, Ont.

Keenleyside Oil Co., London, Ont.

J. T. Festing, St. Catharines, Ont.

Grocers Specialty Co., Hamilton, Ont.

Fearman Bros., Hamilton, Ont.

Peter Clark, Sarnia, Ont.

Frank L. Benedict & Co., Montreal,
P.Q.

N. Mitchell & Co., Ltd., Granby, P.Q.

Donald H. Bain Co., Winnipeg, etc.

Kelly & Van, Vancouver, B.C.

J. S. Creed, Halifax, N.S.

G. E. Barbour Co. Ltd., St. John, N.B.

If any advertisement interests you, tear it out now and place with letters to be answered.

Cane's Woodenware

HERE'S a line
your customers

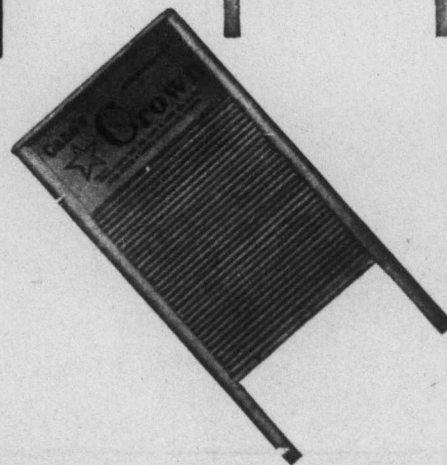
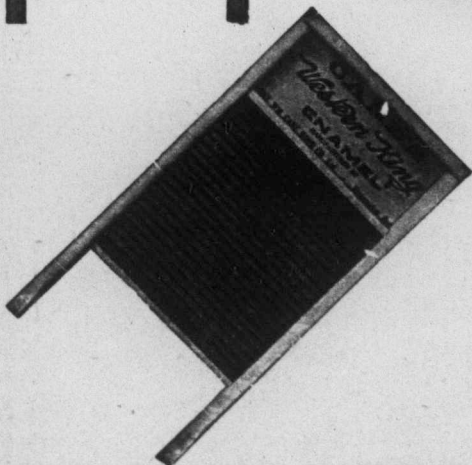
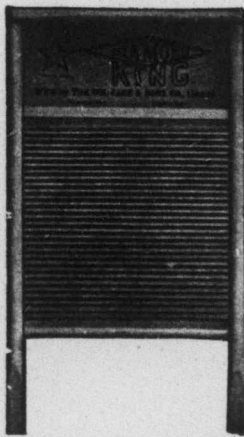
that knows no Season. Always some one of
is in need of a tub, or washboard, or clothes
pins, or a pail, or a mop, or bake-board, or butter mould, or clothes horse, or something
or other made of wood.

Sell More Wood Products—CANE'S

Our products are known by name to men and women every-
where in Canada—and the name begets confidence the
moment it is seen or heard.

Have you our Catalogue of Woodenware Spe-
cialties? This is always a useful thing to
have, to show customers. And you'll find it
suggestive of lines that you may not have been
carrying, yet for which there is a demand.
Send for it.

The Wm. Cane & Sons Co., Limited
NEWMARKET, ONTARIO



If any advertisement interests you, tear it out now and place with letters to be answered.

MR. WASHINGTON, OF NEW YORK, SAYS:

He is the man that invited the method of refining the coffee bean into

100% PURE

G. WASHINGTON'S REFINED COFFEE

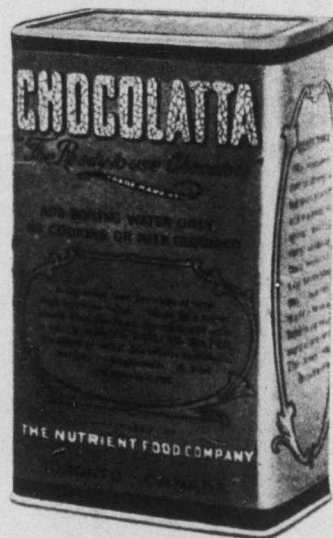
That makes as quick as lightning delicious coffee in the cup at the table. All the crystallized goodness (in powdered form) that is in the coffee bean dissolves quicker than sugar.

Three sizes: 30c—50c—90c air-tight cans.

Your jobber has it or can get it for you. A good cup of coffee relieves fatigue. Feature it for the soldiers.

The better Grocers sell it—

Grocers who make a constant practice of featuring quick-selling quality lines find **why not you?**



“CHOCOLATTA”

(The Ready-to-use Chocolate)

one of their strongest sellers, a line that appeals to the public from the standpoint of convenience as well as quality.

CHOCOLATTA is the only ready-to-use chocolate on the market. Contains the chocolate, milk and sugar in powder form, and is prepared instantly by adding boiling water only. For those occasions where something good and acceptable is wanted immediately and with a maximum of preparation, chocolatta has no peer.

That Chocolatta gives satisfaction goes without saying. Note the following tribute from

A Canadian Soldier at the Front—“What the Steel Helmet is to my head, Chocolatta is to my Stomach—it sure is great!”

The Chocolate drinking season is at hand. Demand will be good and steady. Your investment is trivial, and you add a new line that will make you a profit. For you can sell Chocolatta, and now for the profits—

1 case (24 small tins) cost you \$4.50. Retails at \$6.00, giving you 33% on your investment.

1 case (24 medium tins) cost you \$9.00. Retails at \$12.00—33% on investment.

Give Chocolatta a trial and be convinced. If you use it right, it will use you right.

If your jobber cannot supply you, write us direct.

The Nutrient Food Company
TORONTO

If any advertisement interests you, tear it out now and place with letters to be answered.



Atlantic Ocean
CANADIAN HERRINGS
"SILVERSIDES"
BRAND

Selected and Cured Especially for

Fine Canadian Trade

Packed in 20 Pound Pails

100 Pound Kegs. Half Barrels and Barrels

Something really superior. Your Wholesaler has them.

The prices are very attractive.

H. R. SILVER, LIMITED
Packers **HALIFAX, N.S.**

W. H. ESCOTT CO., LIMITED, Manufacturers' Agents
WESTERN DISTRIBUTORS

If any advertisement interests you, tear it out now and place with letters to be answered.



*All Grocers
Sell and
Recommend*
**MEPHISTO
LOBSTERS**

THEY are the best because only the choicest parts of the Deep Sea and Rock Lobster are used, and they are packed the same day as caught, in the largest and most up-to-date sanitary factories on the ATLANTIC Coast.

**EVERY CAN IS ABSOLUTELY
GUARANTEED FOR ONE YEAR**

*Who Said
Chicken?*

**MEPHISTO BRAND
CHICKEN**
Is Real Chicken—Fresh Canned

Delicious for—

**Chicken Broth
Chicken Soup
Chicken Stew
Fried Chicken**

*Just the Thing for
All Seasons*

SOLD IN FULL POUND TINS

*Your Grocer Has It
The Price Is Right*

**Northumberland
Brand**

**Hard Smoked
Bloaters**

**Something New
on this Market**

**Delicious, and will keep
Fresh Indefinitely**

**Packed 80 to 100 fish to box—
20 lbs. or over of fish**

**PRICE IS VERY ATTRACTIVE
FOR SALE BY ALL GROCERS**

Packed by

**FRED. MAGEE, LTD., Port Elgin, N.B.
CANADA**

Factories also at Pictou, N.S., and Summerside, P.E.I.

**W. H. ESCOTT CO., LIMITED, WINNIPEG, *Western Distributors*
J. S. DONALDSON & SON, TORONTO, *Ontario Distributors***

If any advertisement interests you, tear it out now and place with letters to be answered.

TEAS TEAS

There is a big demand for Teas all *Over Canada*.

Our assortment is complete.

We have received into store:

1500 HALF-CHESTS, including
JAPANS, CEYLON BLACK,
INDIANS and GUNPOWDERS,
and YOUNG HYSONS.

Have you tried "PRIMUS" tea in packages?

Different qualities—Different prices, but always
reasonable in price.

Get our samples, compare them. We will be pleased to have
your business.

SPANISH FIGS 1916 CROP

Just received a small shipment comprising:

Matts 25 lbs. - 18 oz. fancy packages.

Nice, fresh and sweet.

Prices reasonable.

DRIED FRUITS From California

Will be delayed, deliveries will be short. If you want your
orders filled promptly, get in touch with us.

BUY California Prunes

now that prices are reasonable

CANNED FRUITS and VEGETABLES

We shall have a nice assortment of all kinds and qualities.

OUR PRICES ARE INTERESTING.

L. CHAPUT, FILS & CIE, LIMITEE

Wholesale Grocers and Importers
MONTREAL

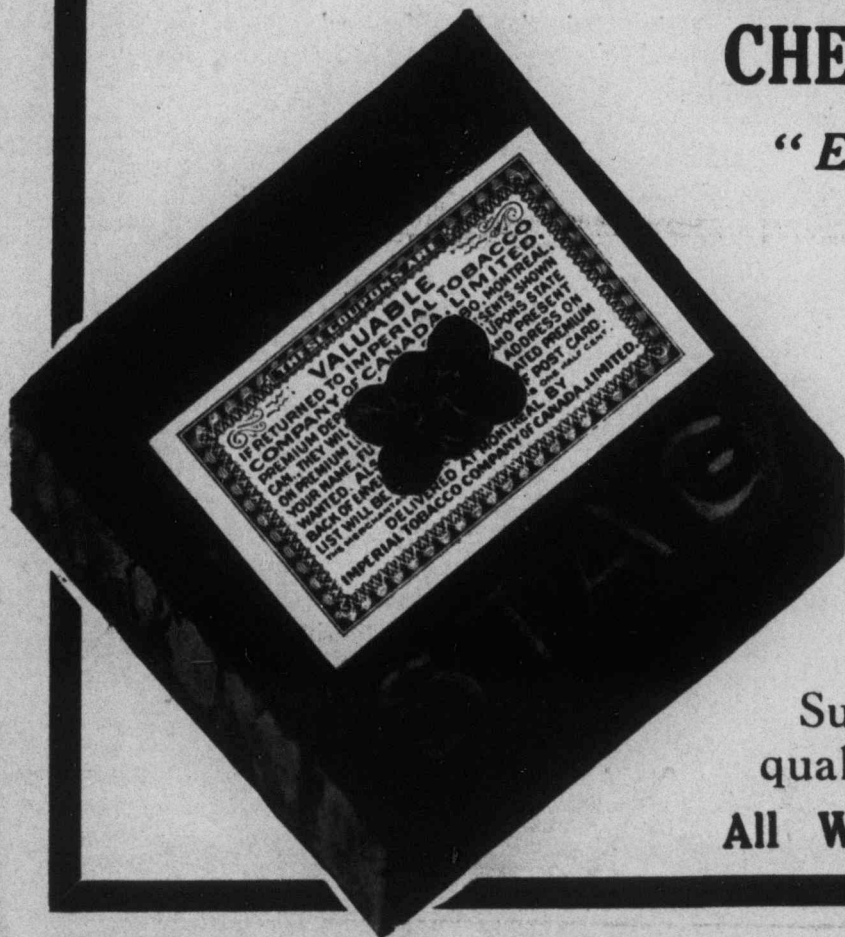
If any advertisement interests you, tear it out now and place with letters to be answered.

The Qualities
 a Chewing Tobacco
 Should Possess

- It must be *juicy*.
- It must keep its *freshness*.
- It must be *clean*.
- It must have enough *elasticity*.
- It must have a fine *taste*.
- It must hold its fine *flavor* to the last *particle*.

STAG
CHEWING TOBACCO

"Everlasting-ly Good"



possesses all these qualities. This is why it has the preference.

Supply the demand which quality has created.

All Wholesalers sell "STAG"

If any advertisement interests you, tear it out now and place with letters to be answered.

Mason & Hickey

MANUFACTURERS' AGENTS

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

| | |
|--|--|
| Arbuckle Bros., New York. Green Coffees. | W. K. Kellogg Cereal Co., Toronto and Battle Creek. Krumbles, etc. |
| Bailey Broom Co., Kingston. Brooms. | Kelly Confection Co., Vancouver. Molasses. |
| The Borden Milk Co., Montreal. Evaporated and Condensed Milk. | King Beach Mfg. Co., Mission City, B.C. Jams and Jellies. |
| Canada Starch Co., Montreal and Brant- ford. Starch, Syrup and Glucose. | Manford Schier, Dunnville. Evaporated Apples. |
| Crescent Mfg. Co., Seattle. Mapleine. | Mothers Macaroni Co., Minneapolis. Macaroni, Vermicelli, Spaghetti, Creamettes, etc. |
| Desigaulx & Co., Bordeaux. French Goods. | National Licorice Co., Montreal. Licorice. |
| The Dominion Sugar Co., Wallaceburg. Sugar. | Nicholson & Brock, Toronto. Bird Seed and Bird Gravel. |
| Essex Canning & Preserving Company, Essex, Ont. Canned Goods. | Procter & Gamble Distributing Co. of Canada, Ltd., Hamilton, Ont. Crisco, Soaps, Soap Powders. |
| Foster & Holtermann, Brantford. Honey. | William Rogers & Co., Denia, Spain. Valencia Raisins. |
| Gorman, Eckert & Co., London. Olives, Spices and Extracts. | W. A. Taylor & Co., Winnipeg. Horse Radish and Relishes. |
| Griffin & Skelley, San Francisco. Dried Fruits and Canned Goods. | Thornton & Co., Malaga. Blue Fruits and Almonds. |
| Harper-Presnail Cigar Co., Hamilton. Cigars. | D. Urquhart, Hensall, Ont. White Beans. |
| Ingersoll Packing Co., Ingersoll. Cheese and Smoked Meats. | J. H. Wethey, Ltd., St. Catharines. Mince Meat. |

Mason & Hickey

287 Stanley Street

Winnipeg, Canada

If any advertisement interests you, tear it out now and place with letters to be answered.

BLACK KNIGHT

Stove



Polish

is matched against "Old Sol" for a brilliant shine

With little rubbing and no dust your customers can give their stoves a brilliant, durable coal black shine with *Black Knight*.

Stove polish is only one of the little things that you have a daily call for—that every housewife uses, yet is after all one of the most important, for on your ability to satisfy your trade with a satisfactory stove polish hinges a great deal of profitable business.

Black Knight is the King of Stove Polishes—the standard by which others are judged.

Push it for bigger business.

F. F. Dalley Company, Limited

HAMILTON, CANADA

If any advertisement interests you, tear it out now and place with letters to be answered.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home or abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

ONTARIO

W. G. PATRICK & CO.
Limited
Manufacturers' Agents
and Importers
51-53 Wellington St. W., Toronto

Maclure & Langley, Limited
Manufacturers Agents
Grocers, Confectioners
and Drug Specialists
12 FRONT STREET EAST TORONTO

W. H. Escott Co.
Limited

Manufacturers'
Agents
Wholesale
Grocery
Brokers

Winnipeg
MANITOBA

BRANCHES:

Regina
Calgary

Saskatoon
Edmonton

ESTABLISHED 1907

**W. H. Millman
& Sons**
Wholesale Grocery Brokers

Some special low offer-
ings in new Japan Teas
now in transit.

NEWFOUNDLAND

T. A. MACNAB & CO.
ST. JOHN'S - NEWFOUNDLAND
MANUFACTURERS' AGENTS
and COMMISSION MERCHANTS
Importers and exporters. Prompt and
careful attention to all business. High-
est Canadian and foreign references.
Cable address: "Macnab," St. John's.
Codes: A. B. C., 5th edition and private.

WESTERN PROVINCES

G. B. THOMPSON
Wholesale Commission Broker
and Manufacturers' Agent.
We can handle a few more good lines.
Storage Warehouse and Transfer Track.
140 Notre Dame Ave. E., WINNIPEG
Established 1898

McKelvie & Stirrett Co., Limited
Wholesale Grocery Brokers
and Manufacturers' Agents.
CALGARY ALBERTA
We solicit agencies for staple lines.

If you have any cars of
**POTATOES,
TURNIPS,
APPLES or BEANS**
to offer, wire me particulars
FRED J. WHITE
27-29 Wellington St. East
TORONTO CANADA

H. P. PENNOCK & CO.,
Limited
Wholesale Grocery Brokers
and Manufacturers' Agents.
WINNIPEG REGINA
We solicit accounts of large and pro-
gressive manufacturers wanting live
representatives.

WATSON & TRUESDALE
Wholesale Commission Brokers and
Manufacturers' Agents
120 Lombard Street
WINNIPEG - MAN.
Domestic and Foreign Agencies
Solicited.

F. D. COCKBURN
Grocery Broker & Manufacturers' Agent
We represent Pugsley, Dingman & Co., Ltd.;
John Taylor & Co., Ltd., Toronto, and many
other large British, American and Canadian
firms. We can give the same time and service
to your product.
149 Notre Dame Avenue. East, Winnipeg

Washington's
COFFEE
W. GEO. VARTY, Agent
29 Melinda St., Toronto. Phone M. 7089

THE H. L. PERRY CO.
214-216 Princess Street, Winnipeg

We can make a success of your Agency.
Our STORAGE, DISTRIBUTING and
FORWARDING facilities are unexcel-
led.
Correspondence solicited.
"Always on the Job."

British firm having a large connection
among best buyers in Great Britain in-
vites correspondence and offers from
Shippers and Packers of
Pork, Frozen and other
Meats, Dairy Produce,
Canned Goods, etc.

CIF, FOB, and landed terms.
Advances against consignments.
References exchanged.

WM. THOMAS & CO.

General Provision Commission Merchants
and Brokers
London Bridge House, London, S.E.

Telegraphic and Cable Address:—Prodalros. Toolery
London, A.B.C. Code, 5th Edition.

Established 1859
GEO. STANWAY & CO.
29 Wellington St. East. - TORONTO
Agents for "Horseshoe," "Tiger" and
"Sunflower" Salmon. Fred. L. Myers &
Son, West Indian Products. Furuya
& Nishimura, Japan Teas.

C. H. GRANT CO.
Wholesale Commission Brokers
and Manufacturers' Agents
509 Merchants Bank, Winnipeg
We have several good accounts, but can
give you results on yours.

If any advertisement interests you, tear it out now and place with letters to be answered.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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ROSE & LAFLAMME LIMITED

Commission Merchants
Grocers' Specialties.
MONTREAL TORONTO

QUEBEC'S RESPONSIBLE BROKERS

We offer our services in marketing your products, as we are open for one or two more good agencies for produce, grains or grocery lines, etc. Write for particulars. BEANS AND CORN A SPECIALTY.

ALFRED T. TANGUAY & COMPANY,
Commission Merchants and Brokers,
91 Dalhousie Street, Quebec City.

To-The-Trade:

Buyers and sellers of

Hay and Potatoes

Denault Grain and Provision
Co., Limited

SHERBROOKE, P.Q.

OATS, PEAS, BEANS, ETC.

handled in any quantities to best advantage by
ELZEBERT TURGEON
Grain and Provision Broker
MONTREAL, P.Q. QUEBEC, P.Q.
Selling Agent for
The Maple Leaf Milling Co., Ltd., Toronto

J. N. COCHRAN

Manufacturers' Agent and Grocery
Broker

FREDERICTON, N.B.

I have a connection with both wholesale and retail trade throughout the entire Maritime Provinces.



We are placing these goods
successfully on the Western
market.

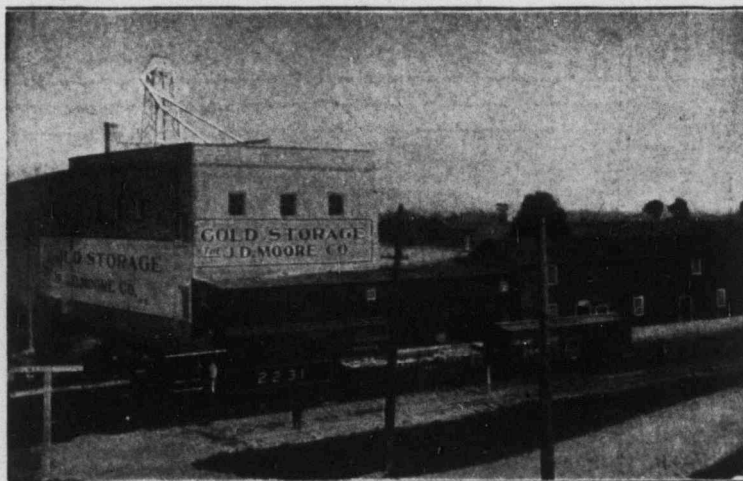
We can do the same for
yours.

You ought to be represented
in Winnipeg.

F. D. COCKBURN

Grocery Broker and Manufacturers' Agent
WINNIPEG

- PUGSLEY DINGMAN & CO., LTD., Toronto, Ont.**
Comfort Soap, Dingman's Electric Soap,
Dingman's Ideal Blue, Handy Ammonia Powder.
- JOHN TAYLOR & CO., LTD., Toronto, Ont.**
Taylor's Borax Soap, Infants' Delight Soap,
Toilet Soaps, etc.
- SHURLY & DERRETT, LTD., Toronto, Ont.**
Ropes, Twines, Clothes Lines, etc.
- QUAKER CANDY CO., Toronto.**
Quaker Molasses Candy, Pan Taffies, Fudge, etc.
- JAS. EPPS & CO., LTD., London, Eng.**
Cocon and Chocolates.
- WM. SYMINGTON & CO., LTD., Market Harboro, England.**
Pea Flour, Custard Powder and Soups.
- ROCHESTER CANDY WORKS, Rochester, N.Y.**
Royal Dalcara Marshmallows.
- THE VOLLMAYER-KAUFMANN CO., Toledo, Ohio.**
Salted Peanuts, Almonds,
Spanish Nuts and Pecans.
- TORBITT CASTLEMAN CO., Louisville, Ky.**
Molasses.
- PETER MACNUTT & SON, Malpeque, P.E.I.**
Canned Chicken and Lobsters.



Produce Buyers—Attention!

Buy to advantage! Let us tell about our terms.

We have one of the most up-to-date cold storage plants in Canada, and are prepared to supply both local and export trade with the best quality butter, eggs, cheese and poultry in season. If interested in buying lots or less, get in touch with us.

Public Cold Storage: Write us for space and rates for storage of butter, eggs, cheese, etc.

The J. D. Moore Co., Limited
ST. MARY'S, ONT.

If any advertisement interests you, tear it out now and place with letters to be answered.

Printed in Quebec
October 27, 1910.
Aints To Buyers and Sellers from Quebec City & Province

Wheat, Oats, Corn, Peas, Beans, Etc.

Consignments solicited by

ELZEBERT TURGEON

“Car Lot Buyer”

Head Office:
Montreal, P.Q.

Branch Office:
Quebec, P.Q.

BEST TRADE CONNECTIONS

Sole Selling Agent in the Province of Quebec for

The Maple Leaf Milling Co., Ltd., Toronto, Ontario

BUCHANAN & AHERN

Wholesale Commission Merchants
and Importers

**GROCERIES, FLOUR,
MILL-FEED, GRAIN, ETC.**

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

PROVISIONS, FLOUR

AND

GENERAL GROCERIES

R. F. CREAM & CO., LIMITED

Brokers and Commission Merchants

83 Dalhousie Street, - QUEBEC

EUGENE PICHER

COMMISSION MERCHANT

Grain, Hay, Provisions

and

Fish Specialties

HERRING TURBOT CODFISH

CORRESPONDENCE SOLICITED

91 Dalhousie Street, - Quebec

Say You Saw It
in
Canadian Grocer

Aints To Buyers and Sellers *from Quebec City & Province*

Quebec's Responsible Brokers

Our present excellent trade connection is the result of

25 YEARS OF EXPERIENCE

We offer our services in marketing your products as we are open for one or two more good agencies for produce, grains or grocery lines, etc.

WRITE US FOR PARTICULARS

BEANS AND CORN A SPECIALTY

Manufacturers—if not represented here, please write to us—

Alfred T. Tanguay & Company

Commission Merchants and Brokers

91 DALHOUSIE STREET

QUEBEC CITY



A stock of McLeod's Flours means increased business for you. Send your order to-day.

The McLeod Milling Company, Limited

STRATFORD .: .: ONTARIO

For Mrs. Canada's Baking

there are no more dependable or more satisfactory flours than the two McLeod Products—"SPECIAL" and "OUR CHIEF."

By scientifically blending wheat of the highest quality we eliminate possibility of customers' disappointment. Hence the demand for McLeod Products is ever growing.



Buyers' Guide

CLASSIFIED ADVERTISING

Advertisements under this heading 2c per word for first insertion, 1c for each subsequent insertion.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

Contractions count as one word, but five figures (as \$1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

WANTED

WANTED—BY MARRIED MAN, 25, WITH thorough general store business experience, position as traveling salesman for reliable grocery, confectionery or hardware house. Northern Ontario district preferred. Write Box 156, Canadian Grocer.

WANTED—WHAT ARE YOU WANTING? A clerk, a business, a salesman, a partner? An outlay at the rate of two cents a word will make your wants known throughout the Dominion to just the men who can satisfy you. See our rates above and send along your ad. to-day.

WANTED, MEN—YOUNG MEN AND BOYS in every town to represent our publications. A liberal commission and bonus on all orders. As a whole or spare time "money-maker" the opportunity is unexcelled. Write to-day for full particulars. The MacLean Publishing Co., Dept. F, 143-153 University Ave., Toronto, Ont.

FOR SALE

RARE OPPORTUNITY.

FOR SALE—IN LARGE ONTARIO LEAD- ing town, strictly cash grocery business; increasing business; owner retiring. Apply Box 155, Canadian Grocer.

FOR SALE—ONE OF THE BEST UP-TO- date Grocery Businesses in Manitoba. Present stock all well bought and business is good. Write or wire. D. A. MacKenzie, Souris, Man

EVERY MERCHANT WHO SEEKS MAXI- mum efficiency should ask himself whether a Gipe-Hazard Cash Carrier, as a time and labor saver, is not worth more than the high-priced labor which it liberates. Are you willing to learn more about our carriers. If so, send for our new catalogue J. Gipe-Hazard Store Service Co., Limited, 97 Ontario St., Toronto.

GROCCERS

Call on us for fancy dressed poultry, fresh killed daily.

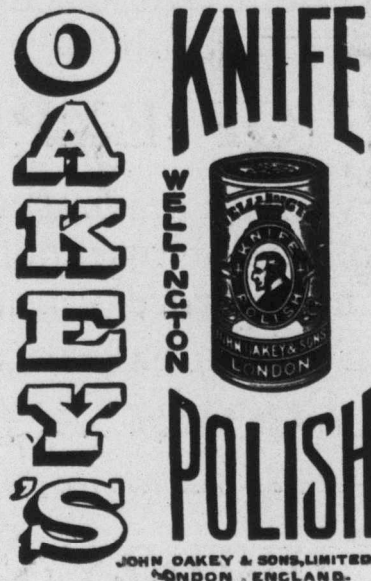
C. A. MANN & CO.
LONDON, ONT.

W. G. A. LAMBE & CO.

TORONTO
Established 1885

SUGARS FRUITS

OAKEY'S KNIFE POLISH



JOHN OAKLEY & SONS, LIMITED,
LONDON, ENGLAND.

AGENTS—

Geo. B. Jenkinson, 43 Queen St. East,
Toronto, and J. E. Huxley & Co., 220
McDermid St., Winnipeg.

TIE-UP PARCELS

Gummed paper tape does it neatly, quickly and cheaply. Your time is valuable, and twine is expensive. Sold in all widths.

GEO. ADAM CO., Dept. C,
410 Chamber of Commerce, Winnipeg

CHIVER'S

JAMS—JELLIES—MARMALADE

Are guaranteed absolutely pure and of the highest quality.

Send us your orders.

Agents:

Frank L. Benedict & Co., Montreal

Toronto Butchers' Supply Co. LIMITED

Cleaners, Importers, and Exporters of Sausage Casings, Packers' and Butchers' Supplies. Outfitters of Meat Markets. Pure Spices a Specialty. Butchers' Coats and Aprons.
49 DUNDAS STREET, - - TORONTO

Just a delightful change of flavor is

MAPLEINE

It reveals a taste which surprises all novices. Sell MAPLEINE. It will improve your business—it will create demand.



Order from:

Frederick E. Robson & Co.
25 Front Street E.
Toronto, Ont.

Mason & Hickey
287 Stanley Street.
Winnipeg, Man.

CRESCENT MFG. COMPANY
SEATTLE, WASH.

We are now located in our new and more spacious warehouse at
60-62 JARVIS ST.

TORONTO SALT WORKS
GEO. J. CLIFF

PORT ARTHUR, ONT. - MONTREAL, QUE.

FRESH FISH FOR NEXT WEEK

Halibut, Cod, Haddock, Trout, Whitefish

Price
Quality
Service

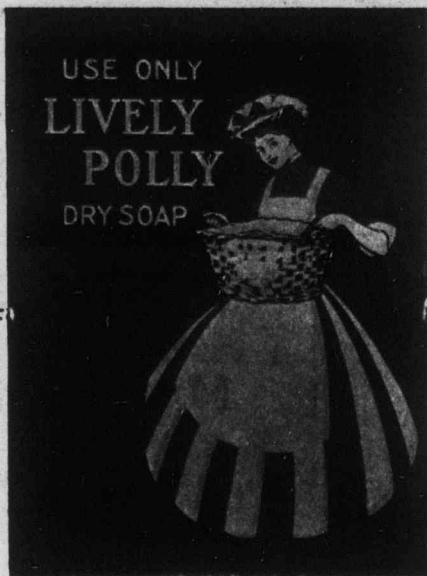
J. BOWMAN & CO.
26 Duncan St., Toronto, Ont.

KINDLY MENTION THIS PAPER WHEN WRITING ADVERTISERS

KEEP POSTED ON SUGAR

Having been identified with Sugar for the past thirty years, and being in constant touch with all sections of this country and foreign markets, we are in the best possible position to keep you posted by mail and wire of any actual or contemplated changes and general gossip of the markets. Some of the largest concerns are subscribers, and we should like to place our proposition before you. For further information write

THE FEDERAL REPORTER, 91-93 Wall Street, New York City



Big value for the housewife

The kind of value that brings her back again—that's what she gets in "Lively Polly" Soap Powder. "Lively Polly" is the cheapest and quickest medium for washing clothes, dishes, glass, earthenware, paint, floors, etc., and for cleansing and disinfecting drains and closets. The attractive carton makes displays very effective. Order a trial supply of "Lively Polly" to-day and note what a big seller it is.

J. HARGREAVES AND SONS
 LIVERPOOL, ENGLAND
 Canadian Agents:
 McLellan Import Co., 301 Reid Bldg., Montreal

Old Mission and
 Bell Brand
**RIPE
 OLIVES**

Grown and Packed at
 San Diego, Southern
 California

W. H. Escott Co., Ltd.
 WINNIPEG
 Canadian Distributors

Y & S STICK LICORICE
 48 5c. Packages to Box



**The old-fashioned remedy
 for Coughs and Colds**

For sale by leading Wholesale Grocers, Druggists and
 Confectioners throughout the Dominion.

NATIONAL LICORICE COMPANY
 MONTREAL

BUY
STAR BRAND

"Made in Canada"

**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

IT IS IMPORTANT!

If you have something to dispose of
 in goods or service that as many
 buyers as possible get to know you
 and your product. This can be
 accomplished through

Canadian Grocer
 143 University Avenue, Toronto

If any advertisement interests you, tear it out now and place with letters to be answered.

Quality Imported Lines

Our year's trading to date has shown a remarkable increase on our well known standard lines. Here are a few instances worth noting:—

H.P. Sauce

50% Increase.

GARTONS CREAM CUSTARD POWDER

100% Increase.

LA PERLE PURE FRENCH OLIVE OIL

40% Increase.

CLARNICO ALMOND PASTE, 1 lb. and ½ lb. tins

50% Increase.

CROSSED FISH BRAND SARDINES

The largest single shipment ever entered in Canada is now due. This is your last chance to stock up for the season.

We are Headquarters for Shelled Nuts of all kinds.

Western Dealers—

Please note our new Winnipeg address. The growth of our business necessitated a move into a larger and more up-to-date quarters, where we enjoy better facilities than ever for meeting the demands of the Western trade.

WRITE US.

W. G. PATRICK & COMPANY, LIMITED

—Importers—

HEAD OFFICE:
51-53 Wellington St. W.
Toronto, Ont.

WESTERN BRANCH:
168 Market Ave. E.
Winnipeg, Man.

If any advertisement interests you, tear it out now and place with letters to be answered.

These New Lines are Making a Reputation for Themselves

You will make no mistake in connecting up with the following. They are dependable sellers—just the kind to give you a quick turnover and good profits.

POINT CLEAR SHRIMPS—reliable repeaters.
A good line to feature.

ROYAL BRAND GRILLED MUSHROOMS—
packed in Butter. Simply delicious!

GENUINE CHINESE STEM GINGER — one
pound, half-pound tins and chests. Pleases the
discriminating.

KORNLET FOR SOUP—made from the heart
of the corn. Embodies the delicious quality that
brings the housewife back for more.

PONO BRAND HAWAIIAN PINEAPPLE—
all sizes. Brings rapid repeats. Try this.

BEST YETTE GARDEN PEAS—the flavor is
a winner. Suggest this brand to the "Quality"
customer.

*Every line listed above is a seller. Send in your
order. Our service will satisfy you.*

*Drop in and see us when you are in Toronto. Our
Sample room will interest you.*

W. G. PATRICK & COMPANY, LIMITED

—Importers—

HEAD OFFICE:
51-53 Wellington St. W.
Toronto, Ont.

WESTERN BRANCH:
168 Market Ave. E.
Winnipeg, Man.

Lake
Erie**SERVICE**

Toronto

Lake
HuronGeorgian
Bay

A fine distributing point for all Western Ontario

You can see for yourself how well placed Guelph is. It is a hub served by the G.T.R. and C.P.R. Railways—on main line of each, so far as Western Ontario is concerned. Guelph is more than two hours nearer Lake Huron and intermediate points than is Toronto, which is a big advantage to all retail dealers in Western Ontario who sell fruits and vegetables. There, too, our large new warehouses (the most up-to-date in Ontario), built this season, with our own Railway Siding, with four large loading and unloading doors. Everything loaded and unloaded under cover, gives Guelph and us a big advantage.

This is why we can make quick delivery and give you SERVICE.

Fresh Fruits and Vegetables—Imported and Domestic

OUR TWO GREAT SPECIALTIES

BANANAS AND ORANGES

Bananas—We deal only in superior qualities. This alone pays us and you. We have fine ripening rooms, experienced handlers, and know how to ripen and pack fruit properly. You can always rely on us for **Very Best Bananas**. We invite your business.

Oranges—You know our Own Special Brand is the Celebrated Golden Orange Brand, grown and packed by the Arlington Heights Fruit Company, Riverside, California, and are finest quality Oranges shipped from California. This brand is controlled by us for Ontario; always the best, always sells quickly, and pleases customers.

Grape Fruit, Lemons, Grapes, Dates, Figs and Nuts, Celery and other Vegetables, Oysters and Haddies.

Remember, we are direct importers. This puts us on a par with any in the trade so far as costs are concerned. Besides you save time and Carriage Charges by having shipments made from Guelph.

The House of Quality

HUGH WALKER & SON

GUELPH

Established 1861

ONTARIO

If any advertisement interests you, tear it out now and place with letters to be answered.

The Oversea Export Co., Limited, Norway
NORWEGIAN SARDINES, in Pure Olive Oil



Special Brands, in different grades, to suit individual buyers.
PLACE YOUR ORDERS NOW FOR EARLY FALL SHIPMENTS.

Full Particulars and Prices from the Sole Agents:

Stewart Menzies & Co. - 70 Lombard Street, Toronto

“Xmas Brand” Roasted and Salted Peanuts



Shelled, skinned, roasted and salted by us, these delicious peanuts come to you packed in an eye-catching carton for effective counter display.

The packages, which retail at 5c, are neat and attractive looking, just the kind of goods that pull quick, profitable sales.

Give them a trial. You will find them the best selling peanut line on the market.

WALTER CHRISTMAS CO., Limited
MONTREAL

If any advertisement interests you, tear it out now and place with letters to be answered.



THOUSANDS of retail-
 ers made big **PRO-
 FITS** and **SATISFIED**
CUSTOMERS last Sum-
 mer by selling

"Gorgon"
Fly - Catchers

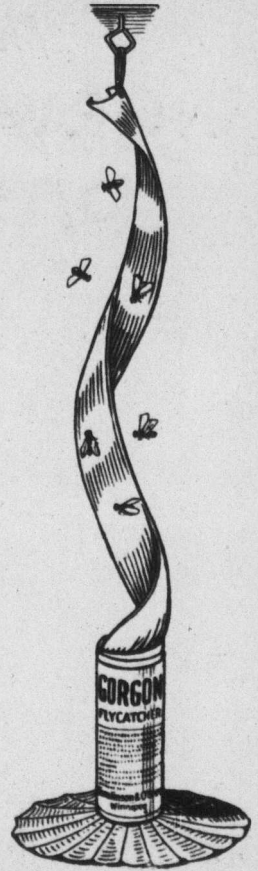
Did You?

The most sanitary and
 effective way to combat
 the fly nuisance.

Jobbers are ready to book
 your orders for 1917 now,
 and deliver when required
 in the Spring.

Sole Canadian Agents:

Tomlinson & O'Brien
 WINNIPEG



ADVANCE—OR RETIRE ?

There's no Standing Still in Business

It's lines like H.P. SAUCE that make for progress.

Good Value, Good Profit and Good Advertising—some of you are
 doing great things through H.P. Sauce. Now how about you?

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

H.P. SAUCE

Have No Hesitation

in recommending to your best customer

'Bluenose' Butter

It always opens up in excellent shape,
 and its quality and flavor are remark-
 ably 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.

MARTIN-SENOUR PAINTS AND VARNISHES

MADE IN CANADA—SOLD ON MERIT



PIONEERS
of
PURE
PAINT
and
STILL FIRST
in the estimation of
PAINT USERS.

The Paints and Varnishes that fortify you against complaints and make a Big Advance in your turnover.

The exclusive Agency for this line is a most valuable asset to any merchant's business. Martin-Senour Paints and Varnishes are now so well known for their unsurpassed quality and from the fact that they are so extensively advertised, that more and more people are attracted to the store where they are handled, and consequently they are the easiest and most profitable to sell.

The high quality of each and every Martin-Senour Product is such as to retain and increase the demand of those who have once tried them.

Martin-Senour sales help and co-operation is the strongest, consisting of the most effective features of Interior and Exterior Displays, Mailing Campaigns, Follow-Up Systems, and direct help of Salesman.

This policy will not be curtailed.

It will be continued and strengthened.

Would you not like to be counted as one of our satisfied and successful Dealer Agents who is profiting by this policy?

Drop a line for our Proposition, but do it to-day.



The **MARTIN-SENOUR** *Go.*
LIMITED
PRODUCERS OF PAINTS AND VARNISHES
MONTREAL
WINNIPEG TORONTO HALIFAX



If any advertisement interests you, tear it out now and place with letters to be answered.

The Best Only—Always the Best

Griffin & Skelley's DRIED FRUITS

"The Pick of the Pack" from the finest vineyards and orchards on the Pacific Coast. Peaches, Pears, Raisins, Apricots, Nectarines and Prunes.

Quality
Counts
Always

Taylor's

Candied and Drained Peels, produced by specialists in this one thing from year's end to year's end. Their

Unvarying Quality

has won an enviable reputation among the elect. The entire time of the makers is devoted to maintaining the standard

Peels

A. P. TIPPET & CO.

OUR LEADING LINES

Coffees. Try our special values in Mochas, Javas, Maracibos, Rios, Santos, etc. Our **Club Brand Coffees** have won a reputation second to none.

Spices. Book up now for the Xmas trade with a good stock of our high-grade Prince of Wales Standard Spices. We stand behind the quality.

Corks. We can supply your wants in all lines and sizes of corks for Bottles, Jars and Kegs.

Club Health Salts. A perfect pick-me-up and a sure trade-builder.

Club Jelly Powders. The jelly with the cream and the true, fruity flavour always in great demand.

Club Custard and Egg Powder. A great double event preparation. Makes the daintiest Custards and completely takes the place of eggs for Pies and all Cake baking.

Small Size 90c. Dozen, equals 12 eggs
Large " \$2.25 " " 32 eggs

Large Size Samples Sent on Request.

Headquarters for Icings, Extracts, Baking Powders, Cr. of Tartar,
Borax, Bicarbonate Soda, Etc.,

S. H. EWING SONS, 98 King St., MONTREAL

If any advertisement interests you, tear it out now and place with letters to be answered.

Made to Sell Fresh Every Saturday
For Sunday Morning Breakfast

Swift's Sunday Breakfast Brand Pure Pork Sausage

Made from pure pork. Seasoned "just right" with highest grade spices obtainable. Made fresh every week and shipped by express to reach you in time for Saturday trade. Every one-pound package is dated on attractive red band label—"For Sunday" (actual date).

Sunday Breakfast Brand Sausage will prove very popular with your trade. It gives you a liberal profit and quick turnover—no waste capital or dead stock.

Order a sample shipment now and try it yourself for breakfast next Sunday morning.

Swift Canadian
Co., Limited

Toronto
Winnipeg
Edmonton



If any advertisement interests you, tear it out now and place with letters to be answered.

Read What the Toronto City Council Says About the Increased Cost of Bread—

Bakers Not to Blame for The High Price of Bread

Cost of Labor and Flour Has forced It Up—Bread Probe Committee Finds that Cause Is Back of the Bakers.

Toronto need not look for a drop in the price of bread. Neither may the citizens expect to see a civic bakery established and operated here. Nor need apprehensive husbands fear for the spread of that dread disease, dyspepsia, by reason of the housewife's activity in bread-making.

For none of those things are due to happen. The Special Committee of City Council on bread prices has not yet reported, but inquiries made today made it clear that when they do there will be no great blame laid at the door of the bakers for the higher price of bread. This committee is composed of Controller Cameron, Ald. Ramsden and Ald. Archibald.

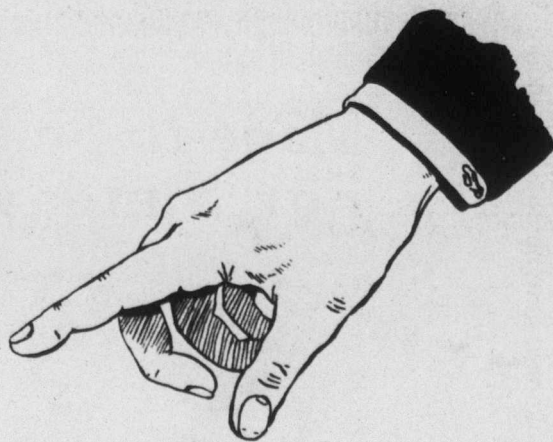
"I have no hesitation in saying," said Controller Cameron, "that so far my investigations show some justification for the action of the bakers. It is the cost of flour and labor that has caused the jump in the price. I am sure that if the big bakers had not had a big supply of flour in before the price of flour rose they would have had to raise the price of bread a year

ago. They gave the public the benefit of their early purchase at lower prices."

Figures have been given the investigators showing the cost of baking and delivery—the actual labor—rose in the past few months from 1.93 cents per loaf to 2½ cents. Add that increase to the boost in the cost of flour and the bakers are pretty well justified.

Ald. Ramsden pointed out that while the price of bread has increased only 33 per cent. in two years the price of the materials used and the labor has increased over 50 per cent.

Ald. Archibald declares that it is not so much the price of bread that agitates the people as the price of butter and eggs and other foodstuffs which have gone aviating without reasonable excuse. "A cent a loaf on bread will not bankrupt people," he says, "but the price of butter and eggs is out of the reach of ordinary people. And look at the piles of these foodstuffs that are kept in cold storage, in order to keep the price up."



Notwithstanding such adverse conditions as these prevailing in the Bakery business, we are in a splendid position to meet the Bread requirements of the Grocery trade, and at the lowest possible prices, too.

There are big profits for you in selling Bread, particularly if you sell it on a straight cash basis. I am endeavoring to build up a Bread trade with the Grocer—I want your help. You can supply the public and reap a profit of 87% to 100% on your weekly Bread sales.

THINK IT OVER.

**WE SPECIALIZE on high-grade Fruit Cakes
in 5 and 6-lb. slabs.**

Write for Quotations.

BODLEY'S HOME-MADE BREAD

Get Service to-day

5 Auto Deliveries

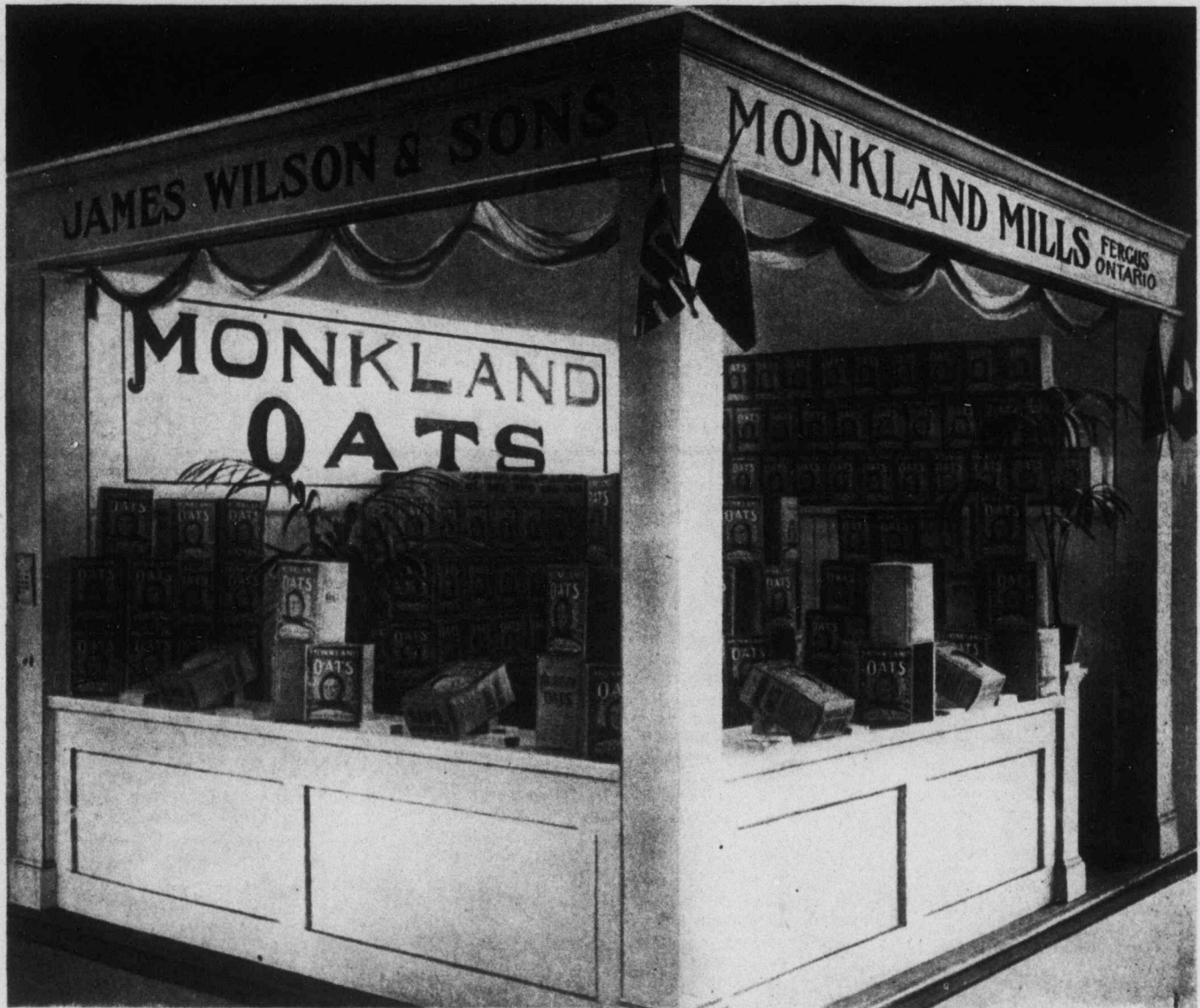
Phone Main 1809

Gerrard 3160

C. J. BODLEY - TORONTO

If any advertisement interests you, tear it out now and place with letters to be answered.

MONKLAND OATS EXHIBIT



The Display at the Canadian National Exhibition

THE above is a display made at the Canadian National Exhibition, Toronto, by James Wilson & Sons, Fergus, Ont., who are placing on the market a special grade of Oatmeal which should commend itself to the public on account of its fine quality and excellent flavor. This brand is known as MONKLAND OATS, and it is put up in cases of 16, 4½-lb. packages. The above firm also are manufacturers of Rolled Oats, Oatmeals, Pot Barley and Pearl Barley, which are put up in bags and barrels. Prices on application.

If any advertisement interests you, tear it out now and place with letters to be answered.

WHO IS AGENT FOR _____ ?

Name and address of the Manufacturers' Agent or Broker given *below* the name of the firm they represent.

- ARBUCKLE BROTHERS**—Green coffees
Mason & Hickey, Winnipeg.
- BAILEY BROOM CO.**—Brooms
Mason & Hickey, Winnipeg.
- BECKER, SHILLAN & CO.**
Stewart Menzies & Co., Toronto.
- BORDEN MILK CO.**—Condensed Milk, etc.
Mason & Hickey, Winnipeg.
- BRITISH COLUMBIA HOPS.**
A. P. Tippet & Co., Montreal.
- CALIFORNIA DIAMOND BRAND WALNUTS**
A. P. Tippet & Co., Montreal.
- CALIFORNIA FRUITS.**
A. P. Tippet & Co., Montreal.
- CANADA STARCH CO.**—Starch, Syrups, etc.
Mason & Hickey, Winnipeg.
- CARBOLOCENE**—Disinfectant Fluid.
McClellan Import Co., Montreal.
- CALIFORNIA ASSOCIATED RAISIN CO.**
Tomlinson & O'Brien, Winnipeg.
- CAMP COFFEE ESSENCE.**
Rose & Laflamme, Montreal.
- CAMPBELL'S SOUPS.**
Rose & Laflamme, Montreal.
- CANADA PRESERVING CO.**
Tomlinson & O'Brien, Winnipeg.
- CAPSULES.**
S. H. Ewing & Sons, Montreal.
- CLUB CUSTARD & EGG POWDER.**
S. H. Ewing & Sons, Montreal.
- CLUB JELLY POWDER**
S. H. Ewing & Sons, Montreal.
- COLD SPRING LEMONADE POWDER.**
S. H. Ewing & Sons, Montreal.
- CORKS.**
S. H. Ewing & Sons, Montreal.
- COX GELATINE.**
A. P. Tippet & Co., Montreal.
- CRESCENT MFG. CO.**—Mapleline.
Mason & Hickey, Winnipeg.
- DA COSTA & CO.**—Barbados Molasses.
West India Company, Montreal.
- DESIGAUX & CO.**—French Goods.
Mason & Hickey, Winnipeg.
- DISINFECTANT BLOCKETTES.**
McClellan Import Co., Montreal.
- DOMINION SUGAR CO.**—Sugar.
Mason & Hickey, Winnipeg.
- JAMES EPPS & CO.**—Cocoas and Chocolates.
F. D. Cockburn, Winnipeg.
- FOSTER, CLARK, LTD.**—Custard Powders.
Stewart Menzies & Co., Toronto.
- FOSTER & HOLTERMAN.**—Honey.
Mason & Hickey, Winnipeg.
- FRENCH CASTILE SOAP.**
A. P. Tippet & Co., Montreal.
- GOODWILLIES LIMITED**—Preserved Fruits.
Rose & Laflamme, Montreal.
- GORMAN, ECKERT & CO.**—Olives, Spices.
Mason & Hickey, Winnipeg.
- GRIFFIN & SKELLEY**—Dried Fruits.
Mason & Hickey, Winnipeg.
- GRIFFIN & SKELLEY**—Seedless Raisins.
A. P. Tippet & Co., Montreal.
- GEO. HARKER & CO.**
Stewart Menzies & Co., Toronto.
- HARPER-PRESNAIL CIGAR CO.**—Cigars.
Mason & Hickey, Winnipeg.
- INGERSOLL PACKING CO.**—Cheese, Meats.
Mason & Hickey, Winnipeg.
- INTERNATIONAL SPONGE IMPORTERS.**
Stewart Menzies & Co., Toronto.
- I.X.L. DISINFECTING FLUID.**
McClellan Import Co., Montreal.
- KAY BROTHERS.**
Tomlinson & O'Brien, Winnipeg.
- JAMES KEILLER & SON, LTD.**
Stewart Menzies & Co., Toronto.
- W. K. KELLOGG CO.**—Krumbles.
Mason & Hickey, Winnipeg.
- KELLY CONFECTION CO.**—Molasses.
Mason & Hickey, Winnipeg.
- KKOVAN HEALTH SALTS.**
Maclure & Langley, Ltd., Toronto.
- KING BEACH MFG. CO.**—Jams and Jellies.
Mason & Hickey, Winnipeg.
- JOHN KNIGHT, LTD.**—Soaps, etc.
Stewart Menzies & Co., Toronto.
- E. LAZENBY & SON, LTD.**—Sauces, Pickles.
Stewart Menzies & Co., Toronto.
- LIVELY POLLY DRY SOAP.**
McClellan Import Co., Montreal.
- LOUISIANA STATE RICE MILLING CO.**
Tomlinson & O'Brien, Winnipeg.
- MAGGI'S SOUPS.**
Maclure & Langley, Ltd., Toronto.
- MALTA VITA PURE FOOD CO.**
Tomlinson & O'Brien, Winnipeg.
- MANFORD SCHIER**—Evaporated Apples.
Mason & Hickey, Winnipeg.
- MEGANTIC BROOM MFG. CO.**
Tomlinson & O'Brien, Winnipeg.
- MOTHERS MACARONI CO.**—Macaroni.
Mason & Hickey, Winnipeg.
- C. & E. MORTON, LTD.**
Tomlinson & O'Brien, Winnipeg.
- PETER McNUTT & SON**—Canned Chicken.
F. D. Cockburn, Winnipeg.
- NATIONAL LICORICE CO.**—Licorice.
Mason & Hickey, Winnipeg.
- NICHOLSON & BROCK**—Bird Seed.
Mason & Hickey, Winnipeg.
- OVERSEA EXPORT CO.**—Sardines.
Stewart Menzies & Co., Toronto.
- PRINCE OF WALES BORAX.**
S. H. Ewing & Sons, Montreal.
- PRINCE OF WALES EXTRACTS.**
S. H. Ewing & Sons, Montreal.
- PRINCE OF WALES COFFEE.**
S. H. Ewing & Sons, Montreal.
- PRINCE OF WALES SPICES.**
S. H. Ewing & Sons, Montreal.
- PROCTOR & GAMBLE CO.**—Crisco, Soaps, etc.
Mason & Hickey, Winnipeg.
- PUGSLEY, DINGMAN & CO.**—Soaps.
F. D. Cockburn, Winnipeg.
- RECKITTS, LIMITED**—Blue, Polishes.
Tomlinson & O'Brien, Winnipeg.
- ROCHESTER CANDY WORKS.**
F. D. Cockburn, Winnipeg.
- WILLIAM ROGERS & CO.**—Valencia Raisins.
Mason & Hickey, Winnipeg.
- SANDBACH TINNE & CO.**—Nuts, etc.
West India Co., Limited, Montreal.
- SANDBACH PARKER & CO.**—Sugars.
West India Co., Limited, Montreal.
- SHURLY & DERRETT, LTD.**—Ropes, Twines.
F. D. Cockburn, Winnipeg.
- ST. WILLIAMS PRESERVING CO.**—Preserves.
Maclure & Langley, Ltd., Toronto.
- WM. SYMINGTON & CO.**—Custard Powder.
F. D. Cockburn, Winnipeg.
- TAYLOR'S PEELS.**
A. P. Tippet & Co., Montreal.
- JOHN TAYLOR & CO.**—Soaps, Perfumes, etc.
F. D. Cockburn, Winnipeg.
- W. A. TAYLOR & CO.**—Horse Radish, Relishes.
Mason & Hickey, Winnipeg.
- TETLEY TEA CO.**—Tea.
Tomlinson & O'Brien, Winnipeg.
- THISTLE BRAND CANNED FISH.**
A. P. Tippet & Co., Montreal.
- THORNTON & CO.**—Blue Fruits and Almonds.
Mason & Hickey, Winnipeg.
- TORBITT & CASTLEMAN CO.**—Molasses.
F. D. Cockburn, Winnipeg.
- J. H. WETHEY, LTD.**—Mince Meat.
Mason & Hickey, Winnipeg.

Talking to the Point—

CLASSIFIED ADS. get right down to the point at issue. If you want something, say so in a few well-chosen words. Readers like that sort of straight-from-the-shoulder-talk, and that is the reason why condensed ads. are so productive of the best kind of results.

CLASSIFIED ADS. are always noticed. They are read by wide-awake, intelligent dealers, who are on the lookout for favorable opportunities to fill their requirements.

TRY A CONDENSED AD. IN THIS PAPER.

CIGARS

La Preferencia Cigar—
Vallens & Co., London, Ont.
Webster's Clear Havana Cigars
Webster's Clear Havana Imperials
Webster's Clear Havana Brevas
Webster's Clear Havana Puritanos
Webster's Clear Havana Espanolas
Webster's Clear Havana Panatellas
Webster's Clear Havana Victorias
Webster's Clear Havana Queens
Webster's Orlando Invincible
Webster's Orlando Londres
Webster's El Presidente Londres
Webster's El Presidente Esquistos
Webster's White Spots
Webster's Jose Ma Garcias
Webster's Dutch Mike—
W. R. Webster & Co., Sherbrooke, Que.

Lord Tennyson
Grand Master
Promoter
Perfection
Davis' Panatelas
Nobleman
La Plaza
Boite Nature, Coronas
Boite Nature, Invincibles
Mauricio—
S. Davis & Sons, Montreal.

CIGAR BAGS

The E. B. Eddy Co., Hull, Canada.

CHEESE

Armour and Company, Hamilton, Ont.
Swift's Brookfield Cheese—
Swift Canadian Company, Toronto.

CHEWING GUM

A. B. C. Chewing Gum
Canadian Chicle Co., Peterborough, Ont.

CHICKEN SOUPS

Chateau Brand Chicken Soup
Chateau Brand Chicken Soup, Assorted—
W. Clark, Limited, Montreal.

CHOCOLATES

Baker's Caracas Sweet Chocolate
Baker's Premium No. 1 Chocolate—
Walter Baker & Co., Montreal.
"Chocolatta"—
Nutrient Food Co., Toronto.
Cowan's Queen's Dessert Chocolate
Cowan's Medallions
Cowan's Almond Nut Bars
Cowan's Filbert Nut Bars
Cowan's Chocolate Ginger
Cowan's Royal Milk Chocolate
Cowan's Supreme Chocolate (cooking)—
The Cowan Co., Ltd., Toronto.

CIGARETTES

Player's Navy Cut Cigarettes
Richmond Straight Cut Cigarettes
Gold Crest Cigarettes
Mogul Cigarettes
Murad Cigarettes
Pall Mall Cigarettes—
Imperial Tobacco Co., Montreal.

CLEANSERS

Armour's Cleanser—
Armour and Company, Hamilton, Ont.
Babbitt's Cleanser—
B. T. Babbitt Co., New York, N.Y.
Panshine Kitchen Magic Cleanser—
Lever Brothers, Limited, Toronto.
Royal Crown Cleanser—
Royal Crown Soaps, Ltd., Winnipeg.

CLOSET CLEANER

San-Flush Closet Cleaner—
Hygienic Products Co., Canton, Ohio.

CLOTHES PINS

Cane's First Quality Clothes Pins—
The Wm. Cane Sons & Co., Newmarket, Ont.

COCOAS

Baker's Breakfast Cocoa—
Walter Baker & Co., Montreal.
Borden's Condensed Cocoa
Borden's Cocoa, with milk and sugar—
Borden Milk Co., Montreal.
Cowan's Empire Brand Cocoa,
Cowan's Perfection Brand Cocoa—
The Cowan Co., Ltd., Toronto.

COFFEES

Club House Coffee
Rex Coffee—
Gorman, Ekert & Co., London, Ont.
White Star Coffee—
Macdonald-Chapman, Ltd., Winnipeg.
No-Vary Coffee—
No-Vary Products Co., Toronto.
Red Seal Coffee (and other brands)—
Chase & Sanborn, Montreal.
Thistle Brand
Boquet Brand—
Kearney Bros., Montreal.
White Swan Coffee—
White Swan Spices & Cereals, Ltd., Toronto.
Victoria Brand Coffee—
Laporte, Martin, Limitee, Montreal.
Royal Shield Coffee—
Campbell Bros. & Wilson, Winnipeg.

COFFEE, CONDENSED

Borden's Condensed Coffee
Borden's with milk and sugar—
Borden Milk Co., Montreal.

St. George Brand Coffee—
Malcolm Condensing Co., St. George, Ont.

COFFEE, REFINED

G. Washington's Refined Coffee—
G. Washington Sales Co., New York.

COCOANUT

White Star Unsweetened Coconut—
Macdonald-Chapman, Ltd., Winnipeg.

COLLAPSIBLE TUBES

Betts & Company, Limited, London, Eng.

CONDENSED MILK

Banner Condensed Milk
Princess Condensed Milk—
Malcolm Condensing Co., St. George, Ont.
Borden's Condensed Milk—
Borden Milk Co., Montreal.
Canada First Condensed Milk—
Aylmer Condensed Milk Co., Hamilton.

CONFECTIONERY

Cowan's Maple Buds—
The Cowan Co., Ltd., Toronto.
Molrs Limited, Halifax, N.S.
Pascall's Limited, London, Eng.
McCormick Biscuit Co., London, Ont.

CONFECTIONERS' SUPPLIES

Borden Milk Co., Montreal.

COOKED MEATS

Armour and Company, Hamilton, Ont.
Matthews-Blackwell, Ltd., Toronto.
Swift Canadian Co., Toronto.

CORNEB BEEF

Clark's Corned Beef—
W. Clark, Limited, Montreal.

CORN MEAL

Buckeye Pure Gold Cornmeal
Quaker Best Yellow Cornmeal—
Quaker Oats Company, Peterborough, Ont.

CORN SYRUP

Karo Syrup Cane Flavor
Karo Syrup Crystal White—
Corn Products Refining Co., New York.

COTTOLENE

Cottolene—
The N. K. Fairbanks Company, Montreal.

CREAM OF TARTAR

White Star Cream of Tartar—
Macdonald-Chapman, Ltd., Winnipeg.
White Swan Cream of Tartar—
White Swan Spices & Cereals, Ltd., Toronto.
Royal Shield Cream of Tartar—
Campbell Bros. & Wilson, Winnipeg.

CRUSHED FRUIT

Armour and Company, Hamilton, Ont.

CUSPIDORS

The E. B. Eddy Co., Hull, Canada.

CURRENTS

Victoria Brand Currants—
Laporte, Martin, Limitee, Montreal.
Royal Shield Cleaned Currants—
Campbell Bros. & Wilson, Winnipeg.

DIET FLOUR

White Swan Diet Flour—
White Swan Spices & Cereals Ltd., Toronto.

DISTILLED WATER

E. L. Drewry, Ltd., Winnipeg.

DOG FOODS

Spratt's Dog Cakes
Spratt's Puppy Biscuits—
Spratt's Patent Ltd., London, Eng.

DRESSED BEEF

Armour and Company, Hamilton, Ont.

DRESSED HOGS

Armour and Company, Hamilton, Ont.
Swift Canadian Company, Toronto.

DRY CODFISH

H. R. Silver, Ltd., Halifax, N.S.

DRY SALTED MEATS

Armour and Company, Hamilton, Ont.

DRY SAUSAGES

Armour and Company, Hamilton, Ont.

DUSTERS

O'Cedar Dusters—
Channell Chemical Co., Toronto.

DUSTING CLOTHS

O'Cedar Dusting Cloth—
Channell Chemical Co., Toronto.

DUSTING MOPS

O'Cedar Dusting Mop—
Channell Chemical Co., Toronto.

EGGS

Armour and Company, Hamilton, Ont.
Bowes Eggs—
The Bowes Co., Ltd., Toronto.
Rose Brand Eggs—
Matthews-Blackwell Ltd., Toronto.
Swift's Brookfield Eggs—
Swift Canadian Co., Toronto.

EGG CRATES

Cane's Egg Crates—
The Wm. Cane Sons & Co., Newmarket, Ont.

EPSOM SALTS

Royal Shield Epsom Salts—
Campbell Bros. & Wilson, Winnipeg.

EVAPORATED MILK

Armour and Company, Hamilton, Ont.
Borden's Evaporated Milk—
Borden Milk Co., Montreal.
No-Vary Evaporated Milk—
No-Vary Products Co., Toronto.
St. George Evaporated Milk—
Malcolm Condensing Co., St. George, Ont.

EXTRACTS

Bowes Extracts (bulk)—
The Bowes Co., Ltd., Toronto.
Gorman's Pure Extracts
Forest City Extracts—
Gorman, Eckert & Co., London, Ont.
No-Vary Extracts—
No-Vary Products Co., Toronto.
Royal Extracts—
Horton-Cato Co., Windsor, Ont.
Shiriffs' Flavoring Extracts—
Imperial Extract Co., Toronto.
Sterling Brand Flavoring Extracts—
T. A. Lytle Co., Toronto.
White Swan Extracts—
White Swan Spices & Cereals Ltd., Toronto.
Drewry's Extracts—
E. L. Drewry, Ltd., Winnipeg.
White Star Extracts—
Macdonald-Chapman, Ltd., Winnipeg.
Victoria Brand Extracts—
Laporte, Martin, Limitee, Montreal.
British Extract
Royal Shield Extracts—
Campbell Bros. & Wilson, Winnipeg.

FANCY MEATS

Swift's Fancy Meats—
Swift Canadian Company, Toronto.

FEED

Banner Feed
Schumacher's Stock Feed
Victor Feed—
Quaker Oats Company, Peterborough, Ont.
Stock Feed—
James Wilson & Sons, Fergus, Ont.

FLOOR POLISH

O'Cedar Polish—
Channell Chemical Co., Toronto.

FLOOR WAX

Linoleo Floor Wax—
Hargreaves (Canada) Limited, Toronto.

FLOUR

Gold Seal Flour (Pastry)
Goldie's Star Flour (General Use)
Lily Flour (Pastry)
Rainbow Flour (Bread)—
Can. Cereal & Flour Mills Co., Toronto.
McLeod's Special Flour
Our Chief Flour—
McLeod Milling Co., Stratford, Ont.
Quaker Graham Flour
Quaker Manitoba Patent Flour
Victor Choice Blend Flour—
Quaker Oats Company, Peterborough, Ont.

FLOUR SACKS

Eddy's Flour Sacks—
E. B. Eddy Co., Hull, Que.

FLUID BEEF CORDIAL

Clark's Fluid Beef Cordial—
W. Clark, Limited, Montreal.

FRESH PORK

Armour and Company, Hamilton, Ont.

FRUIT CORDIALS

Lime Fruit Cordial—
T. A. Lytle Co., Ltd., Toronto.
Wagstaffe's Black Currant Cordial—
Wagstaffe Limited, Hamilton, Ont.

FURNITURE POLISH

O'Cedar Polish—
Channell Chemical Co., Toronto.

GELATINE

Royal Shield Gelatine—
Campbell Bros. & Wilson, Winnipeg.

GRAPE JUICE

Armour's Grape Juice—
Armour and Company, Hamilton, Ont.
E. D. S. Grape Juice—
E. D. Smith & Son, Winona, Ont.
Wagstaffe's Grape Juice—
Wagstaffe Limited, Hamilton, Ont.
Welch's Grape Juice—
The Welch Co., St. Catharines, Ont.

GREASES

Armour and Company, Hamilton, Ont.

GROCERY BAGS

The E. B. Eddy Co., Hull, Canada.

GUMMED WRAPPING TAPE

Geo. Adam & Co., Winnipeg.

HADDIES

Niobe Brand Haddies—
D. Hatton Co., Montreal.

HAMS

Premium Hams—
Swift Canadian Company, Toronto.
Rose Brand Hams—
Matthews-Blackwell Ltd., Toronto.
Star Brand Hams—
F. W. Fearman Co., Hamilton, Ont.

HERBS

Royal Shield Herbs—
Campbell Bros. & Wilson, Winnipeg.
White Star Herbs—
Macdonald-Chapman, Ltd., Winnipeg.
White Swan Herbs—
White Swan Spices & Cereals, Ltd., Toronto.

HEALTH FOODS

Health Bran—
Can. Cereal & Flour Mills Co., Toronto.

HEALTH FLOUR

White Swan Health Flour—
White Swan Spices & Cereals, Ltd., Toronto.

HERRINGS

Armour and Company, Hamilton, Ont.
H. R. Silver, Limited, Halifax, N.S.
Fred. Magee, Limited, Port Elgin, N.B.

HOMINY

Quaker Granulated Hominy
Quaker Pearl Hominy—
Quaker Oats Company, Peterborough, Ont.

HONEY

White Star Honey—
Macdonald-Chapman, Ltd., Winnipeg.
Bowes' Pure Honey—
The Bowes Co., Limited, Toronto.
Wagstaffe's Pure Clover Honey—
Wagstaffe, Limited, Hamilton, Ont.

HORSE RADISH

Lytle's Horse Radish—
T. A. Lytle Co., Toronto.

ICE CREAM POWDER

Bowes Ice Cream Powder—
The Bowes Co., Ltd., Toronto.

ICING

Royal Shield Icing—
Campbell Bros. & Wilson, Winnipeg.

ICING SUGAR

White Star Icing Sugar—
Macdonald-Chapman, Ltd., Winnipeg.

INFANTS' FOOD

Borden's Eagle Brand Condensed Milk—
Borden Milk Co., Montreal.

INSECT POWDER

Keating's Insect Powder—
Thomas Keating, London, Eng.

JAMS

Aylmer Pure Jam
Lynn Valley Compound Jam
Red Seal Pure Fruit Jam—
Dominion Canners, Ltd., Hamilton, Ont.
Bowes Jam (bulk)—
The Bowes Co., Ltd., Toronto.
E. D. S. Pure Jam—
E. D. Smith & Son, Winona.
Furnivall's Jam—
Furnivall-New, Limited, Hamilton.
No-Vary Jam—
No-Vary Products Co., Toronto.
Lytle's Pure Jam—
T. A. Lytle Co., Ltd., Toronto.
Wagstaffe's Pure Jam—
Wagstaffe Limited, Hamilton, Ont.
Mother's Jam—
J. H. Wethey, Ltd., St. Catharines, Ont.

JELLIES

Aylmer Pure Jelly
Lynn Valley Compound Jelly—
Dominion Canners, Ltd., Hamilton, Ont.
Bowes Jelly (bulk)—
The Bowes Co., Ltd., Toronto.
E. D. S. Pure Jelly—
E. D. Smith & Son, Winona, Ont.
Furnivall's Jelly—
Furnivall-New, Ltd., Hamilton, Ont.
No-Vary Jell-Eata—
No-Vary Products Co., Toronto.
Lytle's Pure Jelly—
T. A. Lytle Co., Toronto.
Wagstaffe's Pure Jelly—
Wagstaffe, Limited, Hamilton, Ont.

JELLY POWDERS

Shirriff's Jelly Powder—
Imperial Extract Co., Toronto.
White Swan Jelly Powder—
White Swan Spices & Cereals, Ltd., Toronto.
Royal Shield Jelly Powder—
Campbell Bros. & Wilson, Winnipeg.
White Star Jelly Powder—
Macdonald-Chapman, Ltd., Winnipeg.

KIPPERS

Niobe Brand Kippers—
D. Hatton Co., Montreal.

KNIFE POLISH

Oakey's Wellington Knife Polish—
John Oakey & Sons, Limited, London, Eng.

KRAFT BAGS

The E. B. Eddy Co., Hull, Canada.

LAMB

Armour and Company, Hamilton, Ont.

LARD

Armour's Veribest Leaf Lard
Armour's Helmet Leaf Lard
Armour's Pure Lard—
Armour and Company, Hamilton, Ont.
Erie Brand Compound Lard
Rose Brand Lard—
Matthews-Blackwell, Ltd., Toronto.

Silverleaf Brand Pure Lard—
Swift Canadian Company, Toronto.
Star Brand Lard—
F. W. Fearman Co., Hamilton, Ont.

LARD COMPOUND

Boar's Head Brand Lard Compound—
The N. K. Fairbanks Co., Ltd., Montreal.

LAUNDRY SODA

Swift's Laundry Soda—
Swift Canadian Company, Toronto.

LEAD PENCILS

The Wm. Cane & Sons Co., Newmarket, Ont.

LEMONADE

Bowes Lemonade—
The Bowes Co., Ltd., Toronto.
Lytle's Lemonade—
T. A. Lytle Co., Toronto.

LIME JUICE

Lytle's Lime Fruit Juice—
T. A. Lytle Co., Toronto.
White Star Lime Juice—
Macdonald-Chapman, Ltd., Winnipeg.

LOBSTERS

Primus Brand Lobsters—
L. Chaput Fils & Cie., Montreal.

LUNCH BEEF

Clark's Ready Lunch Beef—
W. Clark, Limited, Montreal.

LUNCH TONGUE

Clark's Lunch Tongue—
W. Clark, Limited, Montreal.

LYE

Royal Crown Soaps, Ltd., Winnipeg.
Babbitt's Pure Lye—
B. T. Babbitt Co., New York.

MACARONI

Catelli's Milk Macaroni
Cattelli's Spinel Brand Macaroni
Cattelli's L'Etolle Brand Macaroni—
The C. H. Catelli Co., Ltd., Montreal.
No-Vary Macaroni—
No-Vary Products Co., Toronto.

MALTED MILK

Borden's Malted Milk—
Borden Milk Co., Montreal.

MAPLEINE

Crescent Mapleine—
Crescent Mfg. Co., Seattle, Wash.

MAPLE SUGAR

Armour and Company, Hamilton, Ont.

MAPLE SYRUP

Bowes Pure Maple Syrup—
The Bowes Co., Ltd., Toronto.

MARASCHINO CHERRIES

Shirriff's Maraschino Cherries—
Imperial Extract Co., Toronto.

MARMALADE

Aylmer Pure Orange Marmalade—
Dominion Canners, Ltd., Hamilton, Ont.
E. D. S. Marmalade—
E. D. Smith & Son, Winona, Ont.
Furnivall's Marmalade—
Furnivall-New, Limited, Hamilton, Ont.
Lytle's Pure Orange Marmalade—
T. A. Lytle Co., Toronto.
Shirriff's Orange Marmalade—
Imperial Extract Co., Toronto.
Wethey's Orange Marmalade—
J. H. Wethey, Limited, St. Catharines, Ont.
Wagstaffe's Grape Fruit Marmalade
Wagstaffe's Pineapple Marmalade
Wagstaffe's Orange Marmalade—
Wagstaffe, Limited, Hamilton, Ont.

MATCHES

Eddy's Matches (all kinds)—
The E. B. Eddy Co., Limited, Hull, Que.

MEAT SKEWERS

The Wm. Cane & Sons Co., Newmarket, Ont.

METAL CAPS

Anchor Caps, for bottles
Anchor Caps, for tins—
Anchor Cap & Closure Corp., Toronto.

METAL BOTTLE CAPSULES

Betts & Company, Limited, London, Eng.

MEAT MEAL

Armour's Meat Meal—
Armour and Company, Hamilton, Ont.

METAL POLISH

Brasso Metal Polish—
Reckitt's (Over Sea) Limited, Toronto.
Gloss Metal Polish—
Hargreaves (Canada) Limited, Toronto.
Pyn-Ka Polishing Tablets—
Hargreaves (Canada) Limited, Toronto.

MILK PRODUCTS

Borden Milk Products—
Borden Milk Co., Montreal.

MINCE MEAT

Bowes Mince Meat—
The Bowes Co., Limited, Toronto.
Clark's Mince Meat (in glass)
Clark's Mince Meat (in pails)—
W. Clark, Limited, Montreal.
Canada Brand Mince Meat
Sterling Brand Mince Meat—
T. A. Lytle Co., Toronto.
Wagstaffe's Fine Old English Mince Meat—
Wagstaffe Limited, Hamilton, Ont.

Wethey's Mince Meat—
J. H. Wethey, Limited, St. Catharines, Ont.
White Star Mince Meat—
Macdonald-Chapman, Ltd., Winnipeg.

MINT SAUCE

Lytle's Mint Sauce—
T. A. Lytle Co., Toronto.
Royal Mint Sauce—
Horton-Cato Co., Windsor, Ont.

MOLASSES

Crosby Molasses Co., St. Johns, N.B.
No-Vary Molasses—
No-Vary Products Co., Toronto.

MOPS

Cane's Mops—
The Wm. Cane Sons & Co., Newmarket, Ont.

MUSTARD

Forest City Mustard—
Gorman, Eckert & Co., London, Ont.
Lytle's Prepared Mustard—
T. A. Lytle Co., Toronto.
White Swan Mustard—
White Swan Spices & Cereals, Ltd., Toronto.
White Star Mustard—
Macdonald-Chapman, Ltd., Winnipeg.
Royal Shield Mustard—
Campbell Bros. & Wilson, Winnipeg.

MUTTON

Armour and Company, Hamilton, Ont.

OATCAKES

McVitie & Price of Canada, Ltd., Montreal.

OATMEAL

Tillson's Fine Cut Oatmeal—
Can. Cereal & Flour Mills Co., Toronto.
Rolled Oatmeal—
James Wilson & Sons, Fergus, Ont.

OILS

Armour and Company, Hamilton, Ont.

OLEO STOCK

Armour and Company, Hamilton, Ont.

OLIVES

White Star Olives—
Macdonald-Chapman, Ltd., Winnipeg.
Club House Olives—
Gorman, Eckert & Co., London, Ont.

ONIONS PICKLED

Sterling Brand Onions
Sterling Brand Sweet Onions—
T. A. Lytle Co., Toronto.

ORANGEADE

Bowes Orangeade—
The Bowes Co., Ltd., Toronto.
Sterling Brand Orangeade—
T. A. Lytle Co., Toronto.

OYSTERS

Coast Sealed Oysters
Sealsht Oysters—
Connecticut Oyster Co., Toronto.

PAILS

Cane's Wooden Pails—
The Wm. Cane Sons & Co., Newmarket, Ont.
Eddy's Fibreware Pails—
The E. B. Eddy Co., Limited, Hull, Que.

PAINTS AND VARNISHES

Hundred Per Cent. Pure Paint
Senour's Floor Paint
Neutone Flat Wall Finish
Wood-Lac Stain
Varnishes
Concrete-tone
Red School House Paint
Spic and Span Finishes—
Martin-Senour Co., Ltd., Montreal.

PANCAKE FLOUR

White Swan Pancake Flour—
White Swan Spices & Cereals, Ltd., Toronto.

PAPER

Paper of all kinds—
The E. B. Eddy Co., Limited, Hull, Que.

PAPER BAGS

Eddy's Paper Bags (for all uses)—
The E. B. Eddy Co., Limited, Hull, Que.

PATE

Clark's Ham and Veal Pate—
W. Clark, Limited, Montreal.

PEANUT BUTTER

Bowes Peanut Butter—
The Bowes Co., Ltd., Toronto.
Clark's Peanut Butter—
W. Clark, Limited, Toronto.
No-Vary Peanut Butter—
No-Vary Products Co., Grand Forks, N.D.
Victoria Brand Peanut Butter—
Laporte, Martin, Limitee, Montreal.

PEPPER

Royal Shield Pepper—
Campbell Bros. & Wilson, Winnipeg.

PICKLES

E. L. Drewry, Limited, Winnipeg.
Canada Brand Pickles
Crown Brand Pickles
Keystone Brand Pickles
Monarch Brand Pickles
Lytle's Bulk Pickles
Lytle's Sweet Mustard Pickles
Sterling Brand Pickles
Sterling Brand Sweet Gherkins
Sterling Brand Sweet M'dgets
Sterling Brand O-Eat-A Pickles—
T. A. Lytle Co., Toronto.

To Manufacturers and Shippers

(Foreign and Domestic)

DONALD H. BAIN CO.

SUCCESSORS TO

NICHOLSON & BAIN

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

To take care of our agencies we have large warehouses, fully equipped offices, and selling staffs at

Winnipeg
(Manitoba)

Regina
(Saskatchewan)

Saskatoon
(Saskatchewan)

Calgary
(Alberta)

Edmonton
(Alberta)

Vancouver
(British Columbia)

We are in daily touch with every Wholesale Grocery Jobbing House in the provinces of

**Manitoba, Saskatchewan, Alberta and
British Columbia**

If you require *Service* and *Results* in marketing your products, communicate with us at any one of our various offices.

If any advertisement interests you, tear it out now and place with letters to be answered.

- No-Vary Pickles—
No-Vary Products Co., Toronto.
Queen Quality Pickles—
Taylor & Pringle, Owen Sound, Ont.
White Star Pickles—
Macdonald-Chapman, Ltd., Winnipeg.
- PICKLED MEATS**
Armour's Sweet Pickled Meats
Armour's Vinegar Pickled Meats—
Armour and Company, Hamilton, Ont.
- PIGS FEET**
Clark's Boneless Pig's Feet—
W. Clark, Limited, Montreal.
- PEELS**
Citron Peel
Lemon Peel
Orange Peel—
Wagstaffe, Limited, Hamilton, Ont.
- PLUM PUDDING**
Clark's English Plum Pudding—
W. Clark, Limited, Montreal.
English Plum Pudding—
Tuxford & Nephews, Melton Mowbray, Eng.
Wagstaffe's Fine Old English Plum Pudding—
Wagstaffe, Limited, Hamilton, Ont.
- POLISH MOPS**
O'Cedar Polish Mop—
Channell Chemical Co., Toronto.
- POPPING CORN**
No-Vary Popping Corn—
No-Vary Products Co., Grand Forks, N.D.
- PORK AND BEANS**
Clark's Pork and Beans—
W. Clark, Limited, Montreal.
No-Vary Pork and Beans—
No-Vary Products Co., Toronto.
Simcoe Pork and Beans—
Dominion Canners, Limited, Hamilton, Ont.
- PORK CUTS**
Swift's Pork Cuts—
Swift Canadian Company, Toronto.
- POULTRY**
Swift's Fresh Poultry—
Swift Canadian Company, Toronto.
- PRESERVES**
E. D. S. Preserves—
E. D. Smith & Son, Winona, Ont.
- PRUNES**
No-Vary Evaporated Prunes—
No-Vary Products Co., Grand Forks, N.D.
- RAISINS**
No-Vary Raisins—
No-Vary Products Co., Grand Forks, N.D.
Royal Shield Sultana Raisins—
Campbell Bros. & Wilson, Winnipeg.
- RASPBERRY VINEGAR**
E. D. S. Raspberry Vinegar—
E. D. Smith & Son, Winona, Ont.
Lytle's Raspberry Vinegar—
T. A. Lytle Co., Toronto.
Wagstaffe's Raspberry Vinegar—
Wagstaffe, Limited, Hamilton, Ont.
- RELISHES**
Sterling Brand Club Relish
Sterling Brand Sweet Mustard Relish—
T. A. Lytle Co., Toronto.
- RICE**
Mikado Brand Rice—
Imperial Rice Milling Co., Vancouver, B.C.
Mount Royal Milling & Mfg. Co., Montreal.
- RICE PRODUCTS**
Mount Royal Milling & Mfg. Co., Montreal.
- ROLLED OATS**
Buckeye Rolled Oats
Monarch Rolled Oats
Victor Rolled Oats
Quaker Oats—
Quaker Oats Company, Peterborough, Ont.
Tillson's Rolled Oats—
Can. Cereal & Flour Mills Co., Toronto.
Monkland Rolled Oats—
James Wilson & Sons, Fergus, Ont.
- SALAD DRESSING**
Royal Salad Dressing
Royal Mavonnaise—
Horton-Cato Co., Windsor, Ont.
White Star Salad Dressing—
Macdonald-Chapman, Ltd., Winnipeg.
- SALMON (Canned Salmon)**
Armour and Company, Hamilton, Ont.
Royal Shield Salmon—
Campbell Bros. & Wilson, Winnipeg.
- SALT**
Purity Kitchen Salt
Purity Table Salt—
Western Salt Co., Courtright, Ont.
Sifto Table Salt
Century Table Salt—
Dominion Salt Co., Sarnia, Ont.
Royal Table Salt
Windsor Cheese Salt
Windsor Dairy Salt
Windsor Table Salt—
Canadian Salt Co., Windsor, Ont.
- SAUCES (CHILI)**
Queen Quality Chili Sauce—
Taylor & Pringle, Owen Sound, Ont.
Sterling Brand Chili Sauce—
T. A. Lytle Co., Toronto.
- SAUCES (THICK)**
E-P Epicurean Sauce—
Canada Sauce & Vinegar Co., Toronto.
- SAUCES, TOBACCO**
Royal Tobacco Sauce
Horton-Cato Co., Windsor, Ont.
- SAUCES (Worcestershire)**
Bowes Worcestershire Sauce—
The Bowes Co., Ltd., Toronto.
H. G. Worcestershire Sauce—
Canada Sauce & Vinegar Co., Toronto.
Lytle's Worcestershire Sauce—
T. A. Lytle Co., Toronto.
- SANDWICH DAINTIES**
Armour and Company, Hamilton, Ont.
- SARDINES**
Armour and Company, Hamilton, Ont.
Niobe Brand Sardines in Oil—
D. Hatton Co., Montreal.
- SAUER KRAUT**
Lytle's Sauer Kraut—
T. A. Lytle Co., Toronto.
- SAUSAGES**
Armour and Company, Hamilton, Ont.
Brookfield Brand Pork Sausages
Sunday Breakfast Pork Sausage—
Swift Canadian Company, Toronto.
Clark's Geneva Sausage
Clark's Cambridge Sausage—
W. Clark, Limited, Montreal.
Rose Brand Pure Pork Sausage—
Matthews-Blackwell, Ltd., Toronto.
Star Brand Pork Sausage—
F. W. Fearman Co., Hamilton, Ont.
- SCOURING POWDER**
Polly Prim Cleaner—
The N. K. Fairbanks Company, Limited,
Montreal.
- SEALED FRUITS**
Wagstaffe's Sealed Fruits—
Wagstaffe, Limited, Hamilton, Ont.
- SHAVING STICKS**
Royal Crown Shaving Sticks—
Royal Crown Soaps, Ltd., Winnipeg.
- SHOE POLISH**
Nugget Shoe Polish—
Nugget Polish Co., Toronto.
2 in 1 Shoe Polish—
F. F. Dailey Co., Hamilton, Ont.
- SHORTBREAD**
McVitie & Price of Canada, Ltd., Montreal.
- SHORTENING**
Cotosuet Shortening
Jewel Compound Shortening—
Swift Canadian Company, Toronto.
Snowflake Brand Shortening—
Matthews-Blackwell, Ltd., Toronto.
- SILVER POLISH**
Silvo Silver Polish—
Reckitt's (Oversea) Limited, Toronto.
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- SODA**
Royal Shield Soda—
Campbell Bros. & Wilson, Winnipeg.
- SPAGHETTI**
Catelli's Spinelli Brand Spaghetti
Catelli's L'Ettoile Brand Spaghetti—
The C. H. Catelli Co., Ltd., Montreal.
No-Vary Spaghetti—
No-Vary Products Co., Toronto.
- SOAPS**
Armour's Toilet Soaps—
Armour and Company, Hamilton, Ont.
Fairly Soap
Copco Soap
Glycerine-Tar Soap
Pummo Soap
Sunny Monday Soap
Santa Claus Soap
The N. K. Fairbanks Co., Ltd., Montreal.
Wonderful Soap
Royal City Bar Soap
Peerless Bar Soap
Standard Cake Soap—
Guelph Soap Co., Guelph, Ont.
Cold Cream Toilet Soap
Matchless Bar Soap
Keenleyside Oil Co., London, Ont.
Sunlight Soap
Lifebuoy Health Soap
Lux—
Lever Brothers, Limited, Toronto.
No-Vary Toilet Soap—
No-Vary Products Co., Toronto.
Sulphur Cream Glycerine Soap
Skin Food Glycerine Soap
Violet Glycerine Soap
Twin-Bar Glycerine Soap
Chateau Rose Glycerine Soap
Chateau Violet Glycerine Soap
White Cross Rose Glycerine Soap
White Cross Violet Glycerine Soap
- White Cross Castile Soap
Le Chateau Castile Soap
Twin Bar Castile Soap
Richards Pure Laundry Soap
Richards Quick Naptha Laundry Soap
Richards Pure Tar Soap
Pure Castile Soap
Rose Castile Soap
Richards Pure Soap Co., Woodstock, Ont.
Royal Crown Naptha Soap
Royal Crown Electric Soap
Laundry Soap
Polishing Soap
Castile Soap
Mechanical Soap
Hand Soap, in tins
Nursery Soap
Shampoos
Witch Hazel Toilet Soap
Hard Water Toilet Soap—
Royal Crown Soaps, Ltd., Winnipeg.
Swift's White Laundry Soap
Swift's Toilet Soap—
Swift Canadian Company, Toronto.
- SOAPS, LIQUID**
Matchless Liquid Soap
Shamrock Liquid Soap—
Keenleyside Oil Co., London, Ont.
White Cross Liquid Soap
White Cross Liquid Shampoo—
Richards Pure Soap Co., Woodstock, Ont.
Liquid Toilet Soap—
Royal Crown Soaps, Ltd., Winnipeg.
- SOAP CHIPS**
Crystal Soap Chips—
Guelph Soap Co., Guelph, Ont.
Matchless Soap Chips (in barrels and bags)—
Keenleyside Oil Co., London, Ont.
Richard's Snow Flake Soap Chips—
Richards Pure Soap Co., Woodstock, Ont.
Laundry Soap Chips—
Royal Crown Soaps, Limited, Winnipeg.
Soap Flakes—
Royal Crown Soaps, Limited, Winnipeg.
- SOAP POWDERS**
Babbitt's "1776" Soap Powder—
B. T. Babbitt Co., New York, N.Y.
Welcome Borax Soap Powder—
Lever Brothers, Limited, Toronto.
- SOAPS, SURGICAL**
Liquid Surgical Soap
Surgical Soft Soap—
Royal Crown Soaps, Ltd., Winnipeg.
- SOAPS (Under Private Brands)**
Laundry Soap (as used by C.P.R.)
Toilet Soap (as used by C.P.R.)
- SOFT DRINKS**
E. L. Drewry, Limited, Winnipeg.
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Bowes Fountain Fruits
Bowes Fountain Syrups—
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E. D. S. Crushed Fruits
E. D. S. Fountain Syrups—
E. D. Smith & Son, Winona, Ont.
Lytle's Fountain Syrups—
T. A. Lytle Co., Toronto.
Shirriff's Fountain Fruits
Shirriff's Fountain Syrups—
Imperial Extract Co., Toronto.
Wagstaffe's Soda Fountain Supplies—
Wagstaffe, Limited, Hamilton, Ont.
- SPICES**
Club House Spices
Forest City Spices—
Gorman, Eckert & Co., London, Ont.
No-Vary Spices—
No-Vary Products Co., Toronto.
Royal Shield Spices—
Campbell Bros. & Wilson, Winnipeg.
Victoria Brand Spices—
Lavorte, Martin, Limited, Montreal.
White Star Spices—
Macdonald-Chapman, Ltd., Winnipeg.
White Swan Spices—
White Swan Spices & Cereals, Ltd., Toronto.
- SPIRIT VINEGAR**
Primus Brand Spirit Vinegar—
L. Chanut, File & Cie, Montreal.
White Star Spirit Vinegar—
Macdonald-Chapman, Ltd., Winnipeg.
- SPLIT PEAS**
Can. Cereal & Flour Mills Co., Toronto.
- STOVE POLISH**
Black Knight Stove Polish—
F. F. Dalley Co., Hamilton, Ont.
Gloss Stove Polish—
Hargreaves (Canada), Limited, Toronto.
Zebra Stove Polish—
Reckitt's (Over Sea) Limited, Toronto.
- STANDARD REMEDIES**
Dr. A. W. Chase's Kidney-Liver Pills
Dr. A. W. Chase's Syrup of L. & T.
Dr. A. W. Chase's Ointment
Dr. A. W. Chase's Nerve Food
Dr. A. W. Chase's Catarrh Powder
Dr. A. W. Chase's Liver Cure
Dr. A. W. Chase's Backache Powder—
Edmanson, Bates & Co., Toronto.
Mathieu's Cough Syrup
Mathieu's Nervine Powder—
J. L. Mathieu Co., Sherbrooke, Que.

Three Beans Make 3c. Profits Here's How to Do It

Open a can of Simcoe Beans
(Chili Sauce Flavor) into
a deep bowl, cover with a
glass plate, place a fork
on the plate.

Then—

When a customer enters
your store, place three
beans on a piece of cracker,
let the customer taste
them.



Plain, or with Tomato or
Chili Sauce or Pork

Results—

A sale of Simcoe Beans—
3c or more profits to you.
Try it; your customers
will appreciate the gift.

**DOMINION CANNERS
LIMITED**

HAMILTON :: :: CANADA

If any advertisement interests you, tear it out now and place with letters to be answered.

STARCH, CORN

Benson's Corn Starch
Brantford Corn Starch
Canada Corn Starch
Challaugh Corn Starch—
The Canada Starch Co., Montreal.
Best Brand Corn Starch
Liberty Brand Corn Starch—
Corn Products Refining Co., New York.

STARCH, LAUNDRY

Silver Gloss Starch
Lily White Starch
Benson's Enamel Starch
Benson's Canada Laundry Starch—
The Canada Starch Co., Montreal.
Best Brand Gloss Laundry Starch
Liberty Gloss Laundry Starch—
Corn Products Refining Co., New York.

SUGAR

B.C. Sugar Refining Co., Vancouver.
Dominion Crystal Granulated Sugar
Dominion Crystal Powdered Sugar
Dominion Crystal Icing Sugar
Dominion Crystal Loaf Sugar—
The Dominion Sugar Co., Wallaceburg, Ont.
Lantic Sugar—
Atlantic Sugar Refining Co., Montreal.

SUGAR, RAW

H. R. Silver, Limited, Halifax, N.S.

SULPHUR

Royal Shield Sulphur—
Campbell Bros. & Wilson, Winnipeg.

SYRUPS

B.C. Sugar Refining Co., Vancouver, B.C.

SYRUP FRUITS

Aylmer Syrup Fruits—
Dominion Cannery, Ltd., Hamilton, Ont.

TALLOW

Armour and Company, Hamilton, Ont.

TEA

Bulk Teas, all kinds—
John Duncan & Co., Montreal.
Japan Tea—
Shiznoka Ken Tea Guild, Montreal.
Minto Tea—
Minto Brothers, Toronto.
Primus Brand Tea—
I. Chaput, Pills & Cie, Montreal.
Red Rose Tea—
T. H. Estabrooks Co., Toronto.
Royal Shield Tea—
Campbell Bros. & Wilson, Winnipeg.
Victoria Brand Tea—
Laporte, Martin, Limitee, Montreal.

Thistle Brand Tea
Boquet Brand Tea—
Kearney Bros., Montreal.

TEA LEAD

Betts & Company, Limited, London, Eng.

TISSUE PAPER

The E. B. Eddy Co., Hull, Canada.

TOBACCO, CHEWING PLUG

King George's Navy Chewing Plug Tobacco
Bat Chewing Plug Tobacco
Baby Bat Chewing Plug Tobacco
Royal Crown Chewing Plug Tobacco
Long Tom Chewing Plug Tobacco
Maple Sugar Chewing Plug Tobacco—
Royal City Tobacco Co., Quebec, Que.
Stag Plug Chewing Tobacco
Black Watch Plug Chewing Tobacco—
Imperial Tobacco Co., Montreal.

TOBACCO, CUT SMOKING

Master Mason Cut Smoking Tobacco
My Pal Cut Smoking Tobacco
Ottoman Cut Smoking Tobacco
Rose Quesnel Cut Smoking Tobacco
Long Tom Cut Smoking Tobacco
Bon Bourgeois Cut Smoking Tobacco
Petit Rouge Cut Smoking Tobacco—
Royal City Tobacco Co., Quebec, Que.

TOBACCO, SMOKING, PLUG

Master Mason Smoking Plug Tobacco
American Navy Smoking Plug Tobacco
M. F. Smoking Plug Tobacco
Polo Smoking Plug Tobacco
Virginia Smoking Plug Tobacco
Clay Pipe Smoking Plug Tobacco
B. B. Smoking Plug Tobacco—
Rock City Tobacco Co., Quebec, Que.
Shamrock Plug Smoking Tobacco
Old Virginia Plug Smoking Tobacco
Forest & Stream Cut Smoking Tobacco
Great West Cut Smoking Tobacco
Old Chum Cut Smoking Tobacco
Meerschaum Cut Smoking Tobacco
Repeater Cut Smoking Tobacco
Rex Cut Smoking Tobacco
Bull Durham Granulated Smoking Tobacco
Capstan Navy Cut Smoking Tobacco
Three Castles Cut Smoking Tobacco
Player's Navy Cut Smoking Tobacco—
Imperial Tobacco Co., Montreal.

TOILET PAPER

Eddy's Toilet Paper—
The E. B. Eddy Co., Hull, Canada.

TOILET POWDER

Robin Toilet Powder—
Reckitt's (Over Sea) Limited, Toronto.

TOMATO CHUTNEY

Queen Quality Tomato Chutney—
Taylor & Pringle, Owen Sound, Ont.

TOOTHPICKS

No-Vary Polished Toothpicks—
No-Vary Products Co., Grand Forks, N.D.

TUBS

Cane's Wooden Wash Tubs—
The Wm. Cane & Sons Co., Newmarket, Ont.
Eddy's Fibreware Tubs—
The E. B. Eddy Co., Hull, Canada.

VEAL

Armour and Company, Hamilton, Ont.

VERMICELLI

Catelli's Vermicelli—
The C. H. Catelli Co., Limited, Montreal.

WASHING POWDER

Gold Dust Washing Powder—
The N. K. Fairbanks Co., Ltd., Montreal.
Royal Crown Washing Powder—
Royal Crown Soaps, Ltd., Winnipeg.

WASHING SODA

Royal Crown Soaps, Ltd., Winnipeg.

WASHBOARDS

Cane's Original Solid Globe Washboard
Cane's Crown Washboard
Cane's Diamond King Washboard
Cane's Improved Globe Washboard
Cane's Neptune Washboard
Cane's Western King Washboard
Cane's All-Canadian Washboard—
The Wm. Cane & Sons Co., Newmarket, Ont.
Eddy's Fibreware Washboards
Eddy's Zinc Washboards—
The E. B. Eddy Co., Hull, Canada.

WATER SOFTENER

Royal Crown Soft Water Softener—
Royal Crown Soaps, Ltd., Winnipeg.

WHITE BEANS

Can. Cereal & Flour Mills Co., Toronto.

WINES, FRUIT

E. L. Drewry, Ltd., Winnipeg.

WINES, NON-ALCOHOLIC

Red Seal Non-Alcoholic Wine—
Imperial Extract Co., Toronto.

WOOD BOARDS

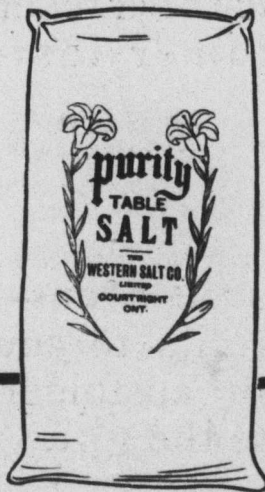
Eddy's Box, Ticket and Other Woodboards—
The E. B. Eddy Co., Hull, Canada.

WRAPPING PAPER

The E. B. Eddy Co., Hull, Canada.

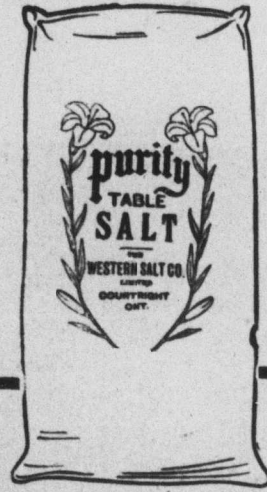
YEAST CAKES

White Star Yeast Cakes—
Macdonald-Chapman, Ltd., Winnipeg.
White Swan Yeast Cakes—
White Swan Spices & Cereals, Ltd., Toronto.



PURITY

The
Table Salt
most people
buy



—the salt that is absolutely
right in every particular; the
salt that satisfies the most discriminating.

The ever-growing demand for "Purity" Salt is the surest evidence of its unequalled satisfaction-giving qualities. Its sterling purity is a mighty big asset in attracting repeat business to the dealer.

Our salt manufacturing plant is the most modern and up-to-date in Canada, equipped with the best machinery obtainable, and manned by men who are past masters in the art of salt-making. Hence it is that the quality of "Purity" Salt, whether for table or dairy use, is always dependable.

The sanitary cotton bags and handy, free-running packages are additional selling helps when featuring this Canadian-made leader. Order a supply of Purity Table Salt and see for yourself what a popular line it is.

"Purity"—the salt that lives up to its name.

The Western Salt Company, Limited
COURTRIGHT, ONTARIO

If any advertisement interests you, tear it out now and place with letters to be answered.



A Few of the ROYAL SHIELD BRAND LINE

—the line of quick selling satisfaction givers



THE selling record established by Royal Shield Brand Goods is your surest guarantee of worth-while sales and better profits.

PURITY and excellence are nicely embodied in every Royal Shield Product, a purity and excellence that stands the test and invariably satisfies.

A ROYAL Shield display will attract attention and will pull results to convince you that this is a brand of goods worth pushing.

SEND in your order to us direct or to any of our branches. We guarantee prompt attention and satisfactory service.

Campbell Bros. & Wilson

Limited

Wholesale Grocers and Importers and Packers of Royal Shield Brand of Goods

WINNIPEG

BRANCHES:

Campbell, Wilson & Horne, Ltd.—Calgary, Lethbridge, Edmonton, Red Deer.
Campbell, Wilson & Strathdee, Ltd.—Regina, Swift Current.
Campbell, Wilson & Millar, Ltd.—Saskatoon.



If any advertisement interests you, tear it out now and place with letters to be answered.

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We have specialized in

Tea and Coffee

for over 43 years
and our experience warrants us in pursuing the policy
of

**Satisfaction
Guaranteed**

OR

**Return at
Our Expense**

We are carrying over 200 grades of tea in store at present.

The special lines suitable for your trade are here.

Samples and Prices at your service.

Finest cup selections of Java, Mocha, Bogota, Maracaibo, Mexican, Santos, Jamaica, Rio.

Coffees

Fresh roasted daily.

KEARNEY BROS., LTD.

Established 1874

Tea Importers

Coffee Roasters

33 St. Peter Street - - Montreal

If any advertisement interests you, tear it out now and place with letters to be answered.

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THE LAPORTE-MARTIN LIMITÉE ANNOUNCER

MONTREAL

OCTOBER 27th, 1916

The Retail Grocer Our Friend

OUR aim is to give the retail grocer the best possible attention, in every sense of the word. During the forty-five years we have been in business we have striven to put in all our transactions the following essential elements, Service, Quality, Price, Delivery and Co-operation.

Service—that is our watchword

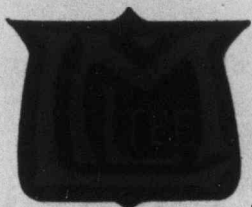
To give advance information on the future markets, either through the mails, the trade papers or by our boys on the road, has been one of our cherished ideals. Many of our customers have made money by making use of the information at the right moment.

Quality is the most important element in a business transaction. No matter how low the price, poor quality is dear at any price. We only offer goods that can be sold on their merit.

Prompt delivery is also a big item to you. Slow delivery means lost sales and often a permanent loss of a customer. We do our best to ship orders within the twenty-four hours and make deliveries at date promised.

As a seller of goods you know that some of your customers are governed in their purchases by the price. Still they want the quality, but at the lowest possible price. Our prices, based on a quick turnover can be made a little lower than others. It is a big satisfaction for you to know that you are selling to your customers at prices of which they will immediately approve.

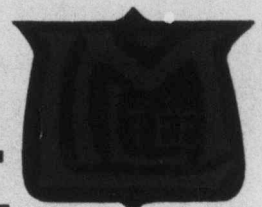
Retailers have no trouble in selling goods bought from us, but advertising means quicker sales, a larger business and more profits. Therefore, we supply advertising matter upon request for all our special brands, in the form of letter-heads, circular letters, blotting papers, etc., printing your own name on them. Our Promotion Department will also gladly furnish any information pertaining to the grocery business. If we haven't it, we will get it for you.



Laporte, Martin, Limitée

568 St. Paul St.

MONTREAL



If any advertisement interests you, tear it out now and place with letters to be answered.

All
Good
Foods



All
Fifteen
Cents

This is the illustrated part of a handsome show card reproduced by process in natural colors. It stands on an easel and is not too large, being just 17" x 22", and the Pancake package will be reproduced on the base, which also carries a few words of advertising.

Besides being artistic it has real selling value and is yours free of charge for the asking.

All of these lines packed 2 dozen to the case at \$2.25 per dozen. Your profit
33 1/3 on cost - 25% nett on sale.



PANCAKE FLOUR (Self-Rising). A perfect blending of wheat, corn and rice flour. Ready for instant use, and requires the addition of nothing to make the most delicious pancakes, muffins and gems, and they will be tasty, healthful and uniformly raised.

A healthful, nutritious food for all seasons.



BISCUIT FLOUR. A choice winter wheat flour. Self-Rising, containing definite percentages of seasoning and leavening, assuring absolute success in baking.



WHEAT FLAKES (Breakfast Porridge). The choicest product of selected Canadian white winter wheat, prepared under a special process which retains the full value of the whole wheat as well as the full quantity of nitrogenous matter and mineral salts, including all the protein phosphates and bran.

You are authorized to refund the purchase price of any White Swan goods that are not found entirely satisfactory.

ORDER THROUGH YOUR JOBBER.

WHITE SWAN SPICES & CEREALS, Limited
Toronto, Ontario

CANADIAN GROCER

SELL The New
Temperance Beer

MALTUM

REGISTERED

*An absolutely non-intoxicating beer
containing all the refreshing and
appetizing properties of ordinary
ale and beer.*

Other drinks you ought to stock for the cold weather:

RUM PUNCH CORDIAL

CHERRY BRANDY CORDIAL

GINGER BRANDY CORDIAL

Drinks taken with
hot or cold water.

Temperance Ale, Sherry, Port Wine, Maltum Stout, Oyster Cocktails

(All Temperance Drinks.)

WRITE FOR FULL PRICE LIST AT ONCE TO

E. L. Drewry, Ltd., Winnipeg, Man.

CANADIAN GROCER

Clark's



PREPARED
PURE FOODS

CLARK'S

Food Delicacies
are Canada's Best

Purity and quality are
absolutely guaranteed and
an extensive assortment
is provided.

*Write for our list in
book form with coloured
illustrations.*

W. CLARK, LIMITED

MONTREAL

(Head Office)

ST. REMI, P.Q.

HARROW, Ont.

