

**PAGES  
MISSING**



# CANADIAN GROCER

VOLUME XXXII  
No. 17

TORONTO, APRIL 26  
1918

## ANNUAL SPRING AND SUMMER NUMBER

Eliminating the Summer Delivery  
Evil



Over Five Hundred Customers  
in Town of 200



Selling 6,300 Customers a Day



Automobilists Buying Beverages



Preventing Summer Losses in  
Canned Goods

# HOUSECLEANING TIME— YOUR HARVEST



When the Winter breaks up, the housewife's thoughts turn to housecleaning.

That means extra business for you. For one thing it means extra sales—of the O-Cedar Products. These are "first aid to housekeepers" in cleaning time.

The O-Cedar Polish Mop makes cleaning in out-of-the-way corners comparatively easy. This Mop—a practical help every cleaning day—is almost indispensable during housecleaning time.



The well-known and inimitable qualities of O-Cedar Polish make it as necessary to the housewife as the

## O-Cedar Polish Mop

A window display *now*, featuring these two products, will be profitable to you. It will tell your customers you have a full stock of O-Cedar Products. It will be a timely reminder. We have some beautiful signs and cut-outs that are free to you for the asking. These will materially help in making your display. Request them from us.

*Ask your jobber for particulars of  
our special assortments.*



**Channell Chemical Company**  
LIMITED

369 Sorauren Avenue

Toronto - Ont.





# Borden's

will bring you bigger Summer Sales

Displayed in windows, counter, or shelves—any place where your customers will see them, Borden Milk Products will increase your summer sales and win you the sincere confidence of every customer.

For Borden Milk Products are an ideal summer selling line. Their convenience and general utility make them strong favorites with picnickers, camping parties and outing folk in general.

And their quality—well, Borden quality has been an established truth for more than 60 years.

This summer let every customer know you handle and recommend Borden's. You'll find it worth while.

**Borden Milk Co., Limited**  
 "LEADERS OF QUALITY"  
**Montreal**

Branch Office:  
 No. 2 Arcade Bldg., Vancouver



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



# Pleasant Economy

This is unusual economy.

Economy before has meant sacrifice.

Just now it is fashionable to economize. The government urges it as a matter of duty. Shortage of certain foods has made it necessary.

Here is an opportunity to effect a definite saving without the slightest sacrifice.

Serve your family

## Swift's Premium Oleomargarine

the tasty spread for bread.

You could not serve a food product that is more wholesome or more appetizing.

It is cleanly made in sanitary factories from pure vegetable oils, pasteurized milk and butter; wholesome, government-inspected, animal oils and finest dairy salt. The ingredients are selected with utmost care for their nutritive value and blended to bring out a delicious flavor.

Order a trial case to-day. You'll know why more than a million housewives buy and serve it regularly.

## Swift's Premium Oleomargarine

Swift Canadian Co.

Limited

Toronto

Winnipeg

Edmonton



Sell it in this package





Anticipating the scarcity of Sardines, we made special and successful efforts to get a good supply. We have a good stock of

# Crossed Fish Sardines Royal Brand Sardines

Wise buyers will order their supply early, as this supply, while large, will soon be exhausted.

## Do you need Shelled Nuts of any kind?

We supply the following:

Shelled Almonds,	Blanched Almonds,	Ground Almonds
Brazils in Shell		Pistachio
Shelled Brazils		Pignolias
New Filberts		French Walnut Halves
Granulated Nuts		California Amber Pieces
Peanuts		White California Halves
Pecan Halves,	Pecans in Shell,	Californias in Shell.

Also

Baking Powder 10 lb. Tins	Cocoa Powder in Barrels
Cherries in Maraschino	Point Clear Shrimps

## W. G. Patrick & Co., Limited

Importers and Distributors

TORONTO

MONTREAL

WINNIPEG

NEW YORK



## The word "Curling" on the label

is a quality guarantee where your marmalade stock is concerned. It is a guarantee to you of good, quick sales, satisfied customers and worth-while profits.

For "Curling" Brand Marmalade is made from Seville Oranges and Pure Cane Sugar. And though Seville Oranges are particularly scarce this year we have sufficient on hand to meet our requirements. This season, as heretofore, "Curling" Brand is the real Seville Marmalade.

*Stock up now and profit by  
"Curling" Brand popularity.*

**St. Williams Fruit Preservers, Ltd.**  
ST. WILLIAMS, ONTARIO

**Distributors: Maclure and Langley, Limited**

**TORONTO**

**WINNIPEG**



# DO YOU KNOW

that we represent some of the liveliest manufacturers doing business in the Dominion? The appended list of lines will give you some idea of the established quality goods we are now supplying to the Canadian trade. You will need this list. Tear it out now and keep it handy for future reference.



## *"Kkovah" Products*

*St. Williams Jams*

*Curling Marmalade*

*Nobility Confectionery*

*Paris Pate*

*French's Salad Cream Mustard*

*Maple Leaf Dirt Chaser*

*A1 Turkish Delight*

*Beach's Gums*

*Edwards' Floor Wax*

*Cooker Brand Petit Pois Peas*

*Good Health Food*

*Hyslop's Blended Jams*

*Jeyes' Disinfectant Fluids*

*Steele's Devilled Tuna Paste*

*Purity Syrups*

*Eastern Canada Fisheries Products*

## Maclure and Langley, Limited

*Grocers, Confectioners and Druggists Specialties*

Montreal

Toronto

Winnipeg

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



### VIEW OF EAST SECTION OF OUR NEW PLANT AT PETERBOROUGH

This group of buildings comprises, from right to left:

Rolled Oats and Oatmeal Mill

Package Cereal Building

Office and Warehouse No. 1

In the Package Cereal Building the following packages will be put up:

**Quaker Oats**

**Tillson's Oats**

**Tillson's Scotch Fine Cut Oatmeal**

**Quaker Best Cornmeal**

**Quaker Toasted Corn Flakes**

**Puffed Rice**

**Pettijohn's Breakfast Food**

**Tillson's Scotch Health Bran**

The work of equipping these buildings is going along with all possible dispatch, and we expect shortly to be again making shipments from Peterborough.

*Milling and packing facilities will assure quality and service of the best only.*

## THE QUAKER OATS COMPANY

Peterborough, London, Sudbury, Neepawa, Saskatoon

CANADA





**VIEW OF PORTION OF WEST SECTION OF OUR NEW PLANT**

Part of the new Flour and Cornmeal Mill at Peterborough, also the new Working Elevator, with Storage attached, are shown above.

Double tracks separate the two sections of the plant.

In this section there will be manufactured and packed:

**Quaker Standard Flour**  
**Ivory Standard Flour**  
**Victor Standard Blend Flour**  
**Graham Flour**  
**Pure Gold Cornmeal**  
**F. S. Corn Flour**  
**F. S. Pearl and Granulated Hominy**  
**Pearl and Pot Barley**

**Sterling Feed**  
**Schumacher Feed**  
**Banner Feed**  
**Victor Feed**  
**Tillson's Feed**  
**Bell Cow Bran**  
**Bell Cow Shorts**  
**Bell Cow Middlings**

The entire plant will, at the latest, be in operation before new crop grains are available.

*Large assortment—the most modern equipment obtainable—brands established by quality—will all then be at your service here.*

**THE QUAKER OATS COMPANY**

Peterborough, London, Sudbury, Neepawa, Saskatoon,  
**CANADA**

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

# Get in Communication with the Most Liberally Managed Grocery Firm in Canada



Canada Food  
Board License  
No. 197

Established since 1879, our firm has developed to be in fact one of the most important wholesale grocery houses in Ontario. This success is the result of constant aggressiveness developed on principles of honesty and liberality.

Confident in the resources of our Country and alive to its prosperity, notwithstanding war time difficulties and abnormal high prices of all merchandise, we have within the last two years enormously increased our stock in volume. This is because we are catering to an ever more exigent trade disseminated in the Ottawa Valley, Northern Quebec and New Ontario. Due to the above reasons our sales went up to astounding figures in 1917. We want more for 1918.

Our stock is surprisingly comprehensive. Enjoying great buying capacities together with unsurpassed warehousing facilities, even quite far away merchants *are getting more satisfaction from us than from nearby competitors with stocks incomplete or assembled at maximum costs.*

Special attention given to mail orders. Telephone or wire your requirements at our expense.

## S. J. Major, Limited

WHOLESALE GROCERS

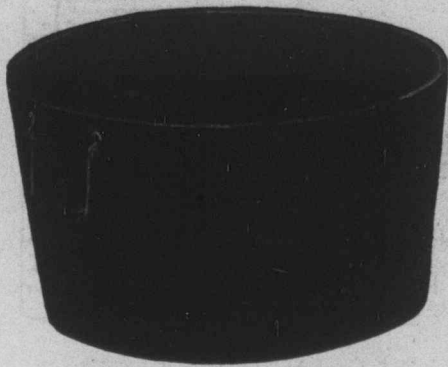
Ottawa

Canada

Founded in 1879

*Will gladly send our attractive calendar  
on request.*

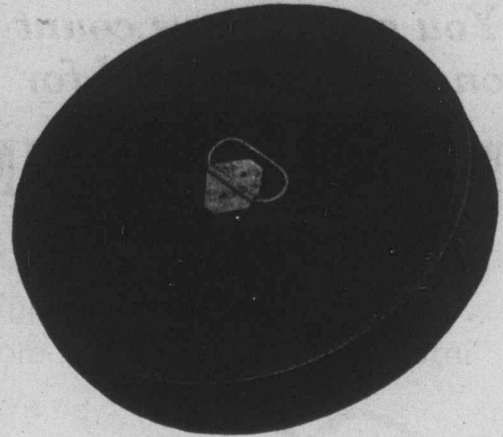




Wash Tub or Babies' Bath Tub  
4 Sizes



Twin  
Beaver  
Wash Board



Barrel Cover—2 sizes

# Eddy's Indurated Fibreware

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



Butter or Spice Pail

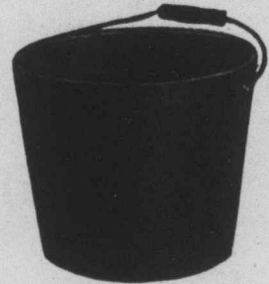
Prevailing conditions have boosted the prices of these metals and have boosted the popularity of Eddy's Fibreware correspondingly.

Housewives find in Eddy's Fibreware something more than a substitute for the zinc, tin or galvanized iron utensil. They find it an ideal line in every respect—good-looking, long-wearing and perfectly sanitary.

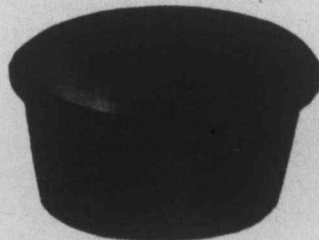
Show your customers how serviceable and economical Eddy's Fibreware really is. Draw their attention to the fact that every utensil is absolutely seamless and therefore cannot shrink, fall apart or become water-soaked.

You will notice illustrated here a few of our lines—tubs, washboards, cuspidors, etc. There are many other useful articles that are not shown but you will find the complete line pictured and described in our illustrated list.

Get a copy from our traveller or from us and look it over at your leisure.



General Utility "Star"  
Pail



Cuspidor—2 sizes



Silent  
"5"—No After Glow



Fire Bucket

## E. B. EDDY COMPANY, LIMITED

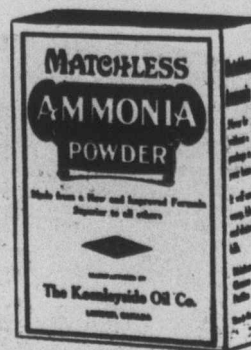
Makers of Canada's Famous Matches Since 1851

HULL, CANADA

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

*You can always count  
on a good demand for*  
**MATCHLESS AMMONIA POWDER**

Here is a really dependable customer-satisfying Ammonia that produces quick results and never injures the skin—even the most sensitive.



So that you can recommend *Matchless Ammonia* to every woman and count upon her coming back for further supplies.

*Matchless Ammonia* is a big, lively seller wherever shown. Keep it displayed. There's a wide margin for you on every sale.

**Some of Our Lines**

- Sauces, Vinegars,
- Toilet Soap,
- Laundry Soap,
- Sal Soda, Epsom Salts,
- Ocean Blue,
- Red Cross Bouillon Cubes,
- Hargreaves Sardines.



Our License Number as wholesale grocers is No. 6—320.



We can also supply you with Best Corn Starch and Best Liberty Gloss Starch in brick or packages. We pay freight on 5-case lots.

*Let us quote you on your requirements*

**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.*



# Metallic Ceilings Improve Stores

They look smart, neat and business-like. They are highly sanitary, increase the light (by reflecting it) and eliminate the "plaster-dust" nuisance.

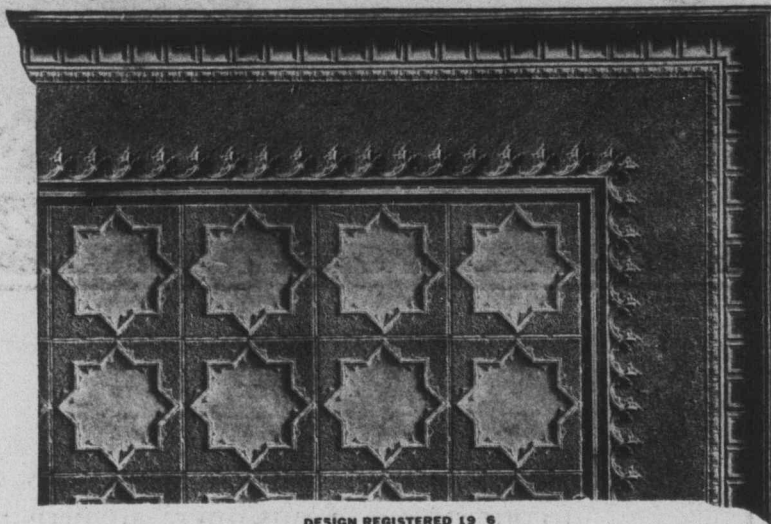
## An Up-to-date, Attractive Store Draws Trade

And "Metallic" on your Ceiling will modernize and improve it immensely. "Metallic" is fireproof, absolutely permanent and can be put on right over present ceiling. Scores of patterns to choose from.

Ask for Ceiling Booklet "C.G."

*It is Free and very interesting to progressive store owners.*

**METALLIC CEILINGS**  
never crack or fall off



DESIGN REGISTERED 19 6

**The Metallic Roofing Co., Ltd.**  
MANUFACTURERS OF SHEET METAL BUILDING MATERIALS OF EVERY DESCRIPTION  
**Toronto and Winnipeg**

## This will make customers for you during the Summer months

You can add very extensively to your clientele of satisfied customers this summer by featuring the big, favorite, warm weather beverage,

### MARSH'S GRAPE JUICE

Here is a high-class temperance drink, delicious enough to please the critical taste of the connoisseur. Every drop in every bottle of Grape Juice bearing the "MARSH" label has got the pure Concord flavor, unspoiled and unadulterated in any way whatever.

Tell your customers how good "MARSH'S" GRAPE JUICE really is. It will bear out your very strongest recommendation. It always repeats.

We furnish dealers with attractive pennants and store signs.

Write to-day for full particulars.

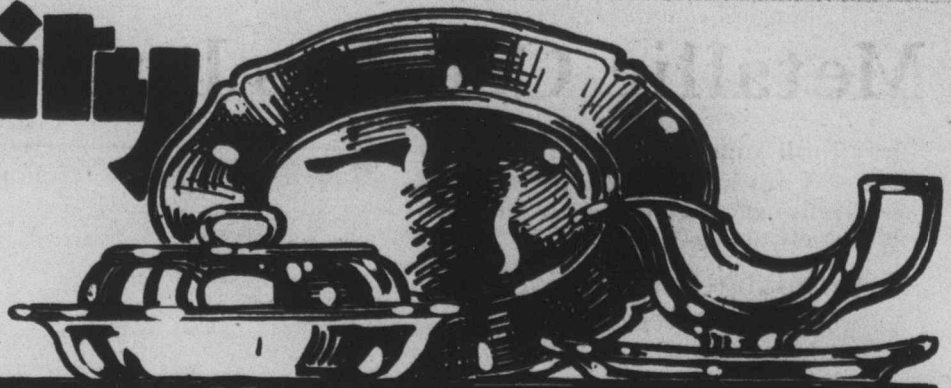
**THE MARSH GRAPE JUICE COMPANY**  
NIAGARA FALLS, ONTARIO

Agents: THE MACLAREN IMPERIAL CHEESE CO., LIMITED, TORONTO  
ROSE & LAFLAMME, LIMITED, MONTREAL, QUE.



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

# Quality



In our previous advertisement we drew your attention to our strong "Consumer" advertising.

Now, while advertising gets business, QUALITY keeps it.

"Sterling," on silver, and "Nugget," on shoe polish, are both marks of the highest quality obtainable. Only the best ingredients go into the manufacture of "Nugget," and it is a real leather food.

PUSH THE SALE OF

## "NUGGET" Shoe Polish

Black, Tan, Toney Red and Dark Brown

**The Quality Polish for the Quality Store**





“This is  
my big seller!

“Every time I hand a customer a can of *Egg-O Baking Powder* I know she is going to come back to me for further supplies. Because the satisfaction is there—right in every can of

### **EGG-O BAKING POWDER**

a satisfaction and a purity that goes into every cake and every biscuit made with this dependable baking powder.

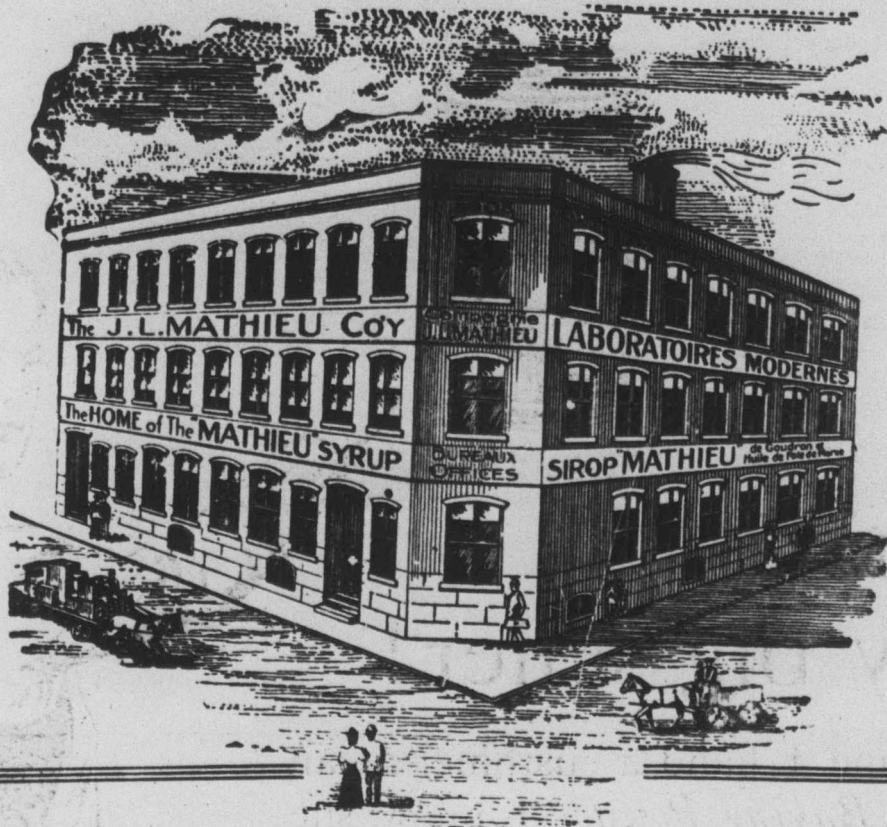
“Then, too, the fact that a smaller quantity of *Egg-O* is required than of ordinary baking powder and the fact that it can be used with sweet milk, sour milk, buttermilk or water commends it to her in a way that means successful selling for me.”

You should begin selling *Egg-O Baking Powder* immediately. And *recommend* it. It will live up to your very best guarantee and will profit you well.

## **Egg-O Baking Powder Co.**

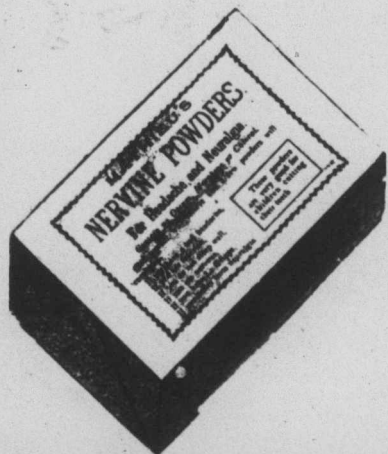
Limited

HAMILTON, CANADA



## This is where the Mathieu Products are made

You know the Mathieu Products of course—



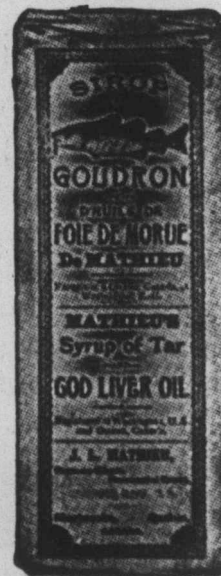
A Great Remedy for  
Neuralgia, Sleepless-  
ness, Sick Headache,  
La Grippe.

Mathieu's  
"SYRUP OF TAR  
and COD LIVER OIL"  
and Mathieu's  
"NERVINE POWDERS"

Good grocers everywhere are selling these two health restorers and builders. And in addition to the handsome profit on each sale they are securing increased customer-satisfaction and increased patronage also.

You, too, should sell and recommend these money-makers. A little display will prove a source of big profit.

The Mathieu Products always give satisfactory results.



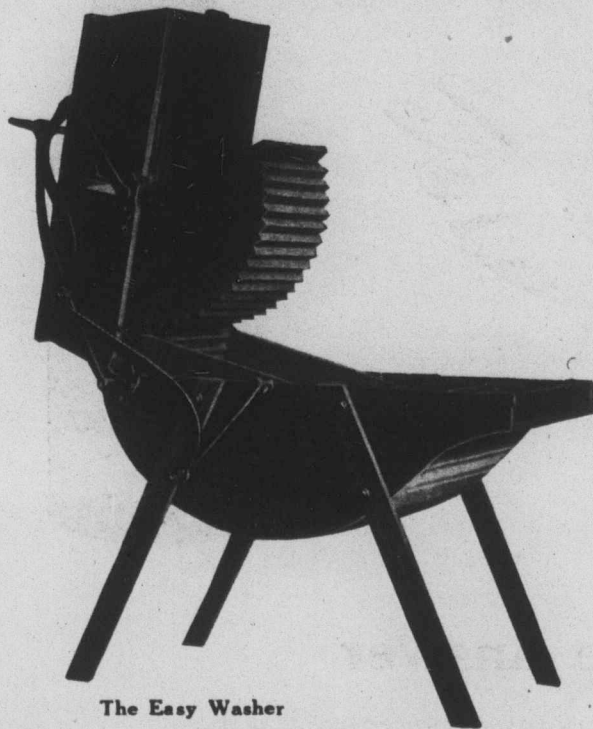
Breaks Up a  
Bad Cold. Always  
Reliable.

**J. L. MATHIEU COMPANY**  
SHERBROOKE PROPRIETORS QUEBEC

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



# Dealers selling these lines make nice profits



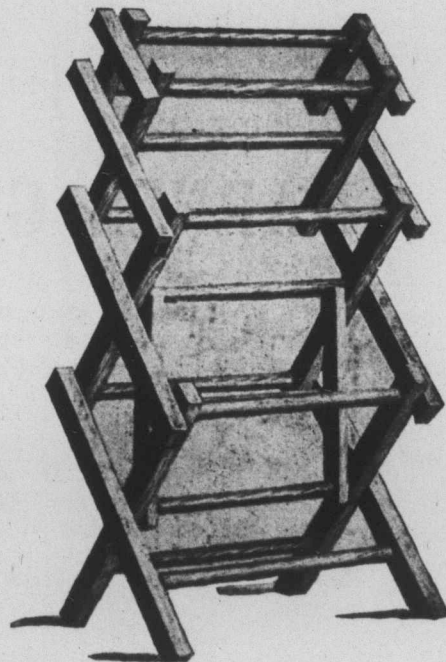
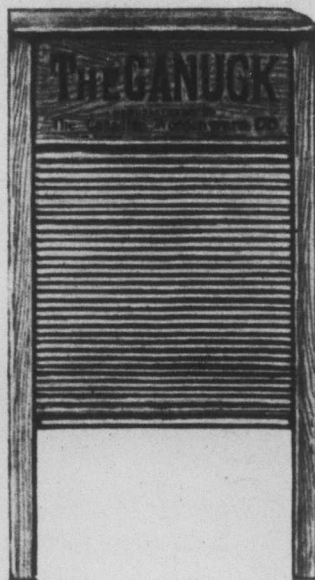
**The Easy Washer**

*Made in two sizes for "Standard" and Large Families. Crated singly. Legs loose to prevent breakage.*

Take the EASY WASHER, for instance. Here is a well constructed and highly efficient washing machine that rubs the clothes naturally, just as the housewife would rub them on the wash-board. The one big difference is that **the Easy Washer has two rubbing boards** which cleans the clothes in half the time. Then, too, there are no gear wheels which means **no jammed fingers or torn clothes.**

And in wash-boards we offer you what are undoubtedly real long-wearing, satisfaction-giving lines. Zinc, glass and metal—the range is complete and every board is one to display and to recommend.

Write to-day for complete list of wash-boards and full particulars of the Easy Washer.



**The Canadian Woodenware Company**  
St. Thomas, Ontario

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



## That's the answer

to the question of what temperance beverage it will pay you best to sell.

This year the demand for such a truly delicious, non-intoxicant as

## BARNES GRAPE JUICE

will be especially worthy of your best attention. Once your customers get acquainted with its fine pure Concord Flavor they will buy it regularly and your profits will be increased to a corresponding degree.

No good grocer should let this extra profit opportunity pass. The quality of BARNES GRAPE JUICE can be counted upon to win the whole-hearted confidence of the consumer. Back every BARNES sale with the strongest commendation you know. It will live up to it.

Keep your stocks well displayed during the hot weather months.

**The Ontario Grape Growing & Wine Mfg. Co.**  
ST. CATHARINES, ONT.





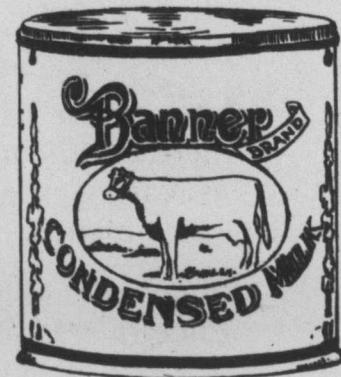
## Pure Milk is the basic principle of Malcolm popularity

In the making of Malcolm Milk Products only the purest milk is used. The vicinity of St. George, Ont., is recognized as one of Canada's finest dairying districts and from the splendid, healthy stock on these farms we procure our supplies of pure milk for the popular Malcolm lines.

And then the Malcolm manufacturing process is as scientific and thorough as experts can possibly make it. Results—a product pure enough and delicious enough to satisfy the most critical.

If you are not featuring Malcolm Milk Products we suggest that you send for a trial order at once. *Let the results convince you.*

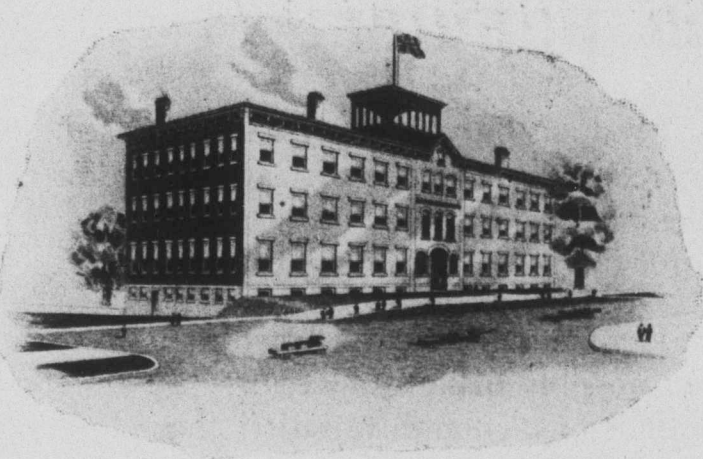
We deliver 5-case lots to any part of Ontario, Quebec, Maritime Provinces, paying freight charges up to 50c per 100 lbs.



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

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

# The quality of our Macaroni, Vermicelli and Spaghetti has been made possible only by years of careful experiment.



That is the reason why our products are so widely popular with people who discriminate between the ordinary Macaroni and a high grade line like what we offer. Delicious, palatable, wholesome and economical—what better meat substitute

could you suggest than this quality Macaroni and Vermicelli?

Mr. Puccini first made Macaroni in Italy many years ago and since then has gone on improving the quality—making it more palatable, more customer-pleasing, more easily sold—until to-day the Macaroni, Vermicelli and Spaghetti bearing his name offer the grocer a particularly customer-pleasing, profit-making line.

Show these easy-sellers in your displays. Feature their excellence as meat substitutes in war time. Macaroni is taking the place of expensive meats on many menus.

Help the housewife to substitute by suggesting Puccini's Macaroni, Vermicelli, Spaghetti, etc.

## A. Puccini and Company, Limited

Toronto: 55 Front East

Factory: St. Catharines, Ont.



# ANNOUNCEMENT



Owing to the fact that some of our most important raw materials have been requisitioned by the Allied Governments, they have advanced so firmly that we are compelled to advance the price on our 2 in 1 Shoe Polishes and Black Knight Stove Polish, as listed:

1918 Prices, \$1.20 per dozen

## Special Free Deal

With 6½ doz. ¼ doz. free, \$7.80, Shipping 7 doz.  
 " 12 " 1 " " 14.40, " 13 "



2 in 1 White Liquid for White Canvas, Nu Buck, Buck and all White Leathers.

### Guarantee against decline

We guarantee these costs against decline for 1918, but the scarcity of materials, coupled with transportation difficulties make it uncertain as to how long we can supply goods on this basis.



2 in 1 White Cake, for White Canvas, Nu Buck, Buck and all White leathers.

Buy heavy NOW is our advice.

### Profits

These new prices, retailing at two for a quarter or 15c per single package will provide a gross profit of 34½ to 62½ per cent., according to the deal you purchase.



2 in 1 Tan, for all light Tan leathers.

Newspaper, Magazine, Street Car, Painted Walls and Bulletin advertising is now running.



2 in 1 Ox Blood, for all Brown, Dark Tan or Ox Blood Leathers.



Black Knight Stove Polish. No danger, does not burn, easily applied.

**THE F. F. DALLEY CORPORATIONS LIMITED**  
**HAMILTON, CANADA**

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

People are more particular now than ever before as to the class of goods they buy.

## Quality Must Be Had

There is only one way to meet this demand and that is

### Stock the Best

Especially in pickles and kindred products is this fact to be noted.

#### Pickles Are No Longer Just Pickles

General Public and his family want the best and they will go where they can get it. You take no chances when you stock Queen Quality Goods because you will have the best that can be made.

## QUEEN QUALITY PICKLES

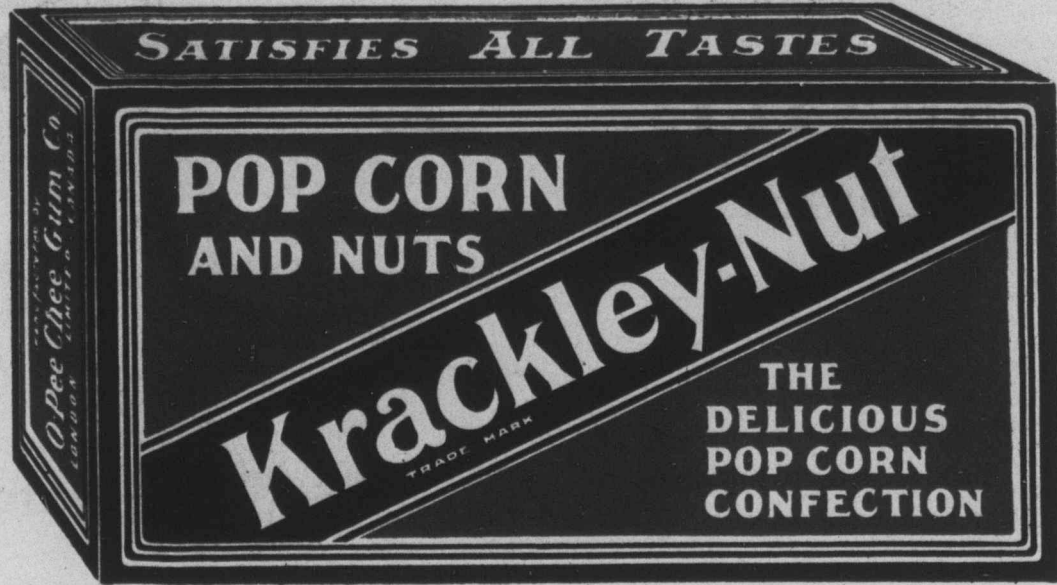
Are made from the very choicest selected stock, prepared with fine flavored vinegar and high grade spices. They are made under ideal conditions by men who know how.

Pickle stocks are very scarce and it is questionable whether there will be enough to last all season. Better not wait too long. If your jobber does not carry Queen Quality Pickles, write to

**Taylor & Pringle Co., Limited, Owen Sound**  
Manufacturers

Distributors: MacLaren Imperial Cheese Co., Limited, Totonto  
E. Cutmore, Brantford Fearman Bros., Hamilton Maclure & Langley, Winnipeg





## Not until it became absolutely imperative did we raise the prices of Krackley Nut and Long Tom Popcorn

As our friends in the trade are aware, the prices of Long Tom and Krackley Nut have been One and Five Cents respectively.

We refrained from increasing these prices during 1917, foregoing all profits in the hope that the corn situation would be more favorable this year, and so permit us to continue selling at the old rates.

The situation this year is that, on account of the continued wet and unfavorable weather for harvesting the popcorn crop, a large percentage of the corn failed to mature and dry. The result has been that the quality of corn obtainable is 50% poorer, and the price more than 100% higher than last year. This, together with scarcity of other materials and increased labor cost have made the following prices imperative.



**Krackley Nut to retail at 7c Fort William and East, 8c West of Fort William. Long Tom to retail at 2c**

Upon the return of normal conditions we hope to again resume our old prices.

Present indications assure us that Krackley Nut will be as popular as ever this season. A package of this delicious and satisfying confection contains big value for the money invested, even at the increased price.

Krackley Nut displayed in your store sells itself and gives you good return on the amount invested.

Order your supply early and avoid transportation delays.

Order from your Jobber.

**O-Pee-Chee Gum Co.**  
 Limited  
 LONDON CANADA

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

Every back-yard gardener needs a pair of

**TAPATCO**  
REGISTERED BRAND TRADE MARK  
**GLOVES**

and every good dealer should make a point of supplying this demand.

The women's trade particularly will be bigger than ever this year because more and more women are preparing to help beat the "H. C. of L." by making that back lawn more productive.

All this means a bigger call for the best cotton glove selling to-day—the TAPATCO.

The dry goods merchant is the man to supply this demand. The housewife will prefer to buy her working gloves where she purchases her household necessities. Let her know you are handling the TAPATCO ine. And recommend it.

TAPATCO Gloves are comfortable and serviceable and, besides, they are good looking—a point of strong appeal to most women.

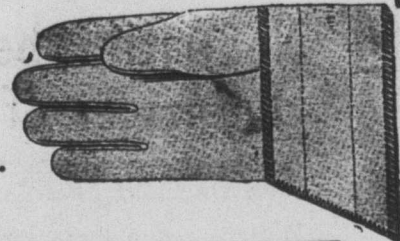


**MANY STYLES  
MANY COLORS**

Made in Band Top, Knit Wrist and Gauntlet Styles, light, medium and heavy weights, Jersey Gloves and Mitts in Oxford, Tan and Slate.

Also Leather and Leatherette Trimmed Gloves.

Put TAPATCO  
Gloves to the  
front. It will  
pay you. Good  
Sales. Big  
Profits.



The American Pad & Textile Co.  
CHATHAM, ONTARIO

# Christy's Non-Alcoholic Food Flavors



USED BY THE UNITED STATES GOVERNMENT, Hotels, Restaurants, Private Homes, Confectioners, etc. There is an unlimited demand for these flavors in Canada to-day.

**ECONOMICAL—NO WASTE.** They preserve all the delicious qualities of the original fruits and vegetables and spices. In tubes that are air-tight. No bottles to break. No spilling, or corks to lose. The most economical and satisfactory Concentrated Food Flavors on the market.

**ASK YOUR WHOLESALE.** If he cannot supply you, then write us direct.

Used by the drop and not by spoonful. Economical, Convenient, Sanitary—40 Flavors. Retail in 2 sizes, 25c and 50c tubes

**Arthur N. Christy & Company**  
NEWARK NEW YORK STATE, U.S.A.

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





# Grocers, You can recommend **PURITY FLOUR**

(GOVERNMENT STANDARD)

to your personal friends and most particular customers, as a good general purpose flour for all their baking requirements.

Purity Flour (Government Standard) is in no sense of the word a "War" flour. It is a pure, wholesome flour—slightly creamier in color than our regular high patent Purity Flour—scientifically milled from carefully selected Western Hard Wheat.

**Note:** The recipes contained in the Purity Flour Cook Book are recommended for the successful use of the new Purity Flour (Government Standard).

## Western Canada Flour Mills Company, Limited

Toronto, Winnipeg, Calgary, Brandon, Edmonton, Vancouver, New Westminster, Victoria, Nanaimo, Prince Rupert, Nelson, Rossland, Goderich, Ottawa, Montreal, and St. John, N.B.

# **PROHIBITION** BY THE BRITISH GOVERNMENT

of the EXPORT of any manufactures containing LEAD,  
or the USE of LEAD in any manufactures other than

## **MUNITIONS OF WAR**

This regulation precludes our manufacturing (for the present)

## **BOTTLE CAPS**

in the usual metal, but we have decided to continue making all classes hitherto supplied to our customers in a more costly metal on which no embargo exists. Same sizes, same colors, same stampings as hitherto. Shipment 2 to 3 months from receipt of instructions. If interested in maintaining finished appearance of your packages, safeguarding your trade-marks—minimizing risk of fraudulent imitation of your goods—CABLE US AT ONCE the word "GREETING" over your name and we will then quote you prices in the New Metal.

## **BETTS & COMPANY, LIMITED**

1 Wharf Road . . . . . LONDON, N., Eng.

Cable Address: CHECKMATE, LONDON

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

# JAPAN TEA



The subtle charm in each cup tells why more than half the tea consumed in Canada is Japan Tea. Government inspected — uncolored and unadulterated — a tea of real cup quality.

*"Over our tea — quaffing the sovereign drink of pleasure and health."*  
—Brady.

A good Japan Tea display is always timely and always worth while.

The quality of this delicious product of the Flowery Kingdom can be depended upon to satisfy the most particular Tea drinker.

There are many in your community who will buy Japan Tea from you. The demand is growing daily.

Why not prepare to get your share of it?





## Cream of Tartar

10 cwt. casks crystals—300 lb. bbls. powdered.

## Cream of Tartar Substitute

300 lb. bbls. powdered.

## Tartaric Acid

224 lb. bbls. crystals or powdered.

## Citric Acid

112 lb. kegs crystals or powdered.

## Castor Oil

4 cwt. bbls. or cases of two tins, 40 lbs. each (80 lbs. per case).

## Glycerine

10 cwt. drums—5 cwt. drums—2 tin cases (56 lbs. each)—  
1 tin cases (56 lbs. each).

## Borax

Crystals or powdered, 300 lb. bbls.

## Blue Vitriol

450 lb. casks crystals.

# B. & S. H. THOMPSON & CO.

LIMITED

## MONTREAL

ESTABLISHED 1790

Branches at TORONTO, WINNIPEG and NEW GLASGOW, N. S.

# *We are Western Representatives for some of the best Canadian, British and American Products*

*May we count yours  
among them?*

You'll find our representation live, aggressive, result-getting.

Introducing your product through a house with such a well established reputation for service and satisfaction will be a very big factor in putting it right in the front rank of Western "best sellers."

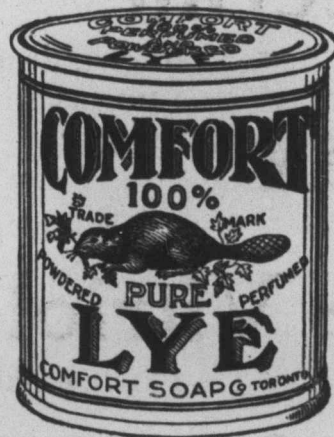
We show you here two of the widely known lines we handle. Listed herewith are some of the other quality products which we represent in the Western market. We are making these lines a success. We can do the same for yours.

We would like to hear from you. Send us a few particulars about your product. Ask us to tell you all about our organization—its reputation, financial standing, and its facilities that guarantee success.

Just a post card.



Pugsley, Dingman & Co., Ltd.,  
Toronto, Ont.  
John Taylor & Co., Ltd.,  
Toronto, Ont.  
Shurly & Derrett, Ltd.,  
Toronto, Ont.  
Quaker Candy Co.,  
Toronto, Ont.  
Kerr Bros.,  
Toronto, Ont.  
Wm. Edge & Sons, Ltd.,  
Toronto, Ont.  
Bradshaw's Limited,  
Toronto, Ont.  
Jas. Epps & Co., Ltd.,  
London, Eng.  
Wm. Symington & Co., Ltd.,  
Market Harboro, Eng.  
Torbitt & Castleman Co.,  
Louisville, Ky.  
Rochester Candy Works,  
Rochester, N.Y.  
Peter MacNutt & Son,  
Malpeque, P.E.I.  
Jireh Food Co.,  
Maitland, Ont.



## **F. D. COCKBURN CO.**

*Grocery Brokers and Manufacturers Agents*

149 NOTRE DAME AVE. E.,

WINNIPEG

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





## More ads. like these and fewer travellers

To counteract the reduction of our staff of travellers—a reduction necessitated by existing conditions — we have decided this year to advertise SNOWFLAKE AMMONIA POWDER extensively to the consumer.

We are going to impress the housewife with the fact that, notwithstanding an advance in price, Snowflake Ammonia Powder is still the very best value on the market.

This intensified consumer publicity will bring big extra sales to Snowflake Ammonia dealers. "Snowflake" will be the only consumer advertised Ammonia on the market.

We will educate your customers to the value of "Snowflake." It's up to you to reap the benefits by showing it regularly in your displays.

Eliminate the uncertainty of delivery by ordering your supplies far ahead. Let us have your orders now.

# S. F. LAWRASON & COMPANY

LONDON

--

CANADA

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

Increase Your Profits and Your Prestige  
by Selling the Two Big Leaders

# Royal Salad Dressing and Royal Mayonnaise

Throughout the entire year the demand for the Two Royals is much in evidence but the Summer months are particularly suited to the featuring of such delicious Dressings.

ROYAL SALAD DRESSING is an unmatched dressing for hot weather dishes and the fact that so many people are practising economy in meat eating will give the sales of Royal Salad Dressing a still bigger boost.

ROYAL MAYONNAISE has that particularly good flavor which every good housewife likes to find in a Fruit Salad Dressing. Fruit Salads are unusually popular during the warm weather months and Royal Mayonnaise is the housewife's guarantee of success in this direction.

Keep the Two Royals on display and guarantee them. They'll keep down to the very last drop.

*Made only by*

## The Horton-Cato Mfg. Company

WINDSOR

:::

CANADA



# RICE

As an economical food of excelling worth, urge the use of

MOUNT ROYAL  
MILLS

# RICE

What cheaper or better food could you offer a customer?



License No. 2-084

Mount Royal Milling & Mfg. Co., Limited

D. W. ROSS COMPANY, Agents

Montreal

Victoria, B.C.

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

## The Real Live Selling Line

is what you want—H.P. Sauce is what you are looking for.

It is well advertised, and sells freely.

Your customers are delighted with



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

# BIG PROFITS ON DAVIS CIGARS

Retailer's profit on this order is \$9.80—equal to over 39%.

Messrs. S. Davis & Sons, Limited,  
 Box 630, Montreal.

Please send me, not later than.....by express prepaid, the assortment of 500 cigars, described below, value \$25.00.

Selling Price	Quantity of Boxes	Brand	Price Per 1,000	Less Wholesale Discount	30 Days' *Net
2 for 25c	(1 box)	25 Noblemen Superiores.....	\$92.50	\$2.32	10% \$2.09
2 for 25c	(1 " )	25 Noblemen Invincibles or Coronas	92.50	2.31	10% 2.08
10c	(1 " )	50 Davis Panetelas .....	75.00	3.75	10% 3.38
3 for 25c	(1 " )	50 Davis Perfections .....	65.00	3.25	10% 2.93
4 for 25c	(3 " )	150 Grand Master Blunts.....	52.00	7.80	5% 7.40
5c	(1 " )	100 Lord Tennyson Puritanos .....	37.00	3.70	5% 3.52
25c	(20 pkgs.)	100 Davis Midgets .....	40.00	4.00	10% 3.60
per pack					25.00

Business name ..... Address .....

Send by .....Express

\*If you send cash with order, deduct 2% cash discount and remit \$24.50 only.

**SEND IN YOUR ORDER**

500

We manufacture the highest grade

## CANNING BOXES

in Canada

Write for prices.

W. C. Edwards & Co., Limited  
 OTTAWA, ONTARIO

## Dole Bros. Hops & Malt Co.

BOSTON, MASS., U.S.A.

### "SUPERIOR" BRAND HOPS

FOR FAMILY TRADE

They are carefully selected and packed for the Canadian trade, in cases of 10, 15 or 30 lbs. each, containing 1/4, 1/2 or 1-lb. packets.

### R. E. BOYD & COMPANY

Agents for the Province of Quebec  
 15 STE. THERESE ST. - MONTREAL

DONALD H. BAIN CO.  
 AGENTS FOR THE CANADIAN NORTH-WEST



## People will ask you for it after a first purchase



Once they have tried out the delicious goodness of **OLIVE BUTTER** they will use it regularly and often.

Olive Butter is made from selected pure spices, olives, pimento and malt vinegar, blended into as appetizing and wholesome a table delicacy as skill and science can produce.

We suggest your trying a small supply of Olive Butter in your displays. Get your customers to know the genuine goodness of this line and your repeat orders are assured.

Other of our products worth pushing:

“Chicken a la King”  
“Chili, Con Carne” and  
“Pure Tomato Paste.”

**E. W. Jeffress, Limited**  
WALKERVILLE, ONTARIO



## Here's something to net you good profits.

Because they do what is claimed for them and because they are well advertised.

## COBBAN'S HERB TABLETS

are meeting with a splendid demand wherever sold.

**C**OBBAN'S Herb Tablets are the old reliable herbal remedy in popular tablet form. The demand is big enough and the profit large enough to make it worth your while to show Cobban's Herb Tablets regularly.

Packed one dozen cartons to the box. Each carton contains fifty tablets, and retails at 25c.



## Muncey Supply Company, Muncey, Ontario

Watson & Truesdale, 120 Lombard Street, Winnipeg—Distributors for the Canadian North West



Made in Canada



## Conservation of Food

DOMESTIC ECONOMY is impossible without FRUIT JARS.

This is fully recognised by all Authorities interested in FOOD CONSERVATION and their PUBLICITY CAMPAIGN will undoubtedly stimulate the use of JARS this year and create a demand far above normal. RETAILERS should be ready to do their part by having JARS on hand when required.

REQUIREMENTS should be carefully considered and orders placed with WHOLESALERS as early as possible.

LATE ORDERS may not ensure delivery in time to meet the requirements of the PUBLIC.

NO FRUIT or vegetables should be wasted this year for want of JARS.

Ask your Wholesaler for JARS "MADE IN CANADA" and guaranteed by a reliable manufacturer.



Made in Canada



Adv. of Dominion Glass Company, Limited

## The Submarine Menace

necessitates the prohibition of export of all foodstuffs from the United Kingdom.

## SPRATT'S DOG CAKES

*Poultry Foods, Canary and Parrot Mixtures*

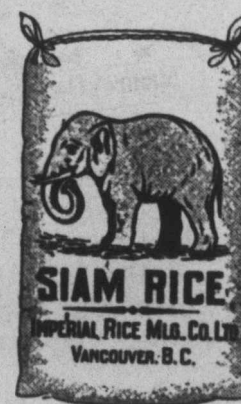
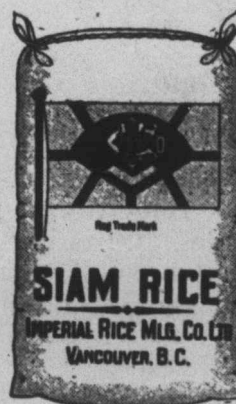
pending the removal of the embargo, can be obtained from

SPRATT'S PATENT (America) LTD.  
Newark, New Jersey.

London (Eng.), Spratt's Patent Limited,  
24-25, Fenchurch Street, E.C. 3.

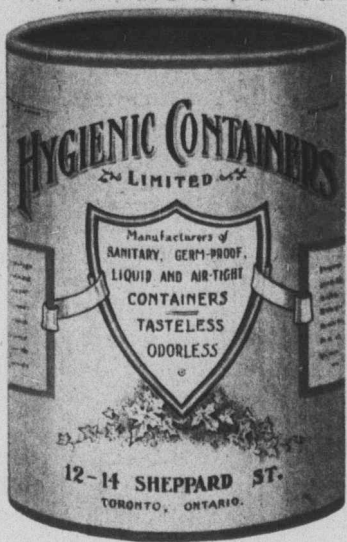
## Imperial Rice Milling Co., Ltd.

VANCOUVER, B.C.



We are offering the best value in Rice on the Canadian market to-day.





Cut showing labelled package, giving it a flush body, no seams from cap at top or bottom projecting through label, representing truly your original labelled container.

The selection of a correct package is like guiding the consumer to your goods.

## HYGIENIC "HOLTITE-TESTED" CONTAINERS

These "Wood-Fibre" Containers are treated by our Hygienic Chemical process, they are sanitary, germ proof, moisture proof, air tight, tasteless and odorless, and will stand shipping to any climate, made of such strength that they will hold the weight of a man.

Proved in our testing laboratories to hold all dry products, such as:

**Baking Powder**  
**Custard Powder**  
**Powdered Sugar**  
**Powdered Milk**

**Egg Substitute**  
**Coffee, Cocoa, Spices**  
**Chloride of Lime**  
**Powdered Ammonia**

**Icings**  
**Salt**  
**Tobacco**  
**Etc., etc.**

Made in sizes ranging from 1 5/8 in., 2 in., 2 1/4 in., 2 1/2 in., 3 in., 3 3/8 in., 4 in., 4 1/2 in., 6 1/4 in. diameter to any height required.

N.B.—We also manufacture a line of plain single and lined cylinder containers with slip-over caps for tops and bottoms, mailing tubes, etc.

*As our daily output is being contracted for,  
we strongly advise you to write  
for prices, samples, etc.*

# Hygienic Containers, Limited

MANUFACTURERS

14 Sheppard Street, Toronto



Cut showing container opened illustrating high neck band of lining, which fits into cover snug when closed, and keeps the contents always fresh when in use by the consumer.

# Classified Directory of Store Equipment Advertisers

## Account Registers

McCaskey Systems, Ltd., Toronto, Canada.

## Account Systems

McCaskey Systems, Ltd., Toronto, Ont.

## Automatic Computing Scales

Brantford Computing Scale Co., Brantford, Ont.

## Bags, Traveling

Knickerbocker Case Co., Fulton and Clinton Sts., Chicago.

## Barrels

The Sarnia Barrel Works, Sarnia, Ont.

## Bins, Tipping

G. W. Murray Co., Ltd., Winnipeg, Man.

## Biscuit and Cake Cabinets

G. W. Murray Co., Ltd., Winnipeg, Man.  
Walker Bin & Store Fixture Co., Kitchener, Ont.

## Bone Grinders

Hobart Mfg. Co., Toronto.

## Broom Racks

Walter Woods & Co., Hamilton, Ont.

## Butter Dishes

H. P. Eckardt & 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.

## Cake Cases

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

## Cake Mixers

Hobart Mfg. Co., Toronto.

## Candy Display Cases

Knickerbocker Case Co., Chicago.

## Cash Carriers

Gipe-Hazard Store Service Co., Ltd., Toronto, Ont.

## Cash Registers

National Cash Register Co., Toronto, Ont.

## Cereal Grinding Mills

Hobart Mfg. Co., Toronto.

## Cheese Cutters, Computing

American Computing Co., Hamilton, Ont.  
Brantford Computing Scale Co., Brantford, Ont.  
W. A. Freeman Co., Hamilton, Ont.  
Walter Woods & Co., Hamilton, Ont.

## Cheese Cutter Cabinets

Brantford Computing Scale Co., Brantford, Ont.

## Coffee Mills

W. A. Freeman Co., Hamilton, Ont.  
Hobart Mfg. Co., Toronto.

## Coffee Mills (Electric)

Hobart Mfg. Co., Toronto.

## Coffee Refiners

Hobart Mfg. Co., Toronto.

## Cold Storage Doors

Eureka Refrigerator Co., Toronto, Ont.  
Jno. Hillock & Co., Toronto.

## Computing Scales

Brantford Computing Scale Co., Brantford, Ont.  
International Business Machines, Ltd., Toronto.

## Containers for Oysters, etc.

Hygienic Containers Ltd., Toronto.

## Cordage

Walter Woods & Co., Hamilton, Ont.

## Counters

G. W. Murray Co., Ltd., Winnipeg, Man.

## Counter Check Books

McCaskey Systems, Toronto, Ont.

Walter Woods & Co., Hamilton, Ont.

## Credit Registers

McCaskey Systems, Ltd., Toronto, Ont.

## Delivery Forms

McCaskey Systems, Ltd., Toronto, Ont.

## Display Counters

Eureka Refrigerator Co., Toronto, Ont.  
G. W. Murray Co., Ltd., Winnipeg, Man.  
Jno. Hillock & Co., Toronto.  
Walker Bin & Store Fixture Co., Kitchener, Ont.

## Display Tables

G. W. Murray Co., Ltd., Winnipeg, Man.

## Egg Carriers

H. P. Eckardt & Co., Toronto, Ont.  
Star Egg Carrier & Tray Mfg. Co., 1620 Jay St., Rochester, N.Y.  
Walter Woods & Co., Hamilton, Ont.

## Egg Caddlers (Electric)

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

## Egg Trays

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

## Egg Carrier Cabinets

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

## Egg Case Fillers

Millar Bros., Montreal.  
Trent Mfg. Co., Trenton, Ont.

## Egg Carton Fillers

Trent Mfg. Co., Trenton, Ont.  
Millar Bros., Montreal.

## Egg Case Cushion Fillers

Trent Mfg. Co., Trenton, Ont.

## Egg Case Corrugated Flats

Trent Mfg. Co., Trenton, Ont.  
Millar Bros., Montreal.

## Egg Shipping Crates

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

## Fish Cases

Eureka Refrigerator Co., Toronto, Ont.  
Jno. Hillock & Co., Toronto.

## Fruit and Vegetable Stands and Counters

Walker Bin & Store Fixture Co., Kitchener, Ont.  
G. W. Murray Co., Ltd., Winnipeg, Man.

## Ice Cream Cabinets

Eureka Refrigerator Co., Toronto, Ont.

## Ice Machines

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

## Luncheon Cases

Knickerbocker Case Co., Chicago.

## Marmalade Machines

Hobart Mfg. Co., Toronto.

## Meat Choppers

Computing Scale Co. of Canada, Winnipeg, Man.

## Meat Grinders

Brantford Computing Scale Co., Brantford, Ont.  
W. A. Freeman Co., Hamilton, Ont.  
Hobart Mfg. Co., Toronto.  
Walter Woods & Co., Hamilton, Ont.

## Meat Slicers

Brantford Computing Scale Co., Brantford, Ont.  
International Business Machines, Ltd., Toronto.  
W. A. Freeman Co., Hamilton, Ont.  
Hobart Mfg. Co., Toronto.  
Walter Woods & Co., Hamilton, Ont.

## Metallic Ceilings

Metallic Roofing Co., Toronto.

## McCaskey Systems

McCaskey Systems, Ltd., Toronto, Ont.

## Office Panellings

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

## Oil and Gasoline Storage and Distributing System (Portable)

S. F. Bowser & Co., Inc., Fort Wayne, Ind.

## Oil and Gasoline Self-Measuring Pumps

S. F. Bowser & Co., Inc., Fort Wayne, Ind.

## Oil Filtering and Circulating Outfits

S. F. Bowser & Co., Inc., Toronto.

## Paper

E. B. Eddy Co., Hull, Que.  
Walter Woods & Co., Hamilton, Ont.

## Paper Balers

H. P. Eckardt & Co., Toronto.  
Walter Woods & Co., Hamilton, Ont.  
Climax Baler Co., Hamilton.

## Paper Bags

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

## Patented Bin, Counters and Fixtures

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

## Peanut Butter Machines

Hobart Mfg. Co., Toronto.

## Pumps for Gasoline

S. F. Bowser & Co., Toronto.

## Pumps for Molasses

Walter Woods & Co., Hamilton, Ont.

## Pumps for Vinegar

Walter Woods & Co., Hamilton, Ont.

## Receiving Slips

McCaskey Systems, Ltd., Toronto, Ont.

## Refrigerators

Eureka Refrigerator Co., Toronto, Ont.  
W. A. Freeman Co., Hamilton, Ont.  
John Hillock & Co., Toronto.  
Walter Woods & Co., Hamilton, Ont.

## Refrigerator Counters

Eureka Refrigerator Co., Toronto, Ont.  
W. A. Freeman Co., Hamilton, Ont.  
Walker Bin & Store Fixture Co., Kitchener, Ont.

## Refrigeration Systems

Eureka Refrigerator Co., Toronto, Ont.  
W. A. Freeman Co., Hamilton, Ont.

## Registering Measures for Pipe Lines

S. F. Bowser & Co., Inc., Toronto.

## Sales Pads

McCaskey Systems, Ltd., Toronto, Ont.

## Shelving, Grocery

G. W. Murray Co., Ltd., Winnipeg, Man.

## Silent Salesmen

G. W. Murray Co., Ltd., Winnipeg, Man.  
Walker Bin & Store Fixture Co., Kitchener, Ont.

## Show Cases

W. A. Freeman Co., Hamilton, Ont.  
John Hillock & Co., Toronto.  
G. W. Murray Co., Ltd., Winnipeg, Man.  
Walker Bin & Store Fixture Co., Kitchener, Ont.  
Walter Woods & Co., Hamilton, Ont.

## Slicing Machines

Hobart Mfg. Co., Toronto.

## Store Fittings

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

## Store Tables

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

## Tanks for Oil and Gasoline

S. F. Bowser & Co., Toronto.

## Telephones

Bell Telephone Co., Montreal and Toronto.

## Time Clocks

International Business Machines, Ltd., Toronto.

## Tool Grinders

Hobart Mfg. Co., Toronto.

## Twine

Walter Woods & Co., Hamilton, Ont.

## Vinegar Measures

Walter Woods & Co., Hamilton, Ont.

## Wall Shelving

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

## Window Backs

G. W. Murray Co., Ltd., Winnipeg, Man.

## Window Panellings

G. W. Murray Co., Ltd., Winnipeg, Man.

## Wrapping Paper

Walter Woods & Co., Hamilton, Ont.

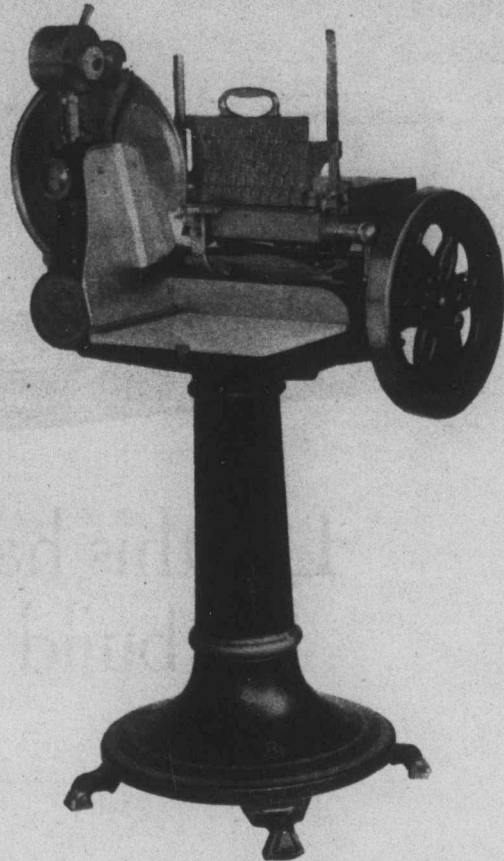


# WARNING!

We wish to warn the merchants of Canada against an imitation of the *original Van Berkel Slicer* being offered for sale by unscrupulous salesmen as a "Berkel."

The original *Van Berkel*, commonly called "*The Berkel*," is sold only by *The Hobart Mfg. Co.*, and their authorized agents listed below. The name, *Berkel's Improved Patent*, is stamped on the genuine *Berkel*, and our name is on the name-plate. The *Van Berkel* is the World's Best Slicer—that's why others try to imitate it.

Imitation is the sincerest form of flattery. You want the genuine, not an imitation. It takes more than a painter to build a good slicing machine—years of experience are required. *The Van Berkel Co.* have built Slicers for thirty years.



THE ORIGINAL  
VAN BERKEL SLICER  
(May be had without pedestal for counter)

## Now is the Time to Install a Slicing Machine

The public want more slices to the pound—you want your end pieces cut to the last slice. You will help the boys in France, the Food Controller, yourself, and your customers, by stopping waste on your meat counter with a *Van Berkel Slicing Machine*.

Before buying a slicer write us for prices and particulars.

SOLE AGENTS IN CANADA:

The *Hobart*  
Mfg. Co.

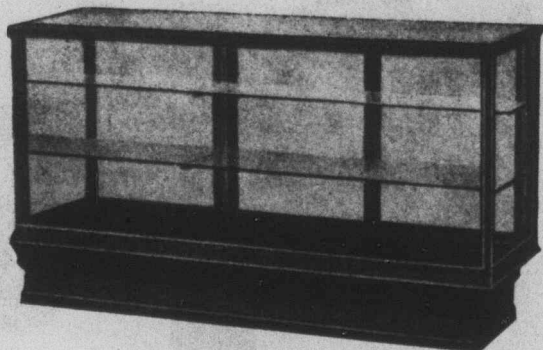
Makers of  
**Hobart  
Electric**

Coffee Mills  
Meat Choppers  
Bone Grinders  
Peanut Butter  
Machines  
Cake Mixers

149 Church St., Toronto

AGENTS: M. C. McMartin, Toronto  
E. A. Andre, London  
A. J. Chalue, Cobalt Country

Blackwell & Landry, 4 St. Lawrence, Montreal  
Ryan Bros., Winnipeg  
E. S. Chambers, 424 Cordova St. W., Vancouver



## Let this handsome Show Case build up your sales

It's a sales creator. It is big, good looking and attention compelling—just what you need most to keep those stocks of fancy merchandise out in front of your customers and keep the goods moving briskly and profitably.

Those old-style counters and wall shelves of grandfather's days are serious handicaps to the development of your business. Why not get rid of them? Why not get the most out of your business by equipping yourself with such time-saving, money-making fixtures as the Show Case here shown?

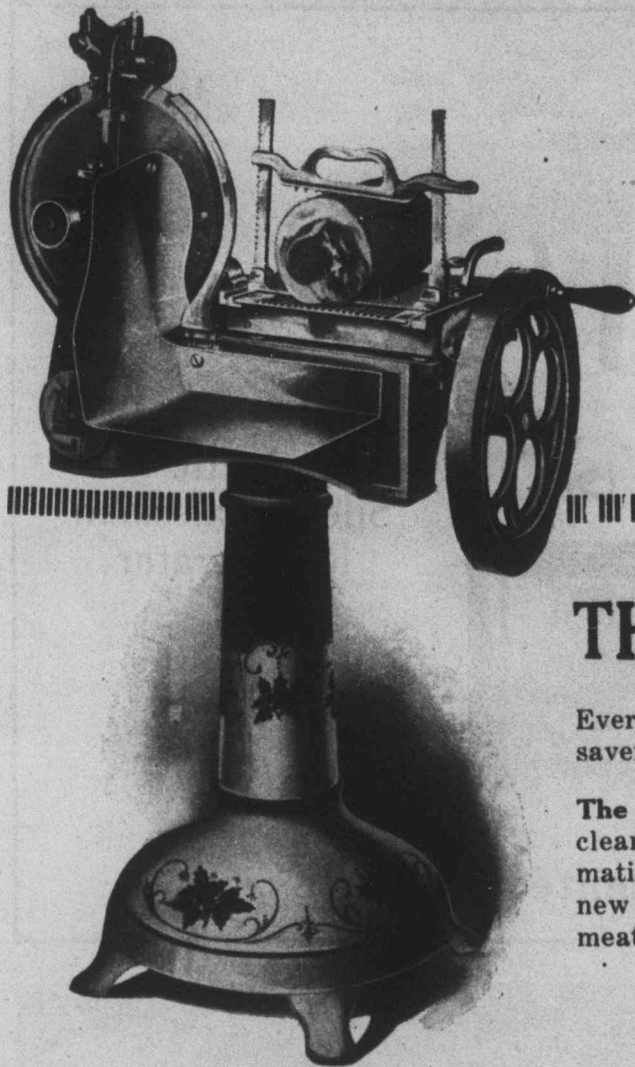
We can furnish you with anything in the equipment line. Ask us to quote you.

**Special Terms and  
Liberal Discounts for cash**

Investigate. No obligation.

**Geo. W. Murray Company**  
Limited  
WINNIPEG, CANADA





# MONEY MAKERS!

## THE BRANTFORD SLICER

Every up-to-date grocer should instal one of these money-savers in his cooked meat department.

The Brantford cannot get out of order, is easy to keep clean, fitted with ball-bearing, crucible steel gears, automatic sharpening device, quick interchangeable trays, new patent feed and our patent clutch that holds the meat to the very last slice. No scraps, no waste.

The Brantford Slicer  
to Last Slice

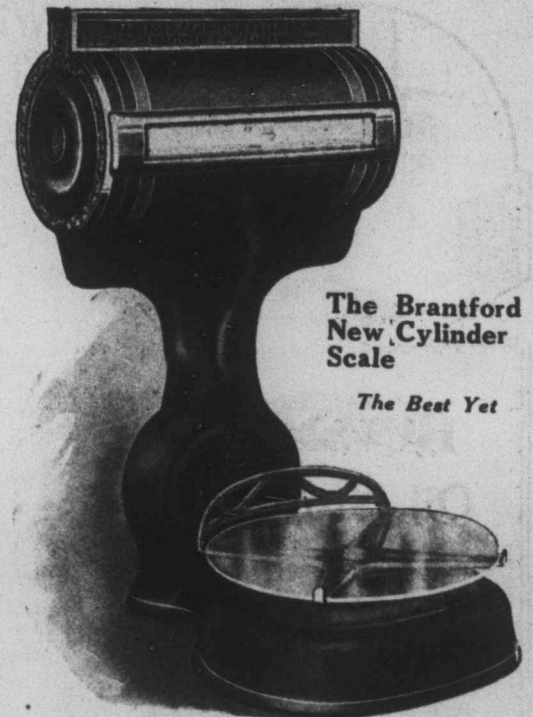
## THE BRANTFORD NEW CYLINDER SCALE

Your store equipment is not complete without this splendidly reliable scale.

Its cost is trifling in comparison with the increased service facilities it makes possible. It is strictly sanitary and absolutely dust-proof. Working parts enclosed.

A copy of our catalog will describe for you in detail the merits of the Brantford equipment.

May we mail it to you?



The Brantford  
New Cylinder  
Scale

The Best Yet

**The Brantford Computing Scale Co., Limited**  
BRANTFORD, ONTARIO

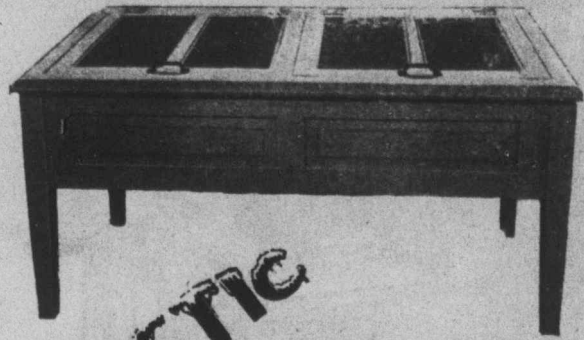
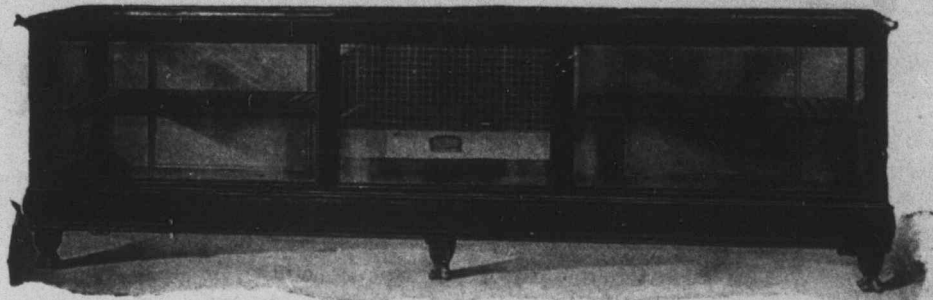
If any advertisement interests you, tear it out now and place with letters to be answered.

## Two Paying Investments

Every good grocer who values a quick turnover and satisfied customers should immediately install both

### The Arctic Fish Case and The Arctic Silent Salesman Refrigerator

The former enables the dealer to display his stock of fish to the very best advantage—an important feature when the prevailing big demand is taken into consideration.



**ARCTIC**

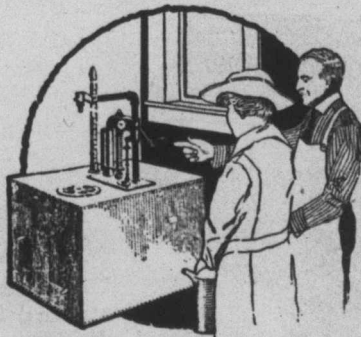
Perishables Displayed in the

### Arctic Silent Salesman Refrigerator

are preserved in perfect security and shown in a particularly tempting manner. It will sell more meat, vegetables, etc., for you than any other fixture you can think of.

Whatever your refrigerator requirements may be we can fit you from the Arctic line. Ask us to send you our catalog. No obligation.

**John Hillock & Co., Limited, Toronto**



### Point With Pride To Your Oil Room

you like to enter and have your customers observe.

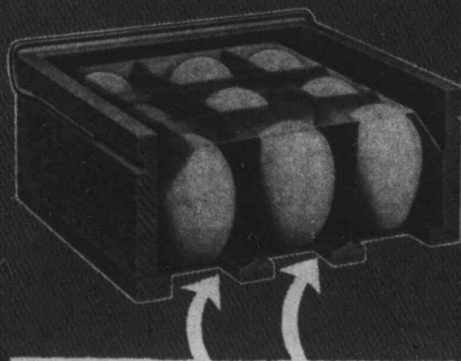
With the Bowser, the oil room is no longer a place to be avoided; oil sales increase and the wants of your customers are attended to quickly and accurately.

The Bowser keeps oil in perfect condition; discharges an accurate gallon, half-gallon or quart at a stroke, direct to customer's can; no spilling, dripping, splashing or waste. Is built for any capacity.

## **BOWSER** Oil Storage Systems

Contrast the shabby, ill-smelling oil room with the room equipped with the Bowser Oil Storage System, where all is cleanliness and order; a place

**S. F. Bowser & Co., Inc.** TORONTO ONTARIO  
Sales Offices in All Centres Representatives Everywhere



### See Those Edges!

That's what the perforated bottom board in *Star Egg Carriers* rests on. (We have cut a Carrier in two crosswise so that you could have a better view.) It's this patented *Star* construction that allows for the necessary "spring" or "give" which protects eggs in filling as well as delivery in

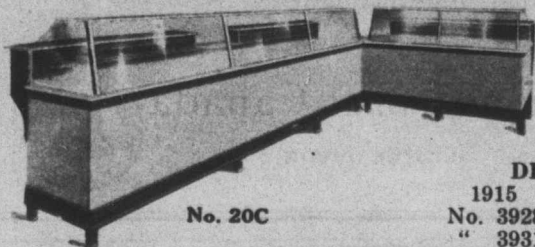
#### STAR EGG CARRIERS

If you are not now using *Stars* write for our booklet No. 210. Today.

STAR EGG CARRIER & TRAY MFG. CO.  
1820 Jay Street Rochester, N. Y.

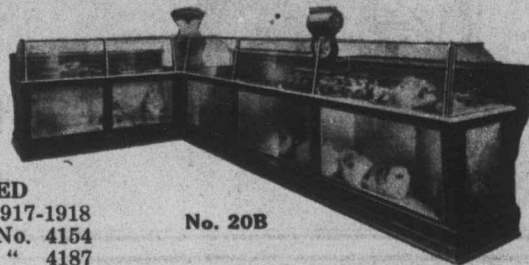


# A Group of The Freeman "ULTIMATE" Equipment For the Modern Progressive Meat Market



No. 20C

The cleanest and most efficient type of refrigerated counter for the average retail meat market. Fresh meat display and sales top. Base open in the rear for storage of counter supplies and finished in pure, white, sanitary, polished "Vitrolite."  
Furnished in ell shape as shown, or in separate straight sections.  
All front exposed wood work quarter sawed oak, finished as required.



No. 20B

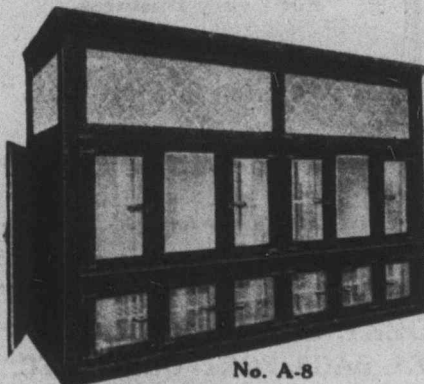
Fresh or cooked meat display and sales top. Base primarily designed for display of whole smoked meats.  
Furnished in ell shape as shown, or in separate, straight sections. Has flush type doors in rear fitted with all bronze, nickie-plated hardware. Floor finished with white, hard surface tile, with neat border and centre design in colors. One bevel plate and two double diamond glass, bedded, in each display panel. All front exposed wood work quarter sawed oak, finished as required.

### DESIGNS REGISTERED

1915	1916	1917-1918
No. 3928	No. 3998	No. 4154
" 3931	" 4001	" 4187
" 4070	" 4002	" 4188
" 4106	" 4152	" 4222
" 4107	" 4153	" 4303
		" 4375
		" 4395

### LETTERS OF PATENT GRANTED

1918  
1918  
1918



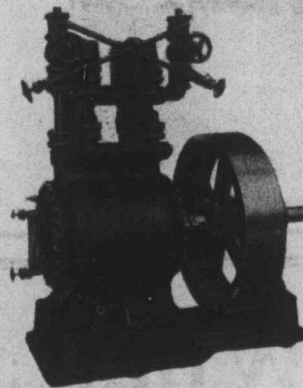
No. A-8

An Attractive Design With Large Display Capacity.

Front and one end of select ash, antique finish. Panels of tile with bevel plate mirrors between windows.  
The door is the heavy cold storage type, overlapping the jamb and closing air tight on rubber gaskets.  
Equipped with the Freeman centre warm air flue.  
All interior parts removable

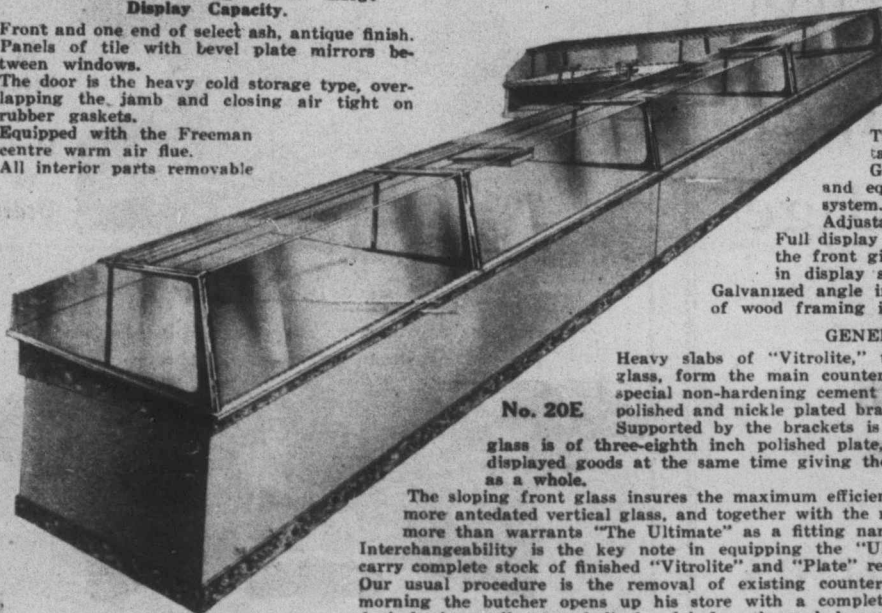
## To the Trade:

All the important details of design and construction of the Freeman "Ultimate" equipment are fully protected by Industrial Designs and Letters of Patent in Canada. Do not accept an imitation. It would infringe on our Designs and Patents, and, being an imitation, would not be as good quality.



No. CC-4

The Freeman-Brunswick Ice Machine  
The ice machine with ten years guarantee—what more need be said.



No. 20E

The sloping front glass insures the maximum efficiency of cold air circulation unattainable with the more antedated vertical glass, and together with the readily removable plate glass enclosure, in itself, more than warrants "The Ultimate" as a fitting name for the "Freeman Refrigerated Counters." Interchangeability is the key note in equipping the "Ultimate Refrigerated Counter" permitting us to carry complete stock of finished "Vitrolite" and "Plate" ready for instant shipment with the counter body. Our usual procedure is the removal of existing counter after business hours, and "Presto" the next morning the butcher opens up his store with a completely modern equipment, with his stock for the day's business all cut and displayed before the rush hours.

The latest "Ultimate" designs for the larger retail markets.  
Galvanized coils directly under top plate glass and equipped with patented circulating and drainage system.  
Adjustable scale shelf at the rear.  
Full display space the total width of counter sloping towards the front giving the essential perspective required so much in display selling.  
Galvanized angle iron base construction will be furnished instead of wood framing if required.

#### GENERAL SPECIFICATIONS.

Heavy slabs of "Vitrolite," the sanitary, pure, white, unstainable, polished glass, form the main counter top. These slabs are cushioned with pads of special non-hardening cement and to them are fastened the heavy cast bronze polished and nickle plated brackets.

Supported by the brackets is the polished plate display enclosure; the front glass is of three-eighth inch polished plate, sloping back to give an unobstructed view of displayed goods at the same time giving the best proportions to the outline of the counter as a whole.

## THE W. A. FREEMAN CO., LIMITED

Cable Address: "FREEMAN"  
TORONTO BRANCH  
114 York St.

Phone connection to all Branches and Depts.  
Main Office: Cor. Hunter and Ferguson Ave.  
HAMILTON, CANADA

Works: EAST HAMILTON  
MONTREAL BRANCH  
16 Richmond St.



## Can He Hear You?

The party to whom you are talking will not hear you distinctly if you speak away from the telephone into space.

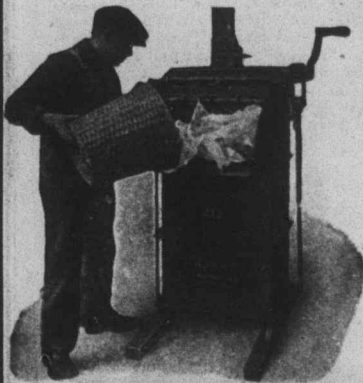
The better way, to avoid indistinct hearing, is to face the mouthpiece and speak directly into it.

The Bell Telephone Co. of Canada

"Good Service . . . our true intent."



### Money in Waste Paper

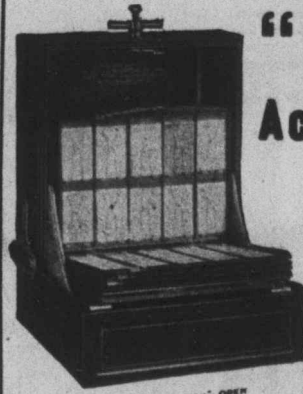


when baled in an  
ALL STEEL  
**CLIMAX**  
FIREPROOF  
BALER

Send for catalog  
and details of our  
Free Trial Offer.

12 sizes.

CLIMAX BALER CO.  
HAMILTON, CANADA



### "McCASKEY" Account Systems

For Every Business.

Send for booklet—

"A Credit Plan that Works."

McCaskey Systems

Limited

245 Carlaw Ave., - Toronto

When in need of  
Wrapping Paper  
Twines & Cordage

**B**rooms  
Brushes  
Baskets

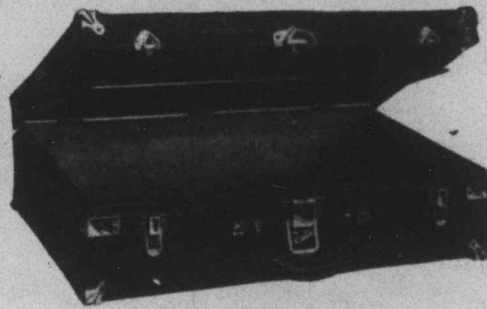
Grocers' Sundries

Walter Woods & Co.

Hamilton and Winnipeg

### KNICKERBOCKER "MADE RIGHT" SAMPLE CASES, BAGS, PORTFOLIOS, ETC.

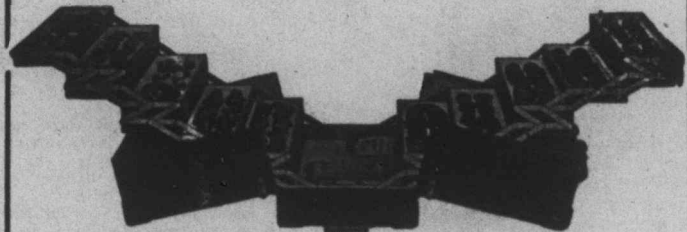
Every  
Kind,  
Size  
and  
Style



in  
Stock  
or  
Made  
to  
Order

for

Groceries, Candy, Crackers, Cakes, and everything sold by  
Sample through Salesmen or Agents.



Ask for Catalog.

Address Dept. C.

KNICKERBOCKER CASE COMPANY

ESTABLISHED 1900

Specialists and Original Designers "Made Right" Sample Cases, Bags,  
Portfolios, Motor Luncheon Cases, Fishing Tackle Kits, Etc.

Knickerbocker Bldg., Fulton and Clinton Sts., CHICAGO, U.S.A.

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





# "Riteshape"

There is real economy in the use of "Riteshapes" for bulk food packages. No string at all is necessary.

The quality of the paper can be greatly reduced, and a cheaper grade of paper can be satisfactorily used.

"Riteshape" packages are neat and tidy.

"Riteshape" packages do not take up much room in the basket or delivery wagon.

"Riteshapes" are easily handled and save the time of both the retailer and his delivery operatives.

"Riteshapes" save dish-washing in the home, because food is left in them until it is used with no danger of contaminating the food.

"Riteshapes" take up but little storage room in the retailer's establishment.

"Riteshapes" are put up in such a way that only those dishes immediately needed are exposed.

There is no loss of dishes from dirt or contamination while they await use in the retail store.

As a proposition of economy, the "Riteshape" strongly recommends itself, with all food dealers.

## Victoria Paper & Twine Company

LIMITED

Head Office:  
TORONTO, CANADA

Branches:  
Montreal, Halifax and Winnipeg

THE OVAL WOOD DISH COMPANY

Manufacturer

Main Office: Tupper Lake, N.Y.



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

**Fatten Your PROFITS**

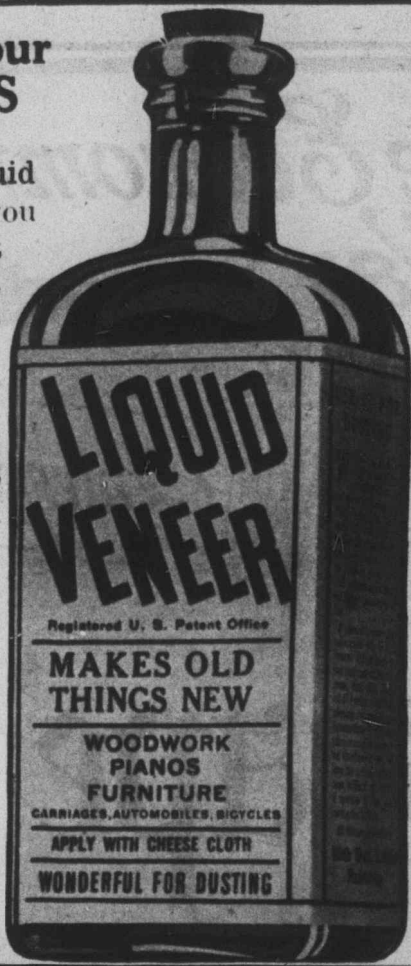
WITH  
good, old Liquid  
Veneer. Pays you  
over 71% Profit  
on your invest-  
ment. You now  
get

**Extra  
Free Goods**

in our Dandy  
Deal. Retail to  
your customers at  
the same old  
prices, 25c, 50c  
and \$1.00.

Call up your job-  
ber or write us  
NOW.

Buffalo Specialty  
Co., Buffalo, N.Y.  
Bridgeburg, Ont.

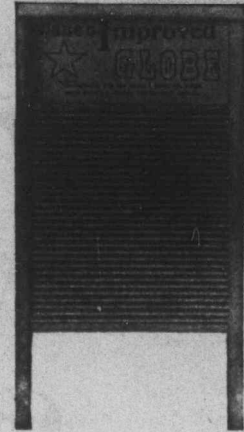


**Sell Cane's Zinc, Tin and Glass Washboards**

They're easily sold because both in appearance and value they are far ahead of the ordinary washboard.

The Zinc, Tin or Glass used is the very best obtainable for the purpose and the Basswood frames besides being better looking than the darker woods are entirely free from splinters and splinters.

A little showing of these washboards in your store will prove profitable. Order your supply to-day.



**WM. CANE & SON CO.  
LIMITED  
NEWMARKET, ONT.**

**FINEST CRYSTAL  
GELATINES**

Powdered and Sheet

**FINE LEAF GELATINE**

**BRITISH MANUFACTURE**

**GELATINES**

**OURY, MILLAR & CO.**  
9 Mincing Lane, London, E.C., Eng.

SOLE AGENTS FOR CANADA

**F. S. Jarvis & Co.**  
18 TORONTO ST., - TORONTO

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



Lake Megantic, Que.



**Represented by**

- Boivin & Grenier, Québec.
- Delorme Frère, Montréal.
- J. Hunter White, St. John, N.B.
- H. D. Marshall, Ottawa.
- Harry Horne Co., Toronto.
- Tomlinson & O'Brien, Winnipeg.
- Oppenheimer Bros., Vancouver.

These agents have always a stock on hand sufficient to satisfy the demands of clients in their territory.

Satisfaction on these three lines guaranteed.

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



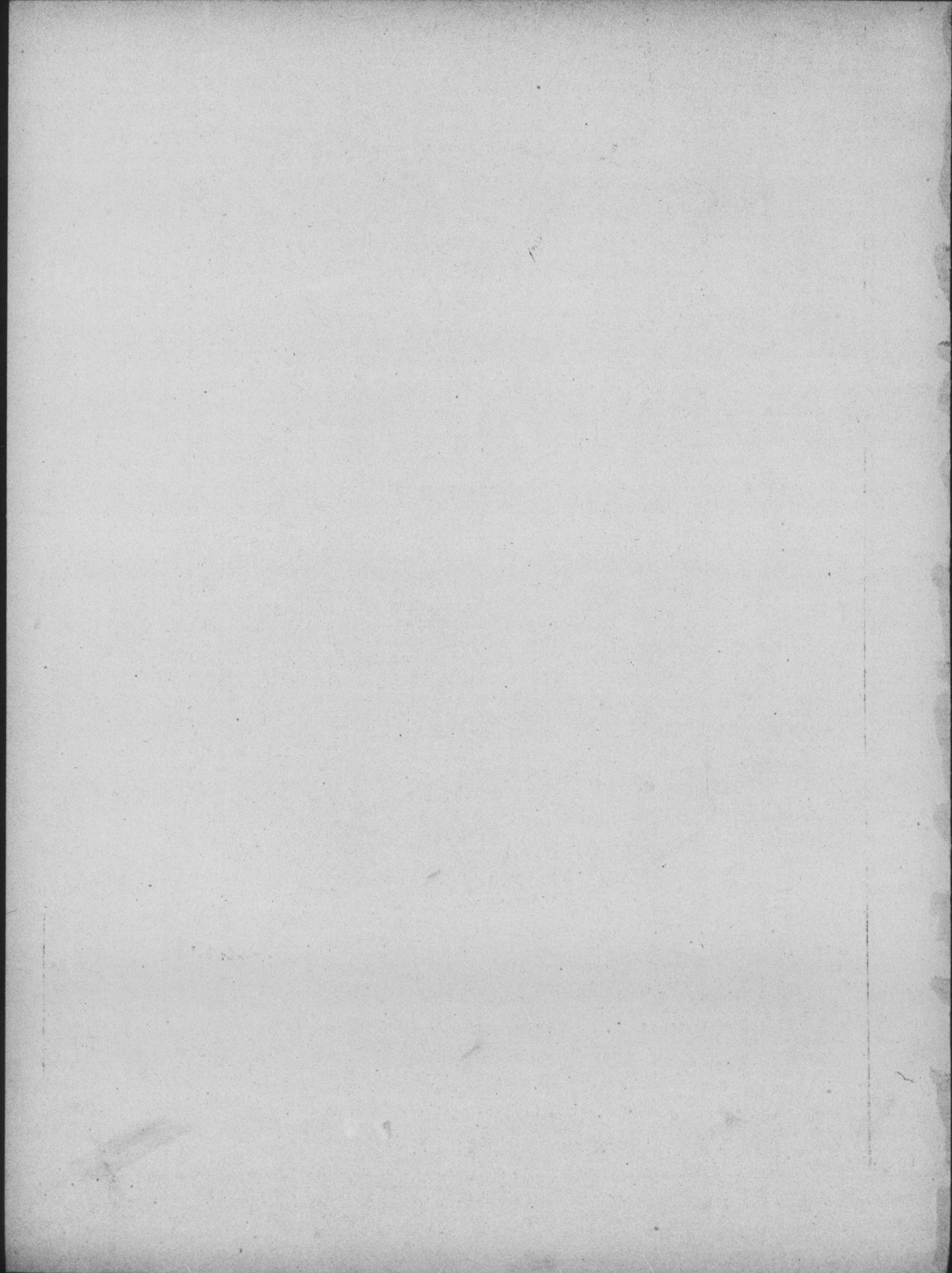


California's finest canned fruits and vegetables are packed under the Del Monte Brand.

Handled everywhere by leading grocers catering to the taste of people who want the best.

California Packing Corporation, San Francisco.

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





# Flavor

is what the consumer demands in Vinegar.

## Piquant Flavor

yes, and there's more than flavor to be gained, for Pure Vinegar enhances food values —aids digestion.

No brand sold in Canada more closely approximates the absolute of excellence than



# “AVICO”

## Pure Spirit Vinegar

Increase your business—handle the line that makes new friends and holds your old ones.

Your wholesale grocer sells “AVICO” Products.—No greater cost.

### ACME VINEGAR CO., Ltd.

Makers of Vinegars in Bond

### Winnipeg

# 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.	Ingersoll Packing Co., Ltd., Ingersoll, Ont. Cheese and Smoked Meats.
The Borden Milk Co., Ltd., Montreal. Evaporated and Condensed Milk.	W. K. Kellogg Cereal Co., Toronto and Battle Creek. Dominion Corn Flakes, Krumbles, Rice Flakes, etc.
California Fruit Cannery Association, San Francisco, Cal. Del Monte Canned Goods.	Kelly Confection Co., Ltd., Vancouver. Molasses.
Canada Nut Co., Ltd., Vancouver. Peanut Butter.	King Beach Mfg. Co., Ltd., Mission City, B.C. Jams and Jellies.
Canada Starch Co., Ltd., Montreal and Brantford. Starch, Syrup and Glucose.	W. S. Loggie Co., Ltd., Chatham, N.B. Lobsters, Codfish and Blueberries.
Creamette Co., Minneapolis. Macaroni, Vermicelli, Spaghetti, Creamettes, etc.	Manford Schier, Dunnville. Evaporated Apples.
Crescent Mfg. Co., Seattle. Mapleine.	National Licorice Co., Montreal. Licorice.
Crown Broom Works, Ltd., Vancouver. Brooms, Woodenware.	Nicholson & Brock, Toronto. Bird Seed and Bird Gravel.
The Dominion Sugar Co., Ltd., Wal- laceburg, Chatham, Kitchener. Sugar.	Procter & Gamble Distributing Co. of Canada, Ltd., Hamilton, Ont. Crisco, Soaps, Soap Powders, Oils and Flakewhite.
Essex Canning & Preserving Com- pany, Ltd., Essex, Ont. Canned Goods.	William Rogers & Co., Denia, Spain. Valencia Raisins.
Foster & Holtermann, Ltd., Brantford Honey.	W. A. Taylor, Winnipeg. Horse Radish and Relishes.
Gorman, Eckert & Co., Ltd., London, Ont. Olives, Spices and Extracts.	Thornton & Co., Malaga, Spain. Malaga Raisins.
California Packing Corporation, San Francisco. Griffin & Skelley Co., Division. Canned and Dried Fruits.	D. Urquhart, Hensall, Ont. White Beans.
Harper-Presnail Cigar Co., Ltd., Ham- ilton. Cigars.	J. H. Wethey, Ltd., St. Catharines. Mincemeat, Jams and Jellies.

# Mason & Hickey

287 STANLEY STREET

WINNIPEG, CANADA





# Wethey Products Always Lead

Pure Jams  
 Pure Jellies  
 Pure Orange Marmalade  
 Condensed Mince Meat  
 Bulk Mince Meat

also

**MOTHER'S**  
 Blended Jams



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

St. Lawrence



Sugar



Mount Royal Milling Co. "Kar-Eal" for Coffee  
Western Salt Company



# The Double Guarantee!



In addition to the manufacturers' guarantee, we stand behind these trade marks in our territory.



*From the Head of the Lakes to the Rockies.*



## Tees & Persse, Limited

Established 1884



## Tees & Persse of Alberta, Limited

Manufacturers Agents:

Fort William    Winnipeg    Regina  
Saskatoon    Moose Jaw    Calgary  
Edmonton



LION



WOODENWARE



Millar Bros. Co., Ltd.    Bailey Broom Co.  
EGG CASE FILLERS



THE EVIDENCE OF QUALITY

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



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# WOODENWARE TOOTHPICKS

“Kaybee” Brand the only Canadian  
made toothpick for sale in Canada.

Household Wooden Pails and Wash  
Tubs, Candy Pails, Lard Pails and  
Tubs, Pickle Pails, Fruit and Meat  
Baskets, Skewers, Red Cedar Chests.

**Keenan Woodenware Manufacturing  
Company, Limited**  
OWEN SOUND, ONTARIO

*WESTERN AGENCIES:*

**TEES & PERSSE, LIMITED**

Fort William, Winnipeg, Regina, Moose Jaw, Saskatoon,  
Calgary, Edmonton.

**WALTER WOODS & CO., Winnipeg**

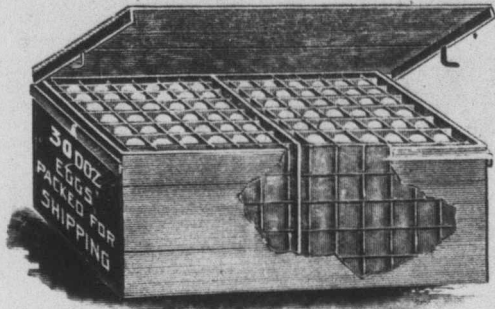
**M. B. STEELE, Vancouver**

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## The Millar Bros. Co., Ltd.

20-38 Dowd Street

MONTREAL - - - QUEBEC



Manufacturers of

White pulp egg case fillers and extra flats, in standard and extra large sizes, for 12 and 30 dozen egg cases.

**TEES & PERSSE LTD., WINNIPEG**

Distributors for Manitoba and Northwest

### *A High Quality Favorite*

Housewives who pride themselves on the excellent quality of their baking are strong for

#### **COW BRAND BAKING SODA**

You can't stock another line of Baking Soda so likely to please particular people.



### **Church and Dwight**

LIMITED

Manufacturers

MONTREAL



# PURITY

the Salt you'll find  
so easy to sell

Whether for table or dairy use there is no better salt sold to-day than **PURITY**.

It gives satisfaction always, so that its "repeating" qualities are absolutely assured.

Purity Salt is packed in sanitary cotton bags and handy free-running packages.

A sample shipment of Purity Salt will show you how easily it sells.

Send your order in now for a supply of Canada's most popular Salt.

THE  
**Western Salt Co., Limited**  
COURTRIGHT, ONT.





## Quality and Purity

THERE is no half-way point when quality and purity is considered.

Maintaining the highest quality and purity in Stuart's Products has won for us an enviable reputation.

The Stuart label is the sign of excellence. Make it the dominating feature of this season's displays.



# Stuart Limited

SARNIA, ONTARIO

STUART WATSON

WE COVER MANITOBA, SASKATCHEWAN AND ALBERTA

A. TRUESDALE

TRACK WAREHOUSE  
DISTRIBUTINGFORWARDING  
AND  
STORAGETELEPHONES MAIN 1850  
5366**WATSON & TRUESDALE**

WHOLESALE

COMMISSION BROKERS &amp; MANUFACTURERS AGENTS

120 LOMBARD ST.

CABLE ADDRESS  
"STUWAT"CODES  
WESTERN UNION  
UNIVERSAL EDITION  
A.B.C. 4 H & 5TH EDITION  
BENILEY'S FIRST EDITION  
J. K. ARMSBY'S LATEST  
CROSS

WINNIPEG,

April 26/18

TO MANUFACTURERS AND PACKERS:

GENTLEMEN:-

Years of experience coupled with an efficient sales organization calling constantly on both the Wholesale and Retail trades in Western Canada are the reasons why we suggest if you want your business intelligently handled and your products sold, that you write us.

If we are entrusted with your account you will be assured of efficient representation that brings results.

Yours very truly,

WATSON &amp; TRUESDALE.

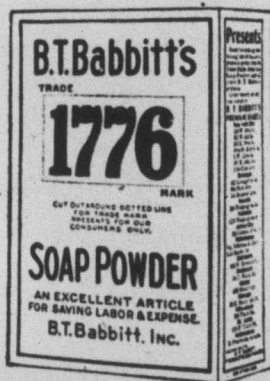




# BABBITT'S CLEANSING PRODUCTS

A Unique Opportunity of Giving Your Customers the Boon of Pre-War Prices.

BABBITT'S  
"1776"  
Soap Powder



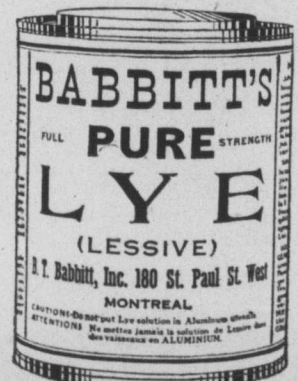
Costs you \$4.00 per case of 100 packages. You can resell at 5c.

BABBITT'S  
5c.  
Cleanser



Costs you \$4.00 per case of 100 packages. You can resell for 5c.

BABBITT'S  
Pure  
Lye



Costs you \$4.50 per case of 48 tins. You can resell at 12½c.

**Wm. H. Dunn Limited**  
Sales Specialists Montreal

Dunn-Hortop, Limited

Special Agents

Toronto

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

# We Cover Montreal District



J. L. FREEMAN

Do you want good, live, aggressive representation in this field?

We cover it thoroughly and are making a success of some of the biggest lines in Canada.

What we do for others we can do for you.

We'll push your product to the front and keep it there.

Get in touch with us right now.

Canadian Food Controller License  
6-345



W. J. SHEELY

## FREEMAN and SHEELY

Wholesale Grocery Brokers

ST. NICHOLAS BLDG.

MONTREAL



## Custard that Compels Custom

It is the fresh, delicate, creamy "home-made" flavour of Freemans Devonshire Custard that has made it so popular in the British Isles.

Oversea Troops from the Dominion who have returned home are bringing with them many links with the Old Country, one of which is a desire to taste again its delicate and unrivalled purity.

It will pay you well to display

### FREEMANS DEVONSHIRE CUSTARD

in your store—it is such a ready seller and a very profitable line to stock, also it will enable you to push your canned and bottled fruits to great advantage.

Freeman's Devonshire Custard owes its unrivalled purity and flavour to the ideal conditions of cleanliness under which it is manufactured.

Write for trade terms and particulars to the  
WATFORD MFG., Co., Ltd.  
Delectaland, Watford,  
England.

*Freemans*  
FOOD PRODUCTS  
*Watford*

109

## FRED COWARD

402 SPADINA AVENUE, TORONTO

Phone College 3506

"Lightning" Coffee Essence, in 8-oz. square stoppered bottles. Packed in 3-dozen shipping cartons.

Price, \$2.65 per dozen

Special Grain Ground Rice, Standard Brand. 10-oz. net weight cartons.

License No. 2-063. Price, \$1.10 per doz.

Horse Radish Mustard. 10c fancy glass jar, screw top. Packed 3 dozen shipping cartons.

Price, 90c dozen

John Bull Thick Sauce, in 8-oz. square stoppered bottles. Packed in 3 dozen shipping cartons.

Price, \$1.85 dozen

Worcester Sauce, in 6-oz. round stoppered bottles. Packed in 4 dozen cartons.

Price, \$1.40 per dozen



# Representing the Cream of United States and Canadian

Manufacturers and Importers

Furuya & Nishimura, Montreal.  
Japan Tea, etc.

Defnance Packing Co., Vancouver,  
Canned Salmon, etc.

Guggenlime & Co., San Francisco.  
Dried Fruits, Nuts, etc.

Lummis & Co., Suffolk, Va.  
Peanuts.

Grace & Co., Ltd., Montreal.  
Importers.

Lange Canning Co., Eau Claire,  
Wis., Canned Goods.

Martin & Robertson, Ltd.,  
Vancouver  
Rice, etc.

W. R. Grace & Co., New Work.  
Importers.



**C. H. GRANT CO.**

Manufacturers Agents

**WINNIPEG**

Get the established prestige  
of The Robert Gillespie Company  
behind your product in the West—

Our house has long been recognized as the house  
of quality products and superior service.

**MANUFACTURERS** looking for real live Western  
representation should investigate our claims. We  
carry only first-class lines, so that **your** product will  
be in excellent company.

THE  
**ROBERT GILLESPIE COMPANY**  
WINNIPEG, MANITOBA

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

## Will you have sufficient Macaroni to meet the demand?

More and more people are realizing what sound economical food values there are in good macaroni.

The prevailing high cost of foodstuffs in general coupled with the meat conservation campaign is going to have a marked effect on the demand for such a truly economical and highly nourishing food as macaroni.

Will your stocks be ample enough to meet this demand? Don't take chances. Remember—The American government has cut off the importation into Canada of American-made macaroni.



Safeguard your requirements now by ordering a big supply of

### EXCELSIOR CREAM MACARONI

the quality line made in our own Winnipeg factory by the French process—made right to sell right.

We make Excelsior Cream Long and Cream Cut Macaroni, Cream Spaghetti, Cream Vermicelli, Playing Cards, Soup Stars and Alphabets.

**Excelsior Macaroni Products  
Company**  
WINNIPEG, MAN.

*Exclusive Representatives:*

**DONALD H. BAIN COMPANY**  
WINNIPEG SASKATOON REGINA CALGARY EDMONTON VANCOUVER





# Donald H. Bain Co.

can give your line real live representation throughout Western Canada—a representation backed by selling forces so organized as to assure satisfactory results.

## Manufacturers and Shippers!

Our staff of aggressive salesmen are constantly in touch with every Wholesale Grocer and Jobbing House in Manitoba, Saskatchewan, Alberta, British Columbia and Western Ontario.

If you want a real sales organization to co-operate with you, write us to-day.

Note the strategic location of our offices.

**Winnipeg**  
(Manitoba)

**Regina**  
(Saskatchewan)

**Saskatoon**  
(Saskatchewan)

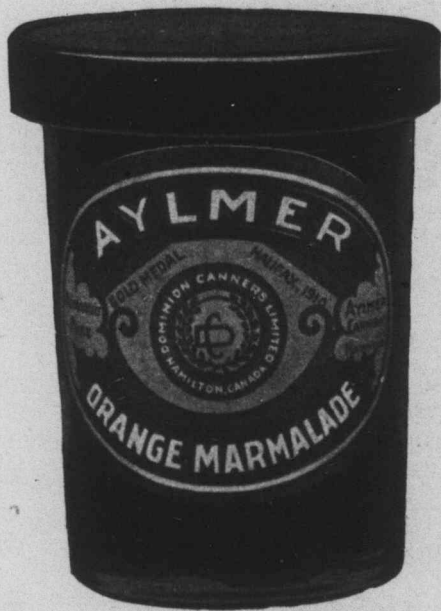
**Calgary**  
(Alberta)

**Edmonton**  
(Alberta)

**Vancouver**  
(British Columbia)



THE "O.K." of Public Approval is unmistakably stamped upon



## Aylmer Orange Marmalade

People know the value of the Aylmer quality reputation. They know that the word Aylmer on the label is a surety of excellence, a guarantee of quality entirely unsurpassed.

## Aylmer Orange Marmalade

is a line you can show on your counter displays and on your shelves confident that every sale will enhance your reputation with the particular quality lover.

**DOMINION CANNERS, LIMITED**  
HAMILTON, CANADA



# Serving Their Country



on the side of  
**ECONOMY**

and always in the  
front line are

## Litster's



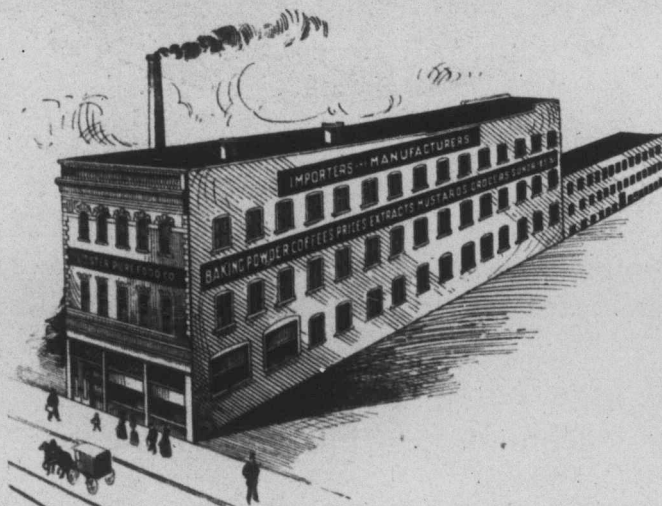
## “Dandee” Pure Food Products

- Ever Ready Cocoa
- Litster's "Dandee" H. G. Coffee
- " Jelly Powders
- " Salad Dressing Powder
- " Pure Food Baking Powder
- " Cake Icings
- " D. S. F. Mustard
- " Standard Pure Extracts

- "Dandee" Pure Cocoa
- " Peanut Butter
- " Puddings
- " Custards
- " French Mustard
- " Health Salt
- Allies Jelly Powders
- Comfort Baking Powder

*Litster's Pure Spices in Packages and Bulk*  
*"Tartarine" guaranteed equal to Cream of Tartar*

The Home  
of Litster's



Pure Food  
Products

# Litster Pure Food Co., Limited, Toronto

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

# Revolutionizing the Coffee Business



**T**HE trouble with the coffee business is that coffee is not made right in the home—never twice alike.

Its fine-quality differences, for which all of us are paying from one to twenty cents per pound (the range between Santos and Java) are lost in home coffee making.

You know it. We know it. Every coffee man and grocer, wholesale and retail, knows it.

New labels, new brands, new blends, and new roasting plants can-

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



not alter this condition one particle and the peddler and catalogue house flourish because their cheap coffee, when it happens to be made right, is better than Java when it is made wrong.

One is as bad as the other when both are spoiled in the making.

## The Coffee Problem Solved

There is only one solution to the coffee problem—we must stop delivering *raw material* and instead give consumers the *finished product*.

You can do this by selling Soluble (instant) Barrington Hall Coffee. This is famous Baker-ized Barrington Hall prepared by the new Baker Vacuum Process — a process perfected after four years elaborate research, incurring an expense exceeding \$100,000.00.

This remarkable process percolates finely granulated Barrington Hall Coffee with cold, distilled water, evaporates this extract, without heat, into a thick

syrup which is reduced to tiny crystals and vacuum-sealed in glass jars.

Soluble (instant) Barrington Hall is made in the cup without waiting, without waste and with no messy coffee pot.

It cannot be spoiled in the making, costs no more per cup than ordinary coffee at 35c per pound. Pays you a good profit. Will increase your coffee sales. Will keep perfectly for ten years and the sale is guaranteed. Moreover, the peddler and catalogue house have nothing like it.

## Order from Your Jobber

The leading jobbers in Canada have this new Barrington Hall in stock and can supply you promptly. If you have any trouble in getting it, write us direct and we will send you a list of wholesale distributors.

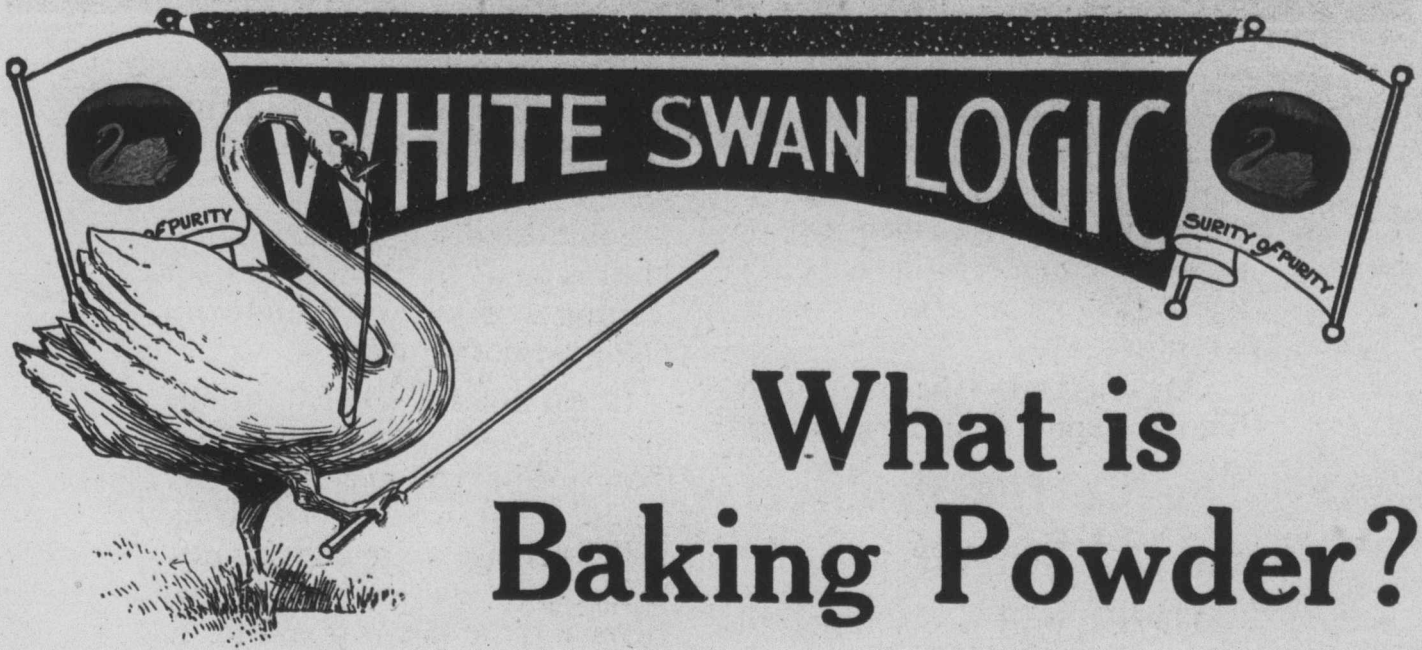
For overseas use, we supply Instant Barrington Hall in airtight tins containing 2½ ounces net weight.

HAMBLIN-BRERETON COMPANY, Limited  
KITCHENER, ONT. WINNIPEG, MAN.

Resident Representatives at Calgary, Alta., and Vancouver, B.C.

# Barrington Hall Soluble (instant) Coffee

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



# What is Baking Powder?

**T**HERE are several methods of making Baking Powder, but the underlying principle in all is to mix an acid with an alkali in such proportions that one completely neutralizes the other. These two substances cannot be properly preserved unless a filler is provided. Cornstarch is one of the best fillers, and there can be no question about it being healthful.

Baking Powder is not a part of the food you eat like Flour, but is used primarily as a preparer of food. When used for baking a chemical reaction takes place, giving off a leavening gas. It is this gas that causes the Biscuit to rise. The residue left in the food you eat is not the original Baking Powder, but an entirely new substance. Good Baking Powder, therefore, contains a high percentage of gas, and the residue left after the chemical reaction takes place should be a healthful substance.

There are several different kinds of Baking Powder, and the results, as far as Baking is concerned, are very much the same in each case, excepting that the residue from some ingredients is harmful and from others beneficial.

**Bi-carbonate of Soda** is the Alkali commonly used.

Alum is probably the most widely used acid, as it costs less per pound, and one pound will neutralize a pound of soda. It is hardly likely that Alum would be considered beneficial by anybody, and it is quite true that if properly neutralized no trace of the Alum can be found in food prepared with Alum Baking Powder. But when Alum and Soda are mixed with water it changes chemically, and the residue is **SULPHATE OF SODA**. Sulphate of Soda is injurious to health, producing indigestion and other internal irritations, as it has a hardening effect upon all tissues

**WHITE SWAN** is a pure Phosphate Baking Powder and contains the following ingredients only in their purest form, and they are plainly printed on the label: **Phosphate, Bi-carbonate of Soda and Starch.**

**WHITE SWAN** has been before the Canadian Housewife for twenty-two years, and has always given satisfaction. It positively contains no Alum and no Cream Tartar. It can, therefore, be highly recommended, as in cakes and pastry in which it is used it leaves an absolutely healthful, tissue-building residue.

*Order from your jobber or direct.*

**White Swan Spices & Cereals, Ltd.**  
PEARL STREET TORONTO, ONT.



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

with which it comes in contact. That is why so many people cannot eat hot Biscuits without ill effects, but as far as the appearance of the biscuit itself is concerned it may be considered by some to be "just as good."

**Cream Tartar** is the most expensive Baking Powder made, as not only is Cream Tartar itself very expensive, but it takes more than two pounds of Cream Tartar to neutralize one pound of Soda. When Cream Tartar and Soda are mixed with water the residue after the chemical reaction takes place, is **ROCHELLE SALTS**. This residue amounts to 70% by weight of the Baking Powder used. Rochelle Salts is the active principle of a Seidlitz Powder, and may have its uses as medicine, but it has been claimed that it is not healthful to take into the system medicine in this way with your food.

**Phosphate Baking Powder** is recognized as being much superior to any other kind that has yet been discovered, as it contains a high percentage of leavening gas, and its ingredients are perfectly healthful.

Phosphate, as everyone knows, is a fibrous-bone-building substance, and the residue of a phosphate Baking Powder after the chemical change takes place is **Phosphate of Soda**. This means that not only does a Phosphate Baking Powder produce the same satisfactory results in baking as other kinds, but what is more important, on account of the residue being beneficial instead of harmful, it is by far the best Baking Powder for kitchen use.

Phosphate itself, while more expensive than Alum, does not cost so much as Cream Tartar, and that is why a phosphate Baking Powder can be turned out cheaper.



# TRENCH GOODS SUGGESTIONS

## Suggestions for Overseas Boxes

A LARGE number of CANADIAN GROCER readers made splendid use of the Trench Goods Section which appeared in the Annual Fall and Winter Number of October 26 last. Some of them in writing referred particularly to the practical value of this section. Others have expressed personally the benefit it has been to them in selecting goods for customers for overseas parcels.

On making investigations among the retail trade, it was found that the majority of people who send boxes overseas call upon the dealer to assist them in deciding upon the goods that should be sent. This necessitates a great deal of time unless the retailer has a system and special plans to take care of it. Some merchants have special departments with a separate table or counter to look after this business. On it they have samples of the majority of lines they recommend for overseas parcels.

For the above reasons it was decided to again reserve a separate Trench Goods Section in this issue. The announcements that follow should be studied carefully. The goods referred to can be included with profit in displays for overseas parcels. The entire section, it is felt, will help the dealer plan in advance for this trade which at the present time is a most profitable one.



# TRENCH GOODS SUGGESTIONS

REMEMBER

# COWAN'S COCOA— "Perfection Brand" Purest and Best

SELL IT!



PUSH IT!

B-34

HIGH-GRADE SPECIALS IN OVERSEAS TRADE

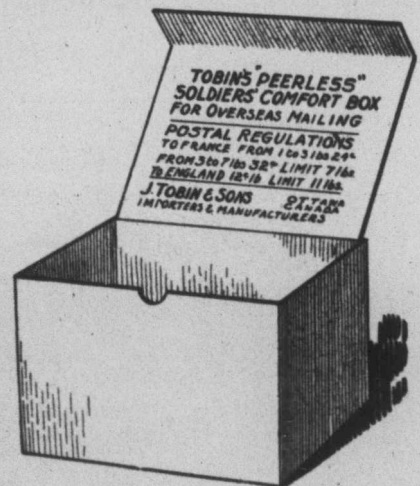
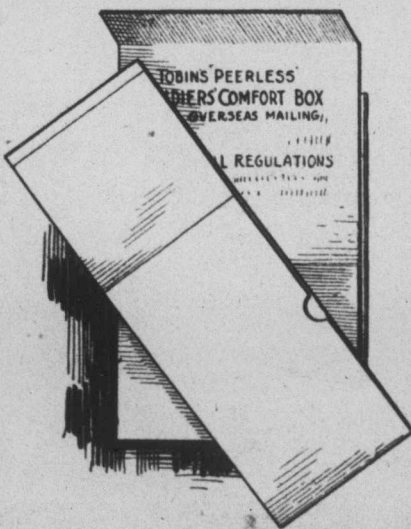
## Tobin's "Peerless" Overseas Mailing Boxes, etc., etc.

FRIENDS and RELATIVES know these boxes so well that they buy them in thousands every day. They have stood the test so many times, and brought back scores of souvenirs of the battlefield, that they have become a by-word of excellence, and nothing else will do.

They are the best mailing boxes on the market. They are "TOUGH AS LEATHER — LIGHT AS A FEATHER." Strongly recommended by our postal authorities, because they are so easily packed and examined if necessary. AND — the boys get these boxes. 2 sizes, France and ENGLAND.

Are you getting any of this trade, Mr. Merchant. If not, GET BUSY and write J. TOBIN & SONS, OTTAWA, ONT. They are keenly alive to your wants or enquiries, whether by mail, phone or wire. Circular for the asking, with other trench specialties.

J. TOBIN & SONS, Ottawa, Ont.



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



# TRENCH GOODS SUGGESTIONS

“Say, Bill, aint that the kind of stuff we like to get in the box from home!”



- PATRICO BRAND CANNED LOBSTER
- CREAMED CHICKEN A LA KING  
Large and Small Sizes
- PONO SLICED CANNED PINEAPPLE  
No. 1 Can
- PRESERVED STEM GINGER IN TINS
- BOSTON BROWN BREAD WITH RAISINS
- OLIVE BUTTER, 4 and 8 oz. Jars.  
Delicious on Sandwiches
- CROSSED FISH SARDINES
- WAVE KIST TUNA FISH

## H. P. SAUCE

Makes Bully Beef a Luxury

Sensible suggestions like the attached will be a big help to your customers making up parcels for the boys in the trenches. Letters received from our own boys “over there” assure us how very much they appreciate these goods.

Write to-day for prices on these lines and see what profit certainties they offer you.

**W. G. PATRICK & CO., LTD., Distributors**  
TORONTO      MONTREAL      WINNIPEG      NEW YORK



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

# TRENCH GOODS SUGGESTIONS

**BOWES**  
TRADE MARK  
**PEANUT BUTTER**



**BOWES**  
TRADE MARK  
**PEANUT BUTTER**

*Put up in  
Jars, Tins and Pails*

*Price List  
Sent on Request*

## A Treat for the Tommies in the Trenches

Bowes Peanut Butter is not only deliciously appetizing, but it also has great energizing and stimulating qualities.

This is the kind of a treat that appeals to the soldier. It's a real food because it nourishes him and helps him keep

in good physical trim; it's a tid-bit because it has a palate appeal which no other item on his daily bill of fare can have.

And it doesn't require cooking. It spreads just like creamery butter.

*The Soldier's Box is Not Complete Without It.*

**The Bowes Company, Limited**  
Winnipeg, Man.      TORONTO      St. John, N.B.



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



# TRENCH GOODS SUGGESTIONS

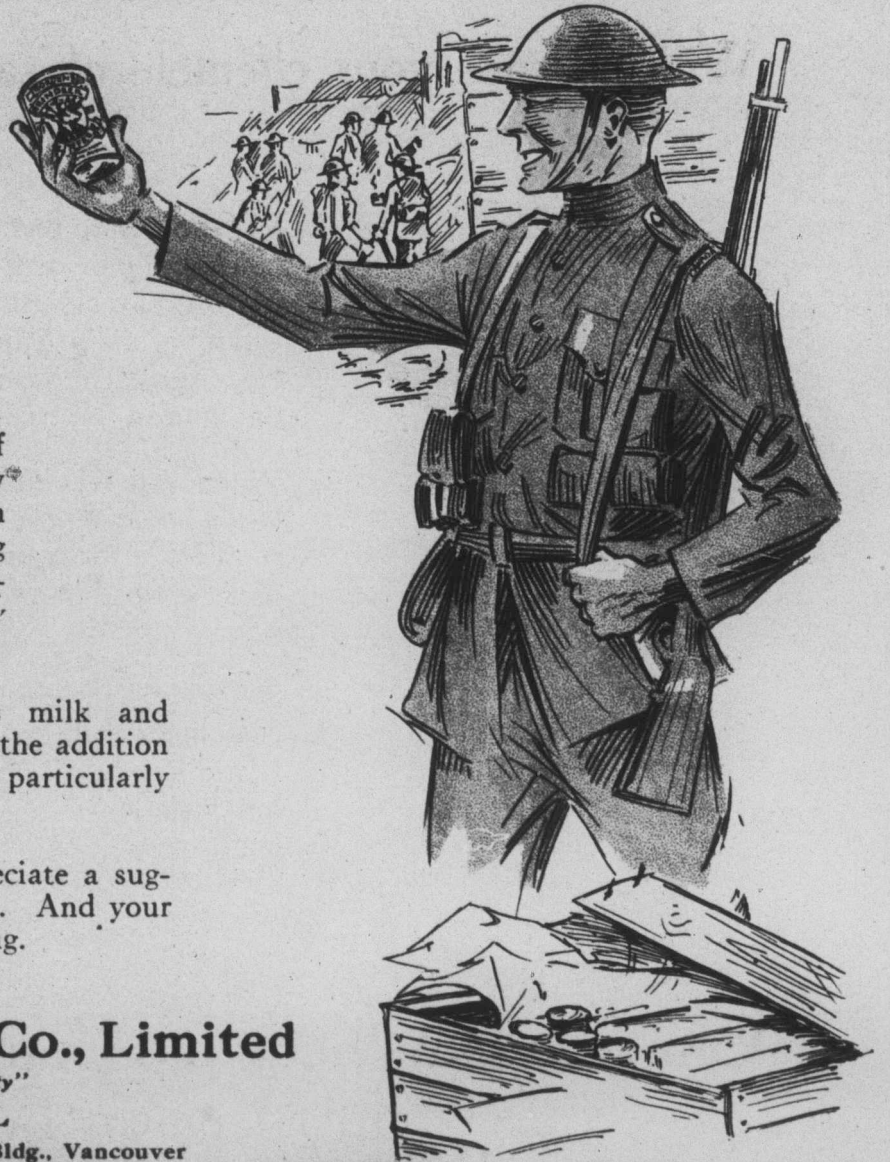
## BORDEN'S Reindeer Condensed Coffee is always welcome "Over There"

Wholesome, appetizing — with milk and sugar, too—and instantly preparable, Reindeer Condensed Coffee makes an ideal gift for the "boy" overseas.

Remind your customers of this fact. Tell them how the soldiers appreciate such a delicious and nourishing beverage. Have them include a few cans in every overseas parcel.

Reindeer Coffee contains milk and sugar and merely requires the addition of boiling water to make a particularly palatable beverage.

Your customers will appreciate a suggestion *re* Reindeer Coffee. And your profit is one worth securing.



**The Borden Milk Co., Limited**

"Leaders of Quality"

**MONTREAL**

Branch Office: No. 2 Arcade Bldg., Vancouver



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



# CHAMBERLAIN'S

Splendidly Reliable

## FAMILY REMEDIES

Will increase your clientele of satisfied customers



We show here one of these dependable medicines and one particularly suitable for enclosing in parcels to the boys "Over There." Chamberlain's Tablets make a sensible enclosure and one certain to be appreciated by the man in the trenches.

When you recommend any of the Chamberlain's lines you are backing a certainty—their reputation for results is a guarantee to you of pleased customers and profitable extra business.

Suggest Chamberlain Remedies then for your customers and their kin overseas. You'll find Chamberlain's lines easy selling, occupying but little space.

We'll send you our price list on application.

Chamberlain Medicine Company, Limited  
TORONTO, CANADA



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



**TRENCH GOODS SUGGESTIONS**

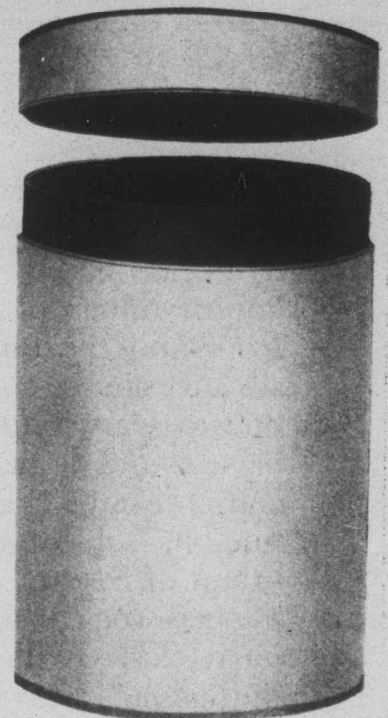
**“DON'T FORGET”**

**THE BOYS AT THE FRONT**

Specify

**HYGIENIC HOLTITE-TESTED**

**OVERSEAS PACKAGE**



*Made in two Sizes, 16 and 20 ounce Containers*

This package is chemically treated specially for shipping perishable goods to the boys in the trenches, including Jams, Jellies and Marmalade, providing they are not put in hot.

The boys who have received foodstuffs in hygienic containers now specify these containers as they arrive in excellent condition.

You will note from illustration that the cover fits over the neck of the body, making the package air-tight, moisture-proof, sanitary, tasteless and odorless.

We also manufacture a full line of liquid and moisture-proof packages for such products as Ice Cream, Pickles, Oysters, etc., similar to package illustrated.

Made in sizes half pint, pints and quarts, also half pound and one pound packages for Peanut Butter.

*Order your supply to-day.*

*As our daily output is being contracted for we strongly advise you to write for prices, samples, etc.*

**HYGIENIC CONTAINERS, LIMITED**

**MANUFACTURERS**

**14 SHEPPARD ST.**

**TORONTO**



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

# TRENCH GOODS SUGGESTIONS

## LICORICE

Owing to the critical situation in the Licorice industry occasioned by the scanty importations of Licorice Root and the unparalleled advances in the cost of same, due to war conditions, we have found it necessary to conserve our stocks and confine the sale of our Y & S brand of STICK LICORICE to the new 10c carton package *only*. These will contain 30 individual cartons to box; 20 and 32 boxes to case. Deliveries beginning about the middle of December.

**National Licorice Company**  
MONTREAL, CAN.

## PROF. JOHN M. SMITH of Grinnell College

*Writes from the trenches:*

"From my shelter, I might say from the Rats' Club, but I do not want to put on airs, I am very happy despite the rats, the rain, the mud, the draughts, the roar of the cannon, and the scream of the shells, 'like the last wail of lost souls.'

"My underground dwelling lacks light and above all a stove. I sleep on a stretcher hung from the ceiling over which runs a road whereon all night long troops march, munition trains, and great guns roll, creaking and grinding over the stones of the way. Nevertheless, I sleep very well, provided a stretcher bearer does not call me because some poor 'poilu' must be taken to the hospital, or the rats do not grow too noisy.

"It takes only a minute to light my little oil heater and make some G. Washington's Coffee. If I knew the name and address of the good man who invented the coffee I should write him a letter of thanks and another to Mr. Campbell who makes the soups. Every night I offer up a special petition to the health and well being of both, thanks to whom I go to sleep warm and comfortable."

Many others write "G. Washington's' Refined Coffee is worth its weight in gold."

G. Washington's Refined, Soluble Coffee, adds to the comfort and relieves the fatigue of the men in the trenches. Please feature it to those having relatives and friends in the service.

*Write*

**Edmund Littler**

169 William Street, Montreal, Quebec  
*for particulars and advertising matter.*

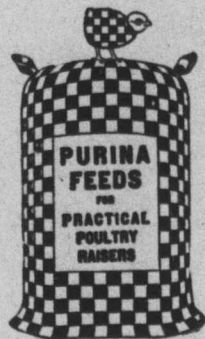
**I**T will pay the retailer to pass this issue around among the sales' staff. There are many suggestions that will assist them in helping you to develop business in summer months. The suggestions in this Trench Goods section are worth careful perusal.



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



# PURINA PRODUCTS



Are most scientifically manufactured in our own plant at Toronto. Keep your money in Canada by selling Canadian products. We are Canadians.

Are you cashing in on the Checkerboard Calf Club? If not, don't delay it a moment longer. Get connected up with the C.C.C. and you'll make big money by selling "PURINA" Calf Chow, for which there is a constantly increasing demand. Our aggressive consumer advertising and attractive store helps will boost your sales. The competition is arousing keen interest. Our slogan, "*Every Calf Raised Helps Win The War*," is appealing to a patriotic public.



Ralston Wheat Food License 2-038  
Cereal Mill License 4-198



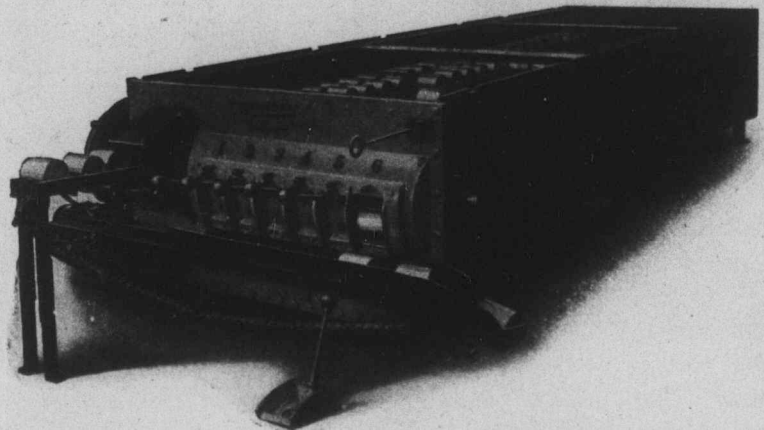
Write us to-day for full particulars and be able to tell your customers about the Checkerboard Calf Club. You'll be doing patriotic work as well as increasing your business.

**The Chisholm Milling Company, Limited**  
TORONTO, CANADA

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

# Wonder Continuous Cooker

If you want uniformity in cook.  
 If you want to save fuel.  
 If you want to save labor.  
 If you want to eradicate swells.  
 If you want a better class article.  
 Use a **WONDER COOKER.**



With the use of the **WONDER COOKER** you can process Tomatoes **better in eight and a half minutes** than you can in **forty-five minutes** with the open retort.

Manufactured by

**THE BROWN, BOGGS COMPANY, LIMITED**  
**HAMILTON, CANADA**

Headquarters for Canning and Evaporating Machinery.

# Gelatines

Edible gelatine for Jelly Powders, Confectioners, Meat Packing & Ice Cream.

Stocks on hand and to arrive.

Samples and Quotations on Application

*We would be pleased to have your inquiry*

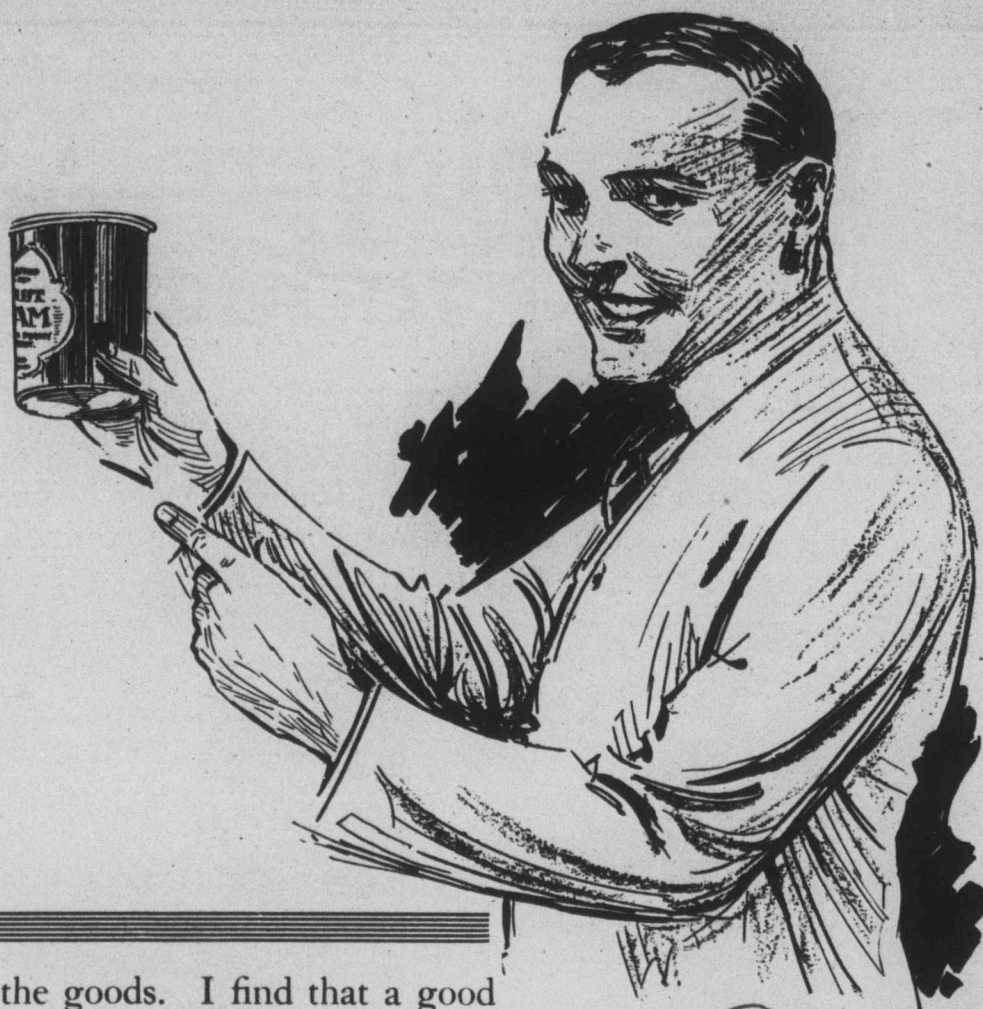
**The Cannon Canadian Co., Limited**

121 DeGrassi Street

TORONTO

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





“SEE  
THAT  
CAP!”

“It helps to sell the goods. I find that a good appearance is a big factor in keeping a line of goods in glass moving quickly and easily.

“That’s where the *ANCHOR CAP* excels. Products packed under these air and liquid-tight seals present a clean-cut, neat and attractive appearance that appeals strong to every good housewife.

“*ANCHOR CAPS* have increased my sales of food products in glass packages and reduced my yearly loss on returned goods to zero.

“They will do the same for you. Just try them out on your next order.”



Neat displays are easy when Anchor Caps are used

**Anchor Cap & Closure  
Corporation**  
of Canada, Limited

**50 Dovercourt Rd., Toronto**

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

# Three Sincere Quality Products

THE same sincerity of quality that makes Shirriff's true vanilla fifty per cent. stronger than Government requirements characterizes Shirriff's Marmalade and Jelly Powders. The experience of our dealers is our warrant in recommending Shirriff's as business-getters for you.



## Shirriff's True Vanilla

is a pure essence of the Mexican vanilla bean, made under our secret process which requires a whole year to complete. It is uniform in quality and a favorite for many years.



## Shirriff's Scotch Marmalade

A heavy consistency pure marmalade that doesn't "thin out" when being used. It is made from Seville Oranges and Pure Cane Sugar. Packed in hermetically sealed packages.



## Shirriff's Jelly Powder

Fruit flavors of lemon, orange, pineapple, strawberry, raspberry, etc. They lend themselves to a wide variety of desserts very popular nowadays.

*Push These Popular Products for Pleasing Profits*

# Shirriff's

## Imperial Extract Company, Toronto

Representatives for Western Canada, Quebec and Maritime Provinces,  
H. F. Ritchie & Co., Ltd., Toronto.



# SAVES TIME FOR THE BUSY GROCER



**L**N these days of scarce help and high wages it is sound business to stock, as far as possible, products that are well-known and require the least amount of time and salesmanship to sell.

Red Rose Tea has been so largely advertised for so many years that it needs no introduction to the public.

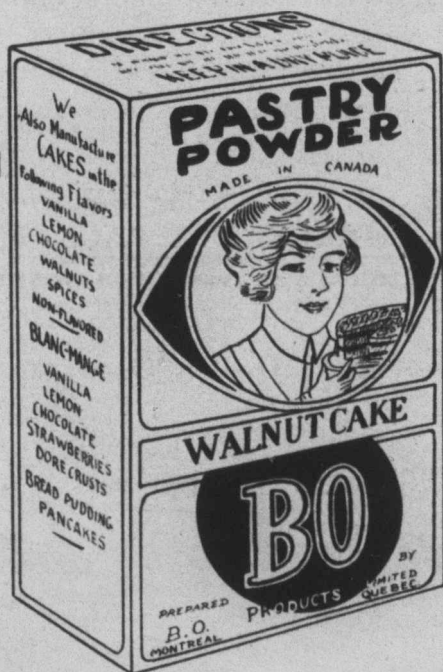
It is put up in sealed packages, with the net weight plainly marked on them. Even the most inexperienced clerk sells Red Rose Tea easily and quickly.

No time lost in weighing, no explanations about the quality—the selling of Red Rose Tea is almost automatic. It is a valuable war-time ally of the hard-worked grocer.

**T. H. ESTABROOKS CO., LIMITED**

St. John                  Toronto                  Winnipeg                  Calgary

**RED ROSE TEA "is good tea"**



**DIRECTIONS.**

Pour the contents of this box in a dish and add one tablespoonful of melted butter and enough milk to make a regular cake dough. Put immediately in the oven. This powder is prepared with the purest ingredients and will give you perfect results, economically and without trouble.

The economy campaign will boost the demand for

## B. O. Pastry Powder

It offers the housewife an excellent means for saving Flour, Eggs and Sugar in her cake-making. For B.O. Pastry Powder, when mixed with a small quantity of milk and butter, will make tasty, dainty cakes — good enough to satisfy any good housewife.

**No other ingredients are required.**

B.O. Pastry Powders come in these flavors: Vanilla, Lemon, Chocolate, Walnut, Spices and Non-flavored as well.

When you are ordering a supply ask about the following "ready" products—Pancakes, Bread Pudding, Dore Crust, Blanc Mange (four flavors).

They are all good easy sellers and money-makers.

**B. O. PRODUCTS, LIMITED**

QUEBEC

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

# Macdonald-Chapman

WHOLESALE GROCERS *Limited*

**F**OR the first three months of this year, our business shows an increase of nearly 36% over the same period of last year, despite the fact that volume is handicapped owing to many lines being hard to procure in quantities equal to requirements.

## WHY THIS INCREASE ?

Because every day, more and more keen buyers are realizing that our system of doing business is the right one.

We work on the principle of small profits, quick turnover, with quick returns. One price only, and that the lowest goods can be sold for. We eliminate travellers, and do business through our price-lists, and on this one item alone, can show you a saving of at least 3%.

We have to-day twelve houses, covering the territory from the Great Lakes to the Pacific Coast. Inside the next six months, we will have two more, making fourteen in all, so no matter where you are located, we are in a position to serve your interests to the best advantage. No need for you to carry large stocks. Order as you require from our nearest house, and move your stock quickly.

WE MAKE NO CHARGE FOR CARTAGE, all goods being delivered free F.O.B. cars, Winnipeg. WE MAKE NO CHARGE FOR PACKING BOXES OR BAGS. Figure up what this saving means to you on a year's business.

We specialize in quick service. You can depend on Quality Goods and your business will always be appreciated by,—

Yours very truly,

Read our Price-Lists and Circulars carefully, and compare our prices with those asked by others. You will find every page full of money-savers for you.

*Macdonald-Chapman*  
*Limited*  
*Winnipeg, Man.*

#### CONNECTIONS

MACDONALD-CRAWFORD LTD., Moose Jaw, Saskatoon, Swift Current, North Battleford, Battleford, Prince Albert, Saskatchewan.

MACDONALD-COOPER LTD., Edmonton, Calgary, Alberta.

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



# CANADIAN GROCER

Vol. XXXII.

TORONTO, APRIL 26, 1918

No. 17



## IN TIMES LIKE THESE

**I**N these present days the retail business is passing through the most serious period that it may ever know. It is for the merchant to meet these conditions bravely and to realize that on the success of activities such as his the business success of the country depends. Perforce the merchant must face many curtailments of trade, many limitations of activities, that might well cause discouragement. He must accept these limitations and curtailments in good part, admitting the necessity. But he must not admit discouragement. He must look abroad for new activities and for new ideas. He must exert every energy to keep his business in profitable lines. He must protect himself against the dangers of slipshod methods. He must call into play the interest and the enthusiasm of all those who are associated with him. He may do this with pride remembering that it is the "little nation of shopkeepers" that is the backbone of the war for righteousness. To help the merchants in times like these, to supply an incentive, to suggest ideas, to record examples that may mean better business for the merchant in the months to come, is the aim and object of this issue.

# Transforming Summer Trading System



Orderly arrangement and sanitary fixtures are an added selling force for the store.

**S**UMMER vacationist trade is proverbially exacting, and it is the prevailing impression among the trade that to make a success of this business, and to assure a maintenance of this patronage, that the store must give this trade much accommodation that they would not think of giving to their regular customers.

Findlay and Nicholas, Port Stanley, Ont., used to be just about as strong for that viewpoint as anybody could be. They gave unlimited credit, they delivered goods at all times of the day and almost of the night, they cashed cheques, they posted letters, they did little odd jobs, and they found in the end that it hadn't been a particularly satisfactory method of business. It didn't show results that were proportionate to the altogether exorbitant demands made upon them.

Having worked their business to suit their customers they finally decided to work their business to suit themselves and to see how that would result.

## Inaugurating a Cash System in a Summer Trade

First of all they inaugurated a cash system. Now it is not such a very simple matter to inaugurate a cash system even when you know your customers well and are well known to them, and when they

are not of a particularly exacting disposition. It worked very satisfactorily with the town trade, but that was a simple matter beside adapting such a system to a list of summer vacationists. But the partners were quite confident that for them the system was the best, and they had confidence enough to carry it through for their whole trade. "To do otherwise, said Mr. Nicholas "would have been to show favors to these casual customers that we would not show to our regular trade, and that would have certainly told against us in the end." Despite the rather unusual nature of the innovation as applied to the summer trade, the scheme proved an unqualified success. Some customers were lost. There are always some customers who will not pay cash, and they are often very good customers. But the partners stuck by their guns and would not vary their policy of requiring the same conditions of everyone. They figured up this lost business and the profit that would have accrued from it and compared it with the amount written off at the close of the previous year for bad debts. This comparison showed that the item of bad debts amounted to more than the item of lost profit, so that, despite the fact that the lost customers were both profitable and reliable, there seemed to be

Introducing a Cash System to Summer Trade—The Pampered Summer Guest Takes Kindly to Innovation—Profits Lost Through Dissatisfied Customers Smaller Than Write-offs From Bad Debts—Establishing a Drawing Account With the Store.

no doubt that the system had justified itself.

## Getting Over Some Difficulties

There was one difficulty that presented itself. The summer homes lay in many instances at quite a distance from the store, and it had grown to be a custom in many instances to send the children for little things and there was always the chance that the children would lose the money on the way. That involved considerable inconvenience and threatened to be a serious obstacle until a simple and satisfactory scheme was evolved to get over the difficulty. The customer simply deposited a cheque for ten, fifteen or twenty-five dollars or some such amount. This was deposited in the store safe, as cash against which goods might be purchased. The youngster coming to the store for his parcel would carry with him on his return a bill for the amount of the goods purchased. When the total of these bills reached the total of the amount of the cheque deposited then the cheque was turned in to the bank. In other words the store gets security for the goods that are delivered, and the customer is not put to any unnecessary inconvenience.

## The Delivery Problem Met

But there was still another rather surprising innovation. The delivery prob-

## THE VALUE OF BRIGHT SURROUNDINGS

It is hard to overestimate the importance of pleasing surroundings and the influence that they have on sales. In the accompanying photos there is forcibly displayed the effectiveness of the use of white enamel. With the exception of the modern bin counter that appears in one of the photos, the fixtures are all a spotless white, the best possible color for summer, while mirrors set at intervals along the wall add a still further touch of brightness to the store. Another item that might well be considered is the orderliness of the goods displayed. That is something that every grocer can achieve and it is a big selling item.



# Eliminating the Summer Delivery Evil

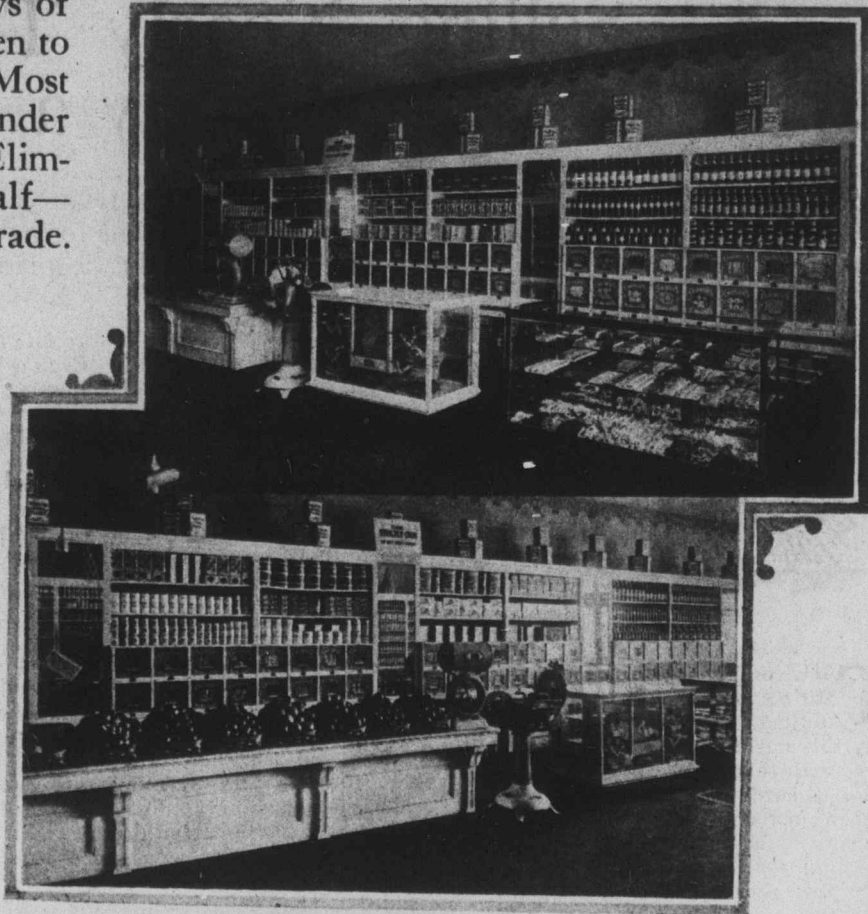
Delivery the Sorrow of Sorrows of Summer Trade—Used Five Men to Solicit Orders, and Delivered Most Hours in the Twenty-Four—Under Co-operative System Abuses Eliminated and Costs Cut in Half—Some Features of the Store's Trade.

lem was a large one and one that entailed a considerable expenditure. The actual town delivery was not a large matter, but when it came to the summer visitors it was a real problem. The summer cottages are ranged on the heights on both sides of the town a long pull up hill and then about three-quarters of a mile of territory on each side. During the summer time the store serves some three hundred customers spread over this district and the major portion of these were summer visitors who expected a good deal of pampering. The old system was to give it to them, so they were called upon for their orders which were later delivered. This little activity in itself entailed a substantial service. It meant the services of five men to call upon those visiting families. That sort of business meant a large staff and a heavier outlay than was in any way justified. Moreover, of recent date with the scarcity of labor prevailing it would have been quite impossible to obtain the necessary help to continue this method. **Co-operative Policy Cuts Costs in Half**

As a result of these conditions the stores of Port Stanley got together and decided to adopt a co-operative delivery system; arrangements were made with an independent party and the delivery went into force. It was a material curtailment of the services that had been given. There was none of the soliciting

## FEATURING COOKED MEAT AND CANDIES

In the summer season the store makes a feature of its cooked meat trade. That this trade may be kept constantly before the customers a glass-faced refrigerator is one of the central arrangements of the store as is shown in the upper photo. It is kept scrupulously clean and attractively arranged, and the handsome meat cutting machine is another element in building this trade. A candy case is also an important element, as it should be with all stores catering to a summer trade. Note also the effective way of handling fruit in individual baskets.



White enamel plentifully used lends an impression of cleanliness that is one of the greatest drawing cards of the store.

of business that had been the custom in the past. The customer had to come to the store rather than the store to the customer. When requested to do so the delivery man would carry written orders to any designated stores, but there was no soliciting of custom. The change meant a substantial element of saving. Delivery alone cost \$1,400 a year under the old method, under the new its cost is \$700, with no real sacrifice in service.

It did not take very long for the customers to reconcile themselves to the change. They took it without any complaints, and apparently considered it quite satisfactory. Some London, Ont., stores continued to serve their customers at this resort, sending goods to Port Stanley by the electric line and having a delivery rig distribute them from the electric railway station. With that exception the co-operative delivery was the only delivery system in the town. And it has proved satisfactory under the unusual conditions described.

It may seem strange that a store could so curtail the services rendered and yet not lose the goodwill of the customer. It must be remembered, however, that the greatest service that any store can render is the provision of satisfactory goods, handled in a sanitary way, in

clean and attractive surroundings. In this item of service the store certainly did not curtail, indeed as the accompanying photographs will show, it rather added to this service, making it as nearly perfect as can be. That was perhaps the chief item in holding their trade against the competition of the larger London stores, but it proved a successful argument, and the store under the new system has found that this service, the service of giving the goods that the customer wants, is after all the important element in building a solid business.

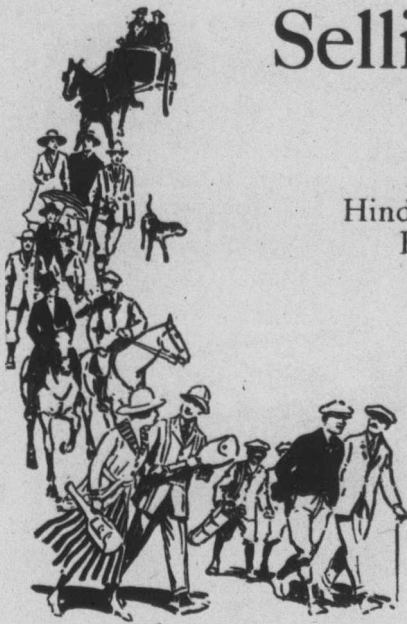
## CEYLON'S FOREIGN TRADE

The United Kingdom leads in the foreign trade with Ceylon, sharing nearly 35 per cent. of the total value of imports and exports in 1916. The United States ranked second for the first time, having shared 18 per cent. of Ceylon's foreign trade. In 1915 the share of the United States was 13 per cent. and in 1914 only 8.5 per cent. British India ranked third in 1916, and France rose from seventeenth place in 1915 to sixth in 1916, the rise being due to increased purchases of Ceylon produce, chiefly tea, rubber, copra, cardamoms, and cinnamon.



# Selling Nearly Two Tons of Candy a Year

Hinds Brothers, Barrie, Ont., Have Not Been Content to Leave the Profitable Confectionery Line to the Drug Store—A Separate Department For This Trade—How the Business Pays



**T**HE confectionery parlor has come to be looked upon as the natural adjunct of the drug store, though why this business should associate itself more with that branch of trade than any other is hard to realize. Looking at it with a cold unbiased eye it would not seem to be a particularly suitable combination; yet so it is, and to the present very few grocers have cast their eyes over this profitable field with anything like envy. Yet it combines at least as well with a grocery as with a drug store.

Moreover, there are some merchants who have attempted the combination with a degree of success that has positively surprised them. To take a specific instance, Hinds Brothers, of Barrie, Ont., have made of this a department that adds a very comfortable little addition to the total of their summer's trade.

Mr. Hinds does not take any great credit for evolving the big idea. The plan grew out of two things—a bright little store that adjoins their grocery store and the desire to help an old friend to a job. The old friend needed something to do, and the store needed an occupant at the moment, and this combination of circumstances led to the idea of starting a confectionery parlor. It looked about the easiest thing there was to start, and, as there was nothing of the kind in the vicinity, Mr. Hinds figured that the venture would at least pay him a rental for the store in return for any little trouble that it might entail. So that was the way it started; in a modest way, it is to be added, without any great expectation that it would show much in the way of a profit. The old friend was placed in charge.

## A Brighter Idea Than Expected

The idea, like a lot of other ideas, however, turned out to be brighter than was expected, and from the very first week the store's share of the profits showed a good rental value for the store, with a nice attractive little margin as well. It went on that way for a season, and then

the man who had been in charge left for other fields of usefulness. Even with one of the reasons for its inauguration being no longer existent, it looked rather too good a thing to drop, so Mr. Hinds decided to keep the place running. It took more of his personal attention, of course, under these conditions, and as he had to give this attention anyway, he began to think out ways of making it more than ever worth while.

## Reaching for More

It had been started solely as an ice cream parlor, and under careful fostering, and aided by the fact that the store lay at one end of the business street of Barrie, and had, therefore, a full half of the town to draw from, this trade flourished amazingly. But it looked like throwing good opportunities away to let it go at that. The people who buy ice cream are likely to buy candy, and so he added a candy department at the front of the store, with two attractive silent salesmen to display his wares. He stocked a pretty complete line of candies from those selling at 60 and 75 cents a pound, all down the line to the gaily-colored globe on the end of a stick, with which the younger fry delight to disfigure their faces. There are some people who aver that candy cannot be advantageously sold in connection with the grocery store. Mr. Hinds is not numbered among these. He has one line of taffy that he sells at the average rate of 100 pounds a month, and, taking it altogether, he disposes of an average of 300 pounds monthly from this store, and it is to be remembered that there is little, if any, chance of loss, and a sure and certain profit in the neighborhood of 40 per cent., and that is more than can be said of the bulk of the goods that are sold across the counter of the grocery store. Then there are little incidentals like chewing gum; a case a month is not bad selling for that, and somehow the combination of these goods in one department seems to help their sale. Then, too, buying in considerable quantities, he can get a favorable price on these goods, and as a result he is able

to do a satisfactory little jobbing trade in these to help swell the total.

Looking about for other possibilities, he added a tobacco cabinet, with a nice selection of cigars, cigarettes and tobaccos to tempt the youths who escort the ladies of their hearts thither. This also has shown a profit for itself. He has also added a line of stationery, and as, as has been said, the store stands toward one end of the town, it often saves a considerable walk into town to be able to pick up these goods in this locality. Mr. Hinds is not sure what is coming next, but when something promising offers a place will unquestionably be found for it.

## No Great Increase in Maintenance Charges

At this juncture someone will probably be saying that it must entail a considerably increased staff to handle this business. That, however, is not the case. The bulk of this business is done in the afternoon, and especially in the evening. In the evening the store is closed, and Mr. Hinds has found his clerks glad of adding a couple of dollars a week to their salary by taking evenings about in looking after this department.

This store is next door and under the same roof as the grocery store, and in the slack morning time he has not found it necessary to keep anyone in charge. An electric bell announces the arrival of a customer in the store, and it takes only a moment for someone to reach the store and attend to their wants; that means only a slight encroachment on the time of the clerks in the grocery department's busiest hours. In the afternoon a young lady clerk devotes the most of her time to this department. In the evening, as has been said, it is turn about, so no one is particularly inconvenienced; and on Saturday nights it is easily possible to add to the staff as much as is necessary. The added expense is a very small item; that is far outweighed by the added profit.

But it is not only the profit that is actually derived from this department that makes it of value. The addition has made this section a little centre; that means increased business for the store proper. People who had been accustomed to go farther down town ceased to find any reason for going, and so the temptation to buy elsewhere was more limited, and as a result the grocery department has felt the effect in a materially improved business.





# The Store on the Automobile Highway

How the Traffic on This Highway May Become a Factor in the Store's Trade—Catching the Attention of the Passerby—Some Lines That Should Appeal to This Trade—The Selling Power of the Window

**E**VERY garage and supply and hardware store is making a dead set for the business of the automobile owner, but the grocer to a very considerable degree has seen nothing in the passing automobile but the dust on the store doorstep; yet there is only one buyer of accessories and such like in every car, but the chances are that there are four or five mouths, and the chances are that they are more or less hungry and thirsty mouths, and there is business for the merchant if he will take the trouble to look for it.

Motor trips of greater or less extent are becoming a habit of our daily life, and they open up a large field for wideawake merchants, whose fortunes are cast on the automobile highway.

### Arresting the Passing Car

These cars are going to stop somewhere, and that will be at the place that seems to be expecting the stop and is ready to make the stop pleasant.

Many a time there is heard the word, "Don't stop there, there is a nice looking store a few miles further on." Trade lost, Mr. Merchant, found trade at that. Just so much to be added to the very best results that it impossible to get from your regular customers.

The merchant whose store is on one of the travelled highways, and there are many of these all over the country, would do well to make some effort to encourage this trade.

Of course it is not possible to sell the regular good old standard bills of goods to these people, but it is possible to sell them lines where there is a nice comfortable little profit, grape juices and other soft drinks, for instance, olives and fancy biscuits and fruit and candies. There you have some of the most profitable lines in the grocers' stock, and no one can say that they could not be sold to the passing automobilist.

You can't of course get anything with-



out devoting a little attention and care to the getting, and first and foremost you've got to let the passerby know that you have the goods.

### How the Gasoline Pump Helps

How can it be done? Well, some merchants have installed a gasoline tank as a method of attracting automobilists' attention and encouraging a stop, some of them are fortunate in being located near one and have all the advantage to be derived therefrom. T. B. Cramp, of Orillia, Ont., has found this simple fact to be one of the most effective means of encouraging business. The car is stopped for gas, and the inmates have a chance to look around and to develop wants, and Mr. Crisp plays his windows for all they are worth in encouraging these wants.

In this case it is not a passing trade that is catered to but a trade that drive

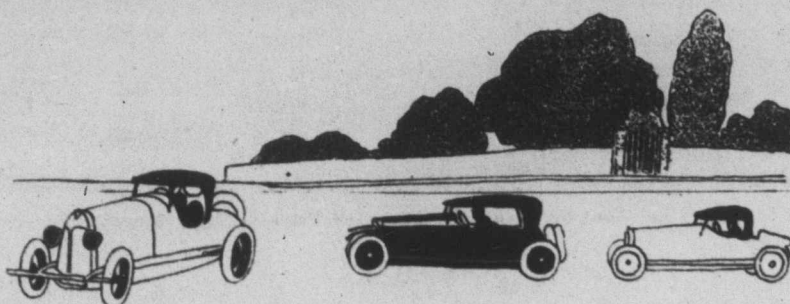
in to town with certain needs in their mind and are caught by the pull of these suggestions, and that the pull is a real thing is evidenced by the fact that this store is at the far end of the town from the road by which the automobilists enter. The gasoline pump is the immediate incentive and the window displays are the concentrating force that means business.

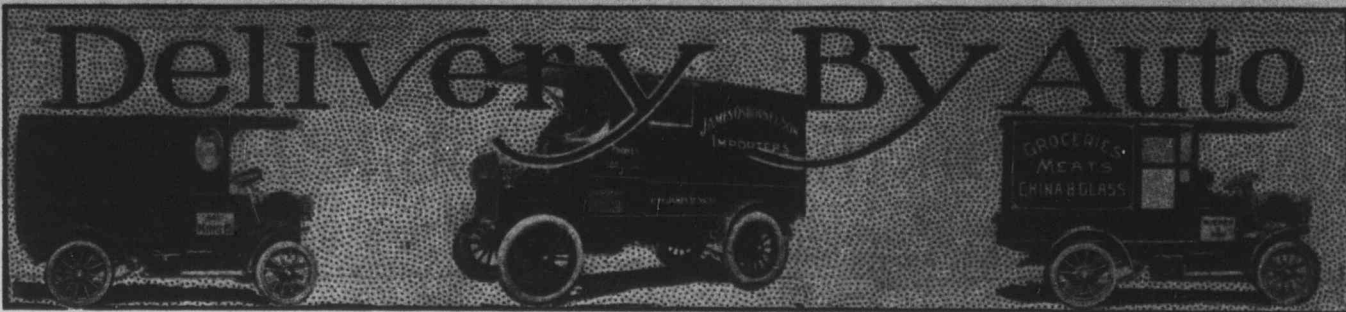
But the merchant who hasn't the benefit of a near association with such an assistant might adopt other methods of catching the attention of the passer-by

An attractive sign set at the side of the roadway making a direct appeal to the traveller is one effective way, but more than all, the windows are the trade bringers and they should be kept spotless and always neatly dressed. Fruit is one of the most effective items for summer window display. It sells to everyone, but the other lines referred to should not be neglected, they are all profitable and timely lines, and it is well worth the merchant's while to make the most of these opportunities.

### THE OSTRICH COMES INTO ITS OWN

A novelty in the canning line, recently reported, is ostrich eggs, which are being packed experimentally in South America in liquid form and shipped to London. One ostrich egg weighs between 2 and 3 pounds and is equivalent to about 2 dozen hen's eggs. If this experiment opens a market for ostrich eggs in cooking or table use the ostrich farmers of South America, it is said, will be able to maintain their industry, which has been suffering from the handicap of no demand for ostrich feathers during war times. Fresh ostrich eggs have long been a staple product in South America, it is said, and are used by bakers to mix with hens' eggs in the making of cake and pastry.





## Delivery By Auto

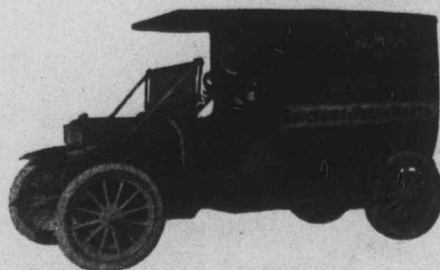
A Synopsis of the Opinion of Many Users—Why a Car is Not a Good Proposition Under Certain Conditions—Its Cost and Upkeep and Its Remarkable Value Illustrated by the Experience of Various Merchants

**T**HE automobile truck is fast becoming an important factor in business, and very many grocers have either invested in some such equipment, or are contemplating doing so, and are anxious to know whether or not the change would prove advantageous.

There are a number of matters for the merchant to consider in weighing this proposition. Many of these points have been brought to the attention of CANADIAN GROCER in conversation with merchants who have had actual experience in this matter. These points might perhaps be summarized about as follows:

### The Question of Roads Important

First of all there is the matter of the merchant's situation to be considered. Are the roads good enough to use a car, without a totally disproportionate charge for upkeep? Are the store's customers widely enough scattered to make it a good investment, and is the store's general situation suitable for using a car. The great advantage to be gained by automobile delivery is a quicker service and a wider field. If the merchant situation is such, that bad roads prevent greater speed than a horse-drawn vehicle, or if his customers are grouped within a narrow radius, then these two greatest advantages do not apply. In such a situation a car may even be a disadvantage. For instance several merchants in discussing the matter have unhesitatingly said that for delivery in a narrow radius of two or three blocks



One of the delivery cars used by the House of Nairn, Windsor, Ont.

around the store, a car is more costly, and slower than a horse. If frequently stops have to be made, then the engine must either be allowed to run, with a cost for gas, or must be stopped at the cost of time in getting started again, that if many calls are made in a small radius may far more than do away with the element of speed. Still another merchant noted the difficulty of turning a car in some narrow streets. In some streets the driver had to make the complete circuit of the block, where a horse-drawn vehicle could have been turned with comparative ease.

Those are some points against the system. On the other side there are, however many important considerations.

### Improved Service Possible.

First, and foremost, there is the matter of an improved service. Unquestionably under certain conditions better service can be given with a car than with a horse. In the long haul the horse is at

a disadvantage, and a delivery that might take all day with a horse might be made in two or three hours with a car. This is a matter of considerable interest in the summer time when so many summer sections are opening up, sections that are usually at some distance from the nearest store. In such circumstances the store that can give the best and most expeditious service has gone a long way toward securing the business.

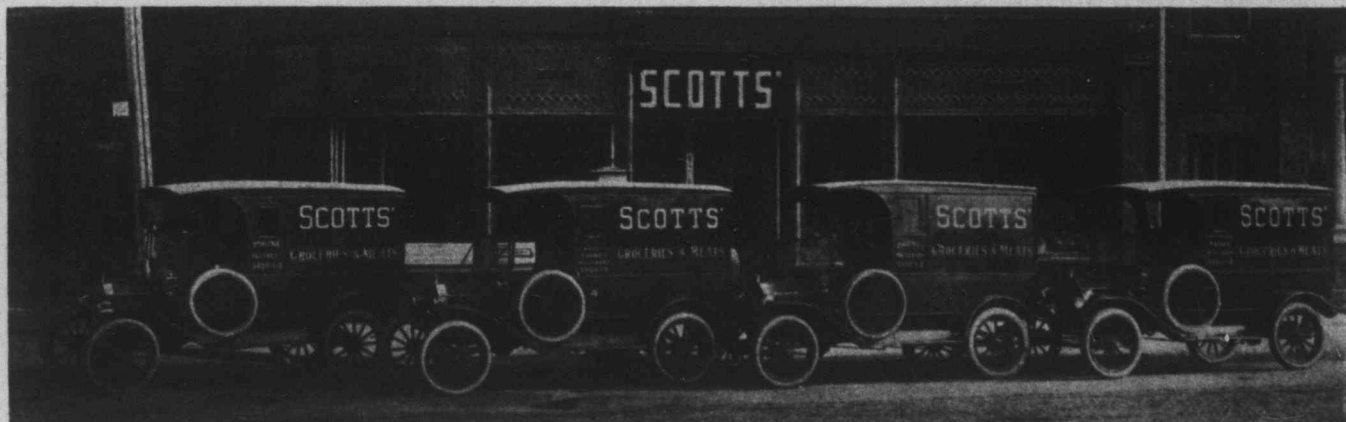
### The Question of Expense.

But one of the most important matters that is raised is the question of expense, and this question needs some pondering. A merchant who has used auto delivery for a goodly number of years and has kept a careful record of the cost is authority for the statement that the life of a car under this service is three years. That does not mean that it depreciates 25 per cent. in that time, but according to his figuring it depreciates 100 per cent., and at the end of that time is worth about its weight as scrap iron and no more.

There are many merchants who will probably not agree with this opinion. But remember this, that taking one year with another his records have proved the truth of this contention, and remember also that he is an advocate of this form of delivery, and himself uses three cars in his business.

### The Advantage of Moderate Priced Cars

The contention of this merchant is, that the cars used should, for the aver-



The fleet of delivery cars used by "Scotts'" Grocery and Provision Store, Dupont Street, Toronto.





The delivery van used by the management of the Souris, Man., co-operative delivery.

age delivery such as a grocery or general store, that a moderate priced car should be purchased at the lowest price consistent with serviceable qualities. And that one-third of that initial cost should be written off each year.

Now over against that substantial item must be put the fact that this one car in all probability replaces two wagons with two drivers. The wagons can be realized upon, and the proceeds distributed as an asset over the three years. Probably one driver can be disposed with entirely. That was not such a big item a few years ago, but it has become a large factor now, making a saving of at least \$18 or \$20 a week. Moreover, it has been the experience of many merchants that it is easier to get a man to drive an auto delivery than to drive a horse. And here again it is noted that the driver is the all important factor, for on the driver depends the question to a great extent at least of the cost of upkeep.

**Costs a Dollar a Day.**

This probably will give some idea of the general problems presented. But to let the merchants speak for themselves will probably be a more convincing argument. A. L. Lawrence, of the Lawrence Grocery Company, St. Catharines, states that his auto delivery costs him an average of one dollar a day to run. Probably with the mounting cost of gasoline that average may be a little low in months to come, but at any rate it is approximately right. Then he finds that he gets a better service out of his driver. With the horse delivery the driver went to the stable at 7 a.m., and it would be 8.30 before he reached the store. There was an hour and a half to the good right at the start. The driver worked about the store till nine, and the whole delivery was disposed of in about one-third the time it took with a horse. As a result the driver was available for the work of the store about two-thirds of the time. This had made it possible to do with the services of one less clerk; an added saving.

David LeBarre, of Oakville, Ont., whose auto delivery is shown herewith,

is another believer in the value of this kind of delivery. His delivery rig has an oil tank underneath the car so that there may be no danger of the oil contaminating the other articles.

**Cuts the Mid-day Stop by One Hour.**

Some few months ago, L. Krivet, of Winnipeg, added a delivery truck to his equipment. "It saves me money," he states, "as it takes the place of two horses. In wet weather the roads in this district are very bad, making it very difficult to use an auto; but we go right through it. We are also able to give quicker service with the auto.

"Moreover, it does not cost us more than to run two horses, considering the present cost of feed. It also saves the salary of one man, because if we were running two rigs instead of this auto it would be necessary to have two drivers. We can also make more mileage per day than two rigs. With a horse we consider it good traveling at six miles per hour. With an auto the speed is only medium at 20 miles an hour, which is three times as fast. It takes a man two hours at noon to feed a horse and himself, and get back to work, but with an auto it takes only one hour."

**The Fight Driver the Crux of the Situation.**

Chas. T. Shields, 1476 Queen street west, Toronto: Uses auto delivery, and

has found it a decided success. He finds that it costs about a dollar a day to run, and even in this time of high prices of gasoline and other necessities there is a great saving over the old method of horse delivery, which required two rigs to do the business that is taken care of by one truck. The main point is to find the right man to handle the car. On that depends the success of the system. The same is true, however, about horse delivery. A poor driver can ruin a horse as readily as he can ruin a car.

The Scott Brothers who operate a combined grocery and provision store on Dupont street, Toronto, have found that prompt delivery has been one of the important items in building their business. They use four motor deliveries and find that they do not entail materially higher costs.

**No Added Cost.**

James Osborne & Co., of James street, Hamilton, have been using an automobile delivery for some time past, and have found it an unqualified success. One car does all the work that would otherwise require several horses, and so Mr. Osborne was of the opinion that there was little of any excess in cost, while the service was immeasurably superior. In the vicinity of Hamilton there are a number of summer colonies that have to be served by Hamilton stores. The trip to the Hamilton Beach, for instance, would take the better part of a day with a horse, and in the hot weather the horses would not stand the trip. For that reason any store who numbered these colonists among its customers practically had to adopt some system that would give them reasonable service.

**Use Both Horse and Motor.**

Mr. Hobson, of Peebles, Hobson, Hamilton, was of the opinion that both horse and motor delivery could be used to advantage. For instance in a narrow radius, where frequent delivery stops had to be made, it had been their experience that the horse-drawn vehicle could give the best service. Stopping and starting a car, the greater difficulty in turning in a confined space, made the car a time-loser instead of a time-saver. Because of these facts the firm whose trade lies mostly in the west end in a section with-



The delivery truck used by D. Le Barre, Oakville, Ont.



A trio of vans used by Fielding & Sons, Windsor, Ont.

in reasonable distance of the store, use horse delivery for this section, and find it very satisfactory. In the east of the city the firm have a goodly number of customers who are more widely scattered, and here it has been found profitable to use a motor truck. For the Beach trip it is almost a necessity cutting a trip that used to take a whole day and use up the horses into less than half a day.

#### Keeping Track of Customers.

There are, of course, Mr. Hobson believes, some other advantages with a truck delivery. You were certainly better able to look after distant customers. With horse-drawn delivery if a customer moved to a distance, about all that could be done was to give them up. Going after that business with a horse delivery did not pay. With a truck there was no necessity to lose this trade.

Despite that, however, Mr. Hobson was very dubious as to the wisdom of the use of motor trucks by small stores. He was convinced that their cost if you took into account the initial purchase price would be substantially higher than the old system, and he very much questioned the advisability of the smaller stores incurring this expense unless they had customers at a great distance to serve.

#### Costs Fifty Dollars Per Car Per Month.

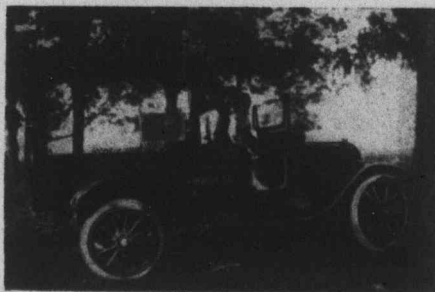
A. G. Bain & Company, employ three motor trucks in their delivery and find them very effective. To the question as to whether the motor delivery represented an extra cost, Mr. Bain gave no very decided reply. "It costs \$50 per car per month to run," he states. "But on the other hand three cars do the work of five horse-drawn rigs. I have kept my horses as an added protection, but that of course is not actually necessary, and of course save the services of two drivers, which is quite an item in these days." The main point, Mr. Bain believed in his case, was the better delivery service that he was able to give. On that point there could be no question, and if they did cost a trifle more, he believes that the extra cost was entirely justified by the improved service that he was able to give his customers.

#### Saves \$31 a Week in Expense.

W. J. Cherney, of Windsor, Ont., is another firm believer in the efficacy of the auto delivery. He claims that the fact that one car will do the work of

three rigs saves an item of \$31 per week in operating expenses.

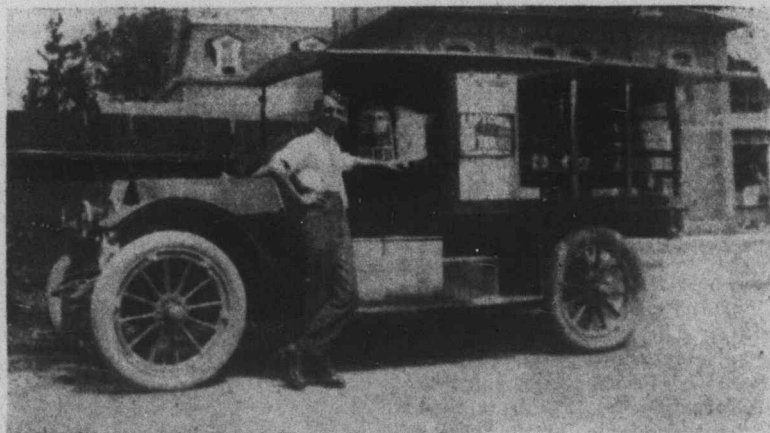
Fielding & Sons, Windsor, Ont., use three cars in their delivery, and find that they cost no more than horse delivery, while they mean a decided improvement in service. With the horse-drawn vehicles, they used to be delivering till two or three o'clock Sunday morning following the Saturday's business. With the cars they are all back at the garage at 11 o'clock. The same deliveries have been made, the service



The new delivery car of Fawthrop Bros., Cornwall, Ont.

has been better handled, and the drivers have not been worked to death.

The T. Critelli Company, Thorold, Ont., have invested in a large truck. Theirs is a general store business, and the furniture department is an important element. It is a peculiar thing about furniture, that the purchaser is always eager to see it in the house at once, so that the store giving the promptest service has a decided advantage. Therefore, this truck is used more particularly for this business, and has proved a very



The truck that is used by A. E. Elliott, of Brooklyn, Ont., to call on the farmer trade throughout the country. The truck is equipped as a complete store.

important factor. They have not discarded their horse delivery, but have added the car as an additional service.

The House of Nairne, Windsor, Ont., have long been users of auto trucks for delivery, and have found them very satisfactory indeed.

But the advantages of this equipment is not only found in the city sections.

A. E. Elliott, Brooklyn, Ont., has adapted the automobile car to the business of the country section with profit to himself. It has added 40 per cent. to his business without any appreciable added cost for operation. He has put a car on the road, completely equipped as a store, with shelves for displaying goods, and equipment for handling a fair assortment of general store stock. This car visits the rural sections, bringing the store directly to the farm. This car was on the road for four days a week six months in the year and made an average of twenty miles daily with an average load of 1,500 pounds, and at the end of that time three of the original tires were in perfect condition.

The car itself was a second-hand seven-passenger car with the body removed and a new body built on the chassis as shown in the illustration.

#### Handling a Produce Trade

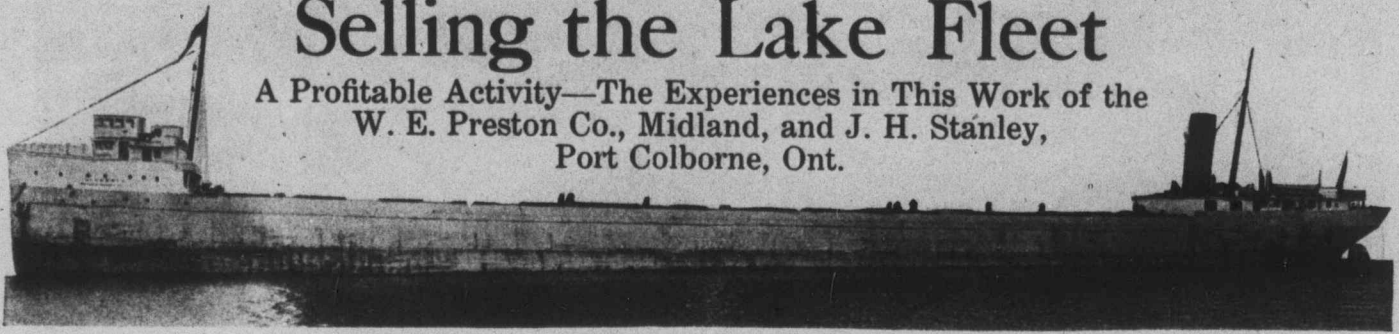
William Craib, Vellore, Ont., operates a general store business among the most important items of which is the produce end. With his car he goes about the district gathering butter and eggs and poultry, especially the latter. "I have taken, he says, as high as 1,500 pounds of poultry on one trip, as well as butter and eggs.

The goods gathered, he drives to Toronto and there disposes of them, taking back with him the goods needed for his store. In this way he is in the cost of freight both ways. This trip with horses entailed getting started at 2 a.m. and often not getting home till between eight and eleven o'clock at night. With the truck he leaves at 6.30 a.m. and is back between 1 and 3 p.m. The truck is in fact part and parcel of the business. He uses it both for delivering and gathering, and finds it most effective. The car he uses is a standard type but with a body built especially to his requirements.



# Selling the Lake Fleet

A Profitable Activity—The Experiences in This Work of the  
W. E. Preston Co., Midland, and J. H. Stanley,  
Port Colborne, Ont.



**T**HERE are a variety of activities in the grocery trade that come to their full fruit in the spring and early summer. Among these is the business done with the boats. Outfitting and provisioning the boats that have been laid up for the winter in one of the many harbors on the great lakes amounts to a very appreciable item and one that has come to be a very substantial element of business.

W. E. Preston and Company, Midland, Ont., have for a good many years past made quite a feature of this business and have found it to be a very worth while business. Midland is like a score of other ports that dot the shores of the great lakes. It is the winter quarters of a goodly number of boats that fight their way down through the blizzards of Lake Superior to bring the last cargo of grain before the deadly cold of winter closes this water highway of a country's commerce. Midland is a recognized winter port, but no more so than a dozen others that could be mentioned, and what can be done there can be done in a score of other places on as large or larger scale, and could be done in a hundred different ports on a possibly slightly smaller scale.

During the past winter some 28 vessels, mostly large grain freighters, wintered in Midland. That is somewhat below the record of former years. The year before for instance there were 33 large vessels wintering there.

## The Spring Outfitting

With the coming of spring all is activity around these vessels waiting for the first chance to get away. Then comes the grocers' harvest. The ship must be stocked with the food necessary for a

trip. That means two weeks provisions for a crowd of thirty of more hungry men. Sometimes the crews arrive to prepare the ship some time before she is prepared to sail, if they do they are either boarded around the town or on the vessel; if the ship is as the phrase goes "feeding" there is a pleasant little profit for the merchant, for then in place of supplying two weeks' supply the bill may run into the substantial figures represented by three weeks of business.

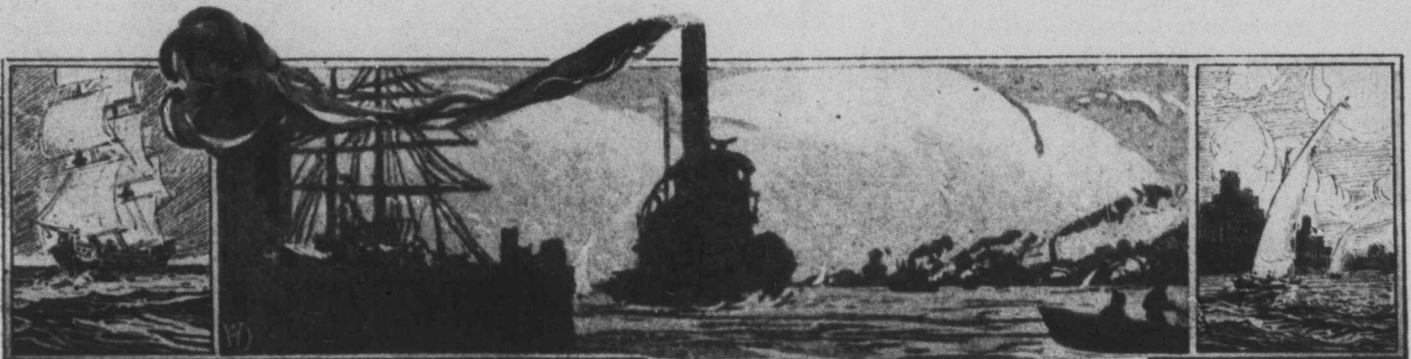
## Gone Are the Good Old Days

Of course there are a lot of merchants who have read those blood-curdling "Yo Ho Ho and a Bottle of Rum" sort of tales and who are firmly convinced that the "Jolly Jack Tar" subsists on a daily menu of hardtack and Jamaica rum. Those good old bibulous days seem to have flown away, at least there is no space for either hardtack or rum on the stewards' list that is prepared by the Preston store for the guidance of stewards in providing for their requirements. It is a pretty long and comprehensive list. It takes in of course sugar and flour and the good old staple articles, but there is also a very presentable sized division given over to relishes, in which are enumerated all the lines of catsups and sauces and relishes of every description. There is a still longer list for canned goods that takes in not only vegetables but all manner of fruits as well. There is a space for fruits, mostly dried fruits, and it is to be noted here that dried apples and raisins must have replaced the romantic diet referred to for they appear a formidable article on most of the lists returned by the stewards.

## Beckon the Business That Passes the Door

Of course there are a lot of merchants who let this business walk by their doors without even beckoning to it. Probably one of the reasons is that they don't realize that it is going by, but some firms have built this up into a very comfortable little nest egg that looks very attractive in the somewhat slack business of the spring months.

Let it not be imagined, however, that it is only a matter of beckoning to the steward and scribbling the order down with the stub of an HB. This is about as exacting a trade as can be encountered, and one that needs infinite study, and in the experience of the manager of the grocery department of the W. E. Preston store, it takes about as much handling as the most exacting customer on the list. It is profitable in that it is a bulk order that is delivered at one time, though it often has to be delivered to some rather inaccessible localities, for boats when lying up for the winter have a disagreeable habit of not paying much attention to the feelings of the delivery boy. But after all there is this to be said, that once delivered the difficulty is over, there isn't that exasperating possibility that by the time the delivery boy gets back to the store there will be a call from Mrs. Jones announcing that she forgot to order a bottle of vanilla that absolutely must be there at noon if the dinner that she is contemplating is to be a success. There are not any possibilities of this sort. The steward comes to the store and there is laid before him one of the lists referred to. This list enumerates a goodly number of things he is sure to require and a considerable number that





A scene in a harbor of one of Canada's Great Lake Ports.

he may require. The steward goes down this list and places the order for the goods he desires and the deal is closed.

#### Where Experience Counts

Now here is where there is room for a good deal of knowledge of human nature for stewards vary just as other customers do. They have their own methods and their own ideas as to the best way of feeding that crowd of hungry seamen so as to keep them satisfied and at the same time to keep within the limits that are set for the expenditure on the item of food. That is where experience counts, and that is why the W. E. Preston Company have made a successful element of business out of this trade. They know the captains of the different boats and they know the stewards and they know just the sort of goods they will want, and when it is good policy to urge some little variation from the regular list and when it is not. It is a business, too, of being on friendly terms with these men and giving them satisfactory service. This is as absolutely necessary as it is with any regular trade.

Is it worth while The firm referred to evidently thinks it is. It is not a gold mine. Very few opportunities that come the way of the grocer are. But a boat outfitting for an average two weeks' run, for that is the period for which they usually stock, will range from \$50 to \$75. A fair proportion of this order will be for flour and sugar and salt and butter, items in which there is not a large profit, but on the other hand this is not a cut price trade, as so many merchants imagine. The regular prices are charged for everything, and that \$50 item shows the same margin of profit that is shown by the same amount of trade from the regular customers in the store, and added to that, it is not spread over the period of a month, with the clerks' time consumed on possibly thirty different occasions, and with thirty separate deliveries. The order is probably placed within half an hour's time at the most, it takes about as long to put it up, and then one delivery cleans up the deal. Moreover, the payment is sure. Sometimes it is paid on delivery, sometimes there is a more or less protracted delay, but the

payment is sure, which in itself is an item worth considering.

Then, too, sometimes these ships require more things other than food. Here also this store can serve them, for it is a general department store. Linoleum, bed linen and mattresses and furniture are among the things that are sometimes required, if, as sometimes happens, a ship needs more complete outfitting. In that case of course the bill against it might well run up into the hundreds.

Last year the W. E. Preston Company store looked after the needs of thirty-one boats, of all sizes and descriptions, and as can well be imagined, this item alone amounted to very considerable figures.

Then of course there is the service to the boats calling regularly at the port; this is not a matter of a few weeks but lasts throughout the season of navigation. It is not the big item of the initial outfitting but it is a sizable item whenever it appears and one well worth the merchant's attention.

#### A Business in Brooms Alone

Probably the average merchant wouldn't think of this trade as one making a large demand on brooms, but it is even so. A ship comes down with a load of coal perhaps and goes back with a load of wheat. That ship has to be swept and garnished from top to bottom, and brooms and whisks are in great demand. Or it may be a load of oats one voyage and a load of wheat on the return. The same thorough housecleaning is required. The Preston Company disposed of some hundred dozen brooms in this way last year. That will give some idea of the extent of this business.

But this is not the only activity of the sort engaged in by this firm. They

operate also a supply boat that goes up the bay to Honey Harbor and other resorts along the shores of the Georgian Bay. The boats are used in this trade and they carry all the supplies that the cottagers and campers would be likely to need. This is another of the activities of the company that has been a profitable venture.

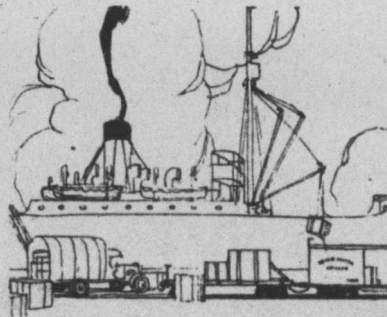
Perhaps the merchant will argue that this is a large firm and can do this business where other merchants would be shut out. It is a large firm with large resources, but lest the grocer might think for that reason that trade of this sort is not for him there might be mentioned the way in which another and smaller store has gone after the same sort of business and made a success of it. J. H. Stanley, of Port Colborne, Ont., is another merchant who saw an opportunity in this business and went after it with all his might. Some few weeks ago Mr. Stanley sold his business and joined the flying corps, which is a pretty good indication that Mr. Stanley was the type of man who would go after things with a will if he made up his mind to do so, and also the fact that, after having made an outstanding success of this business he was still a young enough man to come within the age limit set by the Royal Flying Corps.

Port Colborne is at the entrance of the Welland Canal. In fact the canal passes right through the centre of the town. As a result there is a tremendous bulk of traffic always at hand, and after the trip up the lakes there is usually a vacancy in the larders of these boats that means a good trade for the merchant who is wide enough awake to go after it.

#### Began as a Ship Runner

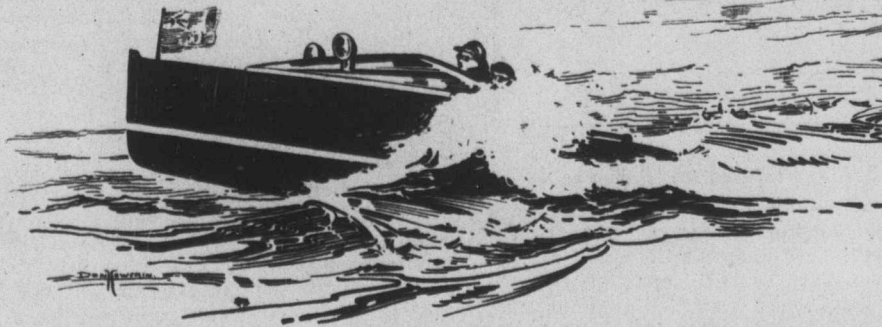
When quite a young shaver Mr. Stanley began his business career as a ship runner, that is a man who goes out in a small boat to meet the ships as they near the port and take their orders on the ship. In the good old days, that could not be so long ago, there appears to have been a good deal of excitement in this business. It was always a race to reach the ship first, in which there was a lot of competition. The first arrival as a rule got the business, and to make doubly sure of that fact Mr.

(Continued on page 107.)





# A Supply Boat



## Serves the Campers

J. D. Wisdom & Co., Allendale, Ont., do a Successful Trade Among the Summer Visitors—Some Interesting Items in Their System of Operation—And a Word About the Store

**T**HE summer trade that is represented by cottagers and summer visitors about some of the more naturally favored Canadian towns and cities is a very satisfactory element of business for the merchant. It comes at the time when other business is naturally a little light so that it does not entail any appreciable extra expense.

J. D. Wisdom and Co., Allendale, Ont., are situated in one of the most attractive sections of Ontario. About the shores of Kempenfeldt Bay are hundreds of summer visitors who are dependent to a large degree on the stores of the neighborhood for their supplies.

This summer business is an important element in the business of the company and they make a special effort to cater to these customers. There are some forty cottages situated on the south shore of the bay between Allendale and "Big Bay Point," and it is in these customers that the store is most directly interested. These summer homes extend for a distance of about nine miles from Allendale. The difficulty of getting at these cottages from the shore side would be very great and would entail the covering of much greater distances, so a trim little launch running about 12 miles an hour is used in this service.

As the services of the butcher and grocer are both necessities for the cottager the firm has arranged a kind of partnership in this business with Athol Marshall, butcher of Allendale. Thus the costs of this activity are cut in half without any diminution of the profits of the business.

This supply boat makes the trip twice a week on Wednesday and Saturday afternoons during the months of June, July and August. This summer activity is no new thing with the firm but has been proven a successful venture over a period of eight years till now the J. D. Wisdom and Company supply boat has become a familiar object on the bay and its semi-weekly arrival is something to be looked forward to by the

housekeeper with summer appetites to be satisfied.

During the past summer for the first time a small charge was made for this delivery. It was a small item of 15 cents a delivery that was gladly paid by the cottagers.

### Blank Pads for Orders

A very satisfactory system has been evolved for looking after this business. On the first trip each customer is supplied with blank order pads. These the customer fills out as she requires the goods and mails them by the rural mail. They are then delivered by the store on the next delivery date. Sometimes the order forms are handed to the store's representative for delivery on the next trip. The telephone, too, is quite an element in this business. The boat on its various trips carries only the goods that are actually ordered, with the exception of bread and oil. These are two of the commodities that the housekeeper is rather apt to find disappear more rapidly than would seem possible and so supplies of these are carried on each trip sufficient to meet any extra demands.

### A Confectionery Department Proves Successful

This activity has proved a very substantial factor in the business of the store and has been done without infringing at all on the regular store business. It is one of the extra activities in which the partners in the enterprise are always ready to engage. This is not the only summer activity however. In connection with the store is a large confectionery department and one of the fine windows of the store is devoted to the display of these goods both summer and winter, but in the summer time an ice cream parlor is part of the department. This department is under the superintendence of a lady manager who has two assistants. The sales in ice cream in this department in the summer average 20 gallons a day, a neat little item in itself. In the winter time the confectionery business is confined to the front part of the store and the ice cream parlor at the rear is used as a storage, a most essential item, as the average grocer in a town that does not boast of any wholesale house must of necessity carry a very heavy stock of goods that will not bear shipping during the frosty weather.

Mr. Wisdom, manager and buyer, believes that one should not be tied down strictly to groceries, but should any article of any description be in popular demand it should be handled by the grocer, for instance, in the cooler weather sausage and jellied meats find ready sale, and also fish; during April and May, 1917, this store handled about two hundred pounds per week of Lake Simcoe whitefish, a firm, white and very palatable fish, sold at the moderate price of 15c per pound, dressed.

### A Word About the Store

The J. D. Wisdom and Company store is very fortunately situated in Allendale, the busy railway centre which lies just south of the beautiful town of Barrie. The firm is comprised of two partners,  
(Continued on page 107.)



# Selling Seeds a Profitable Duty

**W**ITH the issue of this number the time for the selling of seeds will have arrived. Possibly this is not considered an idea worthy of much attention in the opinion of many merchants, but this business may be of greater or less importance to the merchant in proportion to the amount of interest and energy he has devoted to the problem of selling these goods.

The matter of situation of course has a material influence on the sale of seeds. In the suburban towns that serve a farming community, there is of course an increased importance to this item of trade.

## Cultivating the Farmers' Business

For instance, George Vicks and Sons, Orillia, Ont., make the selling of seeds one of the most important elements of their business. Of course they carry all the heavier seeds to meet the farmers' requirements. Mr. Vicks uses a separate store for the display and sale of these goods, though they are also displayed in his main store as a drawing card. At this time of the year he devotes a large part of his energies to encouraging this trade, laying stress in his advertising always on the question of seeds, for he knows that after all this is the principal idea in the mind of the farmer at the present time and that references to seeds are sure to catch his attention where other references might well fail. He counts on the probability that the farmer having become interested enough to visit the store for his seeds will then be within the sphere of influence of the store and thus the general trade does not suffer. That belief has been found to be correct in the light of many years of experience.

**A** TRADE awaiting the merchant. Some hints on how to cultivate it from the experience of other merchants.

## Using Fixtures to Sell Seeds

T. B. Cramp, of Orillia, also makes a feature of the selling of seeds to the farmer. One large section of his store is given over to this department. Fixtures have been arranged to hold samples of the seeds offered and generally this department adds to rather than detracts from the appearance of a very attractive store. In this case the seed department opens directly into the grocery store proper by a wide archway that brings the purchaser practically into the store. Mr. Cramp has found this feature one of the largest forces for pulling trade.

But of course there are some of the city stores that are cut off from this item of farmers' trade in seeds. There is still, however, a profitable residue left in these days, when everyone is being encouraged to become a farmer; almost everyone is a potential buyer of seeds, and if the grocer goes after this business in a half-hearted way he is going to lose it, for there are plenty of other stores making a keen bid for it. Seeds may not mean a very large item as seen against the background of the figures of a year's trade, but they are one of those lines that show a substantial profit on a very modest investment, and these lines are few enough in the grocers' stock to make them a

pleasant variation. Anyway there is an assured prospect of profit with the minimum likelihood of loss, and the question as to whether the business is worth while or not to the average grocer is dependent on whether or no he is putting any heart into it.

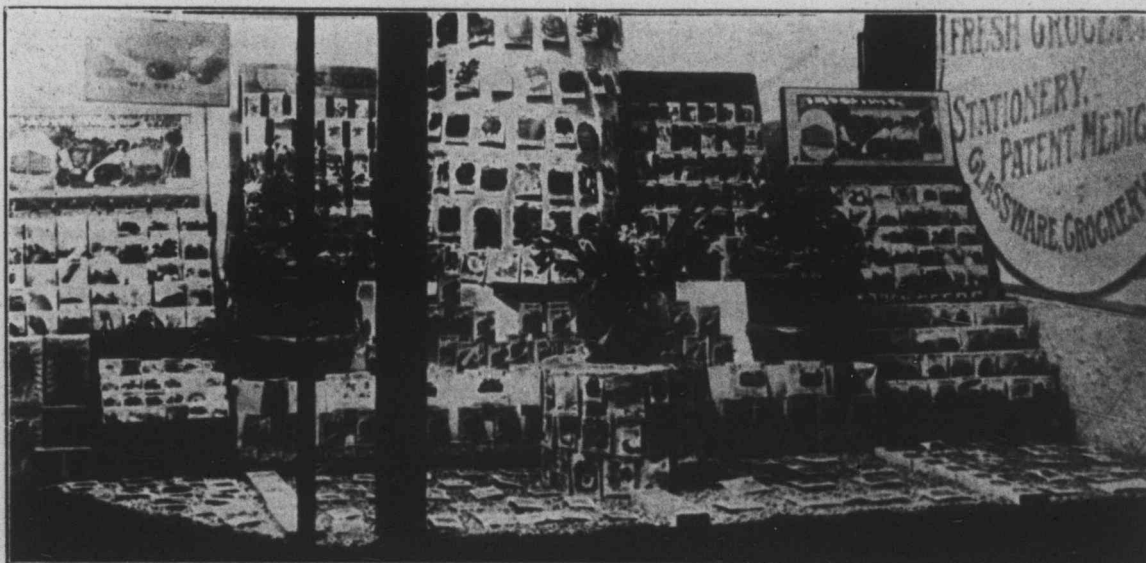
The demand is ready-made in this line. Practically everyone is a buyer. The advertising has been done for you by the government, by practically every newspaper and public speaker in the country. The grocer's task is to let the people know that he has the goods; to play them up so that you may be sure that the customer won't pass your carefully secluded seed case and go down the street to the corner drug store to buy her seeds.

## Using a Contest to Stimulate Trade

There are ways and ways of stimulating this trade, and of centering the attention on your store especially. One of the best devices for arousing interest has been the contest idea. Some grocers have adopted the idea of a contest among the children, giving a prize for the best garden, or the best example of some plant or vegetable. Enlisting the children's interest is one of the surest ways of getting the attention of the grown folk.

Another grocer offered a series of prizes for the largest vegetables grown from his seeds. He offered a prize for the largest radish, for the largest onion, and for the largest cucumber, as well as prizes for other large vegetables. When the seeds were purchased the person was asked to leave his name and address and also state if he desired to enter the contest. Then later in the season window displays were made,

(Continued on page 93)



A window that puts the gardening idea across. It is an appeal to every passerby.



# LET THE HOE HELP THE SWORD



## FEATURE THE WAR NEED FOR PRODUCTION

**T**HERE never was a time when there was such a crying need for production as there is this year. There never was a time when the merchant could do more toward helping in this great work, and while so helping his country also help himself. The grocer should be one of the apostles of production. For patriotic reasons that contention is indisputable, for business reasons it is equally so.

Every garden that blossoms this year should mean money for the grocer, money that he may take with the best of grace, for the expenditure of this money means profit all down the line. It depends on each individual merchant whether he will profit or no, whether he will help the great cause of production or no.

The accompanying illustration is a window dressed by the Henry Morgan Co., Montreal. It voices the call to plan a victory garden. This is your great chance to help the cause of Democracy, to help your country, to help your neighbor, and to help yourself. Feature the needs of

### THE VICTORY GARDEN.



## The Four Essential Factors

**B**UYING, Selling, Delivery and Accounting—  
Each Division Has Its Own Problems—  
Know What These Are and Success is Near—A  
Maritime Merchant's Experience.

**P**OSITIVE ideas are the foundation on which a successful business is built. Therefore, when you see an attractive, well cared for store that breathes a certain atmosphere of prosperity, it is a fairly safe assumption that the men behind this business are men of positive ideas and positive activities. A glimpse at the store illustrated herewith is pretty good evidence that those in charge of the store have a definite policy on important matters of business and that this policy has proved itself successful.

The store of Jenkins and Sons, Charlottetown, is a store worthy of attention in any company. Situated in the capital of Prince Edward Island, it has a city population of some 12,000 to draw from. The store unquestionably gets its share from these people, but in addition to these it goes farther afield and reaches out over the whole province, doing a mail order business that proves a very satisfactory item.

R. H. Jenkins, in response to some enquiries made by CANADIAN GROCER as to their methods of business, stated that after twenty-five years' experience in the business they had found that, al-

though methods of doing business had changed the fundamental principles underlying every successful business remained the same.

### The Four Important Factors

"Every business," Mr. Jenkins continued, "may be divided into four divisions, buying, selling, delivery, and accounting, and a business that was to be conducted successfully must have faced the various phases of these four departments and have found some satisfactory answer to the problem presented.

"If I were laying down any rules in the matter of buying," said Mr. Jenkins, "based on the experience we have had, I would say that this could be divided into four points: First, always when possible, anticipate your requirements, or, in other words, buy before the demand commences, especially in certain lines such as cheese, butter, dried fruits, feed of all kinds, etc; second, buy advertised goods. This is only fair to the advertiser and saves much time and trouble trying to introduce new goods which the public do not care to have substituted for well-known articles; third, never overbuy. Do not let price

be any object unless the article is standard and moving freely; fourth, buy only from absolutely reliable people, who can fill their orders, no matter how the markets are affected by conditions of any sort.

### The Importance of Display

Then there were some points in the matter of selling to which Mr. Jenkins called attention. There is the ever present danger of dead stock, a danger that is largely due to the fact that stock gets relegated to some distant corner where it gets little attention. "Goods well displayed," Mr. Jenkins maintained, "are half sold, and for that reason we always if possible keep slow moving goods before the eyes of the public and clean up odds and ends in that way, so that to-day we have scarcely a dollar's worth of goods which is not worth at least what we paid for them."

Weighing is another matter of vital importance. It is a very constant cause of annoyance and loss. Careless weighing is about as dangerous a practice as any that can be indulged in around a grocery store. Because we believe this, weighing is the first training we give



A view in Jenkins & Sons' store, Charlottetown, P.E.I. Note the orderly arrangement and the way the bulk of the goods are kept under glass.



our new clerks, we impress upon them the fact that absolute weight must be given, no more, no less, and we insist upon getting the same ourselves. Our opinion is that more failures are due to carelessness in weighing than even business experts imagine.

#### Real Knowledge a Safety Valve

Our experience has taught us that lack of accurate weighing is one of the most prevalent causes of loss in the grocery business and as hurried weighing is often synonymous with careless weighing we aim to keep large quantities of all kinds of goods weighed up and ready for a rush. Quite often we take, say, a chest of tea or a barrel of sugar, weigh them up into small packages and count the quantity, in this way we know pretty well how goods are turning out, and if there is any shortage we at once endeavor to locate the leak. Only the other day we bought some grapes in kegs, which the wholesaler told us in good faith would turn out, he believed, forty-five pounds net. We emptied out four kegs at one time, weighing them into one and two pound packages very, very carefully, and found that the four kegs turned out one hundred and twenty-one pounds. The grapes cost us \$10.50 per keg, and it takes no expert to see that at thirty-five cents per pound, our retail price, we were not making any fortune. We might go along fondly thinking that we were getting forty-five pounds weight from each keg and then wonder why our business was not showing profit.

We use an accounting system that enables us to add the balance each time a list of goods is sent, in this way we constantly have a record that can be turned to at a moment's notice and that shows both to ourselves and our customers just how things stand between us. We do a cash and credit business, but when opening up a new account we always limit the customer; our idea is that the main thing is to have a distinct understanding as to the amount of the account and the time of payment. If proper investigation is made at the time of opening a new account the trouble of the credit business will be eliminated to a great extent.

#### The Importance of Delivery

In regard to delivery we believe it is one of the most effective means of making friends or enemies, so that we endeavor to make it as effective as possible. To gain this end we have centralized the authority in this department in the hands of one man, the others take their orders from him. We employ the very best men it is possible to obtain for this service and rarely ever have any complaint. Our chief delivery man has been with us ever since our delivery business started, twenty years ago. We have often thought of cutting down the number of deliveries, and, in fact, have tried to do so, but find it impossible, as the service becomes congested owing to the accumulation of parcels.



We have specified hours, and hold to them. Morning, 9.00, short trip, 9.30, 10.30 and 11.30. Afternoon, 2.30, 3.30, 4.30 and 5.30. We have three men and rigs, and keep four horses. We have the city divided into three sections so that our teams never overlap each other.

#### Overcoming the Loss of Delivery Boxes

In connection with our delivery system we found out that the loss of delivery boxes that would seem to be a small item was in reality mounting up into quite a sizable amount. To overcome this difficulty we adopted the plan of cutting handles out of the ends of ordinary packing cases, painting the boxes in red all over and the name in black on the side. Every order, large or small goes in a separate box, and now we find that we get along without any expense for boxes expect paint, and very little loss in this respect. If boxes were not painted with the name on the side they are bound to be left at houses and in this way are lost.

As a general policy we hold that the customer is always right. If every transaction is not absolutely satisfactory we will spare no amount of pains or expense to make it so, provided of course that the customer in question is not what we term a chronic.

We believe that no brand of service is too good, and that service and business are two items that are more closely related than probably the average merchant realizes, and that the amount of service you put in at one end of the hopper corresponds very closely with the amount of business that comes out at the other.

As far as goods go we set the matter of quality in the first place, for we believe that quality will be remembered long after the price is forgotten, and that building on that basis you are building on a sure foundation. We have never believed in premium, lottery scheme, coupons, guessing contests or trading stamps and have always avoided selling schemes of this nature.

#### The Value of Business Helps

We do, however, take advantage of every agency that offers to further business. We believe in advertising, and

think the local paper the best medium. Moreover, we try to keep awake to what is happening in the trade. We read every trade paper we can get and believe the time and money well spent.

#### Little Services That Bring Goodwill

There are other things that we believe have been of assistance to us in keeping in the favor of our customers. They are many of them little services that we can give, that perhaps show no definite return, but we believe that these little things do stand us in good stead. What do we mean by little things? Why, such things as keeping plenty of change on hand to oblige persons who need it. We also endeavor, always, to cash any cheques offering and on Saturdays especially keep plenty of money on hand to do this favor for anyone after bank hours. Lots of little attentions in this way count mightily even from a business standpoint.

It is our belief that if you are giving proper service there is no need to worry about mail order competition. Service is the antitoxin to inoculate into the mail order system.

#### Believe in Exchanging Ideas

Moreover we believe in exchanging ideas with the other fellow and with our staff. E. M. Statler, who operates the Statler Hotels, famed throughout the Continent, writes in "System."

"It is our policy to have no business secrets which are so sacred that they cannot be discussed with other men in the same line of business. If things we have discovered, or evolved, or happened upon are useful to others, they are welcome to them, and we do not hesitate to ask questions or borrow methods from others who are willing to answer or to share. I believe it speaks well for any business and promises well for its future when the men in that business 'swap experiences' and want to learn from each other. I believe a business will grow faster when it is willing to help other businesses in that line grow too." To all of which we say Amen.

#### MAKING THE ACORN USEFUL

Acorns are reported to be bringing \$1 a sack in California for hog food, but an energetic woman investigator has gone still farther and is said to have developed a process for making acorn flour which is a satisfactory supplement for wheat flour. This flour has the coloring matter and bitter taste of the acorn extracted, and is pronounced superior to wheat flour for making cake, being richer and softer.

#### HAVE YOU FELT THIS WAY?

The Scotch bagpipe players were breaking the atmosphere into thousands of fragments with their instruments.

"Why do those pipers keep walking up and down as they play?" asked one stranger of another.

"I don't know," was the peevish answer, "unless it makes them harder to hit."



A complete range of stock, up-to-date fixtures and good service are the features which have brought the candy department of the Lea Grocery, Simcoe, Ont., to the place where it can successfully compete with any exclusive confectionery.

## Grocer Controls Big Candy Trade

Lea Grocery, Simcoe, Ont., is Centre of "Sweet Tooth" District—Has Biggest Confectionery Sale of Any Store in Town—A Strong Feature of Summer Trade—Refreshment Parlor and Tobacco Department Attract Business in Candies

**A**N extensive candy trade is one of the prominent features of the Lea Grocery, Simcoe, Ont. The people of this town, young and old, have each developed their "sweet tooth" to an extraordinary degree, and the grocers of the town are out to secure their share of this business.

The accompanying illustration of the candy department of the Lea store indicates the extent of the demand for chocolates and candies of every kind in the town trade. This store has been under the management of a number of different members of the Lea family in recent years, but the candy department and other distinctive departments of the store remain unchanged.

The sale of candy in this department is said to be most active during the summer months. It is a foremost feature of the summer trade. This is due in part to the operation of an ice cream parlor in connection with the store. This parlor is located in a separate section, the entrance to which is through the archway shown in the illustration. The refreshment room is well patronised during the warm summer months and it

also serves to draw much general trade.

A cigar and tobacco department, which in turn is quite as complete as the candy department, is also a big help in drawing trade. The tobacco department is located opposite the candy section. The process of attraction of trade for each distinctive department of the store is quite simple. The tobacco department brings many young men to the store to purchase cigars for an evening or weekend. While treating himself he must not overlook the ladies, a box of chocolates must be procured. The candy department, with a wide range of boxed chocolates, is handy. A double sale results in most instances. The tobacco and candy departments have been placed at the front of the store, one on each side. Experience has proved that the two are closely related in so far as their dependence on each other for the drawing of trade is concerned.

It is difficult to calculate whether the tobacco department or ice cream parlor is the most effective in attracting trade for the candy department. During the summer months the presence in the store of large numbers of persons seeking the

refreshment parlor undoubtedly does much to advertise the candy section. Purchases of candy, both in bulk and boxes, goes hand-in-hand with the sale of ice cream and summer drinks. For this reason the ice cream parlor may possibly be the most effective in attracting candy trade during the summer season.

In other seasons of the year the tobacco department and the regular grocery trade of the store are depended upon to draw business for the candy department.

### Success Regulated by Extent of Dealers' Interest

Mr. Lea firmly believes in the principle that trade is developed for a special department in proportion with the amount of interest taken by the dealer in developing that branch of his trade. In the case of the Lea store the candy department has been an active part of the business for many years. Much thought has been given to its development. Everything has been done in the way of securing up-to-date furnishings, display fixtures and a complete range of stock.

The candy department in the Lea store



is imposing in appearance. As illustrated, the department devoted to the sale of candy equals in extent and appearance that of many first class stores exclusively devoted to the sale of candy. An unlimited stock of toothsome perquisites of the up-to-date confectionery department give an appearance of plenty. A maximum display value is achieved by the use of fixtures of newest design with glass counter cases for the bulk candies and chocolates displayed in individual trays. On the top of these cases, wrapped chocolate bars, gum, maple sugar, jars of salted peanuts, etc., are shown.

One display case is devoted to a wide range of boxes of chocolates, a supplementary stock being shown in the wall cases. Peppermints and other bulk candies are shown through the glass front of bins, located in the wall fixtures at a level easy of access.

Barley sticks and other bottled specialties in the confectionery line are shown in the centre display case. An up-to-date computing machine, rubber cash-pad on glass-topped case, are additional features which give the department an appearance of completeness. A well-placed mirror in the centre of the wall display cases, opposite the middle counter, is also a feature of the well appointed candy department. The management of the store knows the fanciful tendencies of the fair sex and, needless to say, the mirror fills a great need. Nor is its field of usefulness limited to the ladies, for many young men, dropping into the store to purchase boxes of candy for lady friends, stop to make final adjustments of refractory ties or other portions of dress.

#### Big Holiday Trade in Confectionery

Evidence of the extent of the boxed candy trade done by the candy department of the Lea store is found in the fact that during the Christmas holiday season eighty boxes of candy, ranging in price from \$2 to \$8 per box, were disposed of. This is altogether apart from the sale of many gross of boxes of candy ranging in price from \$1 to \$2 per box. The Lea store holds the record in the extent of candy trade among all classes of stores in the town.

One sales clerk devotes her attention exclusively to the candy department in this store. With such an extensive stock of both bulk and boxed candies it is necessary that someone acquainted with the location of the stock be on hand to look after the business. Especially is this the case on Saturday night when extra help is requisitioned by the candy department to cope with the big rush. This is the big night in the week, and large quantities of candy are sold for week-end use.

Some lines of candy are manufactured on the premises of the Lea store. Peanut brittle, taffee, etc., are the lines chiefly made now, though in the past a wide range of candies and chocolates were made by an experienced candy maker. When the military forces claimed this man the store management decided not to replace him and so the range of candy manufactured on the premises has now

been curtailed. At present the manufacture of a few staple lines of confectionery is carried on by a number of young girls who employ their after-school time in this manner.

The Lea store has the exclusive agency for a well known line of boxed chocolates. In ordinary times very little bulk candy is required apart from that manufactured on the premises.

The history of the candy department of the Lea store is one of continuous development. The chief elements responsible for its success have been the

close inter-relation of this and other distinctive departments in the store, and the completeness of the display fixtures and furnishings, coupled with an unlimited range of confectionery of every conceivable kind. The experience of the Lea store has been that confectionery and tobacco find a logical place in the grocery trade, and that the sale of these lines is helped materially by the attraction to the store of customers seeking the purchase of groceries and other lines which serve effectively in the drawing of general trade.

## Look After Your Ice Supply

Ice May be Scarce During the Summer Months, and Possibility of Higher Prices—United States May Impose Embargo Against Ammonia That is Essential in Ice Manufacture.



ICE is about as necessary a thing as there is about the grocery store in the summertime, in fact it is an absolute necessity, and it behooves every grocer to assure himself that he will have an adequate supply during the hot season. Many grocers do not pay much attention to this matter, trusting to luck that there will be no shortage and that they will be able to get their supplies from time to time as they require.

At the present time, however, there are some conditions affecting this business that have not been thought of before. In the first place the United States has put ammonia under license and it is going to be increasingly difficult to get these products across the line, and as this is about the only source to which Canada can look for supplies it becomes quite a serious matter. Ammonia is, of course, one of the essentials in the manufacture of artificial ice, and artificial ice has become a factor of a good deal of importance during the past few years. In most cities there are plants for the manufacture of artificial ice, and many merchants have installed private plants of their own. As yet it has been possible to get sufficient quantities of ammonia to operate these plants, but there is no saying when the licensing system may become an embargo, and the bulk of the supplies be cut off. If this were to occur an extra burden would be thrown on the natural ice supplies that are hardly equal to

meeting this extra drain. This factor would be even more important in the United States than here, and it is not beyond the realms of possibility that the border American cities might be calling upon Canada for supplies of ice.

In the face of these possibilities the natural ice harvest has been hardly up to the mark of former years. Weather conditions were in a measure responsible, but the scarcity of labor has been a still more important factor. It has been next to impossible in some sections to get enough help to store the amount of ice that is almost necessary. Therefore there is the possibility and even probability of higher prices and the possibility of restricted supplies.

This is, of course, only a possibility at present, but it is well for the merchant to be forearmed, and to make some arrangement with his ice merchant to ensure himself of adequate supplies during the summer months.

#### SELLING SEEDS A PROFITABLE DUTY

(Continued from page 88.)

showing the different sized vegetables, and also showing the ones which won the prizes. The result was a big sale of seeds, and what was equally important, a great deal of free advertising for the store.

These are but a few suggestions, of the methods that other merchants have found of value; they may be enlarged or adapted to any merchants' needs. CANADIAN GROCER would be glad to hear from anyone who, during this season, has thought of a novel idea to sell seeds, or an attractive way of displaying them. Think of these matters, they are well worth considering.

#### A CURIOUS MISTAKE

Edith—Dick, dear, your office is in State street, isn't it?

Dick—Yes, why?

Edith—That's what I told papa. He made such a funny mistake about you yesterday. He said he's been looking you up in Bradstreet.

# Selling Summer Housecleaning Goods

Getting Some Action in This Profitable Line—How Merchants Have Built Up a Broom Trade, by Judicious Display—Keeping the Goods Before the Customer a Good Way of Building Business.

**T**HERE is a very wide assortment of goods that suggest themselves matters of particular attention during the spring and summer season, but none more so than the lines devoted to housecleaning. The spring is the season when the carpet beater is abroad in the land, and when the housewife dons her dustcap and furbishes up the walls and furniture. This is an activity that is pretty well universal, and the wide awake merchant will make the best of capital out of this fact.

There is a fine business to be done in this line of goods at all times of the year but at this special season the demand is at its height and should be encouraged. One of the most effective ways of doing this is by systematic display.

Take brooms for instance. It is a comparatively easy matter to build up a fine trade in this line by judicious display.

## System in Selling Brooms

Darrouch Brothers of Collingwood, Ont., make a sizable item out of this trade by keeping these always to the fore in the spring and summertime. Not only have they a large broom stand in a prominent place in the store, but they keep a neatly arranged display outside in front of their store, and Mr. Darrouch states that this



has been instrumental in making a sale for some 40 dozen brooms.

J. B. Horrell and Son, Midland, Ont., also make quite a leader out of brooms by a systematic display.

## Sell Dozen Brooms a Day

A rack containing two dozen brooms is emptied in two days, according to the average established by the C. McCausland grocery, Paris, Ont. (in seasonable weather). Mr. McCausland believes in bringing his stock to the attention of his customers in the most effective manner and to this end he places the broom rack outside the front door of the store during the early spring housecleaning time, and on through the warm summer weather. In the housecleaning season the McCausland store makes a specialty of window dressings of seasonable lines

including washing powders, polishes, soaps, mops, brushes, etc.

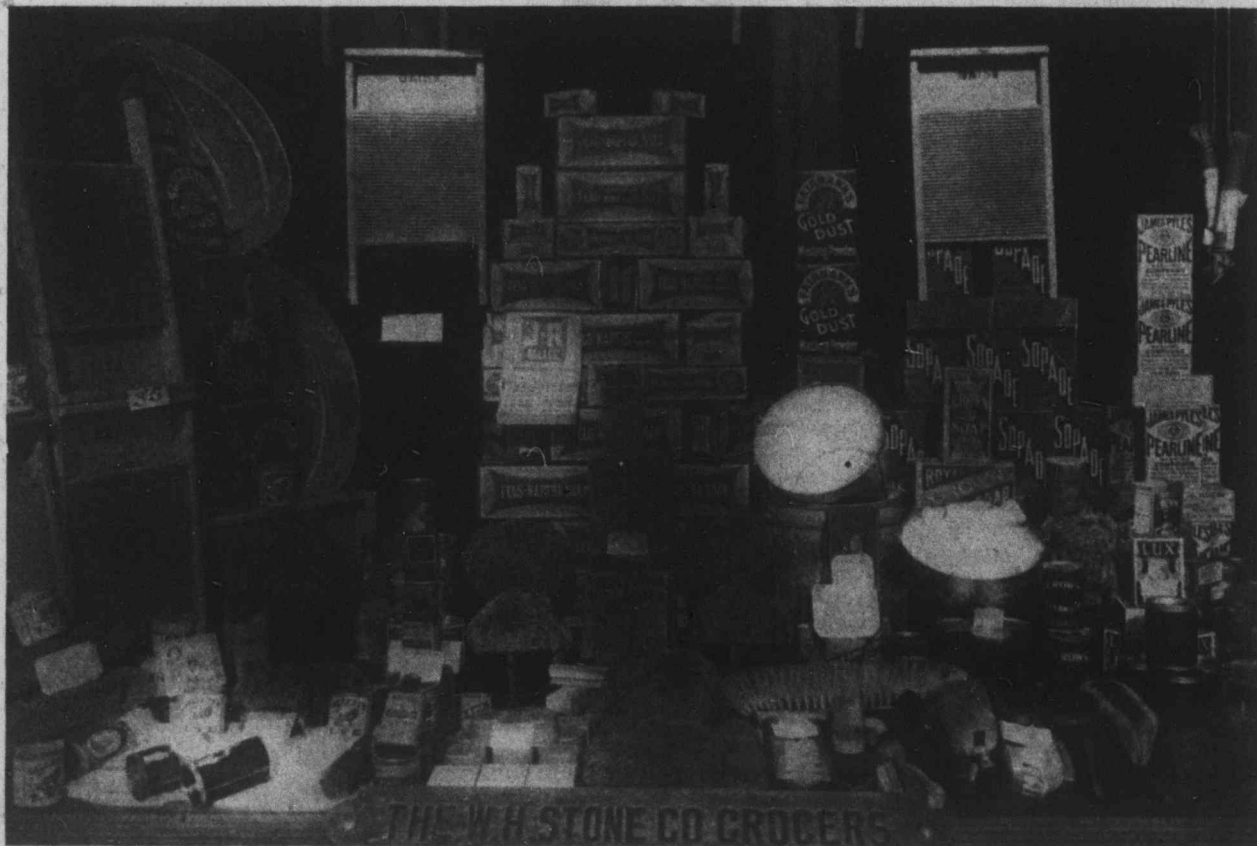
There are many other lines of goods too that can be sold in the same simple fashion, by giving them their proper place in the store's display. Merchants are too often inclined to keep these goods in the background, and to only deliver them when called for. There is always the chance, however, that the customer will overlook these things, or else buy them elsewhere where they are more forcibly brought to her attention, and it is a notable fact that where such goods are displayed their sale is immediately increased.

## Getting All the Trade

There is a feeling that it is impossible to increase the sale in these lines beyond a certain limit. There is the fact, however, that the department stores do a brisk business in these lines that rightfully belongs to the local merchant, and that would be his if he made a strong effort to get it.

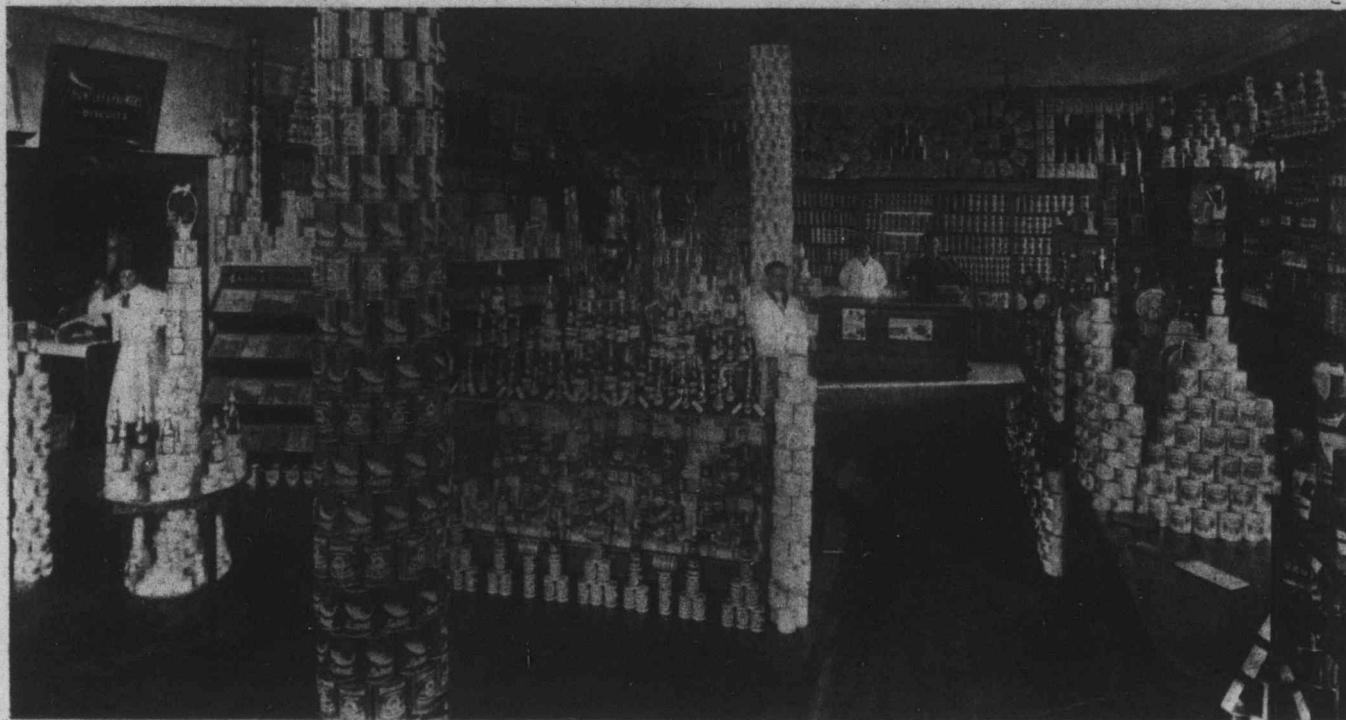
Then there are a variety of useful lines that are perhaps not used by the majority of the store's customers, polishes and cleansers of every description, mops and whisks and similar articles.

(Continued on page 108.)



A window that means sales in profit-bringing lines—a spring display of the W. H. Stone Company, Winnipeg.





Interior display one of the effective selling factors of the L. Krivel Store, Crydon Ave., Winnipeg.

## Letting the Goods Help Sell Themselves

The Inestimable Selling Power of Display—How a Winnipeg Store has Adopted a Policy of Comprehensive Display and Proved its Value—Letting the Goods Introduce Themselves and Open the Way for Creative Salesmanship.

**“EVERYONE** knows that it pays to display goods. If we put something new on our counter it sells. If we don't show it, the chances are that we will never sell it.”

There you have an outspoken statement of the selling power of display. A statement from a man who has studied the subject and is not merely voicing a catch judgment. Every merchant is willing to admit the general proposition that one of the best ways to sell goods is to display them, but probably the majority of merchants are willing to let it go at that general acceptance of the principle, or consider their shelf display as an ample demonstration of this belief.

Not so the speaker of the words quoted above, L. Krivel, 786 Corydon Ave., Winnipeg, believes what he says because he has tested it and found that it rings true in actual experience. As a result, there are few stores that have a more attractive display than his. The store is located in the Fort Rouge section of Winnipeg, which corresponds to the Westmount district in Montreal and the Rosedale district in Toronto. As a result, of course, many, though not by any means all of M. Krivel's customers are well-to-do, and have money to pay for specialties, and in these goods more than in any other perhaps is the prominent display, and personal salesmanship an element in successful business.

Mr. Krivel is not content to let these goods look at the customer from the

shelves, where the customer's eye may pass over them without a glint of recognition. His idea is to get them out, close up to the customer, so that the most casual glance must surely be caught and held. He wants a large space for display, and so he displays them all over the store. It has paid him to do this; he has proved that by actual experience.

### Proving the Proposition

“Take the case of this line,” said Mr. Krivel, picking up an attractive-looking jar of condiments. “This is a line that we have only recently stocked. We put it out right in the centre of things as soon as it arrived. People asked about it and gave us an opportunity to speak of it without dragging it in by the heels, and as a result it sold and sold well for goods of that description. Then something else arrived, and it got crowded into the background, and almost before we realized the demand fell off. The selling power was there because people were caught by its appearance rather than by any definite need.”

“For a long time,” he continued, “we experienced difficulty in selling bulk peanut butter in this part of the city, as people demanded it in glass jars. To-day we carry it in tins, and display it prominently. In this way we are able to sell it, it means a bigger sale, as a tin costs 25c. whereas the glass jars sell for 15c.

“When goods are displayed, customers ask about them. That is a fairly good

indication that there is a pronounced selling power in display. It is of course impossible for us to call attention to every article in the store in this way but we try to give prominence to as many as possible, and to give the bulk of our selling lines a fair share of attention. And we believe this is a good policy because when peanut butter or some other article is displayed, we often hear our customers say, ‘It is a good thing I noticed that or I would have forgotten all about it.’”

Moreover, Mr. Krivel makes the most of every display device. A glance at the accompanying illustration will give some suggestion of the method of store display, though of course it is possible in a photograph to give only a very limited section. But enough is shown to indicate the way the policy of the store operates to take advantage of every opportunity offered. Even pillars, the bugbear of the merchant, are made to serve. He is fortunate in the service of a very good display man, Charles Mandel, who arranged the displays illustrated.

### Letting the Windows Sell Both Ways

Then there is an interesting point about the windows. They are not fenced off from the store, as is the custom in so many stores, but open inwards as well as outward, so that they not only attract the possible customer outside the store, but also the probable customer within. One of these windows is devoted exclu-

(Continued on page 104.)



## Four Stores Join

New Liskeard Firms Unite to Combat Mail Order House Catalogues to Cover Whole Section, the Cost to be

**O**UT of the North Country comes the news that a new idea is being evolved to meet the mail order competition of the large department stores. The idea is for four stores of different classifications to combine in the issuance of a catalogue to be distributed throughout the country in that district. The idea was conceived by merchants in the town of New Liskeard and the firms which have entered an agreement to carry out the project are the George Taylor Hardware Company; Wesley McKnight, men's furnishings; Elliott & Co., dry goods; S. Greenwood & Sons, grocers.

### Will Give Complete Selection

By combining together in the issuance of this catalogue these merchants have in reality all the advantages of a department store or mail order house. One of the reasons for the loss of trade to the mail order houses in the past has been the advantage of wide selection which the consumer has had. For instance, if an order were being made out for some groceries to the mail order house and a small order for hardware amounting to \$1 or \$2 in value was needed it was a simple matter to include the order in the one with the groceries. Very often the consumer would be content to buy at the local grocery store if it were not necessary to make the buying trip especially for the article or articles in question. When the consumer starts to make out an order he usually goes over his complete list of wants. The merchants of New Liskeard have found that quite a lot of business has been slipping away because the consumers have been inclined to make up these combination orders.

### Catalogue to Be Issued May 1

This arrangement has progressed so far that these four concerns have each agreed to contribute \$200 toward the expense of the catalogue. The catalogue will comprise between 1,400 and 1,500 pages. With hardware, groceries, dry goods and men's wear the lines will be as complete as any consumer would wish for. Some of the merchants who conceived the idea took it up with the Board of Trade with the hope that all the merchants could be interested in the scheme. This was later found to be impracticable and it remained for the merchants themselves to take the initiative in the mat-

ter. The result of these deliberations was that four concerns decided to go into the scheme.

### Four Responsible Business Houses

It was, of course necessary to get concerns into the arrangement who would have the confidence of the community, stated the manager of one of the companies, in describing the scheme to **CANADIAN GROCER**. These concerns who have decided to go into it are well-established and have a business connection in the community extending back for some time. Not content with this assurance to the community we have made arrangements with the bank to make the financing of the proposition comparatively simple. The bank will make adjustments according to the amount due the various stores from each of the orders.

### May Send Order to Any One of Four

The arrangement has the advantage of constituting each of the parties to the agreement a committee to see that the balance of the order is filled out properly. For instance, if the order were mailed to the grocery store and there were orders for the other three stores contained therein, the grocery store would undertake to see that the balance of the order was secured and shipment made at the same time. This would be accomplished by getting in touch with the other concerns and having them deliver ready for shipment the goods required. In this way the one order from the consumer would suffice to set the wheels of trade in motion within the town and so relieve them of the necessity of making a special trip to do the purchasing.

When an order of sufficient size is

### WHY THE CATALOGUE HOUSES FLOURISH.

He was asked for a little article. Did he say, "I'm sorry, we are out of that article to-day, but we will have it shortly."

No, Sir!

He said: "We don't keep it, there is so little call for it that it doesn't pay to keep it."

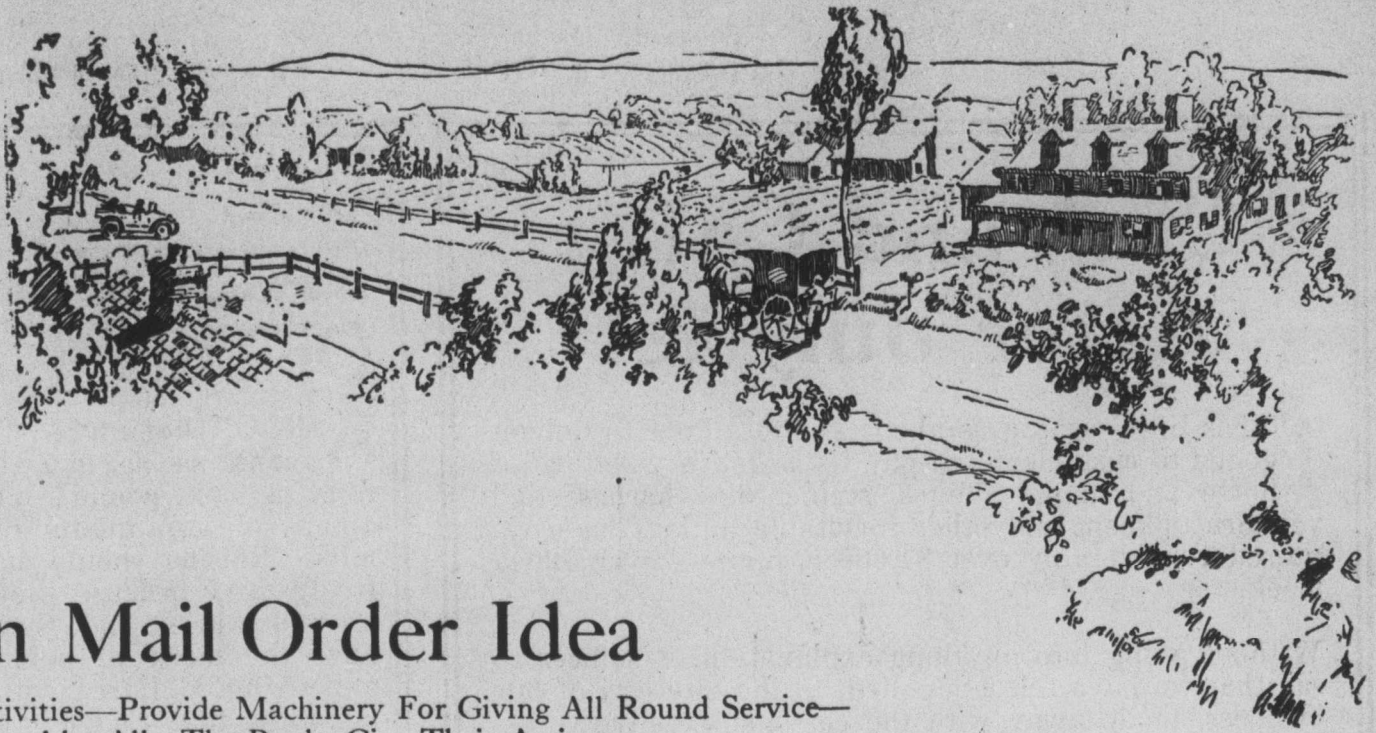
When it was mentioned that with parcel post he could take orders for such little things, get them quickly, make his customers happy and add greatly to his trade, he said it was too much bother.

Besides these people were catalogue house people anyway, and only bought from him something they couldn't get, and he didn't care whether he accommodated them or not.

Can you beat it?

From Hardware Age





## In Mail Order Idea

Activities—Provide Machinery For Giving All Round Service—  
Shared by All—The Banks Give Their Assistance.

thus made up the saving in delivery charges would be considered as compared with the mail order house. For the goods are usually sent by express from the mail order house. Where carrying charges are included in the price of the article this must of necessity be added to the cost of the article. Where the consumer pays the express charges on receipt of goods it comes out of his pocket more directly. Express charges are based on the weight of parcel and distance to be carried by the express company. Whether the consumer pays the express charges or whether the mail order house pays them, they are eventually added to the price of the goods. Carrying by express is more expensive than carrying by freight, when the goods are brought in in large quantities. The retail store has the advantage in this respect in that it is closer to the point of distribution. This works out to the advantage of the retailer when the price of way freight shipments is considered as compared with the cost of carrying in carlots. For instance, two of the items instanced were those of paper and nails. By way freight the cost of shipment of paper from Toronto to New Liskeard is 56c per hundred pounds and on nails 59c per hundred pounds. When these commodities are brought in in carload lots the cost is 39c per hundred pounds. This difference is often sufficient to allow the retailers a good margin and at the same time allow him to undersell the mail order house. As an instance where it is possible to beat the mail order house take the sale of oyster shell, used to a large extent for poultry. The department store sells this at \$1 per hundred pounds plus the freight which costs 62c per hundred to New Liskeard from Toronto.

This oyster shell can be laid down in New Liskeard to be sold at \$1.25 per hundred and when the freight delivery charges of 15c per hundred are added to other points in the district the cost to the consumer is brought to \$1.40. The cost to the consumer from the mail order house on the other hand is \$1.62. This enables the consumer to save 22c per hundred by buying locally. If quantities of 500 pounds are purchased at one time the price is \$1.32 per hundred pounds. In large quantities such as this the clear saving would be 32c per hundred pounds.

This is but an instance of what can be done in the way of meeting the mail order competition. Furthermore, there

is an advantage to be given the consumer in the matter of quicker delivery. With the retailers on the ground nearer to the point of distribution the consumer can have his goods delivered in most instances the same day and the outlying districts the day after the order is sent. With the mail order house it often takes much longer.

### New Idea in Distribution

The idea which is being evolved in this instance is indeed a new one. It will be watched with a great deal of interest by merchants everywhere. It means that the merchants of a particular community are combining their efforts to give as complete a service as the mail order house. It would seem to have all the advantages of the mail order house in convenience in ordering goods, with some of the disadvantages left out. For there would be the same range of goods to select from, the assurance that the order will be filled without further trouble on the part of the consumer, prices would be equally as low as the mail order house, and delivery would be better.

### NEW FISH ON THE MENU

Adding fish to the menu has gone a long way toward solving the food problem. For instance, here are the United States Department of Agriculture's figures on the quantity of hitherto unused varieties that have been marketed during 1917: Grayfish, 4,000,000 pounds; sablefish, 4,000,000 pounds; tilefish, 6,000,000 pounds; whiting, 20,000,000 pounds; burbot, 500,000 pounds; and Alaska Scotch-cured herring, 2,000,000 pounds.

### FIGHTING THE FIRE WITH FIRE

The Catalogue House fattens on the profits on the business that the local merchant throws his way.

They prosper because they give a service that the public demands, a service that could be better given by the local store.

What is the answer? A better service by the store, a service such as is rendered by the stores mentioned in this article.

The Catalogue House has no talisman of success. It finds out what the people want and gives it to them in the easiest way.

The local store has every advantage of location, of knowledge of their trade, of ability to deliver more promptly, and the chance of meeting complaints with a personal explanation.

The remedy is to give Catalogue House service, and then forget about the Catalogue House.

## Cash and Carry After July 1st

IT has been costing us about \$1,100 a year to deliver goods to customers—to pay for a delivery service of horse and man. Wages, stable bills, harness and vehicles upkeep, and other inevitable outlays have required considerably over \$1,000 a year — over \$20 a week.

Without going into any long explanation, it suffices to say that we have felt compelled, in the interests of our business, to do away with the customary delivery service. So on and after July 1st next we shall make no deliveries. On that date we shall introduce the

### Cash and Carry System

WE recognize that this will cause many of our customers some inconvenience, real or fancied, for a time, until they become accustomed to the new idea. And we recognize, also, that we shall lose some custom. All this has been carefully considered by us, and we have made our decision deliberately.

Also, on July 1st next we begin doing business on a strictly cash basis—the basis on which the department stores do their business. Here again it is possible that some of our customers may find the new system inconvenient and unwelcome; but when they once acquire the practice of paying cash, they will find it better for themselves.

These are times of reconstruction. Even in a business as humble as ours new ideas and methods are necessary to its successful conduct. Higher costs and labor scarcity impose on us, as on others, new practices.

It will be some weeks yet before we change over to the Cash and Carry System. In the meantime we give our customers notice of our intention.

**T. M. BARCLAY & SON**  
54 HIGH STREET, DAUPHIN

## USE RAISINS OFTEN

A POUND of raisins contains as much food as six pounds of apples or two quarts of milk. Raisins should be freely used because they are nutritious, and they have the merit of being appetizing. Children with appetites that require coaxing respond to the appeal of raisins.

Use raisins in bread, biscuits and buns, in pies, with boiled barley or rice, and even just by themselves — this after they have been "plumped" by being put in a pan of boiling water until they have swelled to their original shape.

Raisins are rich in sugar and fruit acids, and they have an important medicinal effect because of their laxative value.

Order raisins with the next order you give us. Open Stock Valencia Raisins of fine quality sell for . . . a lb. Griffin & Skelly's Raisins, in cartons, sell for . . . per lb. package.

Our Phone Number is  
Adelaide 657

**The Johnston  
Company**  
42 Knox Avenue  
HALIFAX



## MAPLE SYRUP IS GOOD

**I**T is good just by itself. Some think it better with rich cream on it. Many like it to use with fried mush, on cereals, on French toast, on corn starch, and, of course, with waffles and griddle cakes. It is good with ice cream.

We have some very choice quality of Maple Syrup, absolutely pure, made in the sugar bush of an Ontario farmer, by the best methods—by a man who takes a great pride in his product. This has been put up in quart bottles, in quart tins, and in half and full gallon tins. A quart bottle costs 75 cents. A gallon tin \$2.50.

Better give your order early since the supply is strictly limited and more cannot be had this season.

**HILTON & BROTHER**  
65 COOK STREET - - - VANCOUVER  
Phone: Western 88

An advertisement with seasonable appeal. Suggests how Maple Syrup is used—this to provoke desire. By suggesting a variety of uses, consumption may be enlarged. Interesting particulars are provided about origin—to persuade buyers, and prices and package sizes are given.

## PUTTING DOWN RHUBARB

**R**HUBARB is plentiful now and cheap. It is economy to make a rhubarb marmalade or to preserve it in other forms. And so we suggest that you put down as much rhubarb as your family requirements suggest.

Two essentials are glass jars and sugar. These we supply. Present prices are:

### Glass Jars—

Pints, per dozen .....

Quarts, per dozen .....

### Granulated Sugar—

Pure Cane, .. lbs for .....

Beet, .. lbs. for .....

In the meantime you may find it necessary to use canned fruits freely — this since your winter's supply may be about exhausted. This is a suggestion to you that you come in and see what we have of this class of goods.

**THE ALERT GROCERS**  
100 MAIN STREET - - - ST. JOHN  
Phone: Main 987

Another seasonable advertisement, designed to take advantage of a present situation to sell glass jars chiefly on which a better than common profit may be obtained. The sugar suggestion is provided to round out the idea.

## TELEPHONE IT

**W**HENEVER you find yourself in need of groceries, telephone your requirements; while we cannot always promise special delivery, yet we shall always do our utmost to give prompt delivery.

The early morning—just after the dishes are washed—is the best time to telephone your order. Make this a habit. Having our customers' orders early in the morning enables us to give a better service — relieves the later part of the day from congestion.

Some things to telephone for to-morrow morning are:

**Vegetable Soups**, in tins.  
(12 kinds.)

**Meats in tins**—Veal Loaf, Dried Beef, Corned Beef. These can be used to prepare many an attractive and appetizing dish.

**Molasses in tins**—Useful in the preparation of many things for which you have recipes.

**Rice**—For making Rice Waffles, Rice Puddings, and for use in soup.

**Corn Meal**—For Johnny Cake, Porridge, Muffins, Cookies, and for rolling fish in when frying.

**Canned Pumpkin**—For making Vegetable Griddle Cakes (as per recipe in current number of the Ladies' Home Journal).

These are just a handful of special suggestions. They are provided to let you see how you can simplify and vary the preparation of the daily menu.

When down town, drop in and get acquainted with the new things we have, or with new uses for familiar things. While we suggest that you "Telephone It," we are always better pleased when customers call.

**JOHN PIERCE & CO.**  
Grocers

10 Champlain St., Ottawa  
Phone Number is Main 1653

An advertisement designed to encourage the 'phoning of orders and to get 'phone orders in early. By getting customers in the habit of 'phoning orders often increased business results. Definite suggestions are made of goods not always likely to be asked for—the idea being to increase the sale of unusual and profitable lines.

# CANADIAN GROCER

MEMBER OF THE ASSOCIATED BUSINESS PAPERS  
ESTABLISHED 1886

*The Only Weekly Grocer Paper Published in Canada*

JOHN BAYNE MACLEAN - - - - - President  
H. T. HUNTER - - - - - Vice-President  
H. V. TYRRELL - - - - - General Manager

## THE MACLEAN PUBLISHING COMPANY, Limited

Publishers of Canadian Grocer, Hardware and Metal, The Financial Post, MacLean's Magazine, Farmers' 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.

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CANADA—Montreal, Southam Bldg., 128 Bleury Street; Telephone Main 1004. Toronto—143-153 University Ave.; Telephone Main 7324. Winnipeg—1207 Union Trust Bldg.; Phone Main 3449.

UNITED STATES—New York—E. R. Huestis, Room 620, 111 Broadway, New York; Telephone 8971 Rector. Chicago—A. H. Byrne, Room 900, Lytton Bldg., 14 E. Jackson St., Phone Harrison 1147. Boston—C. L. Morton, Room 733, Old South Bldg.; Phone Main 1024.

GREAT BRITAIN—London—The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C. E. J. Dodd, Director, Telephone Central 12960. Cable Address, Atabek, London, England.

SUBSCRIPTION: Canada, \$3.00 a year; Great Britain, South Africa and West Indies, 12s. 6d. a year; United States, \$3.50 a year; other countries, \$4.00 a year. Single copies, 10c. invariably in advance.

### PUBLISHED EVERY FRIDAY

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

Vol. XXXII. TORONTO, APRIL 26, 1918 No. 17

## EDITORIAL BRIEFS

SPRING chickens and spring gardens are two things that will not mix, says an American publication. Ah! but they sometimes do.

\* \* \*

PENNSYLVANIA'S Health Commissioner is worried over the fact that we are using too much soap. He says it's a wasteful and injurious habit to work the soap up into a lather. He contends that it requires very little soap to break up dirt. We can't help wondering if the commissioner ever removed the kitchen range stove pipe.

### A RECEIPT FOR TURNING STOCK

AN American grocer achieved the surprising record of turning his stock 27 times in the year. That is a record that ought to make every grocer wild with envy. How did he do it? Here are the six points that resulted in this phenomenal record:

(1) Keeping a careful watch on our buying; (2) featuring nationally advertised goods; (3) developing an effective sales force; (4) making our window displays sell more goods; (5) holding special sales; (6) keeping records that tell us all the time just what we are doing.

And the greatest of these is No. 6.

## THE FIRE DANGER

THE enormous annual loss by fire is mainly a preventable loss, and therefore it is a criminal waste. It occurs mainly because people take chances, and therefore gain confidence in their immunity.

One of the most frequent causes of fire is the untidy cellar. Excelsior, paper, packing material and empty boxes and cases, all too frequently is this the condition of affairs; a match thrown through a grating, or a cigarette dropped by a clerk, and the mass smoulders and flames up, and the store is gone almost in a moment, and the merchant is honestly at a loss to know why, because he has fostered in himself so long the idea of his immunity from such dangers. The bulk of the fire loss is preventable, and every merchant should do everything in his power to see that the chance is reduced to a minimum in his store. Gratings opening on the street should be carefully screened. Empty boxes should be carefully piled away from possible danger, paper should be baled, and excelsior or other packing material should be tightly packed in barrels and covered or burned at once.

Don't make the foolish and criminal mistake of playing with fire.

## THE SPRING AND SUMMER NUMBER

WITH this number CANADIAN GROCER is adding another to the already long list of numbers of this nature. If it were only a matter of adding a few pages to the size of the regular issue, there would be little need for any comment on the matter. But this number coming at the opening of the spring and summer aims to materially enlarge the assistance that is possible in the regular issue. In these special numbers the idea before the staff is to gather together from a wide variety of sources ideas and suggestions that will be of value to merchants everywhere in enlarging their activities and improving their services and in making their business more profitable.

Never has it been more imperative for the merchant to safeguard his interests and to foster his resources. Never at the same time has it been as imperative that he shall miss no chance of enlarging the legitimate activities of his store. Therefore, this number aims to set before him ideas that may be adapted to his own use, and examples that may prove an incentive to more aggressive business. The idea behind these numbers is that they should be kept as records. It is often impossible for the merchant to keep a complete file of CANADIAN GROCER, but it is quite possible for him to keep these special numbers at hand, to be used for reference as the need or the opportunity arises.

For that reason the aim of the articles in this issue has been to deal with the opportunities and activities peculiar to the spring and summer months. It is our hope that in these pages merchants everywhere will find a stimulative influence that will aid in the better prosecution of a successful business.



*THE PASSING DAYS*

HERE is, in these days passing, a sad need for a little of the spirit of optimism. Not the unthinking optimism of the ostrich with its head in the sand, but the clear-eyed belief that those nations who have given nobly and are ready to give all for the cause of honor and justice and truth cannot wholly fail. To doubt is a sign of weakness that gives solace and comfort to the cause of our enemies. There are dark days to be met, and heavy burdens to bear, but over the blood-stained fields of France the dawn of a righteous peace must come some day.

*THE PARENT OF OUR PROSPERITY*

THE selling of seed may not look to be a big item to the average grocer. On it, however, is dependent to a large extent the maintenance of good business conditions during the coming year.

Canada is feeling the effects at present of an adverse trade balance. The only way this can be remedied is to have something to sell. The humble seed is the parent of our prosperity. We must have food to live, and we are needing it more urgently every day. Every seed that germinates this year makes business prospects brighter, and victory more nearly in our grasp. It is the merchant's privilege to be one of the factors in fostering the idea of production.

*A POT OF PAINT*

IT may not be possible for every store to have the last word in modern equipment throughout, for valuable as these undoubtedly are, there are many merchants who find them beyond their means, but there is no good reason on that account to put themselves under the disadvantage of an untidy, dingy appearing store. Bright and clean surroundings are one of the very best of selling arguments, and this is possible for anyone. A few cans of paint advantageously used will transform the appearance of a store till it is almost unrecognizable. It means a little extra labor and a small item of expense, but it will repay the merchant in actual dollars for a few hours' labor. A pot of paint is not always noted among the selling forces, but it is one nevertheless.

*THE DEMANDS UPON THE STORE*

THE recent more stringent enactment in regard to the Military Service Act is going to make still more serious demands upon the store, and will increase the difficulties of carrying on business. This is not a thing over which the merchant will grumble. The need is serious and the demand is just. There will unquestionably, in many quarters, devolve upon the merchant a still larger part in the actual service of the store than he has been accustomed to take in the past. That is essential if the quality of the ser-

vice is to be maintained. There is a danger in this that some other things may suffer. In the stress of this possible added work there should be no slackening in the attention paid to the matter of accounts or of stocks. These two elements are where the point of danger lies. Some day, it may be a month from now or a year, but some day a readjustment is going to come, and to the merchant who has been slack with his accounts, or who has let his stock run wild, these days may be disastrous.

*THE BUYING POWER OF THE CUSTOMER*

THE grocer can obtain some very interesting and illuminating facts if he is given to a little investigating.

For instance, if he keeps a record of the customers sold during the day, and the total of sales, and then figures out what is the average purchase, we have an idea that this average purchase will prove a surprise to him. It will probably be smaller than he could have believed. This is good information to have, too. It keeps things within safe limits. One chain drug store requires an average of 35 cents per customer exclusive of the soda fountain trade. That is one way of keeping tab on the sales force. And then suppose this information is used as an incentive to speed up sales. Suppose the idea were put before the clerks to increase the sales by the small item of 10 cents per customer, surely not an impossible task, but it would mean in a store that boasted only 100 customers a not to be despised item of \$60 a week additional. Try this idea for yourself.

*TEAM WORK IN THE STORE*

HERE are far too many merchants who do not make the most of their clerks. They look upon them as merely instruments for passing the goods across the counter. When a merchant adopts that attitude he has no good ground for complaint if the clerk does just that and lets his interest in the matter drop when the last sale has been made.

The great majority of clerks, however, will one day own and operate their own stores. They are there not only to earn a salary, but to learn a business. In the vast majority of cases they will take a real interest in the welfare of the store if this interest is encouraged. The grocer who depends on himself to generate all the ideas is putting himself at just that much of a disadvantage. Many times the clerk is more closely in touch with the customers than is the proprietor. If he is put on his mettle he will in nine cases out of ten largely increase his own selling power and that of the store. Many merchants have found this fact to be true in actual experience, and have found it of value to delegate some of their authority to their clerks.

# Ad Writing and Designing Not Difficult

Illustrations Very Valuable to Tell a Story—Put News Into Your Advertisements—Study of Few Type Faces Will Help—Should Learn to Prepare “Dummy” or “Layout”—Number of Words to Square Inch—Advertising a Big Subject.

By John C. Kirkwood.

**T**HE average retailer isn't very strong on advertisement-writing. This isn't his line. And so the retailer dodges the preparation of advertisements. Some retailers, on the other hand, take keen pleasure in the preparation of advertisements. Both the man who dislikes and the man who likes preparing an advertisement are advised to use illustrations to take the place of words.

Illustrations attract the eye. By their contrast with reading matter they pull the eye to them. So from this point of view they have a very real value. But the right kind of illustrations are suggestive of merchandise.

## Avoid Foolish Illustrations

It may be a hammer that is shown, or a lantern, or a brush, or a piece of fur, or a hand bag, or a man wearing a flaring necktie. Whatever the illustration may be, it probably speaks swiftly to many persons and gets their attention.

Just here it is to be said that foolish illustrations in an advertisement distract the attention, and so defeat the purpose they are intended to serve. One frequently sees humorous illustrations in country weekly newspapers, used by jewellers, boot and shoe dealers, hardware dealers, and other classes of retailers. Looked at critically they are really out of joint as a rule with the text or message of the advertisement. The effort to relate text and illustration is clearly a forced and unhappy one. Illustrations of this sort can be left alone with advantage.

## Illustrations are Easy to Get

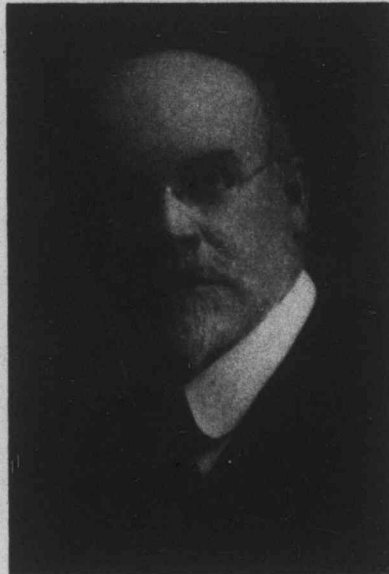
Illustrations of the right kind can be had very often for nothing—from manufacturers. The great majority of manufacturers delight to supply retailers with electros. Not always, however, do manufacturers provide retailers with the electros of desired size and character. But if the retailer puts up to the manufacturer the right kind of request, for the right thing, the manufacturer will probably meet the retailer's wishes.

## News Advertisements Recommended

The best type of advertisement for the hardware dealer is a straight news advertisement—one that gives real news about goods and the store's service. This is the simplest and easiest advertisement to write. Readers—that is prospective buyers—want just plain news, as a rule. Very few readers want or will give time to fancy writing, or to empty gush, or to bald generalities. Nor

do they want to be entertained. On the contrary, they want the advertisements they read and to which their attention is invited to be simple, straightforward statements of fact—descriptions of or particulars about the goods, or their use or value.

The average reader of a newspaper reads it in more or less of a hurry,



JOHN C. KIRKWOOD

because there is something else waiting to be done. For this reason it is wise to make advertisements meaty and crisp—this by giving real and desired information about goods advertised. This information should if possible be related to an illustration.

## Study Mail-Order Catalogues

If one wants to know what to say about goods, one will find an admirable aid in the mail-order catalogues of the big department stores. In these catalogues descriptions of goods are terse, adequate and without any superlatives. The aim is to economize words. Every word means space and cost. So there is an object in cutting down descriptions of goods to the brevity of telegrams. Now, if the retailer will let himself be guided in the preparation of his advertising by the mail-order catalogues he will be producing good advertisements.

## Typography is Important

The advertisements of the big department stores which appear in metropolitan dailies can very profitably be stud-

ied not only for their style and language, but for their “display” or composition. The retailer can be sure of this fact: Good ad-compositors and good ad-designers are responsible for the superior ad-setting of department store announcements.

Here is a practical suggestion: When you see in an Eaton, or Simpson, or Hudson Bay Company, or Goodwin advertisement a style of setting pleasing to you, cut out the particular part you like, and give it to your printer—the man who will set up your advertisement—and ask him to follow as faithfully as possible the style of the clipping given him. Thus you will be getting nearer and nearer all the time to better typographical effects. And your local compositor, when it is put up to him to reproduce as faithfully as possible good, well-designed, and well-set compositions, will himself go to school, as it were, and will eventually give you something quite fit to be placed alongside the ad-compositions one sees in the metropolitan dailies.

Many retailers do not know much about the designing of advertisements or good ad. composition. This is something, often beyond their comprehension. One reason for this lack of knowledge is that their attention is never or but rarely directed to this aspect of advertising. Another reason is that their printer—the man who sets up the advertisements—is often quite as lacking in a knowledge of what constitutes good typography as is the retailer. Yet well-set advertisements go far towards making advertising resultful; and since this is so, it is clearly a matter that should concern the retailer who buys newspaper space to print therein his business news.

## Some Revealing Re-set Advertisements

These observations will be made clearer by a study of the re-set examples in the engraving accompanying. A close examination of the original setting and the re-set advertisement will surely show the retailer how much better the re-set compositions are than the originals. The original compositions are what one very often sees in country newspapers. There is a disposition to use fancy and many display faces and sometimes ornaments, and to do freak composition. By contrast the re-set advertisements are the acme of simplicity and chastity, and have an attractiveness, pleasingness and persuasiveness not possessed by originals. These examples, and the notice pertaining to them (found on the engraving), merit very close study.



**Fresh Groceries**  
As fresh as roses in ear

## Don't Forget the "Eats"

To be sure that your parcel reaches the "boy" overseas for Christmas—it should leave here not later than the middle of November. And—when you're getting your gifts together—"don't forget the eats." Of course the boys have good food and enough of it—but they dearly like that "something different" that comes from home. The toothsome "snack" sent by loving hands is a most acceptable change from the daily routine.

So while you are securing the "smokes" and the "comforts"—remember the "eats."

See Our Windows for Suggestions

### Here's a Few Suggestions

Bodley's Fruit Cake, (dark) the tin ..... 60c  
Bodley's Fruit Cake, (light) the tin ..... 60c  
Bodley's High Class Biscuits, the tin ..... 50c  
Pure Maple Syrup, the tin 50c  
Washington Coffee, the tin 50c  
Rolender Coffee (with milk and sugar) the tin 50c  
Rolender Coffee (with milk and sugar) the tin 50c  
Dromedary Dates, a pk. 10c  
Table Raisins, a pk. 50c  
Chocolate, the tin ..... 50c

### TINNED MEATS

Sardines—Salmon—Locheer—and Fish Patties—Tongues—Bologna Sausage—Chicken—Beef Steak and Onions—Stewed Kidneys and a large assortment of meat patties.

### PLUM PUDDINGS

One and two pound cartons.

We sell boxes suitable for parcels for Overseas Delivery.

### STORE DELIVERIES

Remember that we have four deliveries a day from our store and are in a position to give prompt service to any part of the city.



**E BRIDES**  
Coming right by buying our  
**dGroceries**

of brands of merchandise. Trade of getting the best all the year.

**SPECIALS:**  
The 10c brand, per lb. \$1.50  
The 20c brand, per lb. \$1.50  
The 30c brand, per lb. \$1.50

## McGregor's

225 Bank Street—Between Hopean and Linger Sts.  
Phone 6901—6902 Queen.

Some specials this week—everything beautifully fresh—

TURNIPS    PARSNIPS    POTATOES  
APPLES    ONIONS    CELERY    LETTUCE

**P. DODDS & SON**

**R. N. McDONALD**  
THE PEOPLE'S GROCER  
St. Corner Jacob St.  
Phone St. Paul 791 and 792

These illustrations are reproduced to show how illustrations add attractive-

ness and punch to advertising copy.

### Preparing the Dummy or Layout

Another engraving is shown to illustrate how to "lay out" or design an advertisement for sending to the printer. A little practice and study will soon enable any intelligent man to do very good work. Just here it is to be said that many ad-writers write or print in, in small type, the text or "copy of the advertisement—this in their design. Far simpler, better and kinder is it to write out the text or copy of the advertisement separately, with the typewriter or in long hand, and to mark its various divisions "a," "b," "c," etc., to correspond with the divisions of the "layout." Then pin layout and copy together, and send to the printer. The printer can see at a glance just how you want your advertisement to appear, and he can calculate the size of type to use from the number of words in your copy, and the space you have assigned them in your "dummy" or "layout." Memo: Make your layout or dummy the exact size of the space your advertisement is to occupy. Then both you and the printer will be able to see just what your desire is in the matter of disposition of copy, size of "body" and "display" type, white space effects, and so on.

It is to be remembered that type is rigid, not elastic. Which

**Displayed Line Here**

**Superior Grocery Company**  
Your Town

The engraving is provided to show how to lay out or design an advertisement for sending to the printer. In this "lay-out" or "dummy" no provision is made for the inclusion of "cuts" or illustrations. The idea is to indicate to the untutored ad-writer a better way of preparing his dummy or design than the way practised by some, which is to write or print in, on the dummy, the text or copy of the advertisement. See note on this subject in the accompanying article.

means that just so many words of type can be put into a square inch. It may interest some ad-writers in retail stores to know how the printer "sizes up" the ad-writer's copy—to know what size of type to use for setting it up.

The ad-compositor measures the space in the dummy or layout which the ad-writer has indicated "a," "b," "c," etc., corresponding to similarly marked sections of the "copy" or text of the advertisement. Then he counts the words in the copy. Then he makes his calculation, thus ascertaining that the copy will require to go in 6-point, 8-point, 10-point, 12-point, 18-point etc. With this knowledge possessed, the printer can go ahead safely—that is if the ad-writer has been reasonably precise in measuring his copy and the divisions of his layout.

By 6-point, 8-point, etc., as applied to type is meant the number of lines that make an inch in depth. There are 72 points in an inch. So copy set in 6-point will have 12 count-lines to the inch. To get an interesting illustration of what is signified by points, go to your Bell Telephone book. There the numbers and names are set in 6-point black face (12 lines to the inch); and residence or occupation, and street address, in 6-point light face type. Off-hand, one would say that the

black face type is the larger of the two. Technically it is identical in size with the light face type—both are 6-point.

**Words in Square Inch**

Now, with this understanding of how type sizes are indicated, the following calculations will be interesting to the untutored ad-writer.

**WORDS TO THE SQUARE INCH**

Square inches	—Sizes of Type—			
	6-point	8-point	10-point	12-point
1	47	32	21	14
2	94	64	42	28
6	282	192	126	84

The ad-writer himself should be careful to provide approximately the right number of words to occupy the space allowed in his dummy or layout in the desired size of type face.

The foregoing is semi-technical, yet it is something that the ad-writer who is trying to do good work should know. If any man wants to know more about this and other phases of advertisement construction he can buy books on the subject.

**Summing it All Up**

This contribution to CANADIAN GROCER started out with the suggestion that illustrations be used to make advertisements more attractive and in-

teresting, and to give them added selling value.

Then it went on to state that simple news about goods or service makes the best-liked kind of advertising. Then followed something about advertisement-composition. The thought is: The preparation of advertising is a simple enough thing. No mystery or difficulties surround the writing and designing of an advertisement. There are some—nay, many—things to be learned, and as one goes far in his studies and practice, one will be acquiring new and highly interesting and useful knowledge about advertisement writing and designing, and about the functions of advertising. Just now, however, we are concerned with some basic, A B C things, readily comprehensible and really very useful. One must always begin at the beginning—build on foundations or bases and it may be that for some readers of CANADIAN GROCER what has here been written and presented will be of the nature of useful and desired basic material.

**LETTING GOODS SELL THEMSELVES**

(Continued from page 95.)

sively to fruit, and the display is always

kept in a neat and well kept state so that it retains all of its original attractiveness.

Mr. Krivel's contention as to the value of display is irrefutable. That being so, display is one of the foremost accessories in direct salesmanship. Many merchants rather pride themselves on the fact that they supply exactly what the customer asks for, and do not attempt to influence sales.

There are, of course, cases where he makes himself obnoxious by a persistent cataloguing of the goods of the store. Bad salesmanship could go no farther than this. Far better merely hand out what is asked for, than to become a public nuisance by indiscriminate urging. But there is certainly a hint in Mr. Krivel's method for those who do not believe in aggressive salesmanship.

Display the goods to catch the customer's attention, let the initiative come from that source. Once having caught the interest it is possible to call attention to other displayed lines without unduly encroaching on the time or patience of the buyer. Why do all the work of selling, when there are so many influences ready to assist? Let the goods help sell themselves.

Great  
**July Clearance**  
**SALE**

Come and see where you save  
**The Most Money**  
before you buy

**The Model**

**The Metropolitan**  
**BANK**

Capital Paid Up ..... \$1,000,000.00  
Reserve Fund ..... 1,250,000.00  
Undivided Profits ..... 182,547.61

**Head Office - TORONTO**

DIRECTORS:  
S. J. MOORE, Pres. D. E. THOMPSON, K.C., Vice-Pres.  
SIR W. MORTIMER CLARK, K.C.  
JOHN FIRSTBROOK, JAMES RYRIE,  
W. D. ROSS.

W. D. ROSS ..... General Manager

Branches Throughout Canada  
Eleven Branches in Toronto  
Savings Department at Every Branch

Great July  
**Clearance**  
**Sale**

Come and see where you save  
the most money  
before you buy

**The Model**

**The Metropolitan**  
**Bank**

Capital Paid Up - \$1,000,000.00  
Reserve Fund - 1,250,000.00  
Undivided Profits - 181,547.61

**Head Office . . . TORONTO**

DIRECTORS  
S. J. MOORE, D. E. THOMPSON, K.C.  
Pres. Vice-Pres.  
SIR W. MORTIMER CLARK, K.C.  
JOHN FIRSTBROOK JAMES RYRIE  
W. D. ROSS  
W. D. ROSS, General Manager

BRANCHES THROUGHOUT CANADA  
Eleven Branches in Toronto  
Savings Department at every Branch

The accompanying reproductions are from different sources. Nos. 1, 2 and 3 are magazine advertisements, and No. 4 is a booklet title page. No. 1 is a most atrocious abortion; lack of margins and abuse of white space mar No. 2; No. 3 has sacrificed display for unattractive "effort," and the renaissance period decoration has no affinity with either type or subject in No. 4


All good advertisers and typographers today use one face of type or, if emphasis is required, one family of type face in their advertisements or brochures. A well-balanced, even-toned page holds the reader's attention better than does a flagrant display of some portions at the expense of others, and is more restful to the eye

**W. F. Hatheway**  
**Company, Limited**

WHOLESALE  
**TEAS, FLOUR, ETC.**

**RED ROSE**  
Manitoba Patent Flour

16 Ward St. St. John, N.B.



**J. G. Butterworth Co.**  
Limited

26 Sparks St., OTTAWA Phone Queen 666

Wholesale  
**Teas, Flour, etc.**

"RED ROSE"  
Manitoba  
Patent Flour

**W.F. Hatheway**  
Company, Limited

16 WARD STREET  
ST. JOHN, N.B.

**SCRANTON**  
**COAL**

"The Coal you will  
eventually burn"

**J.G. Butterworth**  
Co. Limited

86 SPARKS ST., OTTAWA  
Phone Queen 666

The above examples of reset advertisements illustrate how much better simple plain composition is than fussy, ornate, freaky treatments. The resets are by one of Canada's best typographers, Joe W. Short, with the Mortimer Company, Ottawa. Read his notes on the engraved plate.





# New Slants on Old Problems

How the Value of Factors Change With Conditions.

By Henry Johnson, Jr.

**A** YOUNG man asked for white bread in a cafeteria on a wheatless day. The girl at the counter said, sweetly: "It is not served to-day." "Why, I'm willing to pay for it—can't I have it if I pay extra?" "No: this is a wheatless day. We do not serve white bread to-day."

I do not know whether "the young man went away sorrowing, for he had great riches." I do know that there was a whole volume of lessons in that incident, for it exemplified how we are re-adjusting our sense of values regarding many things.

Hitherto, we Canadians have been wont to feel that we could have and were entitled to get anything for which we had the price and were willing to pay. Now we are finding out that some things are beyond all price; that there is no mere money-equivalent for certain commodities we always have regarded as so common and so essential as to be almost like air or water. We are like a rich man lost in the Sahara desert. He may have millions on deposit; he may have a big wad of bills on his person; yet he dies for want of a drink of water—plain water—an element in which he might drown himself a few short miles distant.

## The Right Thing in the Right Place

To-day there are mountains of wheat in Australia and large supplies in all probability are hidden in parts of Russia. There are vast stores of sugar in Java. But these things are not available. Hence, for present practical purposes, they are as if they were not. There is not enough to go round. Money will not buy them.

So it is that old measures of value may not serve us now. Factors have taken on new elements, or their relative importance has shifted about so that old relations do not hold good.

Let us consider the cash-and-carry idea. Here we have many figures and tabulations to show that cost of certain service is thus and so in one locality and something else in another. Individual deliveries cost from 5c to 15c in different towns, under various systems. Either figure seems so trivial compared with the expenditure of time and energy necessary to go to the store, select the goods and carry them home, that many jump to the conclusion that there is no true economy in cash-and-carry, that the game is not worth the candle, and therefore should not be played.

But have we considered all the factors in this equation? Surely not. For what we must conserve is man power. Men

must be released from service. They must be released not only from work hitherto regarded as non-essential or luxurious, but from many callings which always have been considered worth while in peace times. More than that: they must be released from things always considered vital to industry, to commerce, to our daily life, if need be; because, cost what it may and strain us how it will, the one supreme essential to-day is that we win the war. Hence, it is not a question of spending 10c in car fare and 50c in time to save 15c worth of labor on the part of a delivery man. It is putting in 60c worth of what we have to replace something we have not; it is contributing a big slice from our abundance to release for vital service a comparatively small portion of an absolute necessity of warfare—men.

## Self-Delivery Service Worthy

So there is merit, plenty of it, in the plan of the American grocer who furnishes little push carts capable of carrying 300 to 400 pounds, which the customer can borrow to convey his goods home, provided he returns them at once. For these carts can be pushed by the housewife herself, or by a boy whom she hires, or by her old father who may be glad to find himself useful again and doing something really worth while in place of puttering throughout the day. All these things help in the big task of winning the war—the one job we must accomplish at any cost of convenience or sacrifice.

To-day an old man pushing a wheelbarrow load of groceries towards his home is doing his best toward the big task. He is not "taking a job from a laborer," as he might have been doing two years ago. Similarly, a woman carrying bundles, or loading groceries into the tonneau of the auto-car, or pushing a perambulator load, is doing worthy, self-respecting work, as valuable in its way as those who use their otherwise idle moments in knitting wool socks. Only yesterday, let us remember, we should have regarded knitting as "waste labor."

## Money No Longer the Measure

Similar care must be exercised in passing judgment on the home garden. Last October, a New York editor was sarcastic to bitterness about the green beans which were "going to waste." His wife had raised more beans than the family could eat. She had canned abundance for the winter, yet ripe beans were dry-

ing on the vines, begging for a purchaser who came not. Even the neighbors—the few who had not similarly raised beans—had eaten their fill, canned their capacity, and now declined to accept beans as a gift.

But did not our friend miss some important points? First, he himself had abundant beans. Second, all the neighbors were likewise provided for. Third, he had done his part in utilizing ground otherwise idle and non-productive; and in so doing he had (fourth) contributed to the lowering of bean prices over the entire country. If nobody except professional gardeners had raised beans last year, if everybody had sidestepped the garden, prices for garden truck would have soared beyond the reach of most folks. Fifth, every bean and vine which remained on the ground to be turned over served to enrich the soil with nitrogen absorbed by the plants from the air. Sixth, he had experienced the joy of early morning manual labor, perhaps seeing the sun rise for the first time since he was a boy "up-state" on the farm; he had got re-acquainted with nature and the glory of the out-doors and the feel of mother earth. Seventh, he had achieved a new sense of the value of farm labor.

This last is worth noting. No man can work in the soil—even "to make one blade of grass grow where two had grown before," as Mark Twain said it—without attaining better understanding of the work of the farmer and his viewpoint. I used to wonder why a farmer parted with his nickels so carefully, with such evident thought to see that he got value in return. When I hoed my first rows of potatoes last summer and nursed a few scraggly cabbages I thought I understood more justly the intrinsic value of five cents taken in exchange for two such cabbages and for other nickels laboriously wrung from the soil in the hot sun through many a back-ache than I ever had understood before.

## A Day of New Things

This is a day of new things, new problems, new questions. Old ideas must make way for new. It costs money to throw two or three thousand shells a day at a cost of \$5 each, and tens of thousands which cost \$16 each. Such a "kingly game" is monstrous waste, aside from the bitter woe and agony of suffering entailed. It is wasteful folly which makes no appeal to us who have been born and bred in the democracy of equal opportunity, freedom and peace.

(Continued on page 108.)



# From the South to the Smoke

The Story of the Manufacture of Plug Tobacco With a Hint or Two on the Manufacturers' Methods For Keeping Tobacco in Prime Condition For Sale and For Use

Written by a staff representative of CANADIAN GROCER after a trip through the Tuckett & Co.'s plant, Hamilton.

**S**UMMER lingers in tobacco. Much of the art of the tobacco manufacturer consists in keeping Autumn and Winter away from the fragrant leaf. A little of Autumn—"the mists and the mellow fruitfulness"—may be allowed, but of Winter nothing unless you can call the kindly glow of well lit pipe or cigar akin to the ruddy firelight of a comfortable Christmas Eve. But in that red glow there is the end, not the beginning of tobacco, and the soft blue smoke that arises from the blends men go miles to buy is like a Summer haze, dreamy and delicious.

## Tobacco That Tempts Buyers.

Much of the art of the tobacco manufacturer consists in keeping the austerity of Autumn and the withering touch of Winter away from tobacco. On the retailer who would achieve profitable business in tobacco rests the responsibility of continuing the care of the manufacturer in this respect. If he does so, then his tobacco customers will continue to come to his store in numbers and increasing numbers for they will find in the supplies they secure from him the lingering delights of eternal Summer. In this article which tells of the manufacture of plug tobacco some of the secrets of keeping Summer eternally in the tobacco you sell are also told. By following the methods of the manufacturer as much as possible in handling and storing tobacco the most profitable results are secured for your business.

## Sunshine From the First.

Send your mind south towards the sunshine with your first thoughts of tobacco manufacture. Tobacco is grown before it is manufactured, and is a product of the soil, and the balmy air, bland moisture, and genial sunshine. In all your thoughts of tobacco keep in mind the atmosphere of Summer. In that thought is a secret of profitable reputation for the retailer of tobacco.

'Way down south, in Virginia after the tobacco has come to full leaf and drawn from the soil and the air all that the smoker is later to discover in quality, the leaves are bunched into "hands" and hung up to dry in sunshine and warm, kindly air. Thus under the influences of Summer they come to the first stage for the manufacturer's attention. In great piles the crops of tobacco from various farms are piled in wide warehouses where tobacco sales are conducted. Here assemble the experts who do the buying for the manufacturers. These men scrutinize the various lots of tobacco, searching for

particular leaf sizes and qualities of which their firms are in need. They find these varied tobacco grades variously distributed amongst the different little harvests from the various farms. The business of the buyer is to decide on the value of particular lots to his firm according to the proportion of right sized leaf they contain for his firm's requirements.

## Tobacco in the Hogshead.

"Hands" of tobacco go into hogsheads for storage and shipment. There are firms in the tobacco centres of Virginia who store tobacco thus packed, and sell to the manufacturers. The hogsheads are huge. They weigh from 1,000 to 1,500 pounds each. When they arrive at the factory from the South they go into storage in warehouses kept at "Summer temperature." There is a secret of keeping tobacco in good condition. They stay in storage for long months, and the months must stretch out to years before the tobacco is considered ready for actual manufacture. During its term in storage the tobacco goes through what are called "sweats." The changing seasons hold their influence upon the leaves, and within the hogshead they alter in condition four times a year. This is the ripening and sweetening process upon which much importance is laid. At least four good sweats go to the development of a smoking tobacco. Without them the tobacco would burn "like a garden bonfire." With proper ripening all the rankness of the tobacco passes off, and a rich, mellow leaf develops for the further processes of manufacture.

## Actual Manufacturing.

From the storehouses with their summer temperature to the top floor of the factory the hogsheads of tobacco are brought and the atmosphere they encounter within the factory is still summery whether the month be June or December. From around its fragrant contents the rough fabric of the hogshead is removed and the big bulk of the tightly compressed "hands" still in the shape of the container stands solid on the factory floor. The responsibility of an expert buyer has so far guaranteed its contents.

Now begins an ordeal of inspection which lasts through every process of manufacture till the tobacco goes forth to the retailer. In case of any brittleness of leaf the rooms in which the tobacco is handled have an atmosphere kept humid by small jets of live steam. The "hands" of tobacco are taken

from the mass, and any defective tobacco, or tobacco not exactly up to grade standard is removed and put on one side. Then from supplies of hands which pass the test as they leave the hogshead, a staff of women experts proceed to the process of stripping the "leafy" portion from the strong middle stem of each leaf. This work is done very rapidly, and gives opportunity for examination of every leaf individually. Thus not a particle of tobacco goes into use which has not been carefully scrutinized for fault of any kind. The tobacco is scrutinized not only from the first, but through every process. Even after the strippers have examined each leaf that passes through their hands and thrown out every faulty leaf, a team of expert male observers goes to work examining every leaf yet again. This is done in the case of all forms of manufactured tobacco. In this article attention will now be paid particularly to the making of plug and cut plug tobacco.

## The "Casing" Process.

After their examination by these many expert eyes the tobacco leaves, ready stripped, and containing nothing that will not smoke perfectly and pleasantly, are taken to the "casing machines." This process has a formidable name, and certain unbetrayable secrets of tobacco perfection are connected with it, but it is really quite simple. "Casing" is just coating the tobacco with a rich sweet syrup made of the finest sugar, and other juicy ingredients. The casing is done in large copper drums with open ends, through which the tobacco tumbles at regulated speed. Through the sides of the drums jets of the casing preparation are kept playing, and the well tumbled tobacco is coated on every side of the leaves which are then dropped into boxes and covered up tight to steep and grow moist and pliable. They are left in this state for twenty-four hours at least.

## To the Rolling Room.

The rolling room doesn't roll. The staff employed in it are not at all at sea. Their business is to roll the tobacco into plugs exact to specified weight. They are girls, and very swift fingered. They roll and wrap from 1,400 to 1,800 plugs of tobacco per day. Each plug is wrapped with a special broad leaf, and the clever way this leaf is tucked like a blanket around the tobacco inside is part of the skilled workmanship involved. These girls also have the responsibility of rejecting any unsatisfactory leaves before rolling the



plugs so that when a plug is wrapped only the right tobacco is inside it. Another inspection and another weighing follow, and then the plugs are taken on canvas bottom trays to the drying room.

#### Weather Man Dictates Here.

Here the weather man has something to say. Upon his dictates depends the length of time the tobacco is to remain in the drying kilns. In Winter three or four hours is sufficient. In hot, sultry weather the drying period may be drawn out to ten or twelve hours. The temperature of the drying kilns runs from 120 to 128 degrees. When taken from the kilns the plugs are placed in boxes to draw back so that they can be handled safely for pressing into the moulds. As they come from the drying room they are too brittle but it would not do to take them too early from the drying room. The drawback process is necessary also for perfection.

#### Goes Under Tons Pressure.

In condition for handling and pressing, the plugs go to the formidable battery of hydraulic presses which compress each plug firmly into the shape familiar to the storekeeper and smoker. Each plug is also stamped with the trade mark at this stage. The plugs then go for five or six hours to the "pots" or retainers, where they recover a little after the pressure of 1,950 pounds to the square inch to which they have been subjected. The total pressure of the whole hydraulic battery in operation is from ninety to a hundred tons.

#### Packed in Caddies to Mature.

Packed in caddies, the plugs now go to the bond room to mature. This process is natural, not artificial, and takes from one to three months—again depending on weather. The temperature of the bond room is again summery. Summer lingers in tobacco and in all the processes of tobacco manufacture. Summer temperature, but a moist summer temperature, keeps tobacco in the best condition.

#### SUPPLY BOAT SERVES CAMPERS

(Continued from page 87.)

J. D. Wisdom and James Brunton, both of whom were, until some ten years ago, engineers in the employ of the G.T.R. They eventually joined forces and have been steadily working up a splendid business as their present position indicates.

#### Improvements in the Store

Improvements have been made from time to time and the old stand which was originally made up of three separate stores has been gradually changing, until at the present time the building has a frontage on Essa Street of 55 feet and a depth of 66 feet, with a splendid basement under two-thirds of the floor space and a uniform front consisting of five large plate glass windows, two of which are divided into two sections, the lower

part being raised during the day, in the warmer weather, when fruit is at its best. There are two doors opening on Essa Street, and a side door opening on Tiffin Street is used for loading for delivery, thus avoiding any confusion at the main entrances.

In the grocery department, which occupies two-thirds of the building, in addition to the partners, three clerks, a book-keeper and a driver are employed regularly, and in the busy summer season two extra clerks are taken on for two or three months.

The partners in the store are thorough believers in the selling value of adequate modern equipment. There are three modern computing scales in the grocery department, silent salesmen display cases, biscuit cases, two cash registers, as well as the soda fountain and a self measuring oil tank. The store, too, does a brisk telephone business and has two telephones which are in practically constant service.

#### A Daily Record of Business

Special attention is given to book-keeping and this thoroughly efficient system is maintained. A loose-leaf ledger system is used in conjunction with a synoptic double entry ledger, which gives in separate columns at the end of each day a synopsis of total goods charged, total receipts, total expenditure, total wage expense, freight and cartage and any other extra expense, bills payable, bills receivable, and stock on hand. It is a system which should appeal to any grocer as it shows a balance up to the minute and is simple and accurate. So it is evident that while the store makes a bid for this transient trade the partners never lose sight of the important fact that the all year trade must have equally generous and efficient treatment if the store is to be a success.

#### SELLING THE LAKE FLEET

(Continued from page 86.)

Stanley states that it was the pleasant custom on reaching the ship and climbing the ladder to pull the ladder up after one. That left competition floating harmlessly alongside.

This was his early training in this work, a training that gave him a thorough knowledge of ships and of their personnel, and the ways of the sailor folk. It made him a lot of good friends, too, and when the old order changed and it got down to the unromantic system of letting contracts for the goods, Mr. Stanley's friendship with the captains and the stewards of a multitude of boats stood him in good stead, and a fair amount of the business went to him. There isn't much to this business but speed according to his idea, that is once the contracts have been secured. It is a matter of getting the order, putting it up and delivering to the boat in the time it is going through the two locks of the canal that are situated within the town's confines.

It is a worth while business, worth taking pains to encourage and to satisfy. Mr. Stanley is emphatically of the opinion that it is. The daily bill against the boats amounts at times to as high as \$200, and there have been days when the total of sales credited to this source of business has reached \$500. When it is remembered that this is an additional business that does not infringe on the other trade of the store, and at the same time shows a very attractive amount of profit, it is easily understood how well worth while it is.

#### Friendliness and Service the Necessary Things

Mr. Stanley claims that he has had no pull in getting this business. It has been a matter of giving good service, and anyone who visited the store would quickly realize that service would be good and of encouraging the friendship of these men. The stewards and captains could do a great deal toward seeing that the contracts were placed as they desired. That was the only business secret that there was in connection with it, that and actually seeming to desire the business. Too many merchants he thought paid no attention to this matter and just let it drift by. It was necessary to ask for the business if you wanted it, and after that to give the best and promptest service, but that was about all there was in the way of a plan of campaign to be considered. That does not seem to be a very serious programme and it is one that many other merchants might well consider.

#### PERFECTLY HEALTHFUL

Glucose or corn syrup is a perfectly wholesome article of food, and weight for weight on a dry basis its food value is substantially the same as that of cane sugar, according to a recent notice published by the Illinois State Food Standard Commission. The commission advocates, therefore, that cane sugar and corn syrup be permitted in the manufacture of preserves.

#### GIVE THE BEES A CHANCE

If Kenneth Hawkins, bee specialist of the United States Department of Agriculture, is right, grocers ought to sell all honey as strained honey, rather than in the comb. Mr. Hawkins reports that in Florida too many beekeepers market comb honey, thus lowering the productive capacity of the bees. It takes as much energy on the part of the bees to make one pound of beeswax as it does to make 20 pounds of honey, he says. In selling the comb honey the beeswax is lost. It seems that the honey can be extracted from the comb by opening the cells and whirling the comb through an inexpensive centrifugal machine, the comb being left intact, so that it can be put right back into the hive again, to be refilled with honey. Beeswax itself, of course, has no food value.

## Current Events in Photograph—No. 17



### THE FARM DRIVE IN BRITAIN

Science has done the impossible in this war. When the gasoline supply became so limited that all available stocks were taken over for the use of the army, then science provided gas as a propelling power. The photo shows a gas driven tractor in Britain's drive for production. The gas is contained in a huge envelope on top of the tractor and soldiers on leave have been trained to use these tractors and ploughs.

### SELLING SUMMER HOUSE-CLEANING LINES

(Continued from page 94.)

Some merchants make it a policy at this time of year to devote a special section of their store to the display of all lines. A table with a neatly arranged display of everything pertaining to the housecleaning season often suggests to the customer wants that might not otherwise be felt.

Window displays too are one of the most effective methods of increasing sales. An average window display may often fall flat as a pulling force because it does not appeal to the present ideas of the shopper. It is so much lost effort, because it lacks the appeal to the immediate need.

Moreover there is in certain sections a large class of people who go away for the summer time. All these articles will be necessary in putting to rights the summer home, and a judicious display at this season may result in a good sized order that would otherwise be lost to the store. It is well at all times to make a definite appeal to a definite known need and one of the most pronounced needs at this season is for this type of goods.

### NEW SLANTS ON OLD PROBLEMS

(Continued from page 105.)

But for that very reason, because we hate war and strife, we want to get this task done and over with as rapidly as possible. The only way to do that is to hit hard—to strike heavily and rapidly—to put every ounce of energy we have or can gather into the blow—for the shortest way out is through! To the end that as few of our boys may lie in Flanders graves as possible, we must send as many as we can as quickly as our utmost energy and intelligent co-ordination will enable us to do, to crush the Prussian.

Instead, therefore, of figuring whether there is true economy in cash-and-carry or other individual conveyance of merchandise home, perhaps this may be a better plan:

Let us figure that the million odd housewives of the country save 15c each day in one way or another through doing themselves certain things they used to pay to have done. That means a sav-

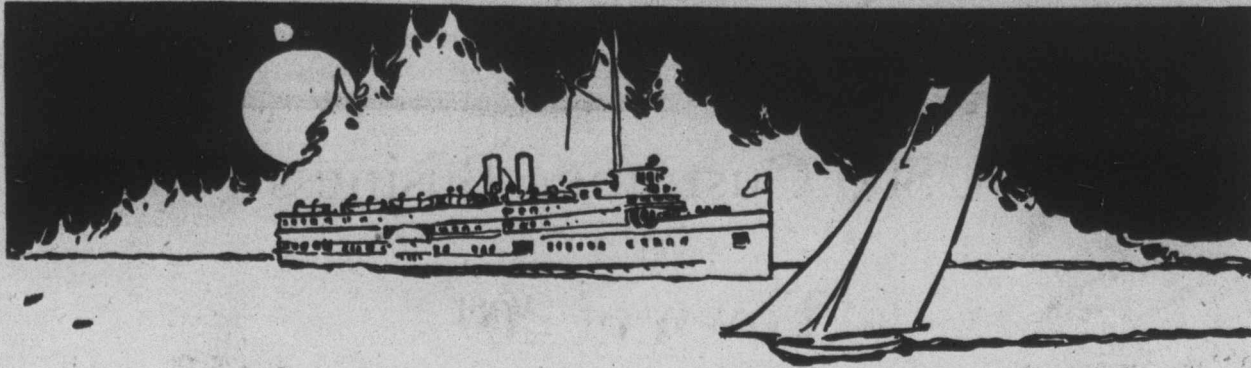
ing of \$300,000 a day. That sum would provide 6,666 shells at \$45 each, or 18,750 shells at \$16 each—EVERY DAY—either of which would help some. And, in view of the fact that this \$300,000 is saved and conserved out of the sky, something which could not be obtained in any other way, what matters arithmetical calculations which demonstrate that those women expended energy which, in ordinary times, might be sold or turned to the production of commodities of peace to the value of \$1,000,000?

#### What Is Money Worth?

Too long have we been accustomed to think in terms of money. It is marvelous, and most inspiring, to note how rapidly we are readjusting our point of view.

In face of the supreme trial of civilization which now faces the world, old notions of value must be discarded. Let us try to think of all factors and not make light of any personal effort directed toward the fulfilment of our country's great task.





# Handling Summer Resort Trade

Eliminating Losses, the Bugbear of Summer Resort Trade, by Proper Packing of Deliveries—Putting a Salesman on the Job the Only Way to Get Business

“**D**OING business with summer colonies may or may not be profitable according to the way in which it is handled.” J. J. Hatley, Orillia, Ont., do a large business in the summer time with the summer resorts that surround the town, and their opinion is voiced in the words of A. E. Hawkins, the manager of their grocery department quoted above.

The firm had been going after this business for a goodly number of years, and after the first few seasons they were surprised to find the little net profit that appeared to be shown for the energies devoted to this business. There was plenty of profit, but in one way and another the profit seemed to be eaten up in small difficulties and breakages.

After considering this matter, they decided that if it was to be made profitable it must be handled in a systematic fashion, and the services rendered be the service actually required by this kind of trade.

### Putting a Salesman on the Delivery

First of all they considered the important matter to be that of the driver of the delivery that served these resorts. The driver had to be a representative of the store and more than a delivery boy. His work took on something of the nature of the traveling salesman. He visited the different homes one day and took orders for their requirements, and the next day delivered them, and took further orders. He made probably 50 to 60 calls. Some of them of course represented only small items that in the ordinary course of things would not have been worth the trouble, but in the main the orders were for substantial lists of supplies, and in this way the delivery rig left each day with a full load that showed a substantial business. The business must be good, or it would not pay, for the trip would mean the covering of about ten miles of road, and with the delivery leaving at 9 a.m. it would be about three in the afternoon before it was back at the store, so that it required the bulk of the time of a man and a delivery rig.

With the orders from some sixty families however to be figured on it was well worth while. That is it was found to be



well worth while when there was a salesman and not a mere order taker on the delivery. The housekeeper will remember a goodly number of things, but the things she forgets or does not think of are usually the things that show the most profit.

### A Special Handling Service

Then there was the matter of loss that had been such a troublesome item in the early days of the business. It was found that the sort of treatment that was good enough for an ordinary town delivery was not good enough for a long trip or over country roads; that was discovered from a multitude of experiences, of broken eggs and broken bottles and bruised fruit. Of course all this loss was borne by the store, and it made a big hole in the profits, till it became a practice to give to the putting up of these deliveries a more than ordinary care. Everything in the least perishable that goes out on this delivery is put up in cardboard boxes, and carefully packed in excelsior



or cut paper. For this purpose boxes are saved throughout the year and carefully kept for this purpose. With this care the element of loss can be practically eliminated. Of course this entails extra work, but as this trade pays the full retail price with a small percentage added to cover the extra cost of service the slight extra time taken is not a matter of great moment.

### Cultivating the Favor of the Customer

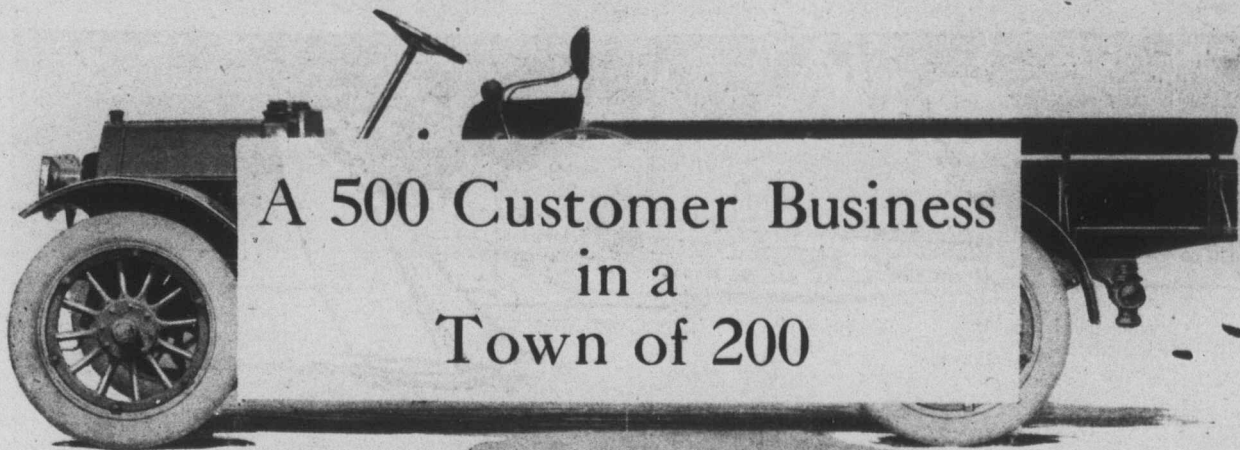
Then, too, this system satisfies the customers and puts them in a favorable mood toward the store. When under the old regime the driver returned with a half dozen of broken eggs gathered from several orders, and a pound of two of bruised tomatoes, it was a loss in money to the store, but more than that, it was a loss in favor on the part of the customer served. The customer had probably been counting on these same tomatoes for the evening meal, and being compelled to change her plans unquestionably

left her with a slight animus against the store. To avoid those little annoyances is the first element of good service, and Mr. Hawkins states that this extra care in service has been found to be of value not only in the losses saved, but in the good feeling that has been maintained toward the store.

### The Summer Trade in Meats

One of the forcible arguments in holding this summer trade is the large service offered by the store. In addition to the grocery department there is a very large meat department, and the delivery to the summer places looks after them both. One of the important items of the trade is in cooked meat. It is an easy matter to sell these goods in the summer time, even at their present prices, they find because of the saving in labor in the warm weather. Fish too has been an outstanding good item with this trade.

In summing up the business, Mr. Hawkins stated that anyone can handle this summer business, but whether it is worth the handling or not depends entirely on the care that is given to it.



IT is not a city, not a large town, not even a small town where W. R. Browne & Son conduct their thriving store; it is in Cherry Valley, one of Ontario's many bright villages having a population of about 200. At first glance it would appear that there was a very limited scope for big business, and if the members of this firm were content to sit back and wait for customers to come to them, most certainly they wouldn't be doing the business they are to-day. It is by extending their territory, by going out after the trade that W. R. Browne & Son are to-day doing a volume of business which would do credit to a town or city many times the size of their village.

#### Trading With the Farmer

The bulk of trade handled is that done with the farmers as they are situated in a farming community. But how to get the trade of farmers who are nearer the county town or some other shopping centre was the point to be considered. The idea of a limited scope for their activities did not appeal to the members of this firm, so first of all a wagon, loaded with staple groceries, hardware, dry goods, etc., was sent out and brought the goods right to the farmers' doors. The farmer in whose district Browne's wagon went did not have to face a long drive in disagreeable weather; Browne's driver became a regular caller and rendered a measure of service which the farmer was quick to appreciate.

#### Dobbin Replaced by Motor Truck

The horse to-day has been supplanted by a motor truck and a day's round trip now means about a 45-mile drive—20 to 25 miles away from headquarters and back by another route. That is covering territory and as Philip Browne states is the only way in which they can get and hold the trade for their store.

#### Deliver Orders to Farmers' Doors

But they are getting it and holding it, too. On the day's trip, orders for the following week are taken—the farmers can intimate what they are going to need, be it a package of tacks, a pound of tea, a spool of thread or an automo-

bile tire and the following week it will be delivered to their door. Think what a measure of service this is to the busy farmer, especially during his spring seeding or fall threshing when every

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IF you lived in a village of 200 souls would you figure that you had a chance? Would you figure that it was possible to serve 500 customers?

Well it is. And here is the proof—Cherry Valley, Ontario, is a small town of not more than 200 people, and Browne & Sons' customers number upwards of 500. Not all of them come to Browne's store to deal. Browne goes to them. He goes with a motor truck loaded to meet their every need.

Browne's store is located five miles from the county town and railway station, but Browne sells goods right in that town and to the municipal officers of that town. Browne goes out after business and gets it.

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hour, every minute on the farm is fully occupied and a half day's trip after supplies can ill be spared.

The delivering of orders, however, is not the only function of the motor truck and its load. As stated above, staple articles in everyday use are carried on the truck for sale and items which the farmer may have overlooked are usually available. The average wholesale value of goods taken out each day is \$700.00, and it can be seen that a fairly wide range of merchandise could be included. The driver is more than the man who guides the wheel of the truck, he must also be a salesman and one of tact in handling the many types with whom he meets.

#### The Driver a Drummer

Speaking then of the man who looks

after this end of the business as a salesman, it is to be noted how he drums up new business. In calling on John Jones he learns that a near neighbor is anticipating building a barn, remodeling his house or talking of painting. Down in his little book goes a memorandum and if possible he secures further details from this neighbor. Failing in this, however, he turns in this man's name at headquarters and action to secure this business, whatever it may be, is at once started.

#### Following Up Prospects

Mr. Browne used as an illustration of their follow-up system the matter of roofing. Assuming that Frank Burns was going to put a new roof on his house, this firm sit down and write to the manufacturers of the roofing which they handle and a circular letter outlining the many points of value in connection with this brand of roofing goes direct to this man Burns from them. Browne & Son are named as agents in the district and they also send out a circular letter, along with prices and samples. When these have gone forward, one of the members of the firm usually steps in his car and makes a personal call on the farmer. The result may not always be a sale, but at least a friendly spirit has been created, for Burns likes to feel that his business is appreciated.

#### Now It's the Motor Truck Salesman-Buyer

The motor truck salesman is also a buyer—truly a man of many activities. He buys the eggs and butter which the farmer's wife has to sell, he pays her as much as though she drove five, ten, or twenty miles into town, besides assuming all risk as to breakage in transit. This business is handled either in trade or in cash. By that is meant if the farmer's wife has any purchases to make and wants her eggs or butter to pay for them, that method is satisfactory, or Browne & Son will purchase the eggs or butter outright and give her the cash. There is no obligation to trade in their produce. Practically all of the eggs which Browne & Son handle are shipped away to the



larger consuming centres. In the peak of the producing season, this firm ships on an average about 3,000 dozen per week.

#### Making the 'Phone Work

Since the 'phone has become so universally distributed throughout the country, this method of placing orders is used extensively by the farmer's wife. The day prior to a trip over a certain territory is usually a busy one on the 'phone from residents along the route. But this firm do not expect too much of the farmer or his wife in this respect. They have specials to offer quite often, so they get busy on the 'phone and acquaint their customers of the fact. The results are obvious—when the truck calls the next day it is loaded with orders taken over the 'phone in addition to those secured the preceding week on the trip.

#### Close Tab Kept on Credits

Asked as to whether it was found necessary to do much credit business, Mr. Philip Browne replied in the affirmative. "Our heaviest calls for credit," Mr. Browne stated, "are from February 15 to June 1. This period is rather a non-productive one as far as the farmers are concerned, and to the limit of our ability we are willing to help them out. However, we are able to keep a very close tab on all goods going out and probably our knowledge of our customer's means is more intimate than most storekeepers. This is accounted for by our weekly calls right at his home. There are those to whom we are willing to extend all the credit they want—there are others again upon whom we set a limit and beyond that limit we will not go. Accounts are sent out every two months and if returns are not forthcoming we make use of a follow-up system in addition to having our truck salesman-buyer and now collector watching matters closely. The loss we sustain through poor credits is practically nothing at all. We are easily able to tell whether a man is buying goods elsewhere instead of giving us a fair share of his business. When he is a strictly cash customer, he is entitled to buy goods wherever he likes, but when he owes us money we make it a point to see that he doesn't give the other fellow all the cash and us the credit."

#### Truck Headquarters a Thriving Store

But though the road business is a big end of the trade handled by this firm, Mr. Browne states that the business they do in the store itself is outstripping the other materially. "We are now well known, and the range of goods we carry in the store is most certainly larger than can be handled on a truck. The farmers and their wives are coming in increasingly large numbers to the store where we have a wide selection of goods for them to choose from. I do not think we will dispense with the truck, however, for some time to come. The truck reaches some customers whom we very rarely, if ever, see in the store. We cannot expect farmers' twenty miles away to come to us when they can reach our county town by driving half the distance. That is why we go to them—we

have that competition to meet and it is the only way that we can overcome it."

#### Where Aggressive Tactics Win Out

Aggressive tactics, coupled with service, have built up the Browne & Son business to its present standard. Looking into the hardware department, how has this been exemplified? The question of roofing as outlined above is one example and in the new branch of the hardware department—automobile accessories—is found another. A year ago last February this firm received advice from the manufacturers that an advance in automobile tires was to be put into effect.

#### Worth While Tire Business

They immediately secured a list of car owners in the town and county from the license issuer and with this made use of the telephone. In that month they sold \$1,300.00 worth of automobile tires—over the 'phone. They protected their customers against the advance in price



A man whose business is worth going after.

which was to come and secured tire business right in the county town where the stiffest opposition might be expected to develop. During the past year this firm sold between \$5,000 and \$6,000 worth of automobile tires and intimated that the net profit from this department during 1917 was greater than their total sales of the previous year. It was a case of going after the business and getting it.

#### Browne's Interpretation of Service

The little word "service" though only containing seven letters, can be built into big meaning. Mr. Browne quoted two or three instances where customers in motoring had experienced tire trouble during their summer's travels. They remembered the 'phone call of February and in turn 'phoned to Browne's to see if they could help them out. Browne's did—though it may have meant a trip of four or five miles; this was part of their service and a new tire was dis-

patched to the scene of disaster post haste.

#### Wholesalers in Some Lines

Browne and Son handle oil and gasoline in a wholesale way. They also have a tank wagon containing 310 gallons which they send out from the store and do a very big business with the fishermen. Their business in all amounts to about 14 carloads a year.

In addition to oil and gasoline they handle wholesale tobaccos for the county. They have two warehouses in town—where all shipments come and in which they keep their surplus stocks. It is only necessary for their customers in the town to 'phone their orders in and delivery of same will be made in about 20 minutes' time if it's a rush order. Cherry Valley is located about five miles from the county town, but the service rendered to their town customers does not suffer as a consequence. It must be remembered, of course, that all orders handled are not rush orders, and delivery of orders can usually be made on the regular trips to town. All this firm's goods have to be trucked to their store, which means that trips to the town are frequent.

#### Selling Sweets

The candy end of the grocery department has been a big one. Up until one and a half years ago when the help question became so acute, this firm manufactured 90 per cent. of the sweets they sold. However, for the present they depend on outside manufacturing but when more help is again available, the local product will again be in evidence.

#### Groceries, Flour and Feeds

The grocery department is carefully arranged and a display counter with thirty-six sectional glass fronts behind which the usual class of goods is shown greets the customer on entering. Across the back of the store biscuits are similarly displayed. Getting the goods out where the customers can see them is the policy of the store. Separate display cases are used to show cigars and cigarettes, cheese, candies, dry goods, cutlery, auto accessories, etc.

Sales of flour and mill feeds are made in large quantities. A separate room for flour, free from dust and dampness, is provided. Mill feeds move out pretty freely, one case (an exceptional one) being cited where a car recently reached town on Monday and was all sold on the following Saturday. A carload usually lasts from two to four weeks.

#### Making Use of Display Windows

The display windows in the store are used largely in the display of many lines of hardware. They are kept clean and a bright, attractive arrangement of seasonable lines is always provided for. The displays are changed every week or ten days and are carefully watched by the passer-by.

The advertising done by this firm consists of both newspaper and circulars. Circulars are used more extensively owing to their covering more directly the territory covered by this firm's ac-

(Continued on page 118.)



# The True Story of Jones & Nixon

Showing How Nixon, the Junior Clerk Turned Picnic Trade to Good Account—Read This Story and Tell Us Who You Consider Had the Right Idea, Nixon or Jones.

By C. J. Morris

(Continued from Issue of March 15.)

“WELL, Nixon,” said Jones, “I am not prepared to argue that point just at present. All I know is my expenses average 20 per cent., and if I am only making 15 per cent., I am losing 5 per cent., which I have got to make up on something else. But since speaking to you yesterday I have been thinking the matter over from your point of view, and I realize that it is not your fault that we have to sell sugar at a loss, and you are just as much entitled to credit for your good work as if it had been anything else you had sold. I have, therefore, decided to give you the raise you asked for at once, and when you have completed your year here, which will be shortly, I propose giving you a further raise on a higher scale than I usually give.

“I do not want you to run away with the idea, however, that I am doing this because I am making money out of sugar, which I am not. I am doing it because I always like to recognize merit and encourage energy and industry, and I am pleased to acknowledge that you have given every proof of these since you have been here.”

Nixon was about to reply, when Jones continued: “Wait a minute, Nixon, there is something else I was thinking of doing. Some of the best profit-making lines we have are those olives, pickles, potted meats, and other things on that second shelf behind the back counter. Now we have several cases of these things on hand altogether, but they don't seem to go very well. It occurred to me that if you could sell sugar as you have done you might be able to sell these things. They all carry a good profit—I daresay an average of 35 per cent. all round—and if you could do as well with them as with sugar there would be a profit worth while. Now, think it over during the day, and let me know this evening what you have to suggest.”

Nixon thanked Jones, and returned to his sugar counter to ponder over the new proposition put before him.

Now Jones' store was a corner one, and had two excellent windows. The front one Jones made good use of, changing the goods displayed in it nearly every day, and it no doubt aided sales considerably. The side window, however, although in a very good position to catch the eye of all people coming toward the store, was somewhat neglected, perhaps because it was rather narrow and not very easy to get at. Nixon thought that if he could get Jones to give him the use of this window for his new lines he could make an excellent display there which would help sales enormously.

He explained his ideas to Jones that evening. Jones agreed, and it was ar-

ranged that the next day being Wednesday, and a half-holiday, Nixon should start trimming his new window on Thursday morning.

On the Wednesday Nixon was in high spirits and during the morning started bringing in from the warehouse some of the goods which he required for his window display. Just before closing time, however, his high spirits received a cold douche when Jones called him into the office and explained that he had received an offer from the real estate people, whose office was in the next building, to rent the side window from him for a year for \$250 for the display of house plans, etc.

“I have not given them a definite reply yet, Nixon,” he continued; “they do not want it till the beginning of the month, but you had better do nothing further in the meantime.”

There was no time then for Nixon to discuss the matter, as Jones was off for a picnic with the church choir, of which he was a member, and would not be back till late that night.

Not back till late! That gave Nixon an idea. Why could he not spend the rest of the day fixing up the window before Jones returned, and so have it ready to start business the next morning? If he could do this he would soon be able to show Jones that it would pay him better to keep his window than to rent it. The amount offered was less than \$1 a day, any way, and he could easily earn more than that with it.

Nixon did not take long to make up his mind. After a hasty lunch, he was back again in the store with all the blinds down fixing up his window, taking a shelf down here, adding another one there, and by half-past five he had the shelving ready, and there remained only the trimming of the window. He decided to finish everything before supper. Opening the cases of the various products and arranging the window to his satisfaction occupied him till half-past eight, and with half an hour occupied in clearing away, he had everything ready for the morning opening by nine o'clock.

Jones was considerably surprised the next morning to see what had been done, but he could not but experience an appreciative feeling of the energy and initiative which had prompted Nixon's action, so he said nothing, but awaited results.

At the end of the first day there was not much to show in the way of results. Nixon had been hammering away at every likely prospect from morning till night, and although there was not much to show in the way of sales, he had accomplished a large amount of spade work, which was likely to have good results in future. However, he had man-

aged to sell about half a dozen bottles of olives and pickles, which would not have been sold in the ordinary way. These goods he had featured prominently that day.

On Thursday night it occurred to him that on the Saturday there were several picnics taking place, and that if for the Friday and Saturday he could make a striking display of anything likely to be used by the picnickers it might bring him good results. He, therefore, decided to change his window trim entirely that night. He quickly went through the stock and selected everything he thought likely to be productive of sales. Tinned milk and cream, coffee and chocolate essences, which only required the addition of hot water, salad dressings, potted meats; in fact, everything which might add to the attraction of an al fresco meal, all were given a place in Nixon's second-day window trim.

Friday's results were better than Thursday's, but they did not amount to anything extraordinary. Two things, however, struck Nixon. Firstly, he had three or four inquiries for the olives which had been in the window the previous day, but which he had taken out to make room for other goods; and secondly, several persons entered to inquire the price of various articles.

This proved to Nixon's mind that he ought to have marked the prices of the goods. He, therefore, set to work that night after 10 p.m. and hunted up some small shield-shaped price cards which Jones had bought some time previously, and these he inscribed with the prices and attached one to each different article in his window. He also found room to reinstate a few bottles of the olives.

The effect the next day was magical. From early morning till 2 p.m. Nixon had all he could do in between attending to his sugar sales and his other work to supply customers with articles shown in his window display; in fact, on two or three occasions he had to beg the assistance of one of his fellow-clerks. The evening's trade, too, was considerable, and on the whole Nixon felt thoroughly justified in going to Jones on Monday morning and claiming that Jones would be much better off in keeping the window for his own use.

Having regard to the excellent margin of profit shown on all Nixon had sold, Jones agreed, and it was further arranged that if the business continued as it had begun Nixon's younger brother, who was looking for a start in the business world, should be brought in to do Nixon's former work, which the latter now would not be able to find time for.

(To be continued.)





# For the Boys Over There

Encouraging a Business That Brings Comfort to Others and Profit to the Store—Gaining the Customer's Favor by This Special Service.  
—What Some Merchants Have Done With This Trade.

**T**HERE are some opportunities that knock so loud that they simply can't be neglected. That is about the situation with the trench box idea at the holiday season. When everyone was making a demand on the merchant for parcels to send to the front for Christmas, the idea began to interest him, and almost everyone was doing some business in this line. With some merchants it petered out, however. They thought it was not worth while bothering with, and simply dropped it. There are a large body of merchants, however, who continued at the business even when opportunities knock and become less importunate, but stuck with it and gave their customers a service that they appreciated throughout the entire year, and found to their satisfaction that in the long run this service had paid them handsomely. The customer appreciates it, is glad of the assistance and suggestions that may be offered and has a better feeling toward the store because of the service rendered.

C. McCausland, Paris, Ont., has been laying stress on this business for some two years, and has found that in that period there has been a marked improvement in the sale of the goods, especially featured for this trade.

The management of this store is always on the watch for dainty packaged goods suitable for overseas parcels and has succeeded in arranging an extensive stock of such lines. Mr. McCausland has found it unnecessary to establish a separate department for trench goods, but believing in the efficacy of the windows he has a window of overseas goods displayed every few weeks. No packing of parcels is done. Mr. McCausland finds that since the sale of overseas goods was commenced in his store, a number of lines formerly unknown in the store trade are now enjoying a good sale. The overseas department has served to increase total sales by the introduction of new lines.

### A Novel System

A novel system of sending parcels to

soldiers at the front is being followed by J. Forde & Co., grocers, Brantford, Ont. The plan provides for the selection from samples of articles in the store by customers, and the forwarding of similar articles to the trenches from a point in France. All arrangements are made by mail through an agency in New York city.

A package packed according to mili-

tary regulations and delivered to soldiers in France, Belgium and Flanders at a cost of \$5.00 includes the following assortment: Cigarettes, chocolates, figs in tin, dates in tin, paté de foie gras, sardines, fig marmalade and other delicacies.

The distributing office in France communicates with the party to whom the parcel is addressed before it is forwarded and if delivery cannot be made the sender is informed.

### Assistance Gladly Received

D. Nicolson, Roncesvalles Avenue, Toronto, keeps the needs of the boys at the front constantly before the minds and eyes of his customers. From time to time he decorates windows with suggestions as to goods that may be sent overseas. He has three brothers in the trenches, and their parcels go forward regularly, perhaps that helps to keep the matter in his mind, but in any event it is there and it means a considerable item of trade. Mr. Nicolson keeps a stock of mailing boxes constantly on hand, and the goods sent in his experience largely come from his shelves. There may be a pair of socks or a muffler or something of the kind enclosed but the bulk of the box is drawn from the grocer's stock. He finds that customers are eager for assistance in the way of suggestions as to what shall be sent. In his experience, tinned meats are one of the popular lines, and next to that come the coffee and cocoa drinks, beef extracts in various forms, jams in tins and chocolate and chewing gums. All have their place as well as many other lines that suggest themselves to the visitor to the store.

T. A. Rowat, London, Ont., also have made the soldiers' box a factor in the store trade. They ordered 1,500 boxes last fall, and in the Christmas rush and in the months that have followed they have disposed of them all and have now another large order due. The bulk of these boxes were filled at the store with the store's goods, though where the customer requested it the empty box was willingly sold. There was not much chance of that box going forward without something at least of the store's goods finding a place in it.

Wykoff & Gafney, London, Ont., have also gone into this business and especially at the holiday time have found it a most effective business.

(Continued on page 118.)

## To-Day's News at Bradley's

# Over There

If you could attend the arrival of your parcel "Overseas"—see the smile of the recipient as he proudly carries it away to his quarters, be present each night—and see your boy enjoy part of the contents of your parcel—then we know more parcels would go overseas every week.

Bradley's Overseas Boxes are packed with the "cats" that are desired, made up from experience. If you have a small personal gift you want to enclose it will be safely packed, and without extra charge for packing. Boxes supplied at actual cost; the best value we can possibly heap in for the sake of those who receive them.

An assortment of prices, but our most popular box at present is:

**\$2.00 France**  
**\$3.00 England** Postpaid

JUST TRY BRADLEY'S WITH  
YOUR NEXT GROCERY ORDER

**Bradley & Son**

Phone 232, 1233 St. Paul St

How Bradley & Son, St. Catharines, Ont., keep the trench goods business before their customers



# Hints From Here and There in the Trade

Ideas That Other Merchants Have Found of Value

## Avoiding a Possible Loss

F. A. Wilson, St. Catharines, Ont., has found his cheque book a valuable record to keep. So he has adopted the system, when his cancelled cheques are returned to him by the bank he pastes them all into his cheque book against the stub to which they were originally attached. In this way he has a personal history of all the cheques that he has issued. Where is the value in this idea? On one occasion, through a mistake two cheques were made out to cover the same item. They were both cashed, but the second cheque was not cashed till some months after the stub for the first had been returned. In the ordinary checking over of these returned cancelled cheques this mistake would probably never have been noticed. But there were the two cheques both issued and both cashed, whether knowingly or in error it is hard to say.

On another occasion Mr. Wilson discovered that a cheque had been raised. It wasn't of a large enough amount to arouse his suspicion, had he been merely going over the vouchers returned by the bank. But attached to the original stub, the thing was made patent, and the change in the amount on the cheque readily discovered.

This record is a very satisfactory way, too, of keeping track of outstanding cheques that are liable to be deposited. Such a system obviates the unpleasant surprise of finding an overdraft at the bank.

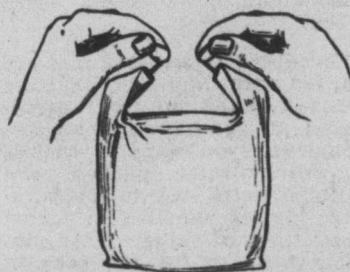
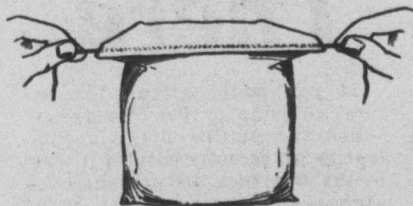
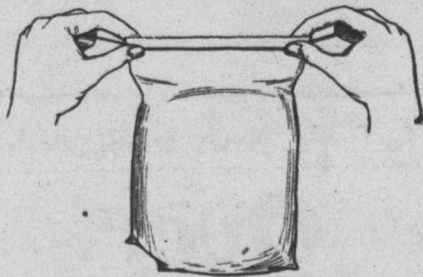
## The Psychology of Prices

An American store recently held a sale of a certain article at 9 cents each, displaying the merchandise in its window and advertising it in the newspapers. The sale lasted one week and the store did \$300 worth of business in that particular article. A sales manager from another line of business asked the store proprietor to allow him to put on exactly the same sale using the same kind of merchandise, the same window display and the same amount of newspaper space, but changing the price to 11 cents, instead of 9. The proprietor consented, the sale was put on a week later in exactly the same way except for the difference in price and under the same circumstances as to weather and buying prospects, and at the end of this week the store had done \$500 worth of business on that article, almost double the first sale. The result was accounted for by the fact that at 9 cents people thought the merchandise was reduced from 10 and at 11 cents they thought it was reduced from 15.

## To Tie a Bag With Three Inches of String

J. Richardson, 1126 Gerrard Street East, Toronto, has a novel way of tying a bag that requires only three inches of string, and yet makes a firmly fastened parcel. This little bit of knowledge has saved him 75 per cent. of his original twine cost.

The bag is closed according to the usual method, as illustrated in the three



sketches accompanying. Under the first turn of the bag the string is placed and when the final turn is made it is in the centre of these folds as shown by the dotted line; the corners are then turned over as shown in the bottom figure, bringing the two ends of the string together. These ends are tied. The result is a firmly packaged parcel at the expense of three inches of string.

## A Window Display Idea

A store on St. Patrick Street, Toronto, has enlarged the selling power of their window, by the use of two oblong wire baskets that are suspended from

the ceiling of the window by a fine wire. On these baskets are placed pyramids of bright colored apples or oranges that can be seen for a considerable distance. The bright tinned finish of the baskets does not detract in any way from the attractiveness of the display.

## A Changed Arrangement

The arrangement of shelves in the grocery store is inclined at times to be a little bit monotonous with its straight lines. The J. J. Hatley Store, Orillia, varies the appearance somewhat by arranging their shelf display in a half circle instead of on a line with the front of a shelf. The points of the half circle are against the wall and the widest part at the centre of the shelf. This gives a certain novelty to the appearance of the store, and permits of the accentuation of one particular item in the display, by placing it immediately in the centre of the circle, where all the lines will recede from it.

## Keeping the Display Down

The chain store as a rule has a pretty substantial reason for any policy they may adopt. One of the policies of the Lyndroute Stores, Toronto, is "Keep Down the Display." There is no reason, says Mr. Robson, the secretary of the company, to keep all your stock on your shelves, and where you build your displays up tight against the roof you dissipate their value. The display of too much of a stock is not a selling factor, but may prove the reverse. For that reason there is a line on the wall in all of the 16 stores of the Lyndroute chain beyond which no display of goods is supposed to extend. This line is in the form of a border to the decorations, but that is its real reason, to keep the store displays within actual selling bounds.

## To Prevent Sprouting in Potatoes

Care should be also taken of potatoes, as they will rot and begin to sprout in warm weather. If the potatoes begin to sprout, it is well to go over them and remove the sprouts, which may easily be done by rubbing, the clean potatoes being transferred into new containers, or by shovelling them over inclines made of three-quarter inch wire screening. This should have sufficient pitch to permit the potatoes to roll into another bin. At the same time, any potatoes which have rotted may be removed.



# Handling Canned Goods in the Summer

Goods Almost Indestructible if Properly Handled—How to Care For the Surplus Stock—Heat the Greatest Enemy—Reasons For Featuring Canned Goods Now

**T**HE spring and summer season creates a very extensive demand for canned goods of all sorts; the spring because they provide foods that are otherwise unobtainable, and the summer because they obviate the need of much cooking in the warm season.

The spring months of this year should see a more pronounced sale than ever in these lines, because there is every possibility that this season again the embargo on canned goods will be imposed. During the spring season when there is a general scarcity of fresh fruits and vegetables, it is perfectly permissible for the merchant to lay special stress on these goods, for in so doing he is relieving the demand on other more necessary foods. Moreover, we are facing the expectation of a very large pack this coming year, with the possibility of lower prices, so that it is good policy for the merchant to carry over as little stock as possible in these lines. That is a word in season for the merchant to sell these goods while they may be sold, and at a time when his efforts will be making the country better off rather than poorer.

There are a good many merchants who have the general impression that canned goods are a line that will look after themselves, that they are practically indestructible. With these goods properly cared for there is a reasonable ground for this assumption. Canned goods that were packed 25 years ago have been opened and their contents found to be perfectly wholesome, while innumerable instances are on record of chemical analysis of goods packed from 5 to 10 years being absolutely as satisfactory in quality as newly packed goods.

## Need Care in Handling

That does not mean, however, that the merchant can play tricks with his stock of canned goods and expect to carry them in stock for any length of time and find their quality maintained. If the merchant wants to keep his canned goods for any length of time, even indeed if he wants to get satisfaction from these supplies in a season's trade, he must give them every bit as much attention as he would give to other lines of goods.

Among the first things to be considered is a dry storage place. Put canned goods in a damp cellar and you have and will deserve trouble. It doesn't take much brain power to discover the reason for this. Tin is the product used for cans, and tin is peculiarly susceptible to rust and a very little rust may mean a hole, and that means fermentation and possibly bursting cans and leakage over other cans till cases may be destroyed, while the grocer is congratulating him-

self on the indestructibility of his canned goods supplies.

## Keep Goods Dry and Cool

Dry storage is probably the first factor, and cool storage the next. The ideal temperature for this storage is 40 to 50 degrees Fahr. The boxes should be piled clear of the walls and raised somewhat from the floor, and they should not be piled in solid blocks, but with an air space between the rows to permit of the free circulation of air. Moreover, they should be piled on their sides rather than on the flat so that in case of there being a leak somewhere the moisture may drain off the cans and cause no deterioration in quality or appearance. Also it is claimed that there is less danger of swells when the cases are piled in this fashion as the contents of the can strikes both ends, and leaves no air space.

## Some Varieties More Susceptible

All canned foods with seeds, pits, or acid fruits are more liable to spring or swell than are the starchy foods, as a result these goods should be given the coolest corner in the cellar. If the cellar has windows letting in the sun, see that these are properly screened while the sun is from that direction and see to it that the sun is not allowed to beat upon these cases. Have the store room windows barred so they can be left open at night so that they will receive the benefit of the cool night air.

Heat causes more damage to canned goods than probably any other cause. If it becomes a case of putting these goods where they will roast or where they will freeze, let them freeze. Freezing will cause no particular damage if proper precautions are taken. The damage that can result is not in the quality of the goods being affected but merely that in thawing out the cans will sweat, and unless this moisture is removed the tins may rust. Consequently any storage that alternately freezes and thaws will be repeating this moistening process a multitude of times, and the results will unquestionably be serious. The merchant who has a can of goods returned to him showing signs of decay should not at once conclude that the packer was putting rotten goods into the can in the first place. Decay in the can is due to a leak, which permits the air to enter, and does away with the protective quality of canning that is dependent entirely upon the product being hermetically sealed. A leak is due most likely to an imperfect can that the canner cannot always protect himself against, or it may be due to an error in the time given in process-

## Difference Between "Swells" and "Springs"

A leak can usually be detected by shaking the suspected can; the contents will rattle and the can will appear light in weight. A spoiled can that does not leak will almost invariably swell or puff at the top. These "swells," as they are known are of course unfit for sale. This is different from what is known as a springer. This is a failing of the sanitary can, and because of the bottoms not being strongly enough reinforced to withstand some of the rough handling that they are given. This often causes the top or bottom to bulge out and in many cases this condition is taken for a swell. A simple way of discovering whether this diagnosis is correct or not is to press on the bulged end, if it springs back into its normal situation and remains there and does not bulge at the opposite end, then the contents of the can are in good condition and fit for sale.

Too much stress cannot be laid upon the absolute necessity for cleanliness in the storeroom, and periodical examination of the canned goods' stock should be instituted. Some one clerk could possibly be delegated to keep watch over these reserve stocks, and with a little care there should be no difficulty in keeping an absolutely clean record as far as canned goods losses are concerned, and so one of the most important lines of the grocery stocks can be put on a thoroughly satisfactory basis.

## DISTRIBUTION OF SEED GRAIN IN NEW BRUNSWICK

Owing to the scarcity of good seed in the eastern provinces of Canada, the Agricultural Department of the Province of New Brunswick is offering to the farmers of the province 56,000 bushels of oats and 18,000 bushels of wheat.

The oats will be sold for \$1.43 per bushel, in bulk or car lots, or \$1.38 in bags in car lots laid down.

Wheat will be furnished for \$3 per bushel in bags, car lots, or f.o.b. distributing points for small orders.

Local freight to be paid by purchaser.

## FRENCH COLONIAL EMBARGO ON COFFEE, TEA AND COCOA

The French embargo on the exportation of coffee, tea, and cocoa is effective in the French colonies, according to a cablegram of March 1 from Consul-General Thackara at Paris. By a ministerial decree of February 26 earlier authorizations to export these articles to allied and American countries are rendered void. Special permits must be secured in future for all shipments of coffee, tea, and cocoa to any country.



# Urge Increased Rate on M.O. Catalogue

Dominion Board of R.M.A. Presents Important Matters to Government—Ask Legislation to Increase Charges on Mail Order Catalogues—To Make Keeping of Books by Retailer a Necessity.

**T**HE annual meeting of the Dominion Board of the Retail Merchants' Association was held in Ottawa last week, and for the first time in the history of the board there was a full representation from every province represented. The president of the association, Horace Chevrier, Winnipeg, presided at the meetings.

There were a number of matters of interest to the retail trade at large brought up, and the bulk of these formed the basis of representations to the various branches of the Government whose province included the matters under discussion.

## Take Exception to Some Points in Bankruptcy Act

While the gathering went on record as favoring some Dominion wide bankruptcy measure, they took strong exception to many clauses in the proposed act now before the Government, and urged that before any definite action were taken on the matter that ample time should be given for a full and open discussion of the various problems involved, so that the law when passed should not bear unjustly on any one class or section. They were given every indication to believe by Sir George Foster that the matter would on their representation be laid over till the next session.

## Merchants to Be Required to Keep Books

The matter of the necessity for the merchants keeping books in view of the regulations now in force was also brought to the attention of the Government. The members of the Government interviewed seemed surprised that some action of this nature had not been already taken and it was intimated that legislation would be introduced at the present session to deal with this matter.

## Ask Increased Postage on M. O. Catalogues

A resolution urging the increasing of the rate on catalogues and parcels by post was presented to the Government, showing that these cost for delivery 27 cents per car mile, while they were charged for only at the rate of 16 cents per car mile, a direct loss to the Government of 11 cents. It was urged that the Government increase this charge to cover the actual cost of the service and also that it be made compulsory that mail order catalogues be mailed direct from the head office, instead of being sent by freight to some point within the first zone system and there distributed. Some members of the Government expressed the greatest surprise that such condi-

tions existed, and promised that the matter would have an early consideration.

The question of having banks issue cheque books with the stamps attached that the patron could purchase from the banks was discussed at some length, but no definite action was taken on the matter, it being felt that such an innovation might entail the continuation of this tax after the war.

There was a good deal of discussion over the Government proposals to curtail the import of goods described as luxuries. The board petitioned the Government to permit them to appoint a special committee to consider these restrictions, and to report to the Government before any definite action was taken.

## Hardships of Merchants Called to Colors Presented

Another of the resolutions that was presented this time to the Minister of Militia called attention to the hardship that was caused to retail merchants who were called on the draft, and were given only a week or two weeks at most to dispose of their business and consequently it often entailed a serious loss. It was urged that the merchant in such cases

be given a three months' extension to permit him to arrange business matters. Gen. Mewburn, the minister, admitted the justice of the claim and promised to give it serious consideration.

## Small Bulk Weights to Be Standardized

A resolution asking for a standardization of weights for less than bushel quantities of fruits and vegetables was presented to the Government and was well received, the delegation being given to understand that such action would be taken in the near future.

In the matter of the sale of goods damaged by fire or water or through other causes, it was resolved that any such goods sold should bear upon them some mark to show that they had been damaged. This resolution was also presented to the members of the Government and was favorably received.

The Dominion Board offered the services of the association to the Government in any capacity that suggested itself, and further urged that a committee of retail merchants be appointed in every province that could be called together with 24 hours' notice and at a minimum of expense to discuss any points under consideration by the Government that might be of vital interest to the trade.

## Some Details of the Licensing Order

General Merchants' License Covers All Activities—Confectioners Will Require License June 1—Peddlers to be Licensed—Pronouncements on Certain Articles

**R**EPRESENTATIVES of the Dominion Board of the Retail Merchants' Association who were in session in Ottawa last week interviewed various departments of the Canada Food Board and were enabled to get several matters that have been troubling the retail merchants definitely cleared up.

### Status of the General Merchant

In the first place there has been a good deal of uncertainty as to the status of the general merchant. The pronouncement of the Food Board is, however, that the general merchant is a retailer only and that the retail grocers' license covers all his activities, save where he conducts a well defined butcher business, or handles confectionery.

### Confectioners to Be Licensed

All handlers of confectionery will be put under license on June 1. This order will take in every merchant selling a complete line of confectionery, or doing

a business in ice cream or soft drinks in a separate premises.

It is pointed out, however, that this will make no particular difference, as while the merchant will have to take out two licenses the licenses will each be charged only against the part of the business that is licensed. For instance if a merchant were doing a grocery and meat business of \$40,000 in about equal proportions his license fee on that business would naturally be \$4.00 as his business in each department is only \$20,000; his two license fees would only cost him \$2.00 each or a total outlay of only \$4.00. A grocery and fruit business handled together will require only one license.

### Peddlers Will Be Put Under License

Action will very shortly be taken to place peddlers under license in the same way that retail grocers are licensed. This license fee will be in addition to their peddlers' license fee.

Some other interesting pronouncement



ments obtained were to the effect that there would be no modification of the prohibition against millers selling package flour in less than 20-pound packages. The idea of this regulation was, it was urged, the curtailment of demand, and this was becoming more imperative daily. It was hinted that this was only the first step in the campaign to curtail consumption in flours.

A decision as to the placing of certain articles that have been in dispute was given. Rye flour is not considered a wheat product, and consequently when pastry is made of rye flour there is no further restriction against the giving of the two additional ounces of wheat products under the restaurant regulations. Pork tenderloins are considered as offals, and therefore do not come under the regulations imposed against pork products.

These points may be of interest and moment to some of the members of the trade.

#### Where License Forms May Be Obtained

There are still many merchants who have not received application blanks for license. The license becomes necessary on May 1. The blanks may be had from Henry Amphlett, chief of the License Division, Canada Food Board, Ottawa. As Ottawa is at some distance from some sections of the country, arrangements have been made whereby these license forms will be available from any of the provincial headquarters of the Retail Merchants' Association. If, therefore, any merchant has not received a form, he should make immediate application to the secretary of the R. M. A. in charge of the work in his province.

The names and addresses of these secretaries are as follows:

British Columbia—T. J. Corley, 424 Pacific Building, Vancouver; Manitoba—J. H. Curle, 305 and 306 Quebec Bank Building, 218 Portage Ave., Winnipeg; New Brunswick—F. P. Alward, 124 Prince William Street, St. John; Nova Scotia—J. Cuthbertson Doyle, corner Prince and Hollis Sts., Halifax; Ontario—W. C. Miller, 2 College Street, Toronto; Quebec—J. A. Beaudry, 80 St. Denis Street, Montreal; Saskatchewan—F. E. Raymond, Suite 403, Canada Bldg., Saskatoon; Alberta—W. H. Andrews, Suite 403, Canada Building, Saskatoon.

#### NO MODIFICATION OF LIGHTING ORDER

That little or no improvement could be hoped for and that there was a great possibility of further inconvenience being suffered in future was the substance of the reply of the power controller at Ottawa to a delegation of retail merchants who recently attempted to secure some modification of the order respecting store and window lighting which would allow a merchant to arrange his lights in such a manner as to secure the best results while not using more power than at present.

Attention was called to the manner in which present regulations were being evaded by some merchants who have installed higher candle power lights inside

the store to help in illuminating windows. Sir Adam Beck stated that the police would be instructed to prosecute in every case where excessive lighting was in use.

The use of electric and gas lights in store windows and doorways on Saturday evenings only until closing time will be allowed, but no new exterior or window lights can be installed. Sir Henry Drayton promised careful consideration of the suggestions offered in regard to curtailing interior store lighting to allow of a certain amount of window lighting each evening, but it was indicated that nothing but further restrictions could be expected.

#### GROCERS MUST NOT SELL FLAVORING EXTRACTS IN LARGER THAN 2½ OUNCE QUANTITIES

The Dominion Act prohibiting the sale of flavoring extracts in larger than 2½

ounce quantities has become effective by the passage of the bill making the sale of larger quantities a criminal offence. It is contrary to the law now for the merchant to sell large sized bottles, or to sell by the dozen as has sometimes been the custom. That is a point that the merchant will be well advised to carefully safeguard. Inland Revenue inspectors are already laying information under the new law which will entail a considerable fine. Every precaution should be taken by the merchant to see that his clerks do not inadvertently overstep this law by selling in larger quantities than the law permits, as it is presumable that there will be the same incentive to such sales as formerly.

It is to be noted too that the act forbids the sale of flavoring extracts by any peddler.

## The Summer Danger to Flour and Meals

### Some Precautions That May be Taken Which Will Mean a Saving in a Large Element of Preventable Waste.

There is a very large element of loss that often has to be faced in flour and meals during the summer months owing to unscientific storage. The grocer should remember that these goods are particularly subject to outside influences, and can only be kept satisfactorily by maintaining the most scrupulous care in their handling and storing. There are certain grades, too, that are more perishable than others, and this is notably the case with the rough products. By observing the simple ideas set forth herewith, it will be possible for the grocer to largely protect himself against loss in this department. The most perishable lines of meals are those which contain a high percentage of fats, moisture or the outer coatings of the grain. To prevent such losses, particularly at this time when breadstuffs are so essential to ourselves and the Allies, the following instructions for the storing of these flours and meals are given:—

#### Should be Cool and Dry

Flours and meals should be stored in cool, dry, well-ventilated places; warehouses should be whitewashed and swept clean before these products are placed therein; large supplies should not be accumulated. If too large a stock is on hand, it should be reduced and the flours and meals in question should be consumed as soon as possible.

#### Keep Products Moving

Flours and meals which contain the outer bran coatings and germ of the grain will not keep so well as when these are removed. Whole wheat flour sterilized in the process of manufacture will keep much longer than the ordinary whole wheat product. Corn meal and corn flour made from kiln-dried corn,

and which have the germ removed, will keep better than the same products made from corn which has not been so dried and degerminated.

Special care should be taken of the following products and these should be kept moving or be used as soon as practicable and should not be allowed to accumulate in the warehouse: Bran, shorts and middlings, corn products containing the outer coating and germ, such as so-called water-ground corn meal and grits, etc., oats and oat meals, graham and whole wheat flours, rye flour, barley flour, peanut meal, soya bean meal.

#### Circumventing the Weevil

To prevent flours and meals becoming infested with weevils the outside of bags containing them should be kept clean and swept often. All sweepings from warehouses should be collected and removed or burned, as these contain most of the adult insects, larva and eggs. Sacks containing flours should be kept in good repair, as this will prevent the insects from entering the bags. Weevils and other insects will not push their way through even the thinnest cotton bagging.

#### An Important Factor

Care should be taken in storing bags of flours and meals to have sufficient space between the tiers to allow abundant ventilation and to raise the bags sufficiently from the floor to exclude rats, mice and insects; also to permit cleaning of the floors without the necessity of transferring the product from one part of the warehouse to another. Insecticides must not be used on products which are to be consumed for food except by experts trained in their use.



## NEW COMMISSION TO HANDLE BUTTER AND CHEESE

**New Organization Will, it is Expected, be Able to Handle All Surplus Stocks of Cheese and Butter—The Personnel of the New Board**

The inaugural meeting of the Dairy Produce Commission which replaces the Cheese Commission, was held this week in the offices of the Cheese Commission. The scope of the new commission has been materially enlarged.

In 1917 the Cheese Commission represented the Imperial Board of Trade. Under the new arrangement the commission represents the British Ministry of Food through the Allied Provisions Export Commission, located in New York. The Ministry of Food is prepared through these channels to purchase the exportable surplus of Canadian cheese, butter and condensed milk, of the crop of 1918. By an arrangement with the United States Food Administrator it will be possible to deal with these articles in such a manner as to ensure some parity of prices.

The personnel of the present commission is as follows:

The chairman of the Allied Provisions Export Commission, New York, or his deputy, A. J. Mills; Jas. Alexander, of Montreal; J. A. Ruddick, Dairy Commissioner, Ottawa; Dr. Jas. W. Robertson, representing the Canada Food Board; Jas. Donaldson, president Dairymen's Association of Western Ontario, Atwood, Ont., and A. Gerin, Coaticook, Que., representing the producers.

## GOING AFTER BUSINESS AND GETTING IT

(Continued from page 111.)

tivities than the town newspapers. From one to three a month are sent out according to the season, and the range of goods which it is wished to cover.

### Stock the Goods the People Want

This firm believes in carrying a complete stock. This was cited in reference to automobile tires and lenses. "We carry all sizes of automobile tires from 30 x 3½ to 37 x 5 inch," stated Mr. Browne, "in both plain and non-skid types. The same can be said of lenses of which there are many different sizes for the many kinds of cars. It is only by carrying a complete line that we secure and hold our trade and our customers are reasonably certain that we will be able to supply their needs at all times. These are only two items, but our stock throughout is marked by its completeness."

### Hardware Department in New Quarters

The hardware department is in a new wing of the building. The business developed so rapidly that this action became necessary and there are already evidences that present accommodations are inadequate. In front of the store a gasoline filling station has been installed and Mr. Browne is now planning a "free air" service for motorists, many of whom pass through the village on pleasure trips as well as for business. The farmers throughout this part of the county

are great motor adherents too, and appreciate the little touches of service in evidence in this store. Owing to the frequency of calls which the Browne truck makes on the farmer, a personal interest in the store sending out the truck is created and the farmer now motors in to the store to supplement the visits of the truck.

### Standing Back of the Goods

When replacements are necessary or goods are to be exchanged, it is done with the greatest possible cheerfulness. "We make our customers feel and we want them to know that we are at all times willing to adjust matters to their entire satisfaction, and no questions asked. We exchange goods or refund the cash and try to impress on our customers we are as willing to do this when necessary as to sell them a \$1,000 bill of goods," stated Mr. Browne.

A special room is devoted to the sale of wall papers. This enables the buyer to select papers without any interruptions and that this method of selling is appreciated is evidenced in the growth of business in this department.

### The Personal Element Again

The personal element has been a strong factor in building up the Browne business to its present status. The farmer to-day appreciates service. The advent of the motor means that he is not confined to a small compass to do his trading and it is by keeping in close touch with him that the farmer responds and gives his trade to the merchant who goes after it. It is the attitude of "go-get-it" that has built up the Browne business and that attitude will always succeed when the "waiting" game remains just "waiting."

## FOR THE BOYS OVER THERE

(Continued from page 113.)

### Some Little Novelty

A. G. Bain & Co., Hamilton, Ont., have been active in this line practically since the beginning of the war. They have a pretty good record now of the customers who are interested in these goods, and make it a practice to keep before their attention any little novelty that may add to the pleasure in getting this box from home. They do not feature this business to the detriment of other lines but give it its proper place. To reach those possible buyers in the city who do not come to the store, they insert little inch deep readers in the newspaper, calling attention to some of the novelties that may be had for the overseas parcel.

Here, for instance, is a recent example:—

### Butter For Overseas

Best creamery butter\* in one-pound tins, parchment lined, hermetically sealed, specially packed for overseas. Many other tempting lines suitable for sending the boys at the front. Boxes filled ready for mailing. We mail them for you.—  
A. G. Bain & Co.

F. A. Wilson & Co., St. Catharines, have featured this trade, by keeping a

silent salesman constantly displaying suggestions for the soldier overseas, and have found it one of the effective services of this store. Through this means they have obtained a goodly number of customers who were strangers to the store before this business was started. Moreover, Mr. Wilson has found it of profit to him in other ways; through this means he has been able to introduce goods to people for sending overseas, and thus interesting them in the goods and leading them also to become purchasers.

### The Needs of the Suggestion

Bradley & Son is another St. Catharines firm who have taken a decided interest in this business, and have featured it in every way possible. On this page there is illustrated one of the advertisements of the store calling attention to the needs of the boys at the front. They put up and pack these goods for their customers and attend to all the details that so often stand in the way of sending these parcels. They believe it is a real service for the store to perform, for if someone does not suggest this business, and look after the details of handling it, the chances are that a good many parcels will not be sent. Mr. Bradley is himself in France so there is good reason for knowing just what the boys over there really require.

B. E. Brown, Collingwood, Ont., considers this business well worth a little attention. and when his store was visited a brief while ago by CANADIAN GROCER representative there was an attractive window calling attention to soldiers' needs. Mr. Brown's store is well to one side of the town, too far out, he says, to catch the bulk of this particular trade, but there is a certain amount of business to be gained from it and it is a service that they are glad to give.

Wollbridge & Clark, Belleville, Ont., have for a long time given special attention to this trade. They have kept as a rule one table somewhere in a prominent position in the store, over which is a sign calling attention to the needs of the boys in the trenches, and to a list of the goods that may be sent. Cigarettes and tobaccos have been an important element with them along with a wide variety of other articles.

J. McTaggart & Sons, Vancouver, have made a great success of shipping apples to the front. The idea of the store was to suggest something different, something that would be appreciated, and would definitely represent the province from which the gift had come, therefore there was the box of British Columbia apples packed by a British Columbia firm for the B. C. boys at the front. By an unremitting care in packing and a knowledge of the varieties of fruit that would stand the journey the firm was able to do a business that satisfied their customers and that proved a trade-bringer for many other articles.



# CURRENT NEWS OF THE WEEK

Canadian Grocer Will Appreciate Items of News from Readers for This Page

## Maritime Provinces

W. T. Wellner, formerly of the firm of W. W. Wellner, jeweler, Charlottetown, and recently with Ryrie Bros., Toronto, has returned to Charlottetown, P.E.I., his native city, where he has purchased from the estate of F. H. Sellar the retail grocery business known as Beer and Goff. He has remodelled the store and is continuing the business under the same name.

## Quebec

J. E. Belisle, grocer, Montreal, has sold out.

G. E. Roy, general store, Berthier, Que., is dead.

J. H. O. Milot, grocer, Montreal, Que., has sold his stock.

Beaudoin & Couture, grocers, Montreal, have dissolved partnership.

De Tille & Co., grocers, Montreal, Que., have dissolved partnership.

L. Papineau, of St. John's, Quebec, was a Montreal visitor last week.

J. D. Colton of Colton Bros., general store, Ft. Coulonge, Que., is dead.

Among those visiting Montreal the latter part of the week were E. Roy and John Gagnon of Sorel.

The Sapho Manufacturing Co., Montreal, has changed its name to the Kennedy Manufacturing Co. Their office is located at 588 Henry Julien Avenue, Montreal.

J. D. Cameron of Winnipeg is in Montreal this week. While here it is his intention to open a Montreal office for his firm, the T. J. Coyle Co., Winnipeg. They are wholesale produce and provision brokers.

The Canadian Fisheries Association has made a change in the time and place for its annual meeting. This has always been held in Montreal and it was recently decided that for 1918 it should be held at Halifax. Formerly it was held during the winter, and this year's meeting will be held in the maritime city on August 5, 6, and 7. Efforts are being made to have a large representation.

## Ontario

Chas. Barrett, grocer, Toronto, Ont., has sold out.

J. D. Carveth, grocer, Toronto, Ont., has sold out.

P. H. Gage, grocer, Hamilton, Ont., is giving up business.

Thos. D. Kennedy, grocer, Toronto, has been succeeded by G. W. Tiffin.

H. Coxon, general store, Granton, Ont., has been succeeded by J. M. Bartel.

W. A. Herron, McKay avenue, Toronto, suffered a slight loss by fire recently.

E. H. Mullett, grocer, Toronto, has been succeeded by B. J. Holloway.

N. Sabourin, grocer, North Bay, Ont., is discontinuing business.

J. L. Lafontaine, grocer, Ottawa, Ont., has been succeeded by G. Langlois.

Wm. Inch, butter and cheese manufacturer, Arkona, Ont., has been burnt out.

Meakins & Sons, Ltd., brooms, brushes, etc., Hamilton, Ont., has suffered fire loss.

Canada Cigar & Tobacco Co., Ltd., manufacturers, Toronto, Ont., have removed to Montreal, Que.

Walter T. Ely the last surviving member of Ely Bros., wholesale charcoal merchants, Toronto, died recently.

Merchants of Belleville, Ont., have petitioned the city council to pass a by-law ordering the closing of stores at 5.30 every evening except Saturday.

Albert J. Carter, who for 22 years has been with A. Wolf, cigar manufacturer, as manager and city traveler, died recently after a short illness of pneumonia.

McKenzie & Co., general merchants, Thedford, are offering their business for sale. It is the intention of Mr. McKenzie, the manager, to move to California.

J. Cuthbertson Doyle, provincial secretary of the Retail Merchants' Association for Nova Scotia, was a visitor to Toronto this week. F. E. Raymond, provincial secretary of Saskatchewan of the R. M. A., was also a Toronto visitor this week.

The general store of Oliver Gare, Birnam, Ont., was burnt to the ground with the entire contents recently, when a lantern set fire to a gasoline tank. The fire spread so rapidly that nothing could be saved. There was no insurance on either store or stock.

The firm of Leacy & Shields, Pembroke, Ont., has dissolved partnership, Wm. Leacy and F. B. Shields dropping out of the business, while a new firm, to be known as the Bernard Leacy Co., and to be composed of Bernard Leacy, Jas. H. Kelly and P. J. Hennesy, has taken its place.

David H. Bedford, of Windsor, died very suddenly while attending the funeral of his sister at Gibsonbury, Ohio, recently. He was 68 years old and a native of Kent County, Ont. After being in business at Ridgetown for five years as a general merchant he went into the grain trade, operating both at Ridgetown and Thamesville.

## Western Provinces

A. Kende, general store, Hoey, Sask., has sold out.

P. Benn, general store, Malonton, Man., is dead

S. W. Smith, general store, Cardale, Man., has sold out.

J. K. Johnson, general store, Mozart, Sask., has sold out.

J. A. Riddle, general store, Canwood, Sask., has sold out.

F. Adilman, general store, Veregin, Sask., has sold out.

J. Kwosnick, general store, Rosther, Sask., has discontinued.

Royal Trading Co., general store, Zealandia, Sask., has sold out.

Brodie Bros., general store, Estuary, Sask., have discontinued.

A. E. Martin, general store, Elrose, Sask., has sold to W. R. Meek.

Merchants of Indian Head, Sask., are planning a co-operative delivery.

T. Stickney, general store, Shoal Lake, Man., has sold to Smellie Bros.

Riesenberg Bros., general store, Edenswold, Sask., has sold to S. Dragushan.

I. M. Ellis, grocer, Rhein, Sask., has been succeeded by Rhein Mercantile Co.

George Morantz, general store, Ethelbert, Man., has suffered loss by fire.

Mr. Howie of McTaggart, Sask., is opening up a business at Carlyle.

G. Muir, general store, Woodroyd, Man., has been succeeded by O. Simmons.

J. C. Rotschtein, general store, Ogema, Sask., has been succeeded by J. Cemesaroff.

Royal Trading Co., general store, Zealandia, Sask., has been sold to F. W. Hale.

Love & Leask, general store, Minburn, Alta., have been succeeded by Freifeld & Gartin.

E. A. Rydberg, general store, Hughenden, Alta., has been succeeded by E. Gilbert.

A. C. Atton, general store, Hardisty, Alta., has been succeeded by E. H. Ruttan.

Jean & Co., general store, Ponteix, Sask., has been succeeded by J. C. Turrenne.

R. K. Wensley, general store, Mildens, Sask., has been succeeded by G. J. Rouleau.

D. H. Bain Co., Winnipeg, have called their managers in from all points to attend a convention beginning April 26.

H. R. Hunt, head of a Japan tea house in Yokohama, has been making a round of the Winnipeg trade during the past week.

Maycock & Toms, Ltd., Winnipeg, wholesale fruit and produce dealers, have moved from 123 Bannatyne Ave. east, to 137 Bannatyne Ave. east.

A. E. Ennis has opened a grocery business and ice cream parlor on Fourteenth Avenue, between Lorne and Smith, Regina.



W. L. MacKenzie & Co., Winnipeg, have been appointed agents in Winnipeg and Saskatoon for Rosenberg Bros. & Co., San Francisco.

The Scott-Bathgate Co., Winnipeg, have been appointed representatives for the Canada Cheese Box Co., Ottawa,

W. H. Bliss, president of the Cutter-Tower Co., New York, manufacturers of tooth picks, called on their representatives, the D. H. Bain Co., Winnipeg, last week.

H. W. Stuart of Stuarths, Ltd., Sarnia, Ont., expects to leave for an extended Western trip this week. Mr. Dingle of the firm of Dingle & Stewart, brokers, Winnipeg, will accompany Mr. Stuart.

Howard E. Traxler of Weyburn has been appointed manager of McBride's grocery at McTaggart, Sask., and will undertake his new duties at once.

George B. Rizer, manager of the Big River Consolidated Fisheries, Prince Albert, while superintending the loading of a car of fish at the cold storage plant recently fell down the elevator shaft and received severe injuries. He is reported as making satisfactory progress towards recovery.

W. S. Lumbers, secretary-treasurer, and J. L. Stocks, general manager of the Canadian Cannery, Ltd., were in Winnipeg last week calling on the D. H. Bain Co., who are their representatives in the West.

D. H. Bain Co., Ltd., Winnipeg, have resigned the agency for Rosenberg Bros. & Co., San Francisco, in order to handle the agency for the California Associated Raisin Co., the California Peach Growers Inc., and the California Prune and Apricot Growers.

#### FRED ARCHIBALD ENLISTS

The trade all over Western Canada will read with interest that Fred Archibald, of the Donald H. Bain Co., will shortly don khaki. If he is as successful in the army as he has been in the brokerage business his rise will be rapid.

#### BRAMPTON, ONT., ORGANIZES R.M.A.

Forty merchants of Brampton, Ont., have organized a Retail Merchants' Organization. A. H. Milner is president; E. W. Boyle, vice-president; W. J. Bartlett, secretary; C. V. Charters, treasurer. Co-operative delivery, cash and carry systems and Wednesday half-holiday are matters to receive immediate attention.

#### OTTAWA BRANCH R. M. A. HAS 500 MEMBERS

The meeting of the Ottawa branch of the Retail Merchants' Association was held in the Chateau Laurier on Wednesday last with the president, Henry Warrants, in the chair. The branch was addressed by E. G. Brown on the question of Single Tax. Among the other speakers were Horace Chevrier, Dominion president of the R. M. A.; J. Howker, British Columbia representative; J. A. Banfield, Winnipeg; J. L. S. Hutchison, Saskatoon; B. W. Ziemann, Preston, Ont.

E. M. Campbell, the district secretary, reported a membership of approximately 500.

#### PRESIDENT OF PRODUCE CO. GETS HONORARY APPOINTMENT IN ENGLAND

Colonel John A. Gunn, president of Gunn, Langlois & Co., Montreal, who has been on active service in France since early in the war, has been recently honored by being appointed chairman of a committee to give effect to the new scheme of allocation and conservation of Canadian man-power in England. All Canadians are being classified according to their occupation and allocated to familiar work.



COL. JOHN A. GUNN.

President of Gunn, Langlois & Co., Montreal.

#### STRATFORD, ONT., BRANCH R. M. A. HOLDS ANNUAL MEETING

The annual meeting of the Stratford branch of the R. M. A. was held last week with the president, ex-Mayor Ferguson, in the chair. A number of important matters of local interest were taken up.

A special committee was appointed to go through the local by-laws and to suggest amendments where these were deemed to be advisable.

N. W. Williams, the district secretary, expects to complete the organization of the district this week.

#### JAMES McMENAMIN DIES IN MONTREAL

Was Connected With Canada Sugar Refinery For Almost Half a Century

James McMenamin, for 63 years connected with the Canada Sugar Refinery Company, died recently at his residence, 450 Mount Stephen Avenue, Westmount, Que.

Mr. McMenamin was 81 years of age and for 45 years he had been superintendent of the Canada Sugar Refinery Company and was well known in Montreal business circles. He was born in Scotland in 1837. He came to Canada in 1854.

#### T. UPTON CO.'S REPRESENTATIVE

The T. Upton Co., manufacturers of jams, marmalade and jellies, St. Catharines, Ont., have appointed the Scott-Bathgate Co., Winnipeg, as their representative in Manitoba and Saskatchewan.

Holgate Thomas, sales manager for California Associated Raisin Co., and A. J. Sturtevant, sales manager for the California Peach Growers' Association, were in Winnipeg this week attending a convention of the D. H. Bain Co.'s branch managers.

#### THIRTY YEARS A TRAVELER

Jno. P. Balfour, for thirty years traveler with the Imperial Extract Company of Toronto, died recently at his home, 167 Jamieson Avenue, Toronto. After an illness of ten days' duration, Mr. Balfour succumbed to an attack of pneumonia. He was seventy-three years of age and spent the last five years of his life in Toronto. During his early days he traveled throughout the whole of Canada, but later restricted his energies to the Province of Ontario. During the past five years he represented his firm in Toronto. He had an extensive acquaintance among the grocery trade of the whole country. Deceased was a member of the Presbyterian Church and a Liberal in politics. Interment was made in the family plot at Ashburn, Ont.

#### TO DISTRIBUTE GOVERNMENT FISH

The Ontario Government has entered into an agreement with White and Company, Ltd., wholesale fish and produce merchants, Toronto, for the warehousing, re-icing, repacking and delivery of government fish handled through Toronto. This is an important arrangement in the government project of bringing Ontario-caught fish to the householders of the province at cost. The company will merely distribute and not own the fish. The fish will be procured by the government and shipped on government orders at prices set from time to time by the government. This arrangement will cover all fish which is not shipped direct.

## New Goods Department

The W. A. Freeman Co., Limited, of Hamilton, Ont., have registered a number of new designs in refrigerator counter equipment. They term their new equipment the "Ultimate." A new refrigerator counter styled No. 20E is made especially for the larger meat departments and butcher shops. It is made with galvanized coils under the top glass and has patented circulating and drainage systems. It has an adjustable scale shelf at the rear and vitrolite is used for the main counter top. The company has been granted several patents on a number of the more important new details of designs.



# WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

## THE MARKETS AT A GLANCE

**T**HE import situation is becoming increasingly difficult, licenses now being required for practically all goods bought in the United States for shipment to Canada. The question of freight rates and steamers is so uncertain from Europe that sellers are unwilling to quote prices at f.o.b. points; in fact, it is really impossible to quote prices, even if importation is practicable. A great scarcity in all groceries dependent on ocean transportation for supplies can be looked for.

An important element in the cost of foreign goods from countries where silver currency prevails is the very high and increasing rate of exchange. Rupees have advanced from 1s. 5d. to 1s. 3d.; Spanish pesetas, the par value of which is 19 1-3c, are selling in New York at 27 1/4c.

**MONTREAL**—There has been no great activity in any goods on this market during the past week. The difficulty in securing some lines leads to a decidedly firmer feeling, but in the majority of cases this firmness has not resulted in any changes in price. Flour has declined 15 cents a barrel during the week, and there is a decided firmness in the cereal market. Especially is this the case in cornmeal. Starch products, too, show a stronger feeling, with an advance of 1/2c a pound in most lines. Both rice and spices are in a very strong position, and while stocks at the moment are comparatively good, any increase in the demand would in all probability force increased prices, as there is great difficulty in replacing these goods. Molasses is somewhat more in demand, and shows an increase in price. Dried peaches are the only line of dried fruits that show any change. There is an easier feeling in these. Further declines in potatoes are expected, while in fruits, both oranges and pineapples are somewhat easier.

**TORONTO**—The attention of retailers is directed to the law in force governing the sale of extracts, which states that bottles larger than 2 1/2 ounces cannot be sold. This is now in effect and sales made in any larger quantity would be a violation of the law.

Latest advices from Japan indicate that the Government there has commandeered a large percentage of available tonnage for their own use, and further shipments of rice to this country, if allowed at all, will likely be on a greatly curtailed basis. This is given as the reason for the statement that rices to-day are a good buy while stocks are in very fair condition.

All lines of spices are reported scarce and growing scarcer. It is becoming increasingly hard to secure supplies, and in some quarters it is stated there is no cassia offering at all. The market is extremely firm, celery seed showing the greatest change in an advance in some quarters of 15c per pound over lowest quotations previously ruling.

The scarcity of sugar has resulted in one manufacturer of jelly powders and summer drinks, having to refuse to accept any more orders before June 1. Orders now on hand cannot be filled prior to that date, it is stated, and unless the sugar situation improves materially business cannot be accepted after that date.

The better grades of tea are scarce in first hands, though a plentiful supply of cheaper lines is apparent. The situation is one of extreme firmness, and the general tendency is to look towards higher prices. A good movement of Japans has been reported for the week, and stocks are light.

The tendency towards substitutes for wheat flour is becoming more marked in an increased demand for corn flour. The market on corn flour has stiffened, quotations on 98-lb. bags being up about 75c. Rolled oats generally are in somewhat lighter demand, with ample stocks available.

Corn starch and laundry starch have advanced 1/2c per pound.

**WINNIPEG**—Little or no change in the sugar situation is apparent during the week, but a measure of hope is held out that by the middle of next month receipts will be in greater volume.

New prices announced for Australian currants are about 6c per pound higher than last year, and are looked upon as almost at a prohibitive stage. The scarcity of tonnage will be a factor in curtailing supplies, and with prices at present high levels it is thought likely that few will be imported.

Canned vegetables are in good demand, and in the event of heavier calls being made on supplies, a higher level of prices is looked for. Booking orders for the new pack are being taken subject to opening prices.

An improvement in receipts of cornmeal is reported, supplies coming through in considerably larger quantities. California rhubarb has taken a considerable drop, and Florida tomatoes are slightly easier. Valencia oranges are now due. Business generally is reported good.



# QUEBEC MARKETS

**M**ONTREAL, April 24.—The markets here are rather quieter for the week, although there is a fair trade for many commodities. There is some difficulty in securing certain supplies from time to time, although there are good stocks of others.

## Starches Advance; Also Cream Tartar

**Montreal.**  
**STARCHES.**—An advance has been made in the price of laundry and also of culinary starches. These are effective as from April 19th and apply to Canada Starch Co.'s lines of silver gloss and also that of this firm's culinary starches. The net advance is half a cent per pound, and the changes appear in the proprietary list elsewhere. Cream of tartar also is up to \$1 per lb. from 80c, and Wellington knife polish is \$2, an advance of 20c per doz. being made.

## Sugar Differentials Changed; Refined Holds

**Montreal.**  
**SUGAR.**—Refined sugar has held here without any change during the past week. The delivery of raws is still confined, and while the refineries are able to keep their plants in operation, they would be glad of an improved condition regarding raws from the South. The Atlantic Sugar Refineries have made a change in their differentials, making these the same as those of the St. Lawrence and Acadia. Thus, gunnies containing 5-20's are 40c over bulk; 10-10's are 50c over bulk; and in cartons of 20-5's the advance is 60c, and for 50-2's this is 70c.

	100 lbs
Atlantic Sugar Company, extra granulated sugars, 100 lbs.	8 90
Acadia Sugar Refinery, extra granulated	8 80
St. Lawrence Sugar Refinery	8 40
Canada Sugar Refinery	8 40
Dominion Sugar Co., Ltd., crystal granulated	8 80
Special icing, barrels	70-9 05
Icing (25-lb. boxes)	16-9 40
Icing (50-lb. boxes)	90-9 20
Diamond icing	70-9 05
Yellow, No. 1	8 10
Yellow, No. 2 (or Golden)	8 00
Yellow, No. 3	7 90
Powdered, barrels	60-8 95
Paris lumps, barrels	9 10
Paris lumps (50-lb. boxes)	9 65
Paris lumps (25-lb. boxes)	9 85
Crystal diamonds, barrels	9 10
Crystal diamonds (boxes 100 lbs.)	9 10
Cut loaf (50-lb. boxes)	9 30-9 65
Cut loaf (25-lb. boxes)	9 50-9 85

For deliveries in Montreal City districts add 5c to above refinery price if purchased through wholesalers.

Dominion Sugar delivered direct to retailers at above price.

For 50-lb. and 25-lb. bags add 10c per 100 lbs.; for 20-lb. bags add 15c per 100 lbs.; for 10-lb. bags add 20c per 100 lbs.; for 5-lb. cartons add 25c per 100 lbs., and for 2-lb. cartons add 30c per 100 lbs. Granulated and yellow sugar may be had in barrels of 5c over above prices. Fancy sugars make a corresponding increase when put up in small packages.

## Slight Reduction In Price Of Tomatoes

**Montreal.**  
**CANNED GOODS.**—The only change for the week is that made by one jobber for tomatoes. The No. 3 size is reduced to \$2.50 per dozen from \$2.60, and the

No. 2½ to \$2.40 from \$2.45. Sales are being made still to outside buyers, and there is some absorption here and from country points of fair quantities of stock. The Cannery representatives stated that they were out of supplies, and were not taking any orders for delivery now. The frost of last week is said to have interfered with the young tomato plants that had been prepared in hotbeds and planting of seed will have to be again undertaken. There seems to be ample supply of canned goods to meet the orders sent in to jobbers.

**Salmon Sockeye—**

"Clover Leaf," ½-lb flats	2 40	2 45
1 lb. flat	4 00	4 00
1 lb. talls, cases 4 doz., per doz.	3 75	3 75
½ flats, cases 8 doz., per doz.	1 50	2 00
Chums, 1-lb. talls	1 80	2 40
Pinks, 1-lb. talls	2 40	2 40
Cohoos, 1-lb. talls	2 65	2 65
Red Springs, 1-lb. talls	2 70	2 70
Salmon, Gaspe, Niobe Brand (case of 4 doz.), per doz.	2 25	2 25
Canadian sardines (case)	6 75	7 00
Norwegian sardines, per case of 100 "¼s"	20 00	20 00

**Canned Vegetables—**

Tomatoes, 1's	1 20	1 20
Tomatoes, 3s	2 50	2 75
Tomatoes, U.S. pack (2s)	2 10	2 12½
Tomatoes, 2½s	2 40	2 60
Peas, standards	1 75	1 75
Peas, early June	1 90	1 90
Beans, golden wax	1 85	1 90
Beans, Refugees	1 85	1 90
Corn, 2s, doz.	2 35	2 40
Spinach (U.S.), 3s	3 00	3 00
Do., (U.S.), gallons	10 00	10 00
Corn (on cob, gal. cans), doz.	8 50	8 50
Red raspberries, 2s	2 90	2 90
Simcoes	2 75	2 75
Red cherries, 2s	2 60	2 90
Strawberries, 2s	3 00	3 00
Blueberries, 2s, doz.	1 85	1 85
Pumpkins, 2½s	1 60	1 70
Pumpkins, 3s	1 75	1 75
Pumpkins (gallon), doz.	6 00	6 00
Carrots, sliced, 2s	1 45	1 45
Apples (gallons)	5 00	5 00
Peaches, 2s (heavy syrup)	2 90	2 90
Pears, 3s (heavy syrup)	2 45	2 45
Pineapples, 1½s	2 25	2 25
Greengaze plums (light syrup)	1 90	1 90
Lombard plums (heavy syrup), 2s	1 70	1 70

## Dried Fruit Trade Nominal; Peaches Easy

**Montreal.**  
**DRIED FRUITS.**—For the most part dried fruits are held with a tendency to firmness. The prices on evaporated apples and peaches are some easier, and peaches are quoted as low as 18c. Raisins are held at very firm prices by some jobbers, and they also state that it is hard to obtain some of the grades at any price. Trading is nominal for the line generally, and sales are made on both city and country account in fair volume.

**Apricots—**

Choice	0 28	0 28
Fancy	0 30	0 30
Apples (evaporated)	0 20	0 20
Peaches (fancy)	0 18	0 19

**Drained Peels—**

Citron	0 27½	0 32
Lemon	0 27½	0 32
Orange	0 28½	0 34

**Raisins—**

Malaga, table box of 22 lbs., 3-crown cluster, \$3.25-\$4.00; 4-crown cluster, \$5.00; 5-crown cluster, \$6.00.		
Muscateis, loose, 2-crown	0 11	0 11
Muscateis, loose, 3-crown, lb.	0 11½	0 11½
Muscateis, 4-crown, lb.	0 12	0 12
Cal. seedless, 16 oz.	0 14	0 14
Cal. seedless (new)	0 16	0 16½
Fancy seeded, 16 oz. pkgs.	0 13	0 13
Choice seeded, 16 oz. pkgs.	0 12	0 12
Valencias, selected	0 11	0 11

Valencias, 4-crown layers	0 11½	0 11½
Currants, old	0 24	0 24
Do., new	0 32	0 32
Dates, Excelsior, per case	5 75	5 75
Do., Dromedary	6 50	6 50
Figs (new), 100 to case	11 00	11 00
Figs (layer), 10-lb. boxes	1 90	2 75
Figs, Spanish (22-lb.)	0 20	0 20
Figs, Portuguese	0 13	0 13
Figs, Fancy Cal. White (Choice)—		
Pkgs. 16 oz. (10 pkgs.)	1 75	1 75
Pkgs. 10 oz. 12 pkgs.	1 45	1 45
Pkgs. 8 oz. (20 pkgs.)	2 00	2 60
Pkgs. 6 oz. (50 pkgs.)	3 60	4 75
Pkgs. 4 oz. (70 pkgs.)	3 70	5 00

**Prunes—**

30-40	0 17	0 17
California, 40-50s	0 13½	0 13½
25-lb. cases, 50-60s	0 13	0 13
60-70s	0 12½	0 13½
70-80s	0 12	0 12½
80-90s	0 11	0 12
90-100s	0 10	0 10
Oregon, 30-40s	0 15½	0 15½
40-50s	0 15½	0 15½
50-60s	0 12½	0 12½

## Few Nuts Expected From Europe

**Montreal.**  
**NUTS.**—There is very little change here in the situation regarding nuts. Supplies are decreasing, as the demand absorbs various quantities, and direct importers state that the prospects of getting a further supply from European countries are anything but bright. The only country which has not placed an embargo against export is Spain, it is stated, and with shipping space worth many times what it formerly was, and a great scarcity of it also, the prospect of supplies coming in is slight. There is a decided firmness all around, and prices are very uncertain, with higher levels likely in the near future.

Almonds (Tara), per lb.	0 20	0 24
Almonds (shelled)	0 42	0 43
Almonds (Jordan)	0 70	0 70
Almonds, Valencia, shelled	0 45	0 46
Almonds, soft shelled Tarragonas	0 21½	0 22½
Brazil nuts (new)	0 18	0 19
Brazil nuts (med.)	0 15	0 17
Filberts (Sicily), per lb.	0 19	0 21
Filberts, Barcelona	0 17½	0 19½
Hickory nuts (large and small), lb.	0 10	0 15
Peanuts, Bon Ton	0 15½	0 16½
Peanuts, "Diamond G"	0 16	0 16
Peanuts (coon), per lb.	0 12½	0 13½
Peanuts (Jumbio), per lb.	0 16	0 21
Peanuts, shelled, Spanish, No. 1	0 17	0 17
Peanuts, shelled, Virginia, No. 1	0 16	0 17½
Do., No. 2	0 14	0 14
Pecans (new Jumbo), per lb.	0 21	0 25
Pecans, New Orleans, No. 2	0 21	0 24
Pecans "paper shell," extra large Jumbo	0 40	0 40
Pecans (shelled)	0 20	0 20
Walnuts (Grenoble)	0 23	0 23
Walnuts (new Naples)	0 16	0 18
Walnuts (shelled)	0 70	0 70
Walnuts (Marbots), in bags	0 22	0 24
Walnuts California, No. 1	0 24	0 24

## Tea Sales Maintained On Unchanged Basis

**Montreal.**  
**TEA.**—There is no special feature in the tea market beyond that of the strong undertone reported last week. This is characteristic of the local market as well as that in the outside importing centres. Javas are now firming as well as other grades, and with shipping diverted as it has been the probabilities are for a general firming of prices all around. It has before been pointed out that the Canadian prices are less in many instances than the present quotations at producing points.

**Ceylon and Indias—**

Pekoes, Souchongs, per lb.	0 38	0 40
Pekoes, per lb.	0 40	0 46
Orange Pekoes	0 43	0 50



Javas—

Pekoes	0 31	0 34
Broken Orange Pekoes	0 23	0 26
Orange Pekoes	0 25	0 40

Inferior grades of broken teas may be had from jobbers on request at favorable prices.

**Rice Markets Firm;  
Some Varieties Off**

**Montreal.**  
**TAPIOCA AND RICE.**—The rice markets are still very firm, and some grades are not to be had from the jobbing trade, which have been selling up to a recent date. All prices are very firm on rice, and the same have been marked up in certain quarters. The markets in New York are firm, and the offerings light, with a great deal of what supplies come forward being absorbed by the Government. Tapioca is unchanged. The volume of business is fairly good.

Snow (Japanese)	10 25	11 25
Ice Drips	11 25	12 50
Carolina	11 50	12 50
"Texas," per 100 lbs.	9 50	9 40
Patna (good)	8 90	9 00
Siam, No. 3	8 50	9 00
Siam (fancy)	10 25	11 00
Rangoon "B"	8 50	9 50
Rangoon "B," 200-lb. lpts	7 70	8 20
Rangoon OC	8 20	9 25
Mandarin	8 90	10 00
Pickling rice	7 70	8 40
Tapioca, per lb.	0 15	0 16
Tapioca (Pearl)	0 15	0 16

**Spice Business Steady  
With General Firmness**

**Montreal.**  
**SPICES.**—The strong position of spices continues, and the cassia and pepper lists are prominent as the strongest in the whole line. There have been no actual changes here, but the same are looked for at any time. Trading is said to be fairly well maintained, and the stocks at present in importers' and jobbers' hands are ample for immediate needs. With present consumption, however, it is likely there will be some difficulty in replacing some of the lines.

	5 and 10-lb. boxes	
Allspice	0 16	0 18
Cassia	0 25	0 30
Cassia (pure)	0 25	0 35
Cayenne pepper	0 28	0 35
Cloves	0 75	0 75
Cream of tartar	0 80	0 90
Ginger, pure	0 25	0 35
Ginger, Cochin	0 25	0 25
Ginger, Jamaica	0 30	0 35
Mace	0 80	1 00
Nutmegs	0 40	0 50
Pepper, black	0 38	0 42
Pepper, white	0 42	0 45
Pepper (Cayenne)	0 30	0 35
Pickling spice	0 25	0 25
Tumeric	0 21	0 23
Cardamon seed, per lb., bulk	2 00	0 75
Carraway, Dutch, nominal	0 22	0 25
Cinnamon, China, lb.	0 22	0 25
Cinnamon, per lb.	0 25	0 35
Mustard seed, bulk	0 25	0 46
Celery seed, bulk	0 21	0 23
Shredded cocoonut, in pails	0 12	0 14
Pimento, whole	0 12	0 14

For spices packed in cartons add 3/4 cents a lb. and for spices packed in tin containers add 10 cents per lb.

**Syrup Prices Hold;  
Molasses Is Firmer**

**Montreal.**  
**CORN AND CANE SYRUPS AND MOLASSES.**—The situation with regard to corn syrups is held without feature, and no change of price has been made during the week. The market is report-

ed firm owing to the poor grade of corn that is obtainable, the same having been damaged, and the better grades are not coming to hand as it was expected they would. The molasses situation is without much change, prices being maintained and supplies coming in slowly from outside. One jobber is asking 98c per gallon for puncheon lots.

**Corn Syrup—**

Barrels, about 700 lbs.	0 07
Half bbls. or quarter bbls., 1/4 c per lb. over bbls.	0 07 1/2
Kegs	4 65
2-lb. tins, 2 doz. in case, case	5 20
5-lb. tins, 1 doz. in case, case	4 95
10-lb. tins, 1/2 doz. in case, case	4 90
20-lb. tins, 1/4 doz. in case, case	2 15
2-gal. 25-lb. pails, each	3 25
3-gal. 38 1/2-lb. pails, each	5 25
5-gal. 65-lb. pails, each	5 25

**Barbadoes Molasses—**

	Island of Montreal
Puncheons	0 92
Barrels	0 96
Half barrels	0 98

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.

**Cane Syrup (Crystal Diamond)—**

2-lb. tins, 2 doz. in case, per case	5 60
Barrels, per 100 lbs.	8 00
Half barrels, per 100 lbs.	8 25

**Bean Sales Small  
With Prices Firm**

**Montreal.**  
**BEANS.**—The situation is one with a firm position on most grades, and in some quarters prices have been marked up. There are no British Columbia beans available from one jobber who has carried them, and certain other varieties are gradually getting short. Here and there odd lots may be had of most of the varieties, but prices in general are firm.

**Beans—**

Canadian, hand-picked, bush	9 50	10 50
Ontario, new crop, 3 to 4 lbs.	8 50	8 16
British Columbias	8 16	15 00
Do., in 100-lb. sacks, gross, per 100 lbs.	15 00	15 50
Canadian, 4-5 lb. pickers	8 15	8 25
Michigan, 3-lb. pickers	9 00	10 00
Michigan, hand-picked	9 50	10 50
Yellow Eyes, per lb.	0 14	0 20
Rangoon beans, per bushel	7 00	7 50
Lima, per lb.	0 14 1/2	0 15
Chilean beans, per lb.	0 15	0 15
Maurcurian white beans, lb.	5 20	5 50
South American	5 20	5 50
Peas, white soup, per bushel	11 00	11 25
Peas, split, new crop, bag 98 lbs.	6 25	7 25
Barley (pot), per bag 98 lbs.	7 50	8 00

**Fair Cereal Trade  
With Prices Held**

**Montreal.**  
**CEREALS.**—There is just a fair amount of business in cereals here, and the demand is more for cornmeal products than for oatmeal, rolled oats, etc. With the demand for corn flour brisk and the grade of corn obtainable not choice, prices are fully maintained. Rye flour is very firm and the quotations are still higher this week, \$8.50 to \$8.60 per sack being asked. Some have complained that the latter was very difficult to obtain in any but small quantities.

Cornmeal (Gold Dust)	6 40	7 25
Barley, pearl	8 25	8 75
Barley, pot, 98 lbs.	6 25	6 75
Buckwheat flour, 98 lbs.	7 25	7 25
Corn flour, 98 lbs.	6 50	6 60
Cornmeal, yellow, 98 lbs.	6 50	6 60
Hominy grits, 98 lbs.	6 75	8 00
Hominy, pearl, 98 lbs.	7 50	7 75
Oatmeal, standard, 98 lbs.	6.04-6.25	6 60
Oatmeal, granulated, 98 lbs.	6.04-6.25	6 60
Peas, Canadian, boiling, bush	5 00	5 50

Split peas	10 25	11 25
Rolled oats, 90-lb. bags	5.50-5.60	6 00
Rolled oats (family pack), case	6 20	6 20
Rolled oats (small size), case	8 50	8 60
Rye flour, small lots, 98 lbs.	8 50	8 60

**Flour Prices Drop  
Fifteen Cents A Barrel**

**Montreal.**  
**FLOUR AND FEED.**—The feature of this week is that of a reduction in the price of spring wheat flour of 15c per barrel. This was made on Tuesday morning. Various suggestions have been made as to the reason for this and little information is available. It is stated that freight rates are now more favorable, as the lake and rail season has opened. Being under Government supervision, the prices have been readjusted, of course, with their knowledge. Trade in flours is rather quieter. For feed the demand still exceeds the supply, but some improvement in the situation is noted here and there.

**War Standard, Graham and Whole**

**Wheat Flours—**

Car lots (on track)	10 95
Car lots (delivered), Bakers	11 05
Small lots (delivered)	11 15
Bran, per ton	35 40
Shorts	40 40
Crushed oats	63 00
Barley chop	78 00
Barley meal	87 00
Feed oats, per bushel	1 12

**Oranges Easier;  
Pineapples Down Too**

**Montreal.**  
**FRUITS.**—California oranges have recorded a lower range of prices this week and are now selling at from \$6 to \$8 per box according to quality. Pineapples also are quoted lower. There is a very fair demand for grapefruit and other lines at unchanged prices. Strawberries seem to be temporarily held up and supplies of these are reported smaller. Some supply of eating pears is still available.

**Apples—**

Wealthy, No. 1, bbl.	7 00	7 50
Ben Davis	4 00	4 50
Russets	4 50	5 00

**Ontario Apples—**

Spys, No. 1, per bbl.	8 00	8 50
Do., No. 3 (special), bbl.	5 50	5 50
Do., No. 3, bbl.	4 50	6 50
Pewaukee, No. 1, bbl.	5 50	4 00
Do., No. 2, bbl.	4 00	4 50
Baldwin, No. 1, bbl.	4 00	4 50
Stark, No. 1, bbl.	3 75	2 75
No. 2	3 75	4 50
Boxed apples (all sizes)	4 00	4 50
Bananas (fancy large), bunch	1 25	9 00
Cranberries (gallon)	7 25	3 25
Cocoonuts, sack	3 25	3 75
Grape fruit (fancy Jamaicas)	4 50	4 25
Grape fruit (fancy Porto Ricos)	3 75	4 50
80, 96	4 50	5 00
Grape fruit (fancy Porto Ricos)	4 50	5 00
54, 4c	5 00	5 00
Lemons (fancy new Messina)	6 50	5 00
Lemons (California seedless)	5 00	6 50
Pineapples, Cuban (crate)	0 30	0 60
Pineapples, Florida	1 50	1 75
Pears, eating (doz.)	0 22	0 32
Rhubarb (doz.)	5 00	5 75
Strawberries (box)	6 00	8 00
Oranges, Valencia lates	4 00	5 00
Oranges, Porto Ricos	5 00	5 50
Oranges, California navels	6 00	6 50
Oranges, Jamaica	4 00	5 00
Oranges (bitter)	5 50	5 50

**Some Vegetables Scarce  
Potatoes Are Easier**

**Montreal.**  
**VEGETABLES.**—Potatoes are selling



at favorable prices and will be still lower it is expected. New carrots are in and also some imported string beans. Cabbage is getting scarcer and the price is advanced. Spanish onions are fairly firm in price, owing to first class stock being somewhat scarce. The coarser vegetables, in a general sense, are easier but without change of price. Lower quotations on parsnips, beets, carrots and turnips are thought likely to rule.

Beans, new string, (25-lb. basket) .....	4 00
Beets (60-lb. bag) .....	0 75
Cauliflower (California), crate, 2 doz. ....	4 50
1 doz. crate .....	2 00
Cabbage, Montreal, per bbl. ....	3 50
Cabbage, Montreal, doz. ....	1 00
Cabbage (New Florida), crate. ....	4 00
Cabbage, New Florida, hampers. ....	2 00
Carrots (bag) .....	0 50
Carrots, new (doz. bunches)....	1 50
Celery (Wash.), doz. ....	1 50
Celery, Florida .....	2 75
Cucumbers (Boston), doz. ....	2 50
Cucumbers (basket) .....	4 00
Endive (Can.) .....	0 25
Endive (American) .....	0 40
Lettuce, curly (3 doz.) .....	2 50
Lettuce, curly (doz.) .....	0 90
Lettuce (Boston) 2 doz. box. ....	2 25
Lettuce (Florida), hamper .....	2 75
Lettuce (California), 5 doz. ....	5 50
Leeks .....	5 00
Mint .....	0 60
Mushrooms, lb. ....	0 90
Onions, red (70-lb. bag) .....	1 00
Onions, red (100-lb. bag) .....	2 50
Oyster plant .....	0 75
Parsnips (60-lb. bag) .....	1 00
Parsley (American) .....	1 00
Parsley (Canadian) .....	0 50
Potatoes (sweet), per hamper, as to size .....	2 50
Potatoes, bag .....	4 00
Potatoes (New Brunswick), bag .....	1 50
Romane .....	0 50
Radishes (doz.) .....	1 00
Spanish onions, half cases .....	2 25
Spanish onions, large crate .....	3 50
Spanish onions, small crate .....	4 50
Turnips (Quebec), bag .....	2 75
Turnips (Montreal), bag .....	1 00
Tomatoes (hothouse), lb. ....	0 75
Tomatoes, Florida, crate .....	0 40
Watercress (Can.) .....	5 25
Watercress (Amer.) .....	0 50

**Firm Coffee Prices With Little Trading**

**Montreal.**  
**COFFEE.**—There is not a great deal of activity in the local coffee market but things are moving along steadily. The position at import points is one of firmness. The position on cocoa is one of continued price maintenance and the volume of business is very satisfactory.

<b>Coffee, Roasted—</b>		
Bogotas, lb. ....	0 28	0 32
Jamaica, lb. ....	0 28	0 25
Java, lb. ....	0 33	0 40
Maracaibo, lb. ....	0 23	0 24
Mexican, lb. ....	0 28	0 29
Mocha, lb. ....	0 34	0 37
Mochas (genuine) .....	0 43	0 48
Rio, lb. ....	0 19 1/2	0 20
Santos, Bourbon, lb. ....	0 24	0 25
Santos, lb. ....	0 28	0 24
<b>Cocoa—</b>		
Bulk cocoa (pure) .....	0 30	0 35
Bulk cocoa (sweet) .....	0 25	0 25

**Honey Very Scarce; Syrup and Sugar Sell**

**Montreal.**  
**HONEY AND MAPLE PRODUCTS.**—Most encouraging reports regarding the run of sap have been received. Business in syrup is reported to be good and sugar also is in very good demand at the prices given below. Honey supplies seem to be getting very low and there is very

little offering. There is still a fair demand at unchanged prices.

<b>Honey—</b>		
Buckwheat, 5-10 lb. tins, lb. ....	0 19	
Buckwheat, 60-lb. tins, lb. ....	0 16 1/2	
Clover, 5-10 lb. tins, per lb. ....	0 22	

**ONTARIO MARKETS**

**TORONTO, April 24.**—Advances have been numerous during the week and the situation generally in respect to supplies from foreign markets shows no improvement whatever: A very fair volume of business locally is being transacted and sales for goods available are being pushed.

**Reports on Sugar Remain About Same**

**Toronto.**  
**SUGAR.**—There is no change of moment recorded in the situation for the week, conditions as outlined in previous reports covering the details quite accurately. Little, if any, improvement in receipts of sugar locally is noticeable though hopes for increased supplies next month are held out in some quarters. Raw market conditions contain no interesting features and arrivals at Atlantic ports are said to be very irregular. Two or three refiners have been withdrawn owing to lack of raws or oversales, but with more regular arrivals of raws it is expected some will be offering sugar again shortly. The tonnage question still dominates the sugar situation.

Atlantic, extra granulated .....	9 07
St. Lawrence, extra granulated.....	8 97
Acadia Sugar Refinery, extra granulated	8 97
Can. Sugar Refinery, extra granulated..	8 57
Dom. Sugar Refinery, extra granulated..	8 97
Icing sugar, barrels .....	9 27
Powdered, barrels .....	9 17
<b>Canada Sugar differentials:—</b> 25-lb. sacks, 10 cents over 100-lb.; 20-lb., 15 cents advance; 10-lb. gunnies 20c. advance; 5-lb. gunnies, 40c. advance; 5-lb. cartons, 25c. advance; 2-lb. cartons, 30c. advance. St. Lawrence differentials: In 25-lb. gunnies, 25c over 100 lb.; 20-lb. gunnies, 40c advance; 10-lb. gunnies, 50c advance; 5-lb. gunnies, 60c advance; 5-lb. cartons, 60c advance; 2-lb. cartons, 70c advance. Atlantic and Acadia differentials: In 50-lb. bags there is an advance of 10c per 100 lbs. for extra granulated; in 20-lb. bags, 20c per 100 lbs.; 30c per 100 lbs. in 10-lb. gunnies, and 40c per 100 lbs. in 5-lb. cartons, and 40c per 100 lbs. in 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. No. 1 yellow is 40c per 100 lbs. under granulated, No. 2 yellow is 10c per 100 lbs. under No. 1 yellow, and No. 3 yellow 20c less than No. 1.	

**Cigarettes Go To Higher Levels**

**Toronto.**  
**CIGARETTES.**—All lines of cigarettes have advanced during the week and new prices now established are given as follows: Players, Sweet Caporal, Hassan and Mecca, all up to \$10.00 per M; Old Chum, \$9.50; Gold Crest, \$7.50; Old Gold, \$7.15; Murad and Mogul, \$14.00 per M. The continued advance in the cotton markets has resulted in new prices being issued on cotton clothes lines and lamp wick. Quotations now being made on cotton clothes lines are for 30 ft. \$2.69 dozen; 40 ft., \$3.20; 48-ft., \$3.84; 50 ft., \$4.00; 60 ft., \$4.80; 72 ft., \$5.76; 80 ft., \$6.40; 100 ft., \$8.00 dozen. Lamp wick A at 95c roll and B at \$1.35 roll are higher.

Clover, 60-lb. tins .....	0 21
Comb, per section .....	0 21
<b>Maple Product—</b>	
Syrup, 13 lbs. Imp. meas., gal. ....	1 70
Syrup, 5-gal. tins, per gal. ....	1 85
11-lb. tins .....	1 35
Sugar, in blocks, per lb. ....	0 19

Other lines to show higher prices are mop sticks, spring, No. 10, for which \$2.00 dozen is being asked; No. 1 Star fibre pails have gone up to \$4.55 dozen; electric stove paste, 7 2/10c tins is now 90c dozen. Dalton lime juice, pints, has advanced to \$3.85 dozen, with the small size discontinued.

**OLIVES.**  
 One manufacturers advanced Pimento stuffed about 40 per cent. New prices on this basis are: 5 oz. round, \$1.75; 6 oz. round, \$2.25; 8 oz. round, \$2.90; 10 oz. \$3.40; 16 oz., \$4.85 per dozen.

**Molasses Makes Substantial Advance**

**Toronto.**  
**MOLASSES, SYRUPS.**—An advance in molasses has been made during the week, Gingerbread and Domolco brands in 2s being listed 50c higher and in 3s. 75c higher. Domolco 5s and 10s are listed 60c up and Gingerbread in 5s and 10s, 70c up. A corresponding increase in pails has also been recorded. Prices on Domolco now ruling are for 24 2s \$4.90 per case, or \$2.45 dozen, and on 24 3s, \$6.75 per case or \$3.40 dozen. Brer Rabbit in 48 1 1/2s now sells at \$6.80 per case or \$1.75 dozen.

Corn syrup and cane syrup remain firm and unchanged for the week. Prices ruling now are shown herewith:

<b>Corn Syrups—</b>		
Barrels, per lb. ....	0 07	
Cases, 2-lb. tins, 2 doz. in case .....	4 65	5 15
Cases, 5-lb. tins, 1 doz. in case .....	5 20	6 70
Half barrels, 1/4 c over bbls.; 1/4 bbls., 1/2 c over bbls.		
<b>Cane Syrups—</b>		
Barrels and half barrels, lb. ....	0 06	0 08
Cases, 2-lb. tins, 2 doz. in case .....	5 05	5 25
<b>Molasses—</b>		
Fancy Barbadoes, barrels.....	0 98	1 00
Choice Barbadoes, barrels.....	0 88	0 90
West India, 1/2 bbls., gal. ....	0 55	0 65
West India, 10-gal. kegs .....	6 50	
West India, 5-gal. kegs.....	3 25	
Tins, 2-lb., table grade, case 2 doz., Barbadoes .....	4 75	
Tins, 3-lb. table grade, case 2 doz., Barbadoes .....	6 40	
Tins, 5-lb., 1 doz. to case, Barbadoes .....	5 30	
Tins, 10-lb., 1/2 doz. to case, Barbadoes .....	5 20	
Tins, 2-lb., baking grade, case 2 doz. ....	3 50	
Tins, 3-lb., baking grade, case of 2 doz. ....	4 60	
Tins, 5-lb., baking grade, case of 1 doz. ....	3 90	
Tins, 10-lb., baking grade, case of 1/2 doz. ....	3 75	
West Indies, 1 1/2, 48s .....	6 00	
West Indies, 2s, 36s .....	4 00	4 25

**Canned Shrimp To Be Higher; Lobster**

**Toronto.**  
**CANNED GOODS.**—The opening price on canned shrimp for 1918 will be on the basis of \$2.25 to the retailer although it is said some dealers with heavy stocks will be selling on the basis of last year for some time. New prices for the 1918 pack of lobsters show an advance of about 35c over last year's opening price, the basis adopted being \$3.25 for 1/2's



and \$1.95 for 1/4's, with possibility of off brands being quoted down 10c in 1/2's and 5c in 1/4's. Higher levels have been reached in quotations on one line of peaches and apricots, 24 2 1/2's now selling at \$4.25. Sliced pineapple, 24 2's being offered at \$3.25 dozen. Business in canned vegetables is enjoying a very fair demand.

Following prices on canned goods are general quotations from wholesaler to retailer and not F.O.B. factory prices.

<b>Salmon—</b>		
Soekeye, 1s, doz.	4 00	4 50
Soekeye, 1/2s, doz.	2 40	2 50
Alaska reds, 1s, doz.	3 75	3 85
Chums, 1-lb. talls	2 35	2 60
Do., 1/2s, doz.	1 35	1 45
Pinks, 1-lb. talls	2 25	2 60
Do., 1/2s, doz.	1 55	1 50
Cohoes, 1/2-lb. tins	1 85	1 90
Cohoes, 1-lb. tins	3 45	3 75
Red springs, 1-lb. talls	3 15	3 65
White springs, 1s, dozen	2 30	2 35
Lobsters, 1/2-lb., doz.	3 00	3 25
<b>Canned Vegetables—</b>		
Beets, 3s	1 50	2 30
Tomatoes, 2 1/2s	2 65	2 75
Peas, standard	1 95	2 25
Peas, early June	2 00	2 32 1/2
Beans, golden wax, doz.	1 85	2 10
Beans, Miget, doz.	2 25	2 45
Aparagus tips, doz.	3 25	3 65
Corn, 2's, doz.	2 45	2 75
Pumpkins, 2 1/2s	1 80	2 10
Spinach, 2s, doz.	1 80	2 40
Sucotash, No. 1, doz.	2 00	2 35
Pineapples, 2s	3 50	3 75
Cherries, 2s	2 60	2 90
Peaches, 2s	2 10	2 40
Pears, 2s	1 85	2 00
Plums, Lombard, 2s	1 75	1 75
Plums, Green Gage	1 80	1 95
Raspberries, 2s, H.S.	3 00	3 25
Strawberries, 2s, H.S.	3 00	3 40
Jam, raspberry, 16 oz., doz.	2 90	3 30
Do., black currant, 16 oz.	2 90	3 30
Do., strawberry, 16 oz.	3 00	3 40
Do., raspberry, 4-lb. tin	0 88	0 90
Do., black currant, 4-lb. tin	0 77	0 88
Do., strawberry, 4-lb. tin	0 88	0 90
<b>Preserved Fruits, Pint Sealers—</b>		
Peaches, pint sealers, doz.	3 40	3 45
Plums, Greengage, doz.	2 40	2 95
Do., Lombard, doz.	2 25	2 90
Do., Blue, doz.	2 25	2 90
Black currants, doz.	3 45	3 45
Red currants, doz.	3 45	3 45
Raspberries, doz.	3 40	3 60
Strawberries	3 60	4 40

**Future Of Dried Fruits Uncertain**

**Toronto.** **DRIED FRUITS.**—The future in all lines of dried fruits is one of great uncertainty. The action of the United States Government in commandeering part of the new raisin crop may foreshadow further steps of this nature and the general feeling is that dealers would be well advised in securing stocks now to carry until fall. Shipments of currants have reached the local market and lower prices are looked for. Nothing of great interest marks any individual line during the week.

Apples, evaporated, Ontario	0 20	0 21
Do., da., Nova Scotia	0 17	0 18
Apricots, unpitted	0 16 1/2	0 16 1/2
Do., fancy, 25s	0 30	0 30
Do., choice, 25s	0 25	0 27
Do., standard, 25s	0 24	0 26
<b>Candied Peels, American—</b>		
Lemon	0 26	0 30
Orange	0 28	0 30
Citron	0 35	0 36
<b>Currants—</b>		
Grecian, per lb.	0 29	0 32 1/2
Australian, lb.	0 30	0 35
<b>Dates—</b>		
Excelsior, kgs., 3 doz. in case	6 50	6 75
Dromedary dates, 3 doz. in case	7 50	7 75
<b>Figs—</b>		
Taps, lb.	.....	.....
Malagas, lb.	.....	.....
Comadre figs, mats, lb.	0 13	0 14
Cal., 8 oz. pkgs, 20s, case	.....	1 80

Cal., 10 oz., 12s, case	.....	1 40
<b>Prunes—</b>		
30-40s, per lb., 25's, faced	0 18	0 18
40-50s, per lb., 25's, faced	0 17	0 17 1/2
50-60s, per lb., 25's, faced	0 16	0 16 1/2
60-70s, per lb., 25's, faced	0 14	0 15 1/2
70-80s, per lb., 25's, faced	0 13	0 14
80-90s, per lb., 25's, unfaced	0 12 1/2	0 13 1/2
90-100s, per lb., 25's, faced	0 12	0 12
<b>Peaches—</b>		
Standard, 25-lb. box	0 15 1/2	0 17
Choice, 25-lb. boxes	0 18 1/2	0 19
Fancy, 25-lb. boxes	0 22	0 22
<b>Raisins—</b>		
California bleached, lb.	0 14	.....
Valencia, Cal.	0 10 1/2	0 10 1/2
Valencia, Spanish	.....	.....
Seeded, fancy, 1-lb. packets	0 11 1/2	0 13 1/2
Seedless, 12-oz. packets	0 11	0 12 1/2
Seedless, 16-oz. packets	0 14 1/2	0 15
Seedless, bakers, Thompsons, 50s	0 14	0 15 1/2

**Tea Market Strong; Good Movement Japans**

**Toronto.** **TEAS.**—The tea market shows increasing strength. Indications are that desirable stocks are scarce in first hands although there appears to be still plentiful supplies of teas just a little too common to be generally useful for grocery trade. There has been a very good movement of Japans reported in some quarters. It is said freights on Japans have been fixed for the coming season and are 2c per pound higher than last year. The trade generally is looking for higher prices all round.

<b>Ceylon and Indias—</b>		
Pekoe Souchongs	0 36	0 38
Pekoes	0 38	0 46
Broken Pekoes	0 46	0 48
Orange Pekoes	0 48	0 50
Broken Orange Pekoes	0 50	0 52
<b>Javas—</b>		
Broken Pekoes	0 35	0 38
<b>Japans and Chinas—</b>		
Early pickings, Japans	0 40	0 40
Second pickings	0 30	0 38
Hyson Thirds, lb.	0 30	0 35
Do., Seconds	0 40	0 45
Do., Sifted	0 40	0 52

These prices do not indicate the wide range in the values. They are good medium grades, and are meant to give some indication of price movement.

**Transportation Big Factor In Coffee**

**Toronto.** **COFFEE.**—Transportation is entering into the situation in respect to coffee very largely, and the question of future supplies is very uncertain. There are indications that the United States Government may place a straight embargo or at least greatly curtail the import of coffee, and such action would undoubtedly be reflected here to a great extent. There is no change in the position locally.

<b>Coffee—</b>		
Bogotas, lb.	0 28	0 30
Guatemala, lb.	0 24	0 25
Maracaibo, lb.	0 25	0 29
Mexican, lb.	0 27	0 31
Jamaica, lb.	0 26	0 30
Blue Mountain Jamaica	0 40	0 40
Mocha, Arabian, lb.	.....	.....
Rio, lb.	0 19	0 23
Santos, Bourbon, lb.	0 25	0 26
Chiocry, lb.	0 20	0 20
<b>Cocoa—</b>		
Pure, lb.	0 25	0 30
Sweet, lb.	0 18	0 20

**All Spices Scarce; Future Uncertain**

**Toronto.** **SPICES.**—Reports indicate that all lines of spices are growing scarcer and higher prices are ruling for many lines. In some quarters there is no cassia offer-

ing whatever, and the strength of celery seed is shown in a narrower and higher price range of from 60c to 68c per pound. Other lines show advances of a few cents and the future outlook is strewn with uncertainty.

<b>Allspice</b>		
Per lb.	0 18	0 20
Cassia	0 33	0 45
Cinnamon	0 45	0 55
Cayenne	0 30	0 35
Cloves	0 70	0 85
Ginger	0 25	0 35
<b>Herbs — sage, thyme, parsley, mint, savory</b>		
Mace	0 40	0 60
Pastry	0 90	1 10
Pickling spice	0 28	0 40
Peppers, black	0 22	0 25
Peppers, white	0 38	0 45
Peppers, white	0 40	0 45
Paprika, lb.	0 38	0 45
Nutmegs, select, whole, 100's	.....	0 40
Do., 80's	0 50	0 55
Do., 64's	0 55	0 60
Mustard seed, whole	0 35	0 40
Celery seed, whole	0 55	0 68
Coriander, whole	0 28	0 35
Caraway seed, whole	0 90	1 00
<b>Cream of Tartar—</b>		
French, pure	0 90	0 96
American high test	.....	.....
2-oz. packages, doz.	.....	1 40
4-oz. packages, doz.	2 60	.....
8-oz. packages, doz.	.....	5 45
8-oz. tins, doz.	.....	6 00
Tartarine, barrels, lb.	.....	0 21
Do., kegs, lb.	.....	0 23
Do., pails, lb.	.....	0 25
Do., 4 oz., doz.	.....	0 90
Do., 8 oz., doz.	.....	1 75
Do., 16 oz., doz.	.....	3 25

**Situation Remains Unchanged In Nuts**

**Toronto.** **NUTS.**—Nothing of great interest has marked the situation in nuts during the week. Shelled walnuts are in a very firm market which may be gauged when it is known the price is 64c per pound in New York in bond. This would mean a cost of at least 75c in jobbers hands here and \$1.00 walnuts are by no means an impossibility in the not distant future.

<b>In the Shell—</b>		
Almonds, Tarragonas, lb.	0 21	0 23
Walnuts, Bordeaux	0 25	0 26
Walnuts, Grenobles, lb.	.....	.....
Walnuts, Manchurian, lb.	.....	.....
Filberts, lb.	0 18	0 22
Pecans, lb.	0 25	0 27
Peanuts, Jumbo, roasted	0 22	0 25
Do., Fancy, roasted	0 23	0 24
Brazil nuts, lb.	0 15	0 16
Cocoanuts, 100s, 150s	7 50	8 50
<b>Shelled—</b>		
Almonds, lb.	0 45	0 45
Filberts, lb.	0 35	0 40
Walnuts, lb.	0 68	0 75
Peanuts, Spanish, lb.	0 18	0 19
Do., Chinese, Japanese, lb.	.....	.....
Brazil nuts, lb.	0 66	0 68

**Little Of Interest Marks Bean Situation**

**Toronto.** **BEANS.**—There have been no interesting developments in this market during the week, prices holding firm and unchanged, with a fair demand apparent.

Ontario, 1-lb. to 2-lb. pickers, bu.	8 50	9 00
Do., hand-picked	9 00	9 25
Can. white kidney beans, bush.	.....	9 00
Rangoons, per bush.	6 50	7 00
Yellow eyes, per bushel	.....	.....
Japanese Kotosashi, per bush.	.....	8 00
Limas, per pound	0 18 1/2	0 22

**Rices Good Buy; Future Uncertain**

**Toronto.** **RICES.**—In some quarters it was indicated that rices to-day are a good buy. Latest advices are to the effect that the



Japanese Government has commandeered an enormous tonnage for their own uses and importers generally have withdrawn all prices. The future does not present a rosy outlook in the matter of further supplies. Stocks locally are in fair shape at the present time.

Texas, fancy, per 100 lbs.	11 50	12 00
Blue Rose Texas, per 100 lbs.	11 75	12 50
Honduras, fancy, per 100 lbs.	13 00	
Siam, fancy, per 100 lbs.	9 75	
Siam, second, per 100 lbs.	9 50	
Japans, fancy, per 100 lbs.	10 75	11 75
Japans, second, per 100 lbs.	9 50	9 75
Chinese XX, per 100 lbs.	9 00	10 00
Do., Simiu		11 50
Do., Mujin, No. 1		10 75
Do., Pakling		10 25
Tapioca, per lb.	0 14½	0 15

**Starches Advance**

*½c Per Pound*

Toronto.

**PACKAGE GOODS.**—An advance of ½c per pound has been made in laundry starch and corn starch during the week. Laundry starch in 1 lb. packages is now quoted at from 9½c to 11½c per pound; 6 lb. tins, 13c; 6 lb. boxes, 13c; 100 lb. kegs, 11c. Corn starch in 1 lb. packages is quoted at from 10½c to 11½c per pound. Package cereals show no change for the week in price. A slight falling off in demand on rolled oats is reported in some quarters.

Cornflakes, per case	3 90	4 25
Rollod oats, round, family size, 20s	5 75	6 35
Rollod oats, round, regular 18s, case	2 05	2 30
Rollod oats, square, 20s		5 80
Shredded wheat, case		4 25
Cornstarch, No. 1, pound cartons	0 11½	
No. 2, pound cartons	0 10½	
Starch, in 1-lb. cartons	0 11½	
Do., in 6-lb. tins		0 13
Do., in 6-lb. boxes		0 13
Do., in 100-lb. kegs.		0 11

**Maple Syrup Moving**

*In Fair Quantities*

Toronto.

**HONEY, MAPLE SYRUP.**—A fair movement of maple syrup is reported with receipts of new stock coming along in ample quantities. Prices remain firm at advanced figures reported last week. No change in the situation in honey has been noticeable. Stocks are light and demand fair.

Honey—

Clover, 5 and 10-lb. tins	0 22	0 23
Do., 54s, case		
60-lb. tins		
Buckwheat, 60-lb. tins	0 18	
Comb, No. 1, fancy, doz.	3 50	3 60
Do., No. 2, doz.	3 00	3 25
Jars, 7-oz., doz.		
Do., 10oz., doz.		
Do., 12-oz., doz.		
Do., 16-oz.		

Maple Syrup—

No. 1, gallon tins, 6 to case	11 00	15 75
No. 2, half gal. tins, 12 to case		17 75
No. 3, quart tins, 24 to case	12 50	18 45
No. 3, quart bottles, 24 to case		17 40
N.B.—Above are wine measure.		
Gallon tins, Imperial, 6 to case		13 50
5-gallon tins, Imperial, per tin		10 50
Barrels, 25 or 40 Imp. gals., gal		2 00

**Pineapples, Grapefruit**

*Easier; Apples Decline*

Toronto.

**FRUIT.**—A somewhat easier tone is noticeable in pineapples and quotations now range from \$5.75 to \$6.00 per case, 24 30's. Though supplies locally show some improvement shipments from Porto Rico to New York are not increasing

and this will likely be reflected locally. Grapefruit is down 25c per box for Florida and Cuban in some quarters. A further decline in some lines of barreled apples has been made as noted in quotations below. Boxed apples are cleaning up and indications are that leading shippers in the United States will be sending few if any more through. Fair stocks of Valencia oranges are offering, prices showing a wide range from \$5.00 to \$8.00 per case. Further advices from California indicate crop is only about one quarter what it was last year. Louisiana strawberries are practically cleaned up and no supplies are expected till the latter part of the week.

Apples—

Arkansas Blacks, box	2 75	3 25
Winesaps, box	2 75	3 25
Rome Beauty, box		
Ontario—		
Baldwins, No. 1, bbl.	6 50	
Greenings, No. 1, bbl.	6 50	7 00
Northern Spys, tree run	4 50	5 50
Mann, No. 1, bbl.	4 50	5 50
Do., No. 2, bbl.	3 25	4 75
Pewakee, No. 1, bbl.		4 50
Do., No. 2, bbl.		3 50
Starks, No. 1, bbl.	4 50	6 00
Do., No. 2	3 50	5 50
Ben Davis, No. 1, bbl.	3 50	4 00
Do., No. 2, bbl.	2 50	3 50
Spys, No. 3	4 00	5 00
Winter varieties, straight No. 3	2 00	4 00
Nova Scotia—		
Baldwins, No. 1		4 50
Do., No. 2		3 50
Wagner, No. 1		
Do., No. 2		
Starks, No. 1	4 00	4 50
Do., No. 2	3 50	4 00
Winter varieties, straight No. 3	1 50	2 50
Bananas, yellow, bunch	3 50	4 50
Grapefruit—		
Jamaica, 46s, case	4 75	5 50
Do., 64s, 96s, case	4 75	5 50
Do., 80s	4 75	5 50
Floridas, 36s, 46s, case	4 50	5 50
Do., 54s, 64s, 80s, 96s.	4 50	5 50
Cuban and Porto Rico, 54s, 64s, 80s, 96s	4 50	5 50
Oranges—		
California Navels—		
80s	5 00	6 00
96s	6 00	
100s	5 50	6 00
126s		7 50
150s		7 50
176s, 200s, 216s, 250s	8 00	8 50
Florida Oranges—		
80s, 96s, 100s		7 50
126s		8 00
150s		8 00
176s, 200s, 216s, 250s		8 00
Lemons, Cal., case	5 00	7 00
Do., Messinas, box	5 50	6 00
Pears, Cal., box		
Pinapples, Porto Rican, cs. 24-30s	5 75	6 00
Rhubarb, dozen	1 00	1 40
Malaga grapes, keg		
Strawberries, pints, 24s	0 22	0 23
Do., quarts	0 30	0 40

**Cucumbers Decline;**

*Potatoes Easier*

Toronto.

**VEGETABLES.**—A decline in cucumbers has been made in some quarters, hampers are now offering as low as \$4.50. Large supplies are available and quality said to be good. Potatoes have also reached slightly lower levels as noted below. Parsnips at 75c to 85c per bag are also lower in price. Supplies of Florida cabbage are said to be low, though stocks are being offered at \$2.25 hamper. Carolina cabbage is on the market, being quoted at \$4.75. Receipts of tomatoes are reported good though prices in some quarters are slightly firmer. Advices

indicate that the Florida crop has been damaged by rain and this may mean these will be through by the end of May with prices tending upward.

Asparagus, Cal., bunch		0 65
Artichokes, Cal., doz.	1 75	2 00
Beets, bag	0 75	1 00
Brussel sprouts, quart		
Cauliflower, Cal., standard crates	3 25	3 75
Cauliflower, Cal., pony crates	2 00	2 25
Cabbage, Canadian, barrel		
Do., Florida, hamper		2 25
Carrots, bag	0 50	0 60
Celery, Ontario, doz.		
Do., California, case		
Do., Florida, case	3 00	3 25
Cucumbers, Boston, doz.	3 00	3 50
Do., Florida, hamper	4 50	6 00
Lettuce, leaf, doz. bunches	0 25	0 35
Do., head, hampers	2 25	3 75
Mushrooms, basket	2 25	3 50
Onions—		
Spanish, crates	3 00	4 00
Spanish, half crates	1 75	2 25
Do., Canadian, 75-lb.	0 75	1 25
American, 100-lb. sacks		1 50
Potatoes—		
New Ontario, bag		1 65
N.B. Delawares	1 75	1 90
P.E.I., bag		1 75
Spinach, hamper	1 35	2 00
Tomatoes—		
Floridas, 108s, 120s, 144s, 180s, 216s, case	4 50	6 00
Parsnips, bag	0 75	0 80
Parsley, doz. bunches	0 75	0 90
Peppers, green, dozen	0 50	1 25
Turnips, bag	0 50	0 65

**Flour Situation**

*May Undergo Change*

Toronto.

**FLOUR.**—There is an intimation that some slight change in the flour situation may be made, but as yet no details are available for publication. Indications are, however, that any changes will be of a minor nature and will have no tendency towards disturbing the present smooth operation of this branch of the business.

War grade, 74% extraction—		
Manitoba spring wheat	11.10	11.30
Ontario winter wheat	10.80	11.10
Blended, spring and winter	10.85	11.20

**Mill Feeds Still**

*In Active Demand*

Toronto.

**MILL FEEDS.**—The active demand continues for all lines of mill feeds but no interesting developments have been reported. Prices remain unchanged on the government basis.

Mill Feeds—	Mixed cars	Small lots
Bran	\$35 40	\$37 40
Shorts	40 40	42 40
Special middlings		
Feed flour, per bag		

**Heavy Demand Made**

*For Corn Flour*

Toronto.

**CEREALS.**—That the trade is evincing a greater interest in wheat substitutes is apparent in the heavier demand being made for cornflour. The market has firmed considerably, quotations being about 75c per bag higher. A slight falling off in the demand for rolled oats has been noticeable in some quarters. Other lines remain firm and unchanged.

	Five Bag Lots	Single Bag Lots
	Delivered	F.o.b. Toronto
Barley, pearl, 98s	\$7.35-\$7.95	\$ 8.00-\$ 9.00
Barley, pot, 98s	6.00- 6.50	6.00- 7.50
Cornmeal, 98s	6.50- 7.00	7.00- 7.25
Corn flour, 98s		7.25



Farinas, 98s	.....	.....	.....
Graham flour, 98s	5.60	6.00	7.00
Hominy grits, 98s	.....	6.50	6.60
Hominy, pearl, 98s	.....	6.50	6.60
Rolled oats, 90s	5.65- 5.90	5.85	6.10
Oatmeal, 98s	6.50- 7.00	6.40	7.00
Rolled wheat, 100-lb.	.....	.....	.....

bbl.	.....	6.50- 7.00
Rice Flour	.....	9.00- 12.00
Wheatlets 98s	.....	.....
Peas, yellow, split	9.50- 10.00	10.00- 10.50
Blue peas, lb.	.....	0.13- 0.15

Above prices give range of quotations to the retail trade.

## MANITOBA MARKETS

**W**INNIPEG, April 24.—An important remark made by a jobber this week was to the effect that coffee at to-day's price is excellent buying. He added that this was because of the possibility of coffee being hard to procure, as the United States Government was prohibiting the transportation of lines that could be called semi-luxuries. This will probably apply to many other lines. It is stated here that all lines of spices are likely to be out of sight before very long, and some of them not procurable, due to the fact that difficulty is experienced getting shipping for goods of this character.

### Cornstarch Advances Half A Cent Per Lb.

**Winnipeg.**  
**SYRUPS.**—As stated in our last issue, quotations on corn syrup were withdrawn some weeks ago, and new quotations were expected this week. Prices would no doubt be higher. Starches have already advanced half a cent.

#### CORN SYRUP.

Beehive and Crown—	.....
2-lb. tins, 2 doz. case, per case	4 25
5-lb. tins, 1 doz. case, per case	4 90
10-lb. tins, 1/2 doz. case, per case	4 65
20-lb. tins, 1/4 doz. case, per case	4 65
Barbadoes Molasses—	.....
In half barrels, per gal.	1 15
New Orleans Molasses—	.....
Blackstrap, half barrels, wood, per gal.	0 63

### Sugar Unchanged; Relief In Three Weeks

**Winnipeg.**  
**SUGAR.**—Jobbers stated to-day that the situation was about the same in the West, and was still acute. One jobber pointed to a pile of requests for sugar on his desk which they were unable to attend to, and said that was the best indication of the sugar situation. He added, however that he expected the situation would improve in from three to four weeks, in fact the refiners had assured them of this. At present, he said, the refiners were doing the best they could under the circumstances. Redpath sugar is selling at \$9.35 and other brands \$9.75 to \$9.85.

### Prices On Currants Almost Prohibitive

**Winnipeg.**  
**DRIED FRUITS.**—Jobbers are still asking 19c for evaporated apples, and state that they are selling fairly well at this price. Dates.—Jobbers have difficulty in buying and claim they are practically off the market. Prunes.—The market is firm on larger sizes especially, but is firm on all sizes. Raisins.—All raisins are practically withdrawn by

the association. Currants.—Opening prices on Australian currants for new pack goods have been announced and are about 6c per pound higher than last year. Difficulty will be experienced getting these on account of ocean tonnage. Brokers state that the retailer would have to pay 27c per pound for these and that his customer would be paying around 35c. This means that they will be almost prohibitive considering the price of raisins, and it is doubtful whether many will be brought in.

Santa Clara Prunes—	.....	.....
90-100s, 25-lb. boxes, per lb.	0 10	
80-90s, 25-lb. boxes, per lb.	0 10 1/2	
70-80s, 25-lb. boxes, per lb.	0 11 1/2	
Apples—	.....	.....
Choice, 50-lb. boxes, lb.	0 19 1/2	
Pears, choice, 10-lb. bxs., faced, lb.	0 15 1/2	
Apricots—	.....	.....
Choice, 25's	0 23 1/2	0 25
Choice, 10's, per box	2 48	
Peaches—	.....	.....
Choice, 25-lb. boxes	0 15	
Currants—	.....	.....
Fresh cleaned, half cases, lb., Australian	0 21	
Dates—	.....	.....
Hallowee, 68-lb. boxes	0 20	
Fards, box, 12 lbs.	2 30	
Raisins, California—	.....	.....
16 oz. fancy, seeded	0 11 1/2	
16 oz. choice, seeded	0 11	
12 oz. fancy, seeded	0 09 1/2	
12 oz. choice, seeded	0 08 1/2	
Raisins, Muscatels—	.....	.....
3 crown, loose, 25's	0 11	
3 crown, loose, 50's	0 10 1/2	
Raisins, Cal. Valencias—	.....	.....
3 crown, loose, 25-lb. boxes	0 10 1/2	
3 crown, loose, 10-lb. boxes	0 11	
Figs—	.....	.....
California, white figs, 25s.	0 12 1/2	
Peel—	.....	.....
Candied lemon, boxes, lb.	0 23 1/2	
Candied orange, boxes, lb.	0 26 1/2	
Candied citron, boxes, lb.	0 30	
Cut mixed, 7-lb. boxes	0 28 1/2	

### Peanuts Three Times Higher Than In 1917

**Winnipeg**  
**NUTS.**—The peanut market is much firmer. Peanuts are selling to-day at a price nearly three times higher than at this time last year, and the strange thing is that there are more selling, even at the higher figure. All nuts are very scarce and high in price.

Whole Nuts—	.....	Per lb.
Almonds, Tarragona, sacks about 110 lbs.	0 20 1/2	
Brazils, washed, sacks of about 150 lbs.	0 17	
Filberts, Sicily, sacks of about 220 lbs.	0 21	
Mixed, sacks of about 100 lbs.	0 18	
Peanuts, fancy roasted, sack of about 90 lbs.	0 19	
Peanuts, special Jumbo, roasted, sack of about 90 lbs.	0 21	
Walnuts, Grenobles, sacks of about 110 lbs.	0 19 1/2	
Finest Shelled Nuts—	.....	.....
Almonds, Valencias, 28-lb. boxes	0 42	
Almonds, Jordan, 25-lb. boxes	0 50	
Walnuts, halves, 55-lb. cases	0 58	

### Jobbers Say Coffee Is Excellent Buying

**Winnipeg.**  
**COFFEE.**—Jobbers in Winnipeg state that coffee is excellent buying at present

prices, not that they are expecting an advance, but that trouble will undoubtedly be experienced getting supplies. It is stated here that the United States Government have put an embargo on shipments of coffee as an article of food that is unnecessary, and more or less in the luxury class. This applies to other lines of semi-luxuries, such as shelled walnuts, etc.

### Beans \$6.10; Will Cost More Later

**Winnipeg.**  
**BEANS.**—Price of white beans is still \$6.10, but jobbers state that if they were to buy in the market to-day they would cost them \$6.40 laid down in Winnipeg.

Barley—	.....	.....
Pearl, 98-lb. bags, per bag	7 60	
Pot. 98-lb. bags, per bag	5 85	
Beans—	.....	.....
Lima, large, about 80-lb. bags, per lb.	0 17 1/2	
Lima, small, 100-lb. bags, per lb.	0 14	
Fancy white, bushel	6 10	6 50
Peas—	.....	.....
Split, 98-lb. bags, per bag	10 55	
Whole, yellow, soup, 2 bush. bags, bush.	4 50	5 00
Whole, green, lb.	0 11 1/2	

### Cornmeal Now Arriving In Larger Quantities

**Winnipeg.**  
**CORN PRODUCTS.**—Cornmeal is coming through in larger quantities and is quoted around \$6. Cornflakes are very hard to procure. There has been an advance in cornstarch of a half cent per pound. An advance in corn syrup is predicted.

### Big Demand For Canned Vegetables

**Winnipeg.**  
**CANNED GOODS.**—Canned vegetables are all in good demand, and if the demand continues much heavier there will certainly be higher prices soon for spot goods. Representatives of the Canadian Cannery, Ltd., were in town last week booking orders for new pack subject to opening prices. Hawaiian pineapple for fall shipment is expected to be only a partial delivery, the demand being so heavy.

### Rooleed Oats And Flour Markets Are Quiet

**Winnipeg.**  
**FLOUR AND FEEDS.**—Very little to say about this market. Flour is very quiet. Demand for rolled oats has fallen off considerably, no doubt due to warm weather; this, however, is offset by the millers selling to the Wheat Export Co., so that the situation is not affected very much. The demand for feeds continues very heavy.

Govt. Standard Flour—	.....	.....
Cash carload price	10 50	
To bakers and flour and feed dealers	10 50	
To storekeepers paying cash or 30 days, ton lots	10 60	
Do., less than ton lots	10 70	
Cereals—	.....	.....
Rolled oats, 80's	4 75	5 00



Rolled oats, pkgs., family size. ....	5 65
Cornmeal, 98's .....	6 00
Oatmeal, 98's .....	5 50
Feeds—	
Bran, per ton .....	30 30
Shorts, per ton .....	35 80

### Strawberries Firmer; Valencia Oranges In

Winnipeg.

**FRUIT AND VEGETABLES.**—Asparagus has dropped to \$6.50 for 28 pounds. Artichokes are down to \$2. Local onions are bringing 30c per dozen, but imported shallots are \$1. Florida tomatoes are down slightly, and there are enough coming in to supply the demand. California rhubarb has taken a big drop to \$2.25 per 40 lb. box; Walla Walla rhubarb is selling at the same price. Strawberries were off the market last week-end but are expected again this week from Louisiana and Arkansas at slightly higher prices. First car of Valencia oranges is due in this week, selling at \$8.

Asparagus, Cal., 28 lbs. ....	6 50
Artichokes, doz. ....	2 00
Cabbage, lb., new .....	0 07
Cauliflower, Cal., doz. ....	2 50
Celery, Cal., crate 100 lbs. ....	7 00
Potatoes, Albertas .....	1 00
Potatoes, sweet, hamper .....	6 00
Potatoes, new, lb. ....	0 15
Spinach, bush, basket .....	2 75
Onions, green, doz. ....	0 30
Carrots, cwt. ....	2 50
Carrots, new, doz. ....	0 75
Turnips, cwt. ....	2 00
Head lettuce, Cal., doz. ....	1 00
Head Lettuce, Cal., case 4 doz. ....	3 75
Tomatoes, Florida, 6-basket crate .....	7 00
Onions, Valencias, large case. ....	4 75
Onions, yellow and red, cwt. ....	2 00
Radishes, doz. ....	0 60
Parsley, imported, doz. ....	0 50
Parsnips, cwt. ....	4 00
Brussels Sprouts, lb. ....	0 23
Rhubarb, Cal., 40-lb. box. ....	2 25
Shallots, doz. ....	1 00

Fruits—	
Apples .....	2 25
Oranges .....	3 00
Lemons, Messinas .....	7 00
Lemons, Cal. ....	3 00
Bananas, lb. ....	0 07
Grapefruit, Florida, case .....	5 00
Strawberries, Louisiana, case 24 pts. ....	5 00
Pineapples, case .....	10 00

## LETTERS TO THE EDITOR

Editor Canadian Grocer,—Many thanks for your kind letter of 1st inst. I note with much gratification that the United States have had in operation since the 31st March the daylight saving scheme. I note from this morning's Ottawa cable despatch that the daylight bill passed the Senate yesterday and will come into effect on Sunday, April 14, at 2 a.m. throughout the Dominion of Canada. I hope by the end of this month Newfoundland will have it again for the second year. I may say that all the principal nations of the world have it in operation, in all cases for one hour. I read with much interest the various opinions expressed by your correspondents in the CANADIAN GROCER of March 29; it will be much more interesting if you will ask the opinion of your sixty contributors what they think of Canada's daylight saving twelve months hence; I congratulate the governments of the States and Canada, giving to the people one of the greatest blessings to every man, woman and child in these two great countries without money and without price directly and indirectly will save millions of dollars to the two nations.

John Anderson.

### NEW LEGISLATION TO PROTECT AGAINST DELINQUENT DEBTOR

Editor Canadian Grocer:

We have recently been put under a license for which we have to pay. Now why should we not stand up for FAIR LEGISLATION? It is not fair that merchants should be robbed by an unscrupulous public. We should fight for our rights and have a fair deal.

Under the present law if a man gets \$100 a month and is paid every week he

cannot be garnisheed and the merchant is the scapegoat. I would suggest that merchants ask for a law to make people pay for their goods.

Suppose a man owes a bill or several of them; we should notify the clerk of the court. Then the clerk could notify his employer to pay the wages due that man into court. Half of the wages should be divided among the creditors and the other half go back to the debtor.

Also make it criminal for a debtor to move without notifying the clerk of the court where he is going. The merchants would be willing to pay the clerk for this work, but part should come from the debtor.

I think this would be fair for all and it would make our citizens honest, while the present law has a tendency to make people dishonest.

Hoping that others will take this matter up and that good will result from it.

J. G. QUACKENBUSH,

Smiths Falls, Ont.

### BETTER RETAIL DISTRIBUTION OF FISH

Editor Canadian Grocer:

We have just received your publication under date of April 12, and read with interest the item "Grocer as Educator re Fish" and we want to thank you for the interest CANADIAN GROCER is taking in bettering the retail distribution of fish.

This section of the Canada Food Board recently bulletined the Mayors of all Ontario and Quebec cities in regard to this subject, asking that meetings be called of the retail dealers to ascertain what is being done to improve distribution locally.

In addition the Board has ascertained the most feasible express distribution

centres in Quebec and Ontario and is in correspondence with the Boards of Trade at these centres to the end that retail distribution of fish may be brought about. To establish effective and practical fish distribution sea food must be shipped direct without delay from Atlantic ports to these centres in carload lots properly refrigerated and re-distribution made by express, eliminating as far as possible transfers en route which lead to delay and deterioration.

One handicap to the successful achievement of bettering distribution has been in previous years lack of express refrigerators but this difficulty will soon be overcome. We are advised by the Minister of Railways that ten second-hand passenger coaches have been secured and are now being re-constructed so that they will be ready for use as express fish refrigerators by June 1. In addition the Government has placed orders for 250 refrigerator freight cars.

Investigation by this section shows that the fish production of Canada is at the present time far ahead of consumption and that the problems at hand are thus confined to distribution and retail handling.

Fish retailers should be supplied with proper refrigerators and refrigerator display cases and should always remember that a clean and attractive market is the key to increased business.

In a recent number of CANADIAN GROCER you published a statement giving the names of fish and the seasons in which they are available. Please send two copies of this issue to the Fish Section.

CANADA FOOD BOARD,

E. O. Sawyer, Jr.,

Fish Section.

"Carry Your Parcels" is the slogan adopted by a group of Saskatoon stores, and in a big full page advertisement appearing in the city papers they announce that they are co-operating with the Canadian government to release men to help in France. Customers are urged to carry parcels when possible, avoid returning purchases, make careful selection a habit, buy only that which you are going to keep and to avoid C.O.D. purchases whenever possible. By so doing, man power will be saved, overhead costs reduced and the cost to the customer will be ultimately reduced. Saskatoon merchants appearing on the list of those co-operating in the scheme are F. R. MacMillan, Ltd., The Royal Shoe Store, Mitchener's Ltd., Empire Meat Market, Ltd., Paragon Grocery, J. H. Sewell, Central Meat Market, King George Meat Market, West Side Grocery, Isbister Prettv. The Fawcett Hardware, Ltd., J. W. A. Jarvis, Wilkinson & Blair, Vassar Bros., Barries', Ltd., Clinkskill's, Regal Shoe Store, M. H. Gordon, James Austin, Butcher & Carson, Rolph & Co., Nutana Meat Market, Broadway Meat Market.

H. D. Marshall of Ottawa was in Montreal this week calling at his local office.



# WEEKLY MARKET REPORTS BY WIRE

Statements From Buying Centres, East and West

## British Columbia

FROM VANCOUVER, BY WIRE.

Vancouver, April 24.—April seems due to make a record as a dull month in wholesale fruit and produce circles. Staple groceries are fairly brisk; fancy very quiet. Hams have gone up a cent to 34½c, and bacin a cent to 44c. Lard has advanced to 31c, and compound to 29c. Potatoes are firmer, and prices now are 27c to 40c. The high price is for netted gems from Washington. Rice stocks are claimed to be low. Holders of stocks before the embargo was imposed are making big profit at advanced prices. Apples are clearing up well. Oranges have eased up a little to \$7.50 to \$8 a box.

### VANCOUVER, B.C.:

Sugar, pure cane, gran., 100 lbs. ....	9 45
Flour, war grade, Manitoba, per per bbl., in car lots .....	10 85 10 95
Rice, Siam, No. 1, per ton .....	165 00
Do., Siam, No. 2 .....	150 00
Beans, Japanese, per lb. ....	0 14½
Beans, B.C., white .....	0 17
Potatoes, per ton .....	27 00 40 00
Lard, pure, in 400-lb. tierces, lb. ....	0 31
Lard, compound .....	0 29
Butter, fresh made creamery, lb. ....	0 53 0 56
Margarine .....	0 39
Eggs, new-laid, in cartons, doz. ....	0 45 0 46
Cheese, new, large, per lb. ....	0 24
Oranges, box .....	7 50 8 00
Salmon—	
Sockeye, halves, flat case .....	16 50
Tail, case .....	14 00
Pinks, case .....	8 25 10 25
Cohoos .....	11 00 13 00
Chums, .....	7 50 9 00

## Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, Alta., April 23.—Laundry and corn starch have advanced ½c a pound. Squirrel peanut butter, 5's, has increased a dollar a dozen. Corn syrup advances 60c to 70c a case. Molasses, 50c a case. Red Cross pickles increased in price 3c a gallon. Rolled oats are somewhat cheaper, 80's now being offered at \$4.85. Large Ontario cheese is offering at 24c to 25c. Kootenashi small white beans are selling at 16c. Many lines of cigarettes and tobaccos advanced. Sugar prices have been readjusted slightly; it is now selling at \$10.32. Bulk molasses is quoted at \$1.10 a gallon. All dried fruits firm. Eggs are coming in freely; \$11.25 to \$11.75 a case being the prices quoted.

### CALGARY:

Beans, small, Burmah, lb. ....	0 11
Flour, 98s, per bbl. ....	10 45
Molasses, extra fancy, gal. ....	1 10

Rolled oats, 80s .....	4 85
Rice, Siam, cwt. ....	9 50
Rice, China, per mat, No. 1. ....	4 50
Do., No. 2 .....	4 15
Tapioca, lb. ....	0 14½
Sago, lb. ....	0 14½
Sugar, pure cane, granulated, cwt .....	10 32
Cheese, No. 1, Ontario, large. ....	0 25
Butter, creamery, lb. ....	0 50
Do., dairy, lb. ....	0 40
Lard, pure, 3s, per case .....	18 90
Eggs, new laid, case .....	11 25 11 75
Candied peel, lemon, lb. ....	0 30
Tomatoes, 2½s, standard case. ....	4 95 5 50
Corn, 2s, standard case .....	5 50 5 90
Peas, 2s, standard case .....	4 00
Apples, gals., Ontario, case. ....	2 80 3 00
Strawberries, 2s, Ontario, case. ....	6 50 6 80
Raspberries, 2s, Ontario, case. ....	6 50 6 80
Apples, evaporated, 50s, lb. ....	0 24
Apricots, evaporated, lb. ....	0 26½
Peaches, evaporated, lb. ....	0 16
Peaches, 2s, Ontario, case .....	4 75
Salmon, pink, tall, case .....	9 50
Salmon, Sockeye, tall, case .....	16 25
Do., halves .....	18 25
Potatoes, per ton .....	33 00
Navel oranges, case .....	8 50
Lemons, case .....	8 00

## Saskatchewan Markets

FROM REGINA, BY WIRE.

Regina, Sask., April 23.—Pronounced advances in rice were one of the features of this market this week, the advances ranging from \$1 to \$1.50, bringing the quotation price to \$9.50. Beans have advanced another 25c to \$7.75. Bulk currants are about 5c higher; while lard shows an increase of 90c a case for 3's, the present figure being \$18.90. Package dates are from 75c to \$1 higher. Corn syrup and starch have also registered advances. Advances ranging from \$1 to \$2 per 1,000 have taken place in many lines of cigarettes. New quotations are: Players, \$10; Sweet Caporals, \$10; Old Chum, \$9.50; Hassan, \$10; Gold Crest, \$7.50; Grey, \$12; Murad and Mogul, \$14; Hyde Park, \$13.50; Pall Mall, \$20; King's, \$27; Vafiadas, \$13.50; Maspero No. 31, \$13.50; Bow Bells, \$7.50.

### REGINA—

Beans, small white Japans, bu. ....	7 75
Beans, Lima, per lb. ....	...
Flour, standard, 98s .....	5 27½
Molasses, extra fancy, gal. ....	0 70
Rolled oats, bails .....	4 95
Rice, Siam, cwt. ....	9 25
Sago and tapioca, lb. ....	0 15½
Sugar, pure cane, gran., cwt. ....	10 40
Cheese, No. 1 Ontario, large. ....	0 25½
Butter, creamery .....	0 50
Lard, pure, 3s, per case .....	18 90
Bacon, lb. ....	0 46
Eggs, new-laid .....	0 36
Pineapples, case .....	5 75
Tomatoes, 3s, standard case. ....	5 25
Corn, 2s, standard case .....	4 85 4 95
Peas, 2s, standard case .....	4 20 4 25
Apples, gal., Ontario .....	2 90 3 50
Apples, evaporated, per lb. ....	0 22½
Strawberries, 2s, Ont., case. ....	6 30
Raspberries, 2s, Ont., case .....	6 85
Peaches, 2s, Ontario, case .....	4 30
Plums, 2s, case .....	3 40
Salmon, finest sockeye, tall, case .....	15 50
Salmon, pink, tall, case .....	9 00
Pork, American clear, per bbl. ....	40 75 41 00

## New Brunswick Markets

FROM ST. JOHN, BY WIRE.

St. John, April 23.—Potatoes and eggs were two lines showing declines on this market during the week. Eggs are now quoted at 45c. The decline in potato prices was very marked, \$2.50 to \$2.75 being the present figures. Onions were slightly firmer at \$2 to \$2.50. Fruits were a trifle easier in price, oranges being quoted \$7 to \$9, according to size and brand; grapefruit, \$6.50 to \$7.50; lemons, \$6 to \$7. American clear pork is quoted \$65 to \$68. Molasses advanced slightly to 89c a gallon. Ontario beans are quoted \$9.70 to \$9.75.

### ST. JOHN, N.B.:

Flour, No. 1 patents, bbls., Man. ....	12 05
Ontario .....	11 95
Cornmeal, gran., bbls. ....	14 50
Cornmeal, ordinary, bags .....	4 50
Molasses, extra fancy, gal. ....	0 89
Rolled oats, bbl. ....	13 00
Beans, yellow-eyed .....	10 25
Beans, California white .....	10 00
Beans, British Columbia white. ....	9 75 10 00
Rice, Siam, cwt. ....	10 00 10 25
Sago and tapioca, lb. ....	0 18 0 19
Sugar—	
Standard, granulated .....	9 05 9 10
No. 1 yellow .....	8 55 8 60
Cheese, N.B., twins .....	0 24 0 25
Eggs, new laid .....	0 45
Breakfast bacon .....	0 38 0 40
Butter, creamery, per lb. ....	0 47
Butter, dairy, per lb. ....	0 40 0 42
Butter, tub .....	0 38 0 40
Margarine .....	0 34½ 0 35
Lard, pure, lb. ....	0 32 0 32½
Potatoes—	
New, native, barrel .....	2 50 2 75
Onions, Canadian, 75 lbs. ....	2 00 2 50
Lemons, Cal., Messina, case .....	6 00 7 00
Oranges, California, case .....	6 00 9 00
Grapefruit, case .....	6 50 7 50

## JELLY POWDERS WILL PROBABLY ADVANCE

There is every indication that there will be an increase in jelly powders within a comparatively brief time. This advance may be expected to entail an increased cost of 20 cents a dozen on existing prices. There are two causes for this possibility, first the sharp advance in the cost of gelatine already high in price, which brings it to a present figure of 40 cents a pound; and second, the high price of sugar and the daily increasing difficulty of getting sufficient supplies to continue the business. One firm has definitely discontinued taking orders till June 1 in both jelly powders and soft drinks, claiming that the orders on hand are sufficient to cover all supplies that they are able to obtain during that period. What action they will take after this date will be dependent largely on the conditions that may be prevailing at that time.

# PRODUCE AND PROVISIONS

## Served 6,300 Customers in One Day

Selling Fresh Meat Through New Suggestion to Prospective Customer—Novel Arrangement of Full Sides of Beef Showing Various Cuts—Plenty of Price Tickets and Neatly-worded Cards.

**T**HE power of suggestion is used to good purpose in the meat, vegetable and fruit displays made by the Montreal Public Market. Things which are to be used for the table can be made so attractive as to sell themselves, and this has been the experience to a very great extent of this store. Many features that have been used here successfully were recently explained to the Montreal representative of CANADIAN GROCER.

### Window Displays Important

"Our strong point is window displays," said H. P. d'Orsonnens, the manager of this rather novel store. It is located on St. Catherine Street, Montreal, where a large pedestrian traffic affords a real opportunity to draw the customer through this medium of attraction. "We

change our windows every week, and sometimes twice a week," said Mr. d'Orsonnens. And evidence was not lacking that these were well made and effective. It is rarely that the windows are not filled with a tempting showing of fresh butchered meat or of fish or poultry. Sometimes a special display is made of fruit and vegetables, and these look tempting, too.

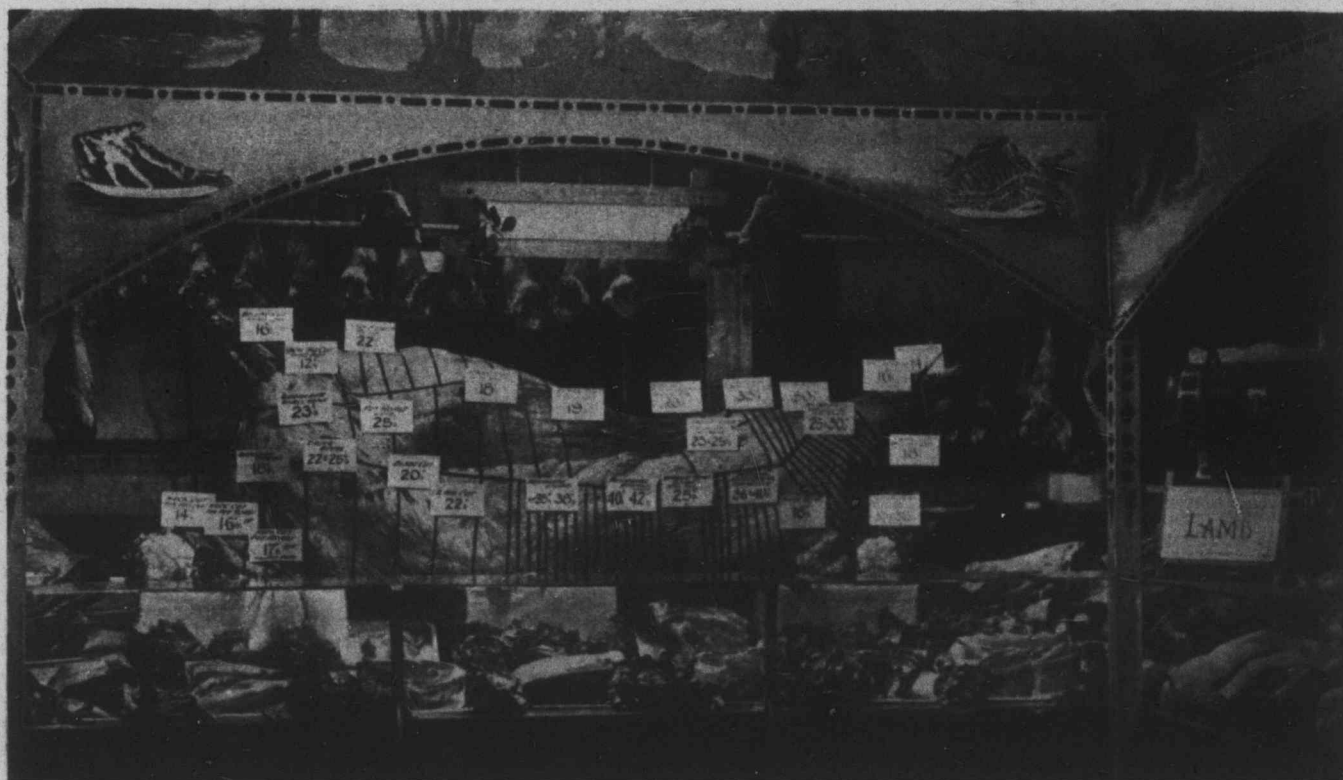
### Interior Bazaar Effect

Departure from the regularly defined lines of store interior and arrangement has been made here. Beaver board has been adopted and by a clever fashioning of this into semi-circular shape the idea embodied in a bazaar has been followed. Thus, as customers enter they find themselves confronted with a neat and striking view of this booth, of which an

effective impression may be gathered from the accompanying photograph. As a matter of fact the photograph does not flatter in that the pleasing tints that are used as a decoration are not seen. These decorations are in keeping with the store's business. Immediately beneath the centre of each of these beaver board sections a small sign spells the words, "Fruit," "Steaks," "Fish," "Meats," "Delicatessen," and so on, a small but important feature which serves to direct a new customer to the proper department.

### The General Arrangement

But few words will be needed to supplement the illustration in explaining the arrangement of the store. The counters are fitted all around with sectioned plate-glass cases. These cases



Educating the housewife—a window display arranged by H. P. d'Orsonnens, of the Montreal market, to illustrate the various cuts of beef, and the purpose for which they may be used.



are made so that the front and top are enclosed but with the back open. This permits of easy access by the salesman and of prompt and efficient service being accorded the customer. Note the price cards. These are in evidence at all times and they are all done by the store manager. Just here let it be mentioned that Mr. d'Orsennens had no special training for this lettering work as CANADIAN GROCER was impressed with the attractiveness of the many signs and cards about the store and made enquiries on this point. It was pointed out that the average merchant can make his own cards all right if he has a little patience and applies himself to the work. All the signs are good.

There are three advantages to the use of these price cards: In the first place they arrest attention; in the second they are an unfailing guide to the salesman, and they are thirdly an indisputable indication to the purchaser that all are given one price and one price only—a very satisfactory practice.

**Specialize on Butter and Eggs**

"We make a specialty of our butter and egg business," said Mr. d'Orsennens. "This is a good advertisement for us, and by taking care to sell only reliable produce, we find it a good piece of advertising. It is possible to get the price where the product sold can be guaranteed." In this manner many customers are made and they are usually well pleased if they can be fully satisfied in the class of butter they are sold and with the freshness of the eggs sent them. By adhering rigidly to this matter of quality the Montreal Market state that they have no difficulty in maintaining a fair mar-

gin of profit. The other lines carried in addition to fresh and cooked meats are vegetables, fruits, fish, poultry, a small line of popular canned goods and plain and fancy breads.

**The Refrigeration Plant**

Throughout the store a modern refrigeration plant has been installed. "This will maintain a temperature of about 40 degrees all through the hot season, and the cost of upkeep is very small," said Mr. d'Orsennens. "If we used ice it would cost us much more."

**Served 6,300 Customers One Day**

It is interesting to note that on the Saturday preceding Christmas this store's records show a total of over 6,300 customers. It was only possible to serve so many by well-directed arrangement. The sales are all made for cash. The purchaser is given a slip when the goods are selected. This is taken to the cashier who marks it when paid and it must be returned to the clerk again, who has the goods ready without further waiting. All parcels must be taken by the purchaser, and in this way the high costs of delivery are eliminated, and it is possible to give greater value for a given sum than when delivery has to be provided. To eliminate errors all counterslips are consecutively numbered and the two cashiers check the receipts of one another. Practically no errors are possible.

**The Ribbened Beef**

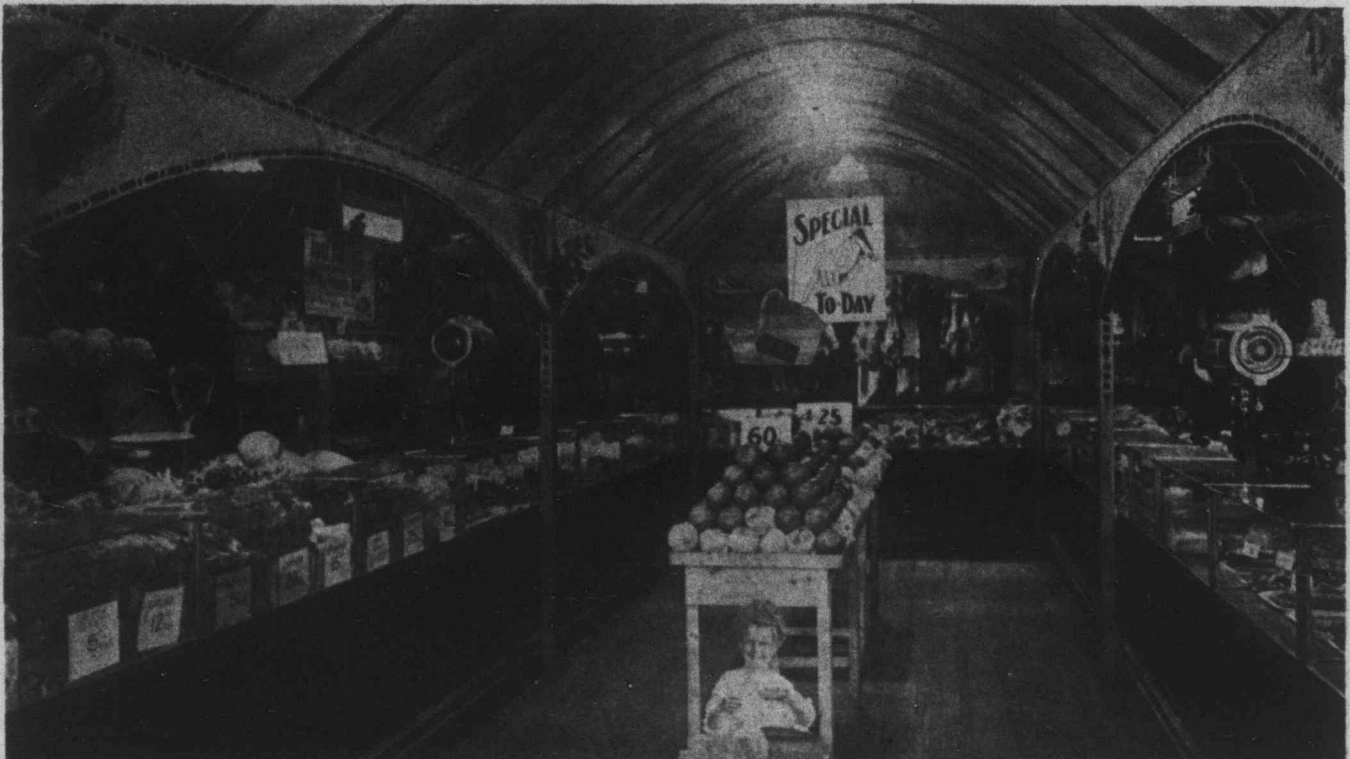
The photograph accompanying this article illustrates a very new and practical idea conceived by the store's manager. This shows a side of beef and it has been carefully divided into "cuts" quality.

by the use of narrow ribbons, to indicate to purchasers where the various cuts of beef are to be found. Thus, a woman interested in the purchase of a roast can see in a moment where a rib or a rump roast is located, and also a wing roast. The display was first used in the window and the ribbons are used also to trace to a platter in front of the window on which the respective roasts or cuts have been placed, and the prices of these cuts are given on a neat price card. Porterhouse steaks, neck, flank, boiling, single and two rib cuts and sirloins all are shown, there being 22 distinct designations. This is an idea that other dealers might well follow.

**Other Important Features**

"We are very particular that our clerks be careful as to weights in serving our customers," said Mr. d'Orsennens, "and recently I was compelled to discharge a man for being careless in this respect, although the mistake was not a very large one. It has been made a principle of the business too that the little misunderstandings that will always arise shall be settled to the entire satisfaction of the customer. The principle has been pretty well followed that the customer is always right, and adjustments are promptly made that ensure a continuance of the patron's business."

New and novel signs are employed and are frequently changed. These are as much in evidence in the windows as they are within the store. On the side of beef herewith shown is a sign which reads: "When you buy, know what you buy. Study this beef, it is specially marked to show different cuts, according to quality."



Interior of the Montreal Market, St. Catherine St., Montreal, showing the novel design and scheme of decoration and the orderly arrangement of all the departments.



View of the entrance to the Groceteria of the Kent & Brown store, Moose Jaw, Sask., with the meat department in the distance.

## Beating a Path to the Meat Department

Diplomatic Method of Bringing Customers in Touch With This Important Department—  
To See is Often to Purchase, and Making the Customer See Has Been the Best  
Argument For the Building of Business.

**T**HERE are a good many merchants who have considered the problem of adding a meat department to their store but have hesitated to do so because they fear that they may not be able to interest their customers in it, and that consequently it may become a drain instead of a profit.

Kent and Brown, Moosejaw, Sask., have adopted a novel method of bringing this department to the attention of their customers and of assuring that they will be brought under its influence. Moreover this new idea has been of benefit to the general store trade as well. It is nothing more or less than the creation of a groceteria section. Now it may seem a far cry from the groceteria idea to the building of business in the meat department, but in this particular instance the two activities work hand in hand. Of course the groceteria was started as an idea in itself, but when it was being planned its influence on the other department was not overlooked.

The way that it helps the meat department is that every person who takes advantage of the groceteria has to pass the full length of the meat department to the store proper as this department forms one end of the new system.

**How the Groceteria Helps the Store**  
Of course the main idea of the gro-

ceteria was to take the strain off the store itself. Kent and Brown, like all others have felt the difficulty of getting adequate help. It was to make up for this lack and also to lighten the work of the deliveries that the groceteria scheme was inaugurated. In both these directions the scheme has proved itself a most unquestionable success. It has unquestionably added to the effectiveness of the work of the store.

Many of the customers buy their small stuff in the groceteria department and then purchase the remainder in the store proper, having them sent by delivery. To avoid the difficulty of having to refuse to add to the delivery the parcels purchased in the groceteria department a hard and fast rule was made that there should be a 10 cent charge on all deliveries of parcels purchased in the groceteria department. It is found that very few people take this course, preferring to carry their parcels rather than lose what they have already gained in buying in this new department.

**Making a Beaten Path to the Meat Department**

But as has been said, one of the chief factors of this new department, of course is the fact that it leads to the meat department. A customer passing through the groceteria is bound to pass through

the meat department to get out again.

A year ago there was no meat department although the firm has always had a substantial business in cooked and smoked meats. About a year ago, however, they decided to go into meats on a large scale. They had a vacant spot in this part of the store and decided to turn it into a meat department. As things stood it was rather out of the way, but by using the groceteria as shown in the sketch, people have been taking to it despite themselves.

The meat department paid for the minute it was opened. It seems as though the people were waiting for it. One of the heads of the firm, speaking about this department, stated that one of the great secrets of success was in avoiding shrinkage. They had taken care to get a good man in charge who was able to manufacture sausage and head cheese and to render lard. These are the three main lines that are manufactured in the department which take in the pieces that are not sold over the counter. These are pieces that are good and wholesome but have not got the appearance of the better cuts. By using them up in this way the store is able to get the exact price to eliminate loss by employing a man who is a first class



butcher and knows how to make these lines successfully.

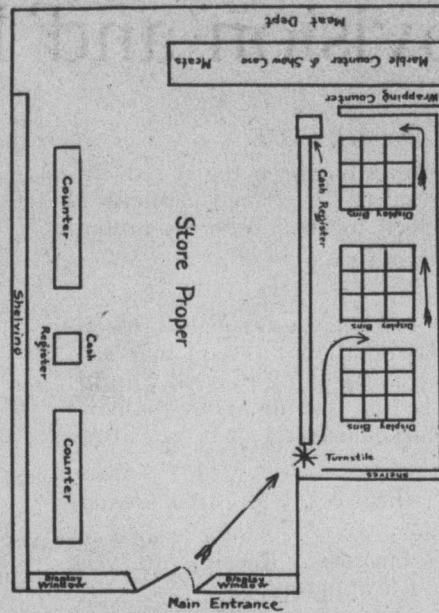
**The Danger of Too Many Friends**

Continuing, the member of the firm referred to above stated "that there is more to selling meat than merely cutting it up and handing it over the counter." One of the main things to be avoided was not to have too many friends who got the best cuts at low prices. One of the reasons why so many grocers failed in their meat department was because they gave their best customers the choicest cuts, sometimes at a little off, with the result that the dealer did not get his money out of the carcass. If he lost on the best cuts he stood no chance of getting good price on the poor cuts. Coming down to brass tacks, a dealer who paid \$100 for a quarter or half beef say, had to get the money out again as well as the profits, there was no other way to do it, he said. The way to run a butcher department was to treat everybody right. A friend of the store was not a friend if he or she wanted to get something for nothing, and as soon as a dealer started treating one person better than another he got into difficulties and lost the profit that should rightfully come to him.

The meat department handles poultry, using only dressed birds, not drawn. They were particular to get plump birds, and not too small. If they were small they would not sell at any price.

**Electric Mincer a Sales Builder**

One of the new pieces of equipment entered into the store in this new department is an electric mincer for making Hamburg steak. This has been of



Ground plan of store, showing location of Groceteria and how it aids the Meat Dept.

great assistance in their sales. A customer was able to pick out the piece of meat she wanted and to have it minced before her eyes. Many people were suspicious about Hamburg steak, no matter how nice it looked, they are not sure what there is in it. By having an electric mincer which runs meat through in a second almost, they do away with this trouble. It is very satisfactory to the woman to see the meat coming through on a nice clean piece of paper, and she can go home and enjoy it. This is a far better method than taking a piece of meat to the back of the store and putting it through by

hand. Kent and Brown claim that this machine has been very effective in increasing their sales.

It isn't everyone who can develop a new department on such lines that it shall not only be a success by itself, but that it shall prove a most effective assistance to other elements of the business. This however has been the experience in the case of this innovation. Probably there are many other grocers who have vacant space that can be put to some such use to the benefit of the other departments of the store.

**THE HIGH COST OF LIVING FOR THE HEN**

The United States egg experts have been conducting experiments at their test farm to ascertain just how much it costs to produce eggs, and their report is full of interest, in the face of the prices prevailing in retail markets.

Leghorn pullets, it reports, eat an average of 4.8 pounds of feed in producing a dozen eggs. The feed costs on an average 12.9 cents per dozen eggs produced by the flock. The cost of feed per dozen eggs varied from 9.2 cents in July to 41.4 cents in November, when, during the moulting season, the flock continued to eat, but, of course, produced fewest eggs.

"When the dealer informed her that the price of eggs was forty cents per dozen, she exclaimed: "Forty cents! Why that's more than three cents for each egg!"

"Yes, mum," said the dealer; "but you must remember that one egg is a whole day's work for a hen!"



A panorama view of the Groceteria Dept. of the Kent & Brown Grocery, showing how this section leads right into the Meat Department.

# Produce, Provision and Fish Markets

## THE MARKETS AT A GLANCE

**A** DECLINE in the price of live hogs has been registered during the week and this has resulted in a readjustment of prices in some quarters on dressed meats. Whereas present quotations show a decline in one or two instances others again are higher.

Shipments of margarine have reached the city and wholesalers are now able to complete orders on their files and take care of new business which they report is coming along in good volume.

Nothing new in the fish market has become evident during the week. Fresh lake fish are not marketed freely owing to heavy winds restricting the catch.

Eggs remain unchanged during the week. Montreal dealers are storing but as yet, Toronto dealers, except in one or two instances, are keeping away from this business. Receipts are very good and a heavy consuming demand is apparent.

Butter holds firm but with an improvement in receipts expected, somewhat lower prices, it is thought, will soon prevail. As yet the supply is not increasing very rapidly.

## Hogs to be Easier; Meat Prices Held

**Montreal.**  
**PROVISIONS.**—The hog market is interesting in that there is a tendency to limited trading with prices so high. "Hog prices have got to come down before trading will improve, and many are awaiting this," said a large abattoir to CANADIAN GROCER this week. Selects are selling, liveweight, at \$21, and some are selling at \$20.50. It is hard to say just at present what the conditions prevail throughout the country are at the moment. Cured meat trade is of rather limited proportions and the prices are without any change whatever.

<b>Hogs, dressed—</b>		
Abattoir, killed	28 50	29 00
Hogs, live	20 50	21 00
<b>Hams—</b>		
Medium, smoked, per lb.	0 33½	0 34½
Large, per lb.	0 30½	0 31
<b>Racks—</b>		
Plain	0 41½	0 42½
Boneless, per lb.	0 44½	0 45½
<b>Bacon—</b>		
Breakfast, per lb.	0 40½	0 42½
Roll, per lb.	0 32½	0 33½
<b>Dry Salt Meats—</b>		
Long clear bacon, ton lots	0 27	0 29
Long clear bacon, small lots	0 28½	0 29½
Fat backs, lb.	0 27	0 28
<b>Cooked Meats—</b>		
Hams, boiled, per lb.	0 47	0 48
Hams, roast, per lb.	0 47	0 47
Shoulders, boiled, per lb.	0 40	0 40
Shoulders, roast, per lb.	0 42	0 42

## Half a Cent Advance For Lard; Very Scarce

**Montreal.**  
**LARD.**—With an active demand for lard on both local and outside account the product has become scarcer and prices have advanced half a cent. per pound all around. The continued demand is likely to keep prices up for the present, for with hog delivery curtailed there will not be as much surplus as would be the case ordinarily at this season.

<b>Lard, Pure—</b>	
Tierces, 400 lbs., per lb.	0 31½
Tubs, 60 lbs.	0 32
Pails	0 32½
Bricks, 1 lb., per lb.	0 33¼

## Better Shortening Supply; Prices Held

**Montreal.**  
**SHORTENING.**—There is a better shortening market, with an improved delivery the last ten days. Demand is good and supplies are going out to both city and country points in fair volume. Prices have been maintained throughout the week.

<b>Shortening—</b>	
Tierces, 400 lbs., per lb.	0 26½
Tubs, 50 lbs.	0 26¾
Pails, 20 lbs., per lb.	0 27
Bricks, 1 lb., per lb.	0 28

## Little Live Poultry Reaching Market

**Montreal.**  
**POULTRY.**—While a reasonably good demand still exists for poultry, there is very little delivery of live birds. This is due, think the produce men, to the need for greater production. Hens are being kept this year longer than usual in the hope that eggs may be produced from them beyond the usual heavy production period. This is probably a wise course upon the part of the farmers. Prices have been maintained without any change whatever.

	Live	Dressed
Young ducks	0 32	0 32
Turkeys (old toms), lb.	0 35	0 35
Turkeys (young)	0 40	0 40
Geese	0 30	0 30
Old fowls	\$0 30-\$0 35	\$0 35-\$0 36
Chickens (milk-fed)	0 39	0 40
Roasting chickens	0 37	0 37

## Large Egg Receipts With Prices Easier

**Montreal.**  
**EGGS.**—The feature of the week is that of increased receipts and these show

a big improvement over the corresponding week of 1917. For the week ending April 20 receipts were 17,032 cases, against 9,617 cases for the same week last year. This has made a surplus, and several of the produce men have been storing various quantities even at the high prices. Several cars were brought in from Winnipeg and the prices paid there f.o.b. cars were from 35 to 36c. The local demand is good and prices have declined 1c per dozen and will go lower. Production has much increased.

<b>Eggs—</b>		
New-laid	0 40	0 41

## Several Cars Margarine With Demand Good

**Montreal.**  
**MARGARINE.**—There is a ready sale for the imported margarine, which is finding its way here now from United States points. During the last week the surplus has increased, but prices are still held on the old basis. It is expected that there will be a fair supply for the immediate future in view of the allotments that recently were made by the Government.

<b>Margarine—</b>			
Prints, according to quality, lb.	0 29½	0 31½	0 34
Bulk, according to quality, lb.	0 28½	0 30½	0 31½

## Butter Easier; First Board Price 2c Less

**Montreal.**  
**BUTTER.**—The first meeting of a local board was held last week at St. Hyacinthe, and the opening prices were 49c f.o.b. that point. This indicated a drop of 2c per pound within the week "Prices," said a large produce man to CANADIAN GROCER, "will gradually decline with the arrival of new supplies." It is possible to get supplies forward from Ontario points now of creamery grades, but these will not be picked up readily so long as the present prices obtain. The prices given herewith cover the market.

<b>Butter—</b>	
Creamery prints (fresh made)	0 53
Creamery solids (fresh made)	0 52
Dairy prints, choice	0 41½
Dairy, in tubs, choice	0 39

## Opening Prices on Cheese; Surplus Held

**Montreal.**  
**CHEESE.**—Some activity is now being manifested in the cheese situation. Last week a meeting was held in Quebec at St. Hyacinthe, and the opening price of the board was 20½c per pound. It is stated that a considerable quantity of cheese is held in various factories here and there, and that the same will probably be kept there until an announcement is made with regard to the Dairy Produce Commission's settling of the



1918 price for export quantities. There is still a fairly good demand for cheese here and at country points at the following prices:

Cheese—		
Large, per lb.	0 22½	0 23½
Twins, per lb.	0 22½	0 24
Triplets, per lb.	0 22½	0 24
Stilton, per lb.	0 25	0 26
Fancy, old cheese, per lb.	0 28	0 29

### Much Interest in New Fish Scheme; Lower Prices

**Montreal.**  
**FISH.**—There is considerable interest in the experiment being conducted in conjunction with the Government Food Controller's scheme to give the public fish at a nominal rate. A carload of fresh frozen fish is being sold through established stores here, and the results should soon be evident as to whether this idea will be feasible and satisfactory. Some of the fish importers think it may serve to show that cheap fish is obtainable at all seasons. Generally fish demand is good. Haddock and codfish have firmed in price, and Gaspereaux, together with certain kinds of salt and pickled fish and smoked fish, have declined. There are as yet no supplies of fresh river or lake fish. With better weather conditions these are expected to come forward soon. Bulk oysters are scarce. Prawns, shrimps, lobsters and scallops are somewhat easier. Trade is fairly good.

SMOKED FISH.		
Haddies (fresh cured)	0 13	0 14
Haddies (frozen)	0 12	0 13
Haddies, fillet	0 16	0 18
Smoked herrings (med.) per box	0 22	0 24
Smoked cod		0 12
Bloaters, per box 60/100	1 50	1 75
Kippers, per box 40/50	2 00	2 25

SALTED AND PICKLED FISH.		
Haddock		10 00
Herring (Labrador), per bbl.	12 00	12 50
Herring (Labrador), ½ bbls.	6 75	7 00
Do., half barrels		7 00
Herring, No. 1 lake (100-lb. keg)		5 25
Salmon (Labrador) per bbl.		24 00
Do., tierces		33 00
Salmon (B.C. Red)		25 00
Sea Trout red and pale, per bbl.	18 00	20 00
Sea trout (½ bbls.)	10 00	10 50
Green Cod, No. 1, per bbl.		13 00
Green Cod (large bbl.)		15 00
Green Cod (small), lb.		0 06½
Green Cod (med.), lb.		0 07½
Mackerel, No. 1, per bbl.		22 00
Mackerel (½ bbls.)		15 00
Codfish (Skinless), 100-lb. box	12 00	12 50
Codfish, 2-lb. blocks (24-lb. case)		0 17
Codfish (Skinless), blk. "Ivory" Brd., lb.		0 15
Codfish, boneless, lb. (according to package)	0 14	0 18
Codfish, Shredded, 12-lb. box	2 20	2 25
Eels, salted		0 12
Pickled turbot, new, bbls.	14 00	15 00
Do., half barrels	7 00	8 00
Cod, boneless (20-lb. boxes), as to grade	0 14	0 18
Cod, strip (30-lb. boxes)		0 16
Cod, dry (bundles)		10 00

SHRIMPS, LOBSTERS		
Lobsters, medium and large, lb.	0 40	0 45
Prawns, lb.		0 28
Shrimps, lb.		0 26
Scallops		3 50
Oysters—		
Ordinary, gal.		2 25
Malpeque oysters, choice, bbl.		10 00
Malpeque oysters (med.) bbl.		9 00
Cape Cod shell oysters, bbl.		11 00
Cape Cod Shell Oysters—		
3 gal. (wine) cans		11 00
3 gal. (wine) cans		6 00
1 gal. (wine) cans		2 00
Oyster pails (pints), 100		1 50
Oyster pails (quarts), 100		2 10
Clams, med., bbl.		9 00
Clams (med.), per bbl.		9 00

FRESH FROZEN SEA FISH		
Herring, large sea, lb.		0 09
Herring, frozen lake, lb.		0 06
Halibut		18 19
Haddock		08 09
Mackerel		17 18

Cod—Toms	3 00	
Cod steak, fancy, lb.	09½	10
Salmon, Red	18½	20
Salmon, pale	14½	15
Salmon, Gaspe		26

FRESH FROZEN LAKE FISH		
Pike, lb.	0 09½	0 11
Perch	0 12½	0 13
Whitefish, lb.	0 12	0 13
Whitefish (small)	0 09½	0 12½
Lake trout	0 18	0 19
Eels, lb.		0 12
Dore	0 12½	0 13

FRESH FISH		
Haddock	0 07½	0 09½
Steak cod	0 10	0 12
Market cod		0 07
Carp	0 12	0 13
Dore	0 16	0 17
Lake trout	0 13	0 20
Pike	0 12	0 13
B. C. Salmon	0 22	0 24
Salmon (Qualla)		0 13
Gaspereaux, lb.		0 06
Gaspereaux, each		0 04½
Western Halibut		0 26
Eastern Halibut (chicken)		0 20
Eastern Halibut (med.)		0 22
Flounders	0 06	0 10
Perch		0 09
Bullheads		0 15
Whitefish	0 13	0 16
Whitefish (small)	0 09	0 09½
Eels		0 12
Mackerel (large), each		0 20
Mackerel (medium), each		0 18
Mackerel, per lb.		0 14
Smelts, No. 1	0 18	0 19
Smelts, No. 2	0 11	0 12
Smelts, No. 1 large		0 24

### Live Hogs Decline Another 25 Cents

**Toronto.**  
**PROVISIONS.**—Live hogs have registered a further decline of 25c, and fed and watered are now being bought at \$19.75 per 100 pounds. The run throughout the week, while not heavy, were well finished and quickly absorbed.

Little change has been made in the situation in dressed meats though a slightly easier tone is apparent in some lines. The others again show strength and the revisions would indicate an endeavor to place meats on a basis proportionate to their value. The present range of quotations follows:

Hams—		
Medium	0 36	0 38
Large, per lb.	0 28	0 31
Bacon—		
Plain	0 41	0 48
Boneless, per lb.	0 46	0 52
Breakfast—		
per lb.	0 38	0 43
Roll, per lb.	0 34	0 36
Wiltshire (smoked sides), lb.	0 38	0 42½
Dry Salt Meats—		
Long clear bacon, lb.	0 29½	0 31
Fat backs	0 32	0 32½
Cooked Meats—		
Hams, boiled, per lb.	0 46	0 48
Hams, roast, without dressing, per lb.	0 49	0 51
Shoulders, roast, without dressing, per lb.	0 46	0 48
Barrel Pork—		
Mess pork, 200 lbs.	55 00	58 00
Short cut backs, bbl., 100 lbs.	61 00	63 00
Pickled rolls, bbl., 200 lbs.	56 00	59 00
Hogs—		
Dressed, 70-100 lbs. weight	29 50	30 00
Live, off cars		20 00
Live, fed and watered		19 75
Live, f.a.b.		19 00

### Very Firm Situation in Shortening Continues

**Toronto.**  
**SHORTENING.**—Deliveries of cotton seed oil are coming along in somewhat better volume, which would indicate that railroad congestion is somewhat relieved. The market, however, remains very firm with supplies offering equal to present

demand. No surplus has been provided for as yet and is hardly expected under present allotments.

Shortening, tierces, 400 lb., lb. 0 26 0 26½  
 In 60-lb. tubs, ¼-½c per lb. higher than tierces; pails, ½-¾c higher than tierces, and 1-lb. prints, 1½-1¾c higher than tierces.

### Lard Holds in Very Firm Market

**Toronto.**  
**LARD.**—The position of lard is one of extreme firmness and in some quarters the lowest quotations on pure, tierce basis, is 31½c per pound. The supply is by no means heavy, but the demand is light and being taken care of with reasonable promptness.  
 Lard, pure, tierces, 400 lbs., lb. 0 31 0 32  
 In 60-lb. tubs, ¼-½c higher than tierces; pails ½-¾c higher than tierces, and 1-lb. prints, 1½-1¾c higher than tierces.

### Margarine Supplies Ready for Distribution

**Toronto.**  
**MARGARINE.**—The long delayed shipments of margarine have finally reached the city and dealers are now in a position to handle orders promptly for this product. A good demand is already manifest and a firm tone is apparent in the market. No change in quotations has been made, No. 1 being quoted at from 32c to 33c per pound.

Margarine—		
1-lb. prints, No. 1	\$0 32	\$0 32
Do., No. 2	0 30	0 31
Do., No. 3	0 27	
Solids, 1c per lb. less than prints.		

### Butter Holds Firm; Receipts Limited

**Toronto.**  
**BUTTER.**—A very firm situation continues to manifest itself in this market though for the week prices show no change over last week's quotations. The supplies reaching the city show little improvement as yet, but better receipts are expected shortly, at which time prices may be expected to recede somewhat. It is felt that now margarine is in, dairy butter will experience a considerably lighter demand. Fresh made creamery prints are being quoted at from 52c to 54c per pound.

Creamery prints, fresh made	0 52	0 54
Creamery solids, fresh made	0 49	0 51½
Creamery prints, storage	0 49	0 52
Creamery solids, storage	0 48	0 50½
Dairy prints, choice, lb.	0 40	0 46
Dairy prints, lb.	0 36	0 40

### Position of Eggs Unchanged; Few Storing

**Toronto.**  
**EGGS.**—The position of eggs shows little change over conditions outlined last week. Prices show no further declines, though improved receipts continue to be reported. However, there is very little surplus yet over the demand and the disposition on the part of the majority of dealers is to keep away from the storage end of the business. There are some who have started to store limited quantities but by no means in proportion to former years.

Eggs—		
New-laid, in cartons	0 40	0 42
Do., loose, doz.	0 39	0 40

We will send you one of these Handsome Show Cards FREE

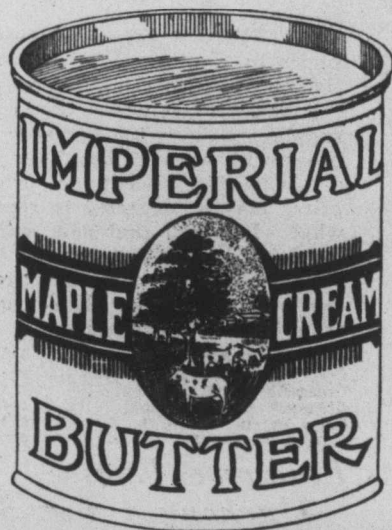


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Its quality will keep orders repeating regularly, therefore it's to your interest to keep a stock displayed.

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# Enquiry Department

**W**HEN you become a subscriber to CANADIAN GROCER this is part of the Service you buy. We are glad to be of any assistance to our readers and enquiries are solicited. Cut out the coupon at the bottom of page, fill out and mail to us if you want to know where to buy a certain product, agents for any particular line, manufacturers of a special article, etc.

### PICTURE FRAMES AND MOULDING

Where can I buy picture frames and picture frame moulding? Kindly advise.  
W. A. Ganter, Red Rapids, N.B.

Ans.—Address Matthews Bros., Ltd., Sorauren Ave., Toronto, Ont.; Phillips Mfg. Co., Ltd., 258 Carlaw Ave., Toronto, Ont.

### BREWERIES, LIQUOR STORES, GUM AND BICYCLE MFRS.

Please give me names and addresses of the following houses in Montreal and Toronto: Breweries who make beers and stouts; names of grocery liquor stores allowed to sell liquor until 1919; names of wholesale chewing gum houses; names of bicycle manufacturers; names of wine manufacturers.

J. A. Morrison, Tarbot, C.B.

Ans.—Breweries who sell beers in Toronto and Montreal are as follows: Kormann Brewery, Ltd., Toronto; Copland Brewing Co., Toronto; O'Keefe Brewery Co., Toronto; Reinhardt Salvador Brewery, Ltd., Toronto; Frontenac Breweries, Ltd., Montreal; National Breweries, Ltd., Montreal. Breweries selling stouts, porter, etc., as follows: Dominion Brewery, Toronto; Cosgrave Brewery Co., Toronto; Molson's Brewery, Ltd., Montreal.

No grocery stores in Toronto have permission to sell liquor under the provisions of the Ontario Temperance Act. Following are the names of Government appointed liquor vendors in Toronto who supply orders on doctors' prescriptions, etc.: J. S. Giles, 110 Church St., Toronto; T. Ambrose Woods, 1271 Dundas St. W., Toronto.

Grocery stores in Montreal now handling liquor are allowed to do so until early in the year 1919 though no further liquor licenses are now being granted.

Practically all lines of chewing gums, with the exception of Wrigley's, are handled to some extent by wholesale grocery houses. Names of chewing gum manufacturers are as follows: Canadian Chewing Gum Co., Ltd., Toronto; Canadian Chiclé Co., Ltd., Peterboro, Ont.; National Chiclé Co., Toronto; O-Pee-Chee Gum Co., Ltd., London, Ont.

Names of bicycle manufacturers are as follows: Hyslop Bros., Toronto; Canada Cycle & Motor Co., West Toronto; Planet Bicycle Co., Toronto.

Names of wine manufacturers as follows: Canadian Wine Co., Toronto; F. W. Horner, Ltd., Montreal; St. David's Wine Growers Co., Toronto; St. Louis Preserving Co., Ltd., Montreal (unfermented).

Please inform us why 40-50 prunes should be higher in price in Toronto than in Montreal, as reported in your quotations of March 15.

A. L. Parker & Co., Lennoxville, Que.

Ans.—There is no reason that we know of other than local conditions. The size quoted is evidently scarcer in Toronto than in Montreal.

Please give me the name of the firm manufacturing small cooked meat containers of wood fibre.

H. Coleman, Kincardine, Ont.

Ans.—The Canadian distributor is P. A. Spencer, Montreal.

### GROCERY LICENSE IN GENERAL STORE

What license or licenses, if any, are required for a country general store in which the stock consists of groceries, meats, fruits, etc. Kindly let me know the fees required.

Pearlman & Co., Magnetawan, Ont.

Kindly advise where application papers for retail license can be obtained.

C. B. Clements, Port Medway.

Is it necessary for a general store to take out a license?

J. A. Parker, Goring, Ont.

Please tell me when I require a license, for a general store, and where to apply for it.

W. McMillan, Ardburg, Ont.

Ans.—See first article in this issue for full particulars.

Kindly give us the names of butter tub manufacturers.

Weidman Bros., Winnipeg.

Ans.—The E. B. Eddy Co., Ltd., Hull, Que.; Wm. Cane & Son, Newmarket, Ont.; Keenan Woodenware Mfg. Co., Ltd., Owen Sound, Ont.

Would you kindly give us a few names of some of the leading Canadian piano manufacturers?

Est. of D. F. Lambert, Lord's Cove, N.B.

Ans.—The Bell Piano and Organ Co., Guelph; Gourelay, Winter & Leeming, Toronto; Gerhard Heintzman, Toronto, Ont.; Nordheimer Piano and Music Co., Toronto; Mason & Risch, Toronto; W. Doherty Piano and Organ Co., Clinton, Ont.; Martin-Orme Piano Co., Ottawa, Ont.; Sherlock-Manning Piano and Organ Co., London, Ont.

### WHOLESALE WRONG IN REFUSING PRODUCE FROM RETAIL MERCHANT

I have sent to Henry Amphlett for license application as advised in your journal, but have yet received no reply. I have sent some produce to a wholesale dealer who says that he cannot buy or sell to anyone not having a license.—Alexander Shute, Holland Centre, Ont.

Ans.—You have applied to the right source and your license application will probably come in due season. Your produce dealer is absolutely wrong in his contention, by the form of license he has he is forbidden to trade with any party who is required to have a license, and has not obtained one. You are not required to have a license till May 1, and consequently there is no restriction against his trading with you till after that date.

### IS A LICENSE FOR BUYING PRODUCE NECESSARY?

After buying a retail grocer's license do I have to buy a wholesale produce license, on account of the butter and eggs I sell during the year to the cold storage companies?—G. H. Thompson, Oil Springs, Ont.

Ans.—There has been no statement on this point from the Canada Food Board, the only authorities on the subject, but we are decidedly of the opinion that your retail grocer's license covers this business. It is an accepted part of the general store business.

### USE OF THE WORD "MAPLE"

Can such a phrase be used as syrup with maple flavor? Can the word regular be used, as regular price so and so, when that is not the price usually obtained by the merchant?—Subscriber, Kitchener, Ont.

Ans.—The use of the word maple on any syrup or sugar product other than absolutely pure maple syrup and maple sugar is an infringement of the law. As far as the word "regular" is concerned we doubt if it is illegal, unless it could be established that fraud was intended.

CANADIAN GROCER,  
143-153 University Avenue,  
Toronto.

For Subscribers

## INFORMATION WANTED

Date.....191.....

Please give me information on the following:.....

Name.....

Address.....

*Gunns**Gunns*

# COMING TO THE FRONT WHY?

**BECAUSE** THEY ARE A TRUE FOOD CONSERVER.  
 THEY ARE WHOLESOME AND NUTRITIOUS.  
 THEY ARE THE IDEAL, ALWAYS READY SUMMER FOOD.  
 THE FLAVOR IS DELICIOUS.  
 PARTICULAR PEOPLE BUY THEM.  
YOUR CUSTOMERS COME BACK FOR THEM.

**DISPLAY GUNNS BRAND PORK & BEANS,  
 DEMAND IS GROWING**

**SIZES** 1 FLAT, 1½ TALL, 2 TALL  
 Plain, Chili, or Tomato Sauce

**GUNNS LIMITED—WEST TORONTO**



# Now's the time to start your Spring "Counter"- Attacks



—by featuring these  
easy-selling products

**L**ET your Provision Counter be the principal point of interest in your store. Make it so bright—so enticing—so good to look at—that everybody who comes in will feel constrained to buy something!

Davies' Quality Products are just the lines to help you make a good, tempting display and build up more and bigger sales.

Show a good assortment of Davies' Fresh Cured and Smoked Meats, Pure Lard, "Peerless" Shortening, Pork Pies, Pork and Beans, "Peerless" Pickles, "Glengrove" Butter, Eggs and Cheese—all genuine **quality** products that make pleased customers and keep your salesmen busy.

We shall be pleased to quote you prices on any of these products — or if you would like one of our travellers to call, drop us a postcard saying where you are located and we'll be glad to make your acquaintance.

Davies' Quality Products are used in a large number of the best Canadian homes. Dealers who handle these products are building up good reputations in their localities.

***Davies Quality Products are "EASY to SELL but HARD to BEAT"***

**THE WILLIAM DAVIES COMPANY LIMITED**

Montreal

**TORONTO**

Winnipeg

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

Our Specialty:  
**PURE MEAT SAUSAGE**  
 12 VARIETIES

Present prices make them easy to sell.  
 Schneider Quality brings repeat orders.  
 Turnover is quick and margin good.  
 Easy to handle,—No bones,—No waste ends.

A post card will bring you Sausage and Smoked Meat prices. Entire satisfaction on mail orders assured.

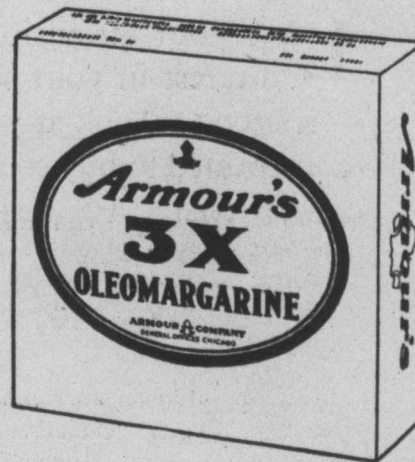
**J. M. SCHNEIDER & SONS, Limited**      **KITCHENER, ONTARIO**

## Back Bacon

Same cure as our Famous English Breakfast Bacon. Sold Rind off with Rib in. Also Boneless and also put up in casing. This last is a very choice line and giving great satisfaction.

**F. W. FEARMAN CO.**  
 Limited  
 HAMILTON

## Highest Quality Made



Served at Best Tables

**ARMOUR and COMPANY**  
 HAMILTON, ONTARIO

This page is referred to frequently by buyers in need of supplies, and for this reason you should be represented here.  
 Don't miss this opportunity.

**CANADIAN GROCER, 143-153 University Ave., Toronto**





**H.A.  
BRAND**

**OLEOMARGARINE**

THE ARRIS BATTOIR COMPANY LIMITED  
TORONTO CANADA

## Is This Card In Your Window?

To get the housewife to give H.A. Brand Oleomargarine a *first trial* is the important thing.

You have helped us to build up a big trade for H.A. Brand Oleomargarine inside of a very few months. It enjoys a steady sale among those housewives who have been induced to put it to the test.

We must now endeavor to get *every* housewife to give it that first trial which invariably results in its continued use thereafter.

### OUR PART

A big educational advertising campaign for H.A. Brand Oleomargarine will commence immediately. By the judicious use of large newspaper and magazine space, we will attempt to remove the last vestige of prejudice against this wholesome food product. Advance proofs of our new advertisements will reach all customers within a few days.

### YOUR PART

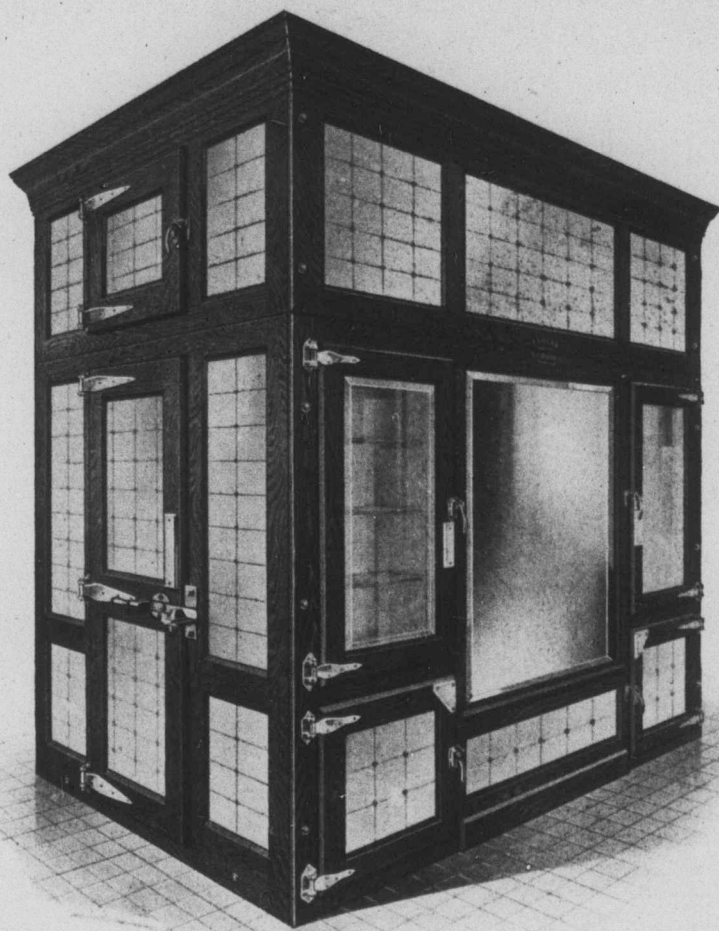
To sell it with enthusiasm. A gentle push over your counter, backed by this advertising, will result in profitable business for you.

Let folks know you carry H.A. Brand Oleomargarine. Send for two of the cards (illustrated above) (size 11" x 14"). Put one in your window. Hang the other up behind your counter.

Because it is made in Canada, H.A. Brand Oleomargarine comes to you in a fresh, wholesome condition. It is shipped to you not later than 24 hours after being churned—and takes but little time in transit.

We count upon your support in our coming campaign.

**THE HARRIS ABATTOIR COMPANY, LIMITED.**  
TORONTO . . . CANADA



Design A 6

## There's your refrigerator!

The "Eureka" is the greatest force at work to-day conserving Canada's meat supply.

No article of store equipment gives such perfect satisfaction or is so universally used in the retail stores of the Dominion.

For 31 years the Eureka has remained without a rival.

**It saves meat, ice and money.**

Write us for catalog and full particulars.

"EUREKA" Refrigerators large and small—  
ANY size—for Butcher and Grocer.

### Eureka Refrigerator Co., Limited

11 Colborne Street, Toronto

Telephone Main 556

**Branches:**

James Rutledge, 2608 Waverly St., Montreal  
J. H. Galloway, 194 Main St. E., Hamilton

Geo. Bonnycastle, Winnipeg  
Walter Woods & Co., Winnipeg

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



ESTABLISHED 1874

Procure one of our Fish Display Boxes--elegant, solid, sanitary--at \$10 a piece.



Get ready to handle Fish this summer. There will be a big demand.

For all kinds of fish, fresh or cured, frozen or smoked, canned, preserved or prepared, call at the old reliable headquarters, whether you want to place an order, get quotations or talk **FISH**.

# D. HATTON CO.

## MONTREAL

# HEINZ

Canadian-American Food Products.

## 57 VARIETIES

Canadian Factory,  
Leamington, Ont.

Principal Factory,  
Pittsburgh, U.S.A.

Distributing Warehouses in Canada:  
TORONTO MONTREAL

Canadian Distributing Agencies:

Halifax	John Tobin & Co.
St. John	Baird & Peters.
Quebec	J. B. Renaud & Co.
Ottawa	Provost & Allard.
Winnipeg	The Codville Co., Ltd.
Edmonton	The A. Macdonald Co.
Lethbridge	The A. Macdonald Co.
Calgary	Simington Co., Ltd.
Fernie, B.C.	Western Canada Wholesale Co.
Moose Jaw	The Codville Co., Ltd.
Saskatoon	The Codville Co., Ltd.
Vancouver	Kelly, Douglas & Co.
Victoria	Kelly, Douglas & Co.



This is the trade mark to look for in buying your Box Strapping, Corrugated Fasteners, Steel Mats, Running Board Mats, Clasp, Box Corners, Bed Fasteners.

Acme Steel Goods Co. of Canada, Ltd.  
MONTREAL

Agents—T. A. Corley & Son, Winnipeg; Lynch & Manley, Toronto; H. C. Brennan Co., Ottawa; Landry & Simard, Quebec.

ESTABLISHED 1849

# BRADSTREET'S

Offices Throughout the Civilized World

OFFICES IN CANADA:

Calgary, Alta.	Ottawa, Ont.	Montreal, Que.
Edmonton, Alta.	St. John, N.B.	Quebec, Que.
Halifax, N.S.	Vancouver, B.C.	Toronto, Ont.
London, Ont.	Victoria, B.C.	Winnipeg, Man.
	Hamilton, Ont.	

Reputation gained by long years of vigorous, conscientious and successful work.

**THOMAS C. IRVING,** General Manager  
TORONTO, CANADA. Western Canada

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

Still Awaiting

Developments in Cheese

Toronto.

**CHEESE.**—The attitude of waiting still expresses the situation in respect to cheese. There has been no announcement made as yet as to what prices are to be, though the market holds firm and unchanged in anticipation of some definite action soon.

Cheese—

New, large	0 22	0 23½
Old, large	0 23½	0 24½
Stilton (new)	0 26	0 27
Twins, ¼c lb. higher than large cheese. Trip-		
lets ½c lb. higher than large cheese.		

Little Change in

Poultry; Receipts Light

Toronto.

**POULTRY.**—Little excitement has marked the situation in respect to poultry during the week. Receipts continue to be in very small volume and supplies are being absorbed quickly. The present high prices have not yet provided for any surplus, but whether the demand would take care of greatly increased receipts at to-day's market is a question.

Prices paid by commission men at Toronto:

	Live	Dressed
Ducks	\$ 0 30	\$ 0 30
Geese	0 15-0 18	0 22-0 24
Turkeys	0 26-0 28	0 30-0 35
Roosters	0 20-0 25	0 22-0 24
Hens, over 5 lbs.	0 28-0 30	0 28-0 30
Hens, under 5 lbs.	0 22-0 27	0 24-0 28
Chickens, 4½ lbs. up.	0 25-0 29	0 28-0 33
Chickens, under 4½ lbs.	0 22-0 25	0 26-0 30
Squabs, dozen	4 50	

Prices quoted to retail trade:

Hens	0 28	0 37
Ducks	0 30	0 34
Chickens	0 35	0 40
Do., milk-fed	0 35	0 41
Turkeys	0 36	0 40
Geese	0 20	0 29

Heavy Winds Holding

Back Lake Fish

Toronto.

**FISH.**—The heavy winds which have held forth quite steadily during the past couple of weeks are proving a factor in keeping supplies of fresh lake fish down to a minimum. A fair offering of fresh sea fish is being made, however, though prices are somewhat stiffer in some quarters. Fresh Eastern halibut is expected and will be sold at from 20c to 23c per pound; haddock remains unchanged at from 7½c to 9c and steak cod at 9½ to 11c per pound; flounders show a wide range from 8½c to 10c, and herring from 7c to 10c per pound. Supplies of pickled and dried fish, fresh frozen sea fish and fresh frozen lake fish are becoming limited and in some quarters many lines are practically exhausted. Quotations show little change in list herewith.

SMOKED FISH.

Haddies, per lb., new cured	0 12	0 15
Chicken haddies, lb.	0 11	0 13
Haddies, fillets, per lb.	0 13	0 17
Ciscoes, per lb.	0 15	0 17
Kipper herring, per box	1 75	2 00
Digby herring, skinless, 10-lb.	2 20	2 25

PICKLED AND DRIED FISH.

Acadia cod, 20 1-lb. blocks	3 40	
Acadia cod, 12-2-lb. blocks	4 25	4 50
Strip cod, lb.	0 12	0 16
Quail on toast, 24 1-lb. blocks, lb.	0 12½	0 13
Skinless cod, 100-lb. boxes, lb.	0 11	0 12
Halifax shredded cod, 24s.	3 20	
Salt mackerel, kits, 20 lbs.	4 50	
Labrador salt herring, barrels	11 50	
Do., half barrels	5 50	6 00

Herring, pickled, keg 100 lbs.	6 00	
FRESH FROZEN SEA FISH		
Halibut, frozen	0 19	0 20
Salmon, Qualla, lb.	0 12½	0 15
Do., red spring	0 19	0 25
Do., Cohoe	0 20	
Do., Restigouche	0 27	
Haddock, headless and dressed, lb.	0 07	0 10
Herrings, frozen	0 08	0 10
Steak cod, lb.	0 09	0 10½
Haddock, market, lb.	0 07	0 08½
Cod, market, heads on, lb.	0 06	0 08½
Mackerel, frozen, lb.	0 10	0 12
Flounders, frozen	0 07	0 10
Tullibees, lb.	0 08½	0 09
Smelts, extras, lb.	0 12	0 16
Do., No. 1, lb.	0 14	0 22
Do., No. 2, lb.		0 12
Oysters, No. 3 size pkg., select		
Blue points, bbl.		
Malpeque, bbl.		
Shrimps—		
No. 1, cans	1 60	
No. 2, cans	3 10	
No. 4, cans	6 00	
FRESH FROZEN LAKE FISH		
Herring, Lake Superior, bags, lb.		
Herring, Lake Erie, pan frozen	0 08½	0 10
Pike, dressed	0 10	0 11
Do., round	0 09	0 09½
Whitefish, frozen	0 12½	0 13
Trout, lb., frozen	0 14	0 16
Mullets, frozen, lb.	0 06	0 07½
Yellow pickerel, frozen, lb.	0 12½	0 13

Hogs Are Steady; Delivery Light

Winnipeg.

**PRODUCE AND PROVISIONS.**—The hog market last week reached 19½c, and packers state that the outlook is for a steady market. The market here is in harmony with outside markets. Provisions are steady, and prices are about the same. One of the reasons advanced by the packer why the market should not go lower was that farmers were going back on the land, and deliveries of hogs would fall off. Eggs—The market was unchanged last week. Outside demand was good, and consumption very heavy. Trade were paying 36-37c for eggs. Butter—Creamery butter is temporarily very firm. Dairy butter is quiet and receipts light. Outside demand is weak.

Hams—		
Light, lb.	0 34	0 36
Medium, per lb.		0 34
Heavy, per lb.		0 33
Bacon—		
Breakfast, per lb.		0 40
Breakfast, select, lb.		0 42
Backs, .....	0 40	0 44
Dry Salt Meats—		
Long clear bacon, light	0 29	
Backs	0 33	
Barrelled Pork—		
Mess pork, bbl.		52 00
Lard, Pure—		
Tierces	0 30	
20s	6 30	
Cases, 5s	18 53	
Cases, 8s	18 00	
Tierces	0 26½	
Tubs, 50s, net	13 25	
Falls, 20s, net	5 55	
Fresh Eggs—		
New laids	0 35	0 37
Cheese—		
Ontario, large fresh	0 24	0 24½
Manitoba, large fresh		0 23½
Butter—		
Fresh made creamery, No. 1 cartons		0 48
Fresh made creamery, No. 2		0 46
Dairy, regular run	0 37	0 38
Margarine—		
No. 1	0 28½	
No. 2	0 30½	
No. 3	0 29½	

Poor Margarine Shipped In Some Cases

Winnipeg.

**MARGARINE.**—There continues to be difficulty selling this commodity. One

hears from many quarters of margarine going off. Jobbers state that the margarine some firms have been shipping in here would not keep any time, and that the packers themselves only guarantee it in good condition when shipped. Some of the margarine is said to have gone "off" inside of two weeks, although in a cold place. A local jobber said that his margarine turned green right to the centre in several instances.

MEAT SALES INCREASED BY MACHINE-SLICER

Two years' experience with an up-to-date meat-slicing machine has sufficed to prove its worth in the C. McCausland grocery, Paris, Ont. The management of this store reports that in the past two years since the machine was installed, sales of cooked meats have increased, largely through the increased efficiency of the machine-slicer. Increased speed and minimizing of waste are said to be the chief features in the experience of this store with the meat slicer. The management is of the opinion that there is some advantage to be gained by allowing one person to constantly operate the machine when meat is to be sliced. It is pointed out that some waste has been noticed if this plan is not adhered to.

FISH MARKETING CONDITIONS IN FORT WILLIAM

A recent meeting of merchants of Fort William was called to consider the proposals of the Canada Food Board regarding a supply of sea fish for the city. It was decided to advise the board as to the conditions in Fort William as follows:

That the supply of sea fish at lower prices than those prevailing at present would be regarded as a great benefit; that the fish should be shipped to some one person who has the equipment to take care of them; that fish now received arrives in the city in good order; that merchants have not at present separate fish sections in their retail shops; that the present consumption of fish is about two tons per week, which might be largely increased and that the local retailers are willing to co-operate in increasing the sale. Following this, the meeting asked the food board as to what arrangements can be made for the shipments to be forwarded regularly, what kind of fish can be delivered at this point for ten cents a pound, and what varieties of fish are comprised in the general term "flat" fish, specified by the board in its circular. A complete list will be sent to the board, showing the prices paid by dealers for fish of all kinds at present, and the retail prices to the consumer.

Z. Limoges, wholesale provision merchants, Montreal, have removed from 652 St. Paul Street, W., to 26 William Street, the former location of Matthews, Ltd.



# Mr. Northern Ontario Grocer

## If You were an Artillery Officer in France

in charge of a field battery and needed ammunition, needed it in a hurry and told them so, waited and waited with things getting worse every minute, sent in a hurry up order and was told that your order was being filled from supplies held about 250 miles down the line, wouldn't you fume? knowing that right back of your position was a big supply of everything you needed, that your order, if filled from that stock, would arrive in time to save the situation.

### Your Business is Like That Field Battery

And one of our warehouses is right back of your position. Are you using it? Or are you waiting for supplies to be brought up at least 250 miles over lines disorganized by scarcity of trained labor and an unprecedented congestion of freight?

---

In addition to unrivalled service we offer you minimum freight rates, a saving of cartage charges, prices which invite comparison and stocks equal to your demands.

*Phone Free to Buyers*

## National Grocers Limited,

North Bay,

Sudbury,

Sault Ste. Marie.



## We can market your products successfully in the West

**Y**OU need the Western market and we can connect you.

Our facilities are the result-getting kind. We possess the **Necessary Experience**, the **Requisite Confidence**, the **Aggressive Representation**, and the **Ample Accommodation** that make for success.

We are constantly in touch with the Western Wholesaler and Retailer. Having your product pushed by twelve aggressive men—nine of whom are doing retail work exclusively—is a guarantee of good results.

Introducing your line under our auspices means that it will be backed by an established record of 15 years' successful selling in the West.

We cordially invite you to investigate our claims and to judge for yourself of the merits of our proposition. We sell **CHRISTIE'S BISCUITS** and **ROBERTSON'S CONFECTIONERY**, direct to the Retail Trade.

# SCOTT-BATHGATE CO., LIMITED

*Wholesale Grocery Brokers and Mfrs. Agents*

**149 Notre Dame Ave. East, Winnipeg**

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



# INSIDE FACTS

10 to 12 days were required in the process of making that package of Kellogg's Toasted Corn Flakes you sold to-day, Mr. Grocer.

Sweet White Corn, to which we add healthful and beneficial ingredients, is what you sell in The Red, White and Green Package.

The Original.

No small satisfaction either when you know they are the best.



## Battle Creek Toasted Corn Flake Co., Limited

Head Office and Factory  
LONDON, CANADA

# "Circle R Brand" Compound Tartar

The largest selling substitute for Cream of Tartar in the world.

**Quality—Not Price—Did It.**

The Fact that the largest users of Leavening Powders on this continent are buying "Circle R" means something—It means that their chemists have reported it **Equal In Efficiency—MORE Economical—Greater Food Value**



**A Guarantee Which Is Backed Up To the Limit**

"We guarantee every can of 'Circle R Brand' Compound Tartar to give absolute satisfaction to the purchaser, and authorize the retail merchant to refund full purchase price to any dissatisfied buyer."

*(A display sign with this guarantee in each case.)*

**CANADIAN AGENTS:**

- Baird & Peters, Limited, St. John, Province of New Brunswick
- Bauld Bros., Limited, Halifax, Province of Nova Scotia
- Stewart Menzies & Company, Toronto, Provinces of Ontario and Quebec
- Watson & Truesdale, Winnipeg, Manitoba, Saskatchewan and Alberta

Manufactured and Guaranteed by

**Caverly-Plumer Co., Lynn, Massachusetts, U.S.A.**

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



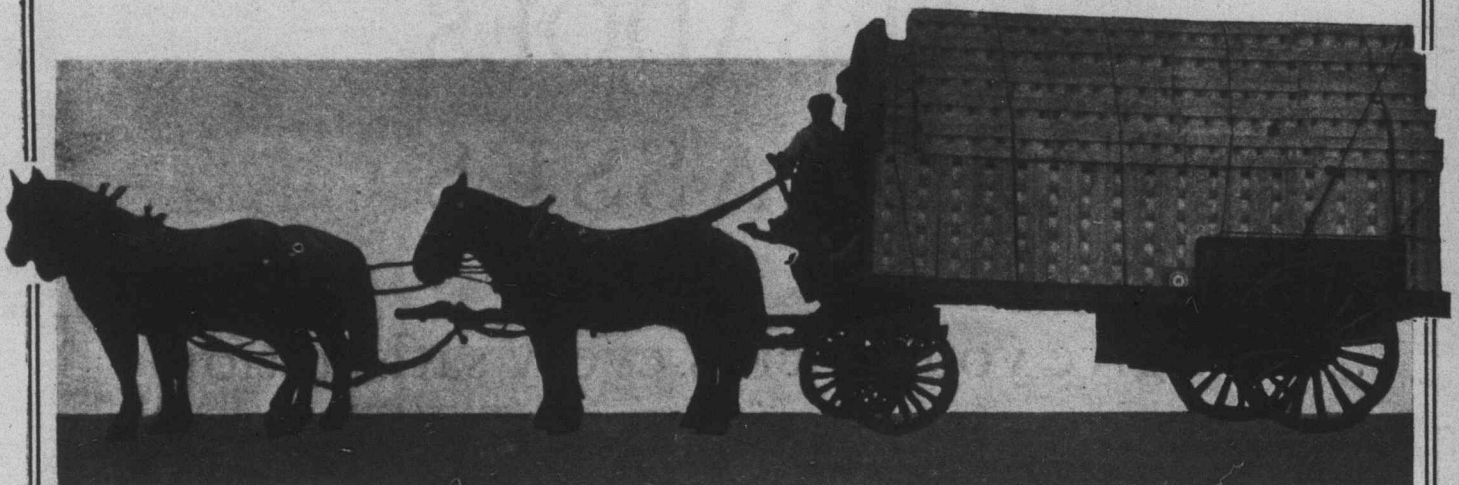
## “Circle R Brand” Compound Tartar

appeals especially to those good old-fashioned cooks and housewives who **know**:— That the lightest, whitest and best biscuits, doughnuts, etc., can be produced only by the combination of Cream Tartar and Soda, two parts to one, as a leavening agent.

By using “Circle R” in place of Cream Tartar in this combination, the same, or better results are obtained, and at half the cost.

### The picture below represents a shipment of “Circle R” weighing Fifteen Thousand Pounds

The concern buying this were consumers, not jobbers. Our product was subjected to most thorough and exacting analysis in competition with many other “substitutes,” “baking powders,” etc., and, with efficiency and purity alone counting, an order aggregating **over 30,000 pounds resulted, of which this was a part.**



Recently a sample of “Circle R Brand” was submitted to one of the foremost food chemists in the United States, with request for most careful and exhaustive report. We submit herewith the final wording of this report, complete copies of which are in the hands of our agents who will gladly show them to any interested parties.

“The baking test is the most dependable method of determining the comparative strength of baking acids. This sample was baked against Cream of Tartar, each two parts to one of bicarbonate of soda. The biscuits produced with the sample were considerably whiter than those with Cream of Tartar. Instead of being lower in strength you will note that this product is considerably higher. If we were to report this compound, taking Cream of Tartar as a standard of 100, its strength would be a little over 110.”

Manufactured and Guaranteed by

**Caverly-Plumer Co., Lynn, Massachusetts, U.S.A.**

*Make sure that it is "Leacock's"*



**"LEACOCK'S"**

*Extra Fancy*

**BARBADOES  
MOLASSES**

Will give your clients every satisfaction



**LEACOCK & COMPANY**

*Exporters of the Highest Quality Molasses*

**BARBADOES,**

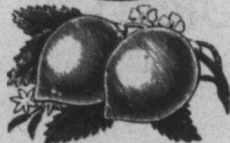
**English West Indies**



# Order a Good Supply of these Two Sellers—Now

You can please the hard-to-please by selling them such superior lines as

## Rose's Lime Juice and Holbrook's Imported Worcestershire Sauce



The quality of these easy sellers is beyond question.

**Holbrook's Imported Worcestershire Sauce** is a certain repeater. We can still supply our customers at prices based on pre-war conditions.

**ROSE'S LIME JUICE** won the confidence and esteem of the public 50 years ago, and has retained it ever since. We strongly recommend this to every grocer wanting a good, live summer seller.

When you're ordering Holbrook's and Rose's Lime Juice ask about the following, which we also supply:

**Imported English Malt Vinegar,  
Sardines, French Olive Oil  
and Custard Powders**



It ought to be generally known that, although there is a shortage of ROSE'S LIME JUICE CORDIAL, due to the demands of the B.E.F., Red Cross Hospitals and Y.M.C.A. Canteens, there is still a plentiful supply of ROSE'S LIME JUICE (unsweetened), a little of which taken every day, with or without sugar, is an excellent thing for keeping people fit who are rationed. ROSE'S LIME JUICE possesses valuable health-giving properties, besides being delicious and refreshing.

# HOLBROOKS, LIMITED

TORONTO and VANCOUVER

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

# Bristol, Somerville & Co., Hamilton

[Formerly Geo. E. Bristol & Co.]

Canned Goods and Salmon are moving. Stocks small. See our travellers when they call on you next.

We have special values in Prunes and Peaches.

## Bristol, Somerville & Co.



**CENTURY SALT**

---a salt that's easy to sell

—a salt that's purified and refined to the very last degree—a salt with the clean, sparkling purity so much desired by every good housewife—a salt that makes satisfied customers.

Be sure your stock is well displayed.

**THE DOMINION SALT CO LIMITED**  
SARNIA, ONT.

When customers ask for "Blue," or "Washing Blue," or "Laundry Blue" give

# OCEAN BLUE

and you will be on the safe side. They cannot buy, and you cannot sell, a better.

Order from your Wholesaler.

**HARGREAVES (CANADA) LIMITED,**  
The Gray Bldg., 24-26 Wellington St. W., Toronto  
**WESTERN AGENTS:**—For Manitoba, Saskatchewan and Alberta — W. L. Macdonald & Co., Ltd., Winnipeg, Regina, Saskatoon, Calgary and Edmonton.  
For British Columbia and Yukon—Creeden & Avery, Rooms 5 and 6, Jones Block, 47 Hastings Street W., Vancouver, B.C.



## EASTERN BRAND LOBSTERS

If your customers want the best, give them "Eastern" Brand. Packed under ideal conditions from carefully selected fish. A little higher in price than some, but a lot higher in quality.

"Eastern Brand" Lobster Paste, and "Eastern Brand" Mackerel Roe sell readily and are sure repeaters.

Write for Prices.

**Eastern Canada Fisheries, Limited**  
CORISTINE BLDG., MONTREAL



EVERY TIN IS GUARANTEED



Up to a standard  
above which there  
is no higher

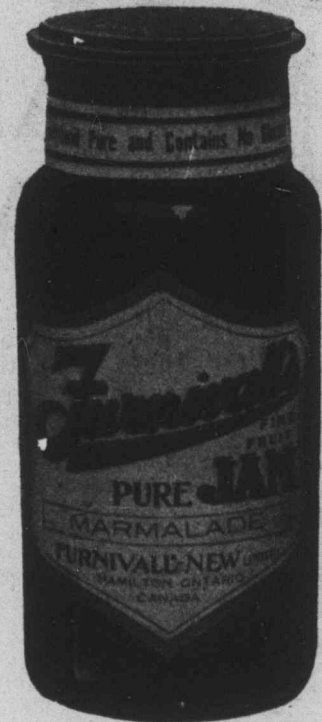
**Furnivall's**  
FINE  
FRUIT  
**PURE JAM**

Fresh-gathered, sun-ripened fruits of perfect quality, pure cane sugar, a factory at once sanitary, hygienically and perfectly equipped—these are factors which go to make Furnivall's the standard of quality in jams that are customer-pleasing in the extreme.

Dealers would be well advised to push Furnivall's now. The housewife's stock of home-made jams and preserves are running short and fresh fruits are too expensive.

Suggest Furnivall's and be assured that Furnivall quality will satisfy the most critical.

Ask your wholesaler to supply you. Would you like us to send you list of varieties, sizes and prices?



**FURNIVALL-NEW, LIMITED**  
HAMILTON, CANADA

AGENTS:—Ontario—MacLaren Imperial Cheese Co., Ltd., Toronto; H. J. Sykes, 736 Elgin St., Ottawa, Ont. Montreal—Geo. Hodge & Sons, Limited. 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. Calgary, Alta. — MacLaren Imperial Cheese Co., Ltd. Edmonton, Alta.—MacLaren Imperial Cheese Co., Ltd. Saskatoon—The H. L. Perry Co., Ltd. Manitoba—The H. L. Perry Co., Ltd., Winnipeg.

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

TRADE MARK

# Small's

MAPLE BUTTER  
MAPLE SYRUP

The sale of **Small's Maple Butter** is now enormous. It is prepared from Small's **Original Exclusive Secret Formula**, held by Small's for the **past 60 years**. It does not sugar or turn to syrup, it is all the name signifies, a **smooth texture, uniform, and spreads like butter**. For sale through all jobbers.

**T**HE trade is doubtless familiar with the fact that **SMALL'S SYRUP BRANDS** have been long recognized on the Markets of the World as **STANDARD** (having larger sales than hundreds of other brands combined), and have held firmly the front line for the past eighty years, during which time many largely advertised brands have come and gone.

**SMALL'S BRANDS** are labelled in conformity with Pure Food Regulations and in no single instance have any goods packed by Small's Limited failed to meet the Inland Revenue requirements. Merchants handling **SMALL'S BRANDS** are free to do so absolutely without risk.

Small's Limited are the sole proprietors and exclusive manufacturers of Small's Brands. Brokers in all large centers.

## SMALLS LIMITED

101 PARTHENAIS STREET - MONTREAL



### WINNING THE BUYER'S FAVOR

**T**HE best possible buyer is not made an actual buyer at a single step. It is one thing to win the buyer's favor for an article and another to make adjustments incident to closing the sale. Winning the buyer's favor is the work of trade paper advertising. Under ordinary conditions it should not be expected to do more.





Handing her  
a jarful of  
satisfaction

Your every customer — even the  
most critical will find in

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

that delicious excellence and that  
unstinted satisfaction so character-  
istic of products bearing the  
“E.D.S.” label.

Now is a good time to feature the  
E.D.S. lines. If your stocks need  
replenishing, order from any of the  
undermentioned.



**E. D. Smith and Son**  
**Limited**  
**WINONA, ONT.**

AGENTS: Newton A. Hill, Toronto; Eastern Representative:  
Wm. H. Dunn, Limited, Montreal; Alberta Representative:  
Donald H. Bain Co., Calgary, Alta., Edmonton, Alta.; Watson  
& Truesdale, Winnipeg; B.C. Merchandise Brokerage Co.,  
Vancouver, B.C.

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

# WAGSTAFFE'S



CELEBRATED

## Orange Marmalade

**WAGSTAFFE'S Pure Raspberry Jam**

We have large stocks. Order from your Jobbers.

**WAGSTAFFE'S Pure STRAWBERRY**

We have fair stocks.

**WAGSTAFFE'S Crushed Strawberry in Jelly**

Large stocks.

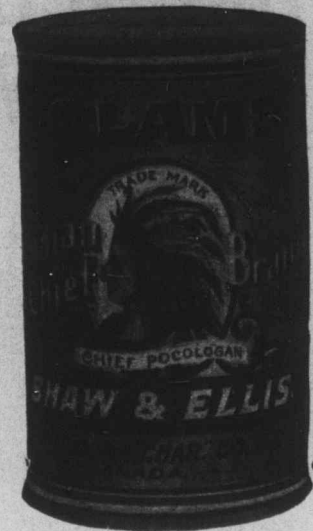
# WAGSTAFFE, LIMITED

HAMILTON, CANADA



Always well flavored  
tasty and customer  
pleasing

## “INDIAN CHIEF” BRAND CLAMS



are selected, prepared and sealed with every possible precaution that would tend to enhance their excellence.

Because they are put up the very same day they are taken from the clam beds and sealed without solder or acid, Indian Chief Brand Clams are always perfectly fresh and new with that extra deliciousness that appeals to the connoisseur.

And the fact that they are already cooked is another big point worthy of emphasis. Heating to a simmer makes Indian Chief Brand Clams ready for the table. This advantage will appeal to the restaurant trade as well as to the housewife.

Show Indian Chief Brand Clams prominently and regularly. They are good profit-makers.

# SHAW and ELLIS

Pocologan

Charlotte Co.

New Brunswick

# HIGH-CLASS STONEWARE

**APRIL EGGS  
JUNE BUTTER**

The ideal container is a Stone Crock.  
Our stock is complete.  
Price, Butter Crocks 14c. per gallon.  
Other articles just as low.

**Ontario Crockery Co.**  
LONDON, ONT.

## Get stocked now with MacKay's Pearl Barley Flour

This is a delicious, nourishing BARLEY FOOD that's easy to sell and certain to satisfy.

For Infants, Invalids and Aged People it is particularly suitable. The nursing mother's best friend.

Very desirable in the kitchen for thickening soups and gravies. Gives them a delightful flavor.

It's the real MacKay

If your wholesaler hasn't got MacKay's, write to-day to



Recommended by Dr. McGill, the Dominion Chief Analyst, Ottawa.

**John MacKay Co., Limited**  
BOWMANVILLE, ONT.

Only Exclusive Pot and Pearl Barley Mill in Canada

## QUOTATIONS FOR PROPRIETARY ARTICLES SPACE IN THIS DEPARTMENT IS \$65 PER INCH PER YEAR

**BAKING POWDER**

**ROYAL BAKING POWDER**

Size	Less than 10-case lots	Per doz.
Dime		\$ 1 15
4-oz.		1 65
6-oz.		2 45
8-oz.		3 10
12-oz.		4 65
16-oz.		5 90
2 1/2-lb.		14 60
5-lb.		27 35

F.O.B. Montreal, or F.O.B. jobbers' point, subject to jobbers' regular terms. Lots of 10 cases and over, less 2% discount; 1% barrel discount will be allowed when packed in barrels. Barrels contain 15 cases assorted sizes.

**JAMS**

**DOMINION CANNERS, LTD.**

"Aylmer" Pure Jams and Jellies. Guaranteed Fresh Fruit and Pure Sugar Only.

Screw Vac top Glass Jars, 16 oz. glass 2 doz. case.	Per doz.
Blackberry	\$3 00
Currant, Black	3 20
Plum	2 90
Pear	2 90
Peach	2 90
Raspberry, Red	3 30
Raspberry and Red Currant	3 00

**DOMINION CANNERS, LTD.**

**CATSUPS—In Glass Bottles**

	Per doz.
1/2 Pts. Delhi Epicure	\$1 75
1/2 Pts., Red Seal, screw tops	1 40
Pts., Delhi Epicure	2 75
Pts., Red Seal	1 90
Qts., Red Seal	2 35
Qts., Lynn Valley	2 75

**BAKE DBEANS WITH PORK**

Brands—Canada First, Simcoe Quaker

	Per doz.
Individual Baked Beans, Plain 85s, or with Sauce, 4 doz. to case	\$0 95
1's Baked Beans, Flat, Plain, 4 doz. to case	1 15
1's Baked Beans, Flat, Tom. Sauce, 4 doz. to case	1 25
1's Baked Beans, Tall, Tomato or Chili Sauce, 4 doz. to case	1 35
1 1/2's (20-oz.) Plain, per doz.	1 65
Tomato or Chili Sauce	1 90
2's Baked Beans, Plain, 2 doz. to case	1 95
2's Baked Beans, Tom. Sauce, tall, 2 doz. to case	2 30
2's Baked Beans, Chili Sauce, tall, 2 doz. to case	2 30
2 1/2's Tall, Plain, per doz.	2 75
Tomato or Chili Sauce	3 20
Family, Plain, \$2.35 doz.; Family, Tomato Sauce, \$2.80 doz.; Family, Chili Sauce, \$2.80 doz. The above 2 doz. to case, 10's, 1/2 doz. per case; Chili and Tomato Sauce, for hotel and restaurant use (gals.), \$12; plain, \$10.	

**"AYLMER" PURE ORANGE MARMALADE**

	Per doz.
Tumblers, Vacuum Top, 2 doz. in case	\$1 90
12-oz. Glass, Screw Top, 2 doz. in case	2 25
16-oz. Glass, Screw Top, 2 doz. in case	2 75
16-oz. Glass Tall, Vacuum 2 doz. in case	2 75
2's Tin, 2 doz. per case	3 90
4's Tin, 12 pails in crate, per pail	0 65
5's Tin, 8 pails in crate, per pail	0 84
7's Tin or Wood, 6 pails in crate	1 15
7's Tin or Wood, 4 pails in crate, per lb.	0 16
30's Tin or Wood, one pail crate, per lb.	0 16

**BLUE**

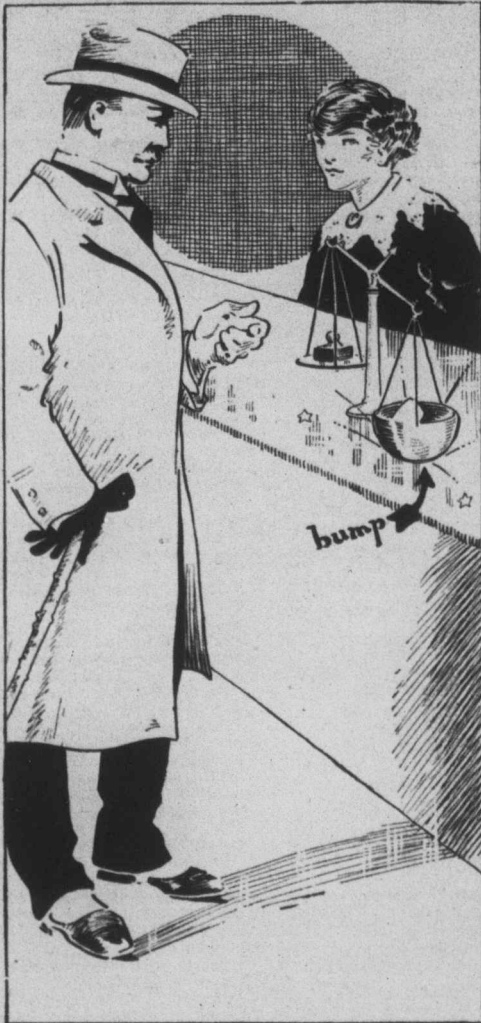
Keen's Oxford, per lb. ....  
In cases 12—12 lb. boxes to case .....

**COCOA AND CHOCOLATE THE COWAN CO., LTD. COCOA**

Empire Breakfast Cocoa, 2 doz. in box, per doz.	\$2 15
Perfection, 1/2-lb. tins, doz.	2 15
Perfection, 1/4-lb. tins, doz.	1 35
Perfection, 10c size, doz.	95
Perfection, 5-lb. tins, per lb.	37
(Unsweetened Chocolate)	
Supreme Chocolate, 12-lb. boxes, per lb.	36
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	90
Sweet Chocolate—	Per lb.
Queen's Dessert, 10c cakes, 2 doz. in box, per box	1 80
Diamond Chocolate, 7's, 4-lb. boxes	1 14
Diamond, 6's and 7's, 8 and 12-lb. boxes	0 25
Diamond, 1/2's, 6 and 12-lb. boxes	0 25
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, coconut, cream, in 1/2 lb. packages, 2 and 4 doz. in box, per doz.	1 80
Chocolate Confections—	
Maple Buds, 5-lb. boxes	\$0 35
Milk medallions, 5-lb. boxes	0 39
Chocolate wafers, No. 1, 5-lb. boxes	0 39
Chocolate wafers, No. 2, 5-lb. boxes	0 35
Nonpareil wafers, No. 1, 5-lb. boxes	0 33
Nonpareil wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. boxes	0 43
Milk chocolate wafers, 5-lb. boxes	0 39
Coffee drops, 5-lb. boxes	0 39
Lunch bars, 5-lb. boxes	0 39
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 95
Nut milk chocolates 1/2's, 6 lb. boxes, lb.	0 39
Nut chocolate squares (20 divisions to cake), packed 2 and 3 cakes to a box, per cake	0 70
Almond nut bars, 24 bars, per box	0 95



# The Widow's Mite



## or why she nearly failed.

Mr. Harding was a wholesale grocery traveller. He died. After his estate was settled up his widow had about \$1,400 in hand.

Upon her request Harding's late employers assisted her in opening up a small but nicely stocked grocery.

Trade developed. Her stock moved more briskly month by month—yet at the end of two years Mrs. Harding was facing bankruptcy.

The wholesale grocer was interested sufficiently to try and help her. He sent an expert to study her methods.

In a week he found and stopped the leak. It was simple. **Mrs. Harding was guessing at the weight.**

Often when a customer came for half a pound of something she would weigh from a quarter to half an ounce overweight and never charge for it.

In fact she couldn't charge because she didn't know how much overweight she was giving.

Gently and firmly, however, the expert showed her why she was failing, ordered a Dayton Automatic Scale for her, and showed her how to use it, for her customers' as well as her own benefit. To-day she has a thriving and profitable business.

## Dayton Automatic Scale

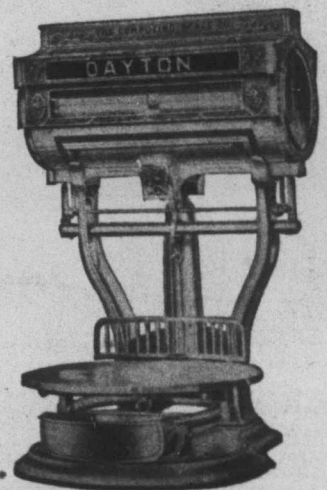
Just ask yourself—how much overweight are YOU giving away each week—and make up your mind to stop it. The Dayton Automatic shows you the absolutely correct weight and price instantly. You need that information a hundred times a day.

Send for our latest folders.

## Dayton Computing Scales

Royce and Campbell Avenues, TORONTO, ONT.

The International Business Machines Co., Limited, Toronto, Frank E. Mutton, Vice-President and General Manager, Manufacturers Dayton Scales, International Time Recorders and Hollerith Electric Tabulating Machines.



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

# CHANGE OF NAME

## The Sapho Manufacturing Company

Will hereafter do business as

## The Kennedy Manufacturing Company

Grocers' Sundries

Same Management Same Products

ANTI-DUST Sweeping Powder

AMMONIA (Household)

BRILLO METAL POLISH

UNION Hand Cleaner

SAPHO Hand Cleaner

SAPHO INSECTICIDES

Liquid and Powder

JAVEL WATER

DISTRIBUTORS—

Ontario and Maritime Provinces: MacLaren Imperial Cheese Co., Ltd., Toronto, Ont.

Manitoba: The Scott-Bathgate Co., Ltd., Winnipeg, Man.

British Columbia: O'Loane, Kiely & Co., Ltd., Vancouver, B.C.

### The Kennedy Manufacturing Company

Formerly Sapho Mfg. Co.

588 Henry Julien Ave. Montreal, Can.

# A Scientific Cleanser

The cleaning of toilet bowls requires the application of chemistry. After many experiments, a compound was produced to accomplish the result.



## Sani-Flush

solves the problem of cleaning toilet bowls. It is scientifically made for this one purpose. It removes stains and incrustation from all portions of the surface, the trap as well as the visible parts.

Sani-Flush will not injure the porcelain bowl or pipe connections.

HAROLD F. RITCHIE & CO., LTD.,  
10-12 McCaul Street, Toronto, Ontario

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

### CALIFORNIA FRUIT CANNERS ASSOCIATION

#### CALIFORNIA RIPE OLIVES DEL MONTE BRAND

Size—  
2½-quart Tall Cylinder Can  
No. 1 Pint Cylinder Can  
No. 16 Jar  
No. 4 Jar  
No. 10 Can

#### YUBA BRAND

2½-quart Tall Cylinder Can  
No. 1 Pint Cylinder Can  
No. 10 Can  
Picnic Can

#### BORDEN MILK CO., LTD.

##### CONDENSED MILK

Terms, net, 30 days.

Eagle Brand, each, 48 cans... \$8.75  
Reindeer Brand each 48 cans... 8.45  
Silver Cow, each 48 cans... 7.90  
Gold Seal, Purity, each 48 cans... 7.75  
Mayflower Brand, each 48 cans... 7.75  
Challenge Clover Brand, each 48 cans... 7.25

##### EVAPORATED MILK

St. Charles Brand, Hotel, each 24 cans... \$6.40  
Jersey Brand, Hotel, each 24 cans... 6.40  
Peerless Brand, Hotel, each 24 cans... 6.40  
St. Charles Brand, Tall, each 48 cans... 6.50  
Jersey Brand, Tall, each 48 cans... 6.50  
Peerless Brand, Tall, each 48 cans... 6.50  
St. Charles Brand, Family, each, 48 cans... 5.50  
Jersey Brand, Family, each 48 cans... 5.50  
Peerless Brand, Family, each 48 cans... 5.50  
St. Charles Brand, small, each 48 cans... 2.60  
Jersey Brand, small, each 48 cans... 2.60  
Peerless Brand, small, each 48 cans... 2.60

##### CONDENSED COFFEE

Reindeer Brand, Large, each 24 cans... 5.75  
Reindeer Brand, Small, each 48 cans... 6.00  
Regal Brand, each 24 cans... 5.40  
Cocoa, Reindeer Brand, large, each 24 cans... 5.75  
Reindeer Brand, small, 48 cans 6.00

#### CARNATION MILK PRODUCTS CO., LTD.

All points east of and including Fort William, in Ontario, Quebec and Maritime Provinces.

##### EVAPORATED MILK

Carnation, 16-oz. talls (48 cans per case) ... \$6.40  
Carnation, 6-oz. baby (96 cans per case) ... 5.40  
Canada First, 16-oz. talls (48 cans per case) ... 6.25  
Canada First, 6-oz. baby (48 cans per case) ... 2.60  
Canada First, 12-oz. family (48 cans per case) ... 5.50  
Canada First, 32-oz. hotel (24 cans per case) ... 6.15

##### GELATINE

Cox's Instant Powdered Gelatine (2-qt. size), per doz... 1.35  
Knox Plain Sparkling Gelatine (2-qt. size), per doz... 1.75  
Knox Acidulated Gelatine (lemon flavor), 2-qt. size, per doz... 1.85

#### W. CLARK, LIMITED, MONTREAL.

Assorted meats—1s, \$4.45.  
Compressed Corn Beef—½s, \$2.90; 1s, \$4.45; 2s, \$9.25; 6s, \$34.75; 1s, \$80.  
Lunch Ham—1s, \$4.25; 2s, \$8.  
Ready Lunch Beef—1s, \$4.45; 2s, \$9.  
English Brawn—½s, \$2.90; 1s, \$4.95; 2s, \$9.25.  
Boneless Pig's Feet—½s, \$2.90; 1s, 4.95; 2s, \$9.25.  
Ready Lunch Veal Loaf—½s, \$2.40; 1s, \$4.45.  
Ready Lunch Beef-Ham Loaf—½s, \$2.40; 1s, \$4.45.  
Ready Lunch Beef Loaf—½s, \$2.40; 1s, \$4.45.  
Ready Lunch Asst. Loaves—½s, \$2.40; 1s, \$4.45.  
Geneva Sausage—1s, \$4.95; 2s, \$9.45

Roast Beef—½s, \$2.90; 1s, \$4.45; 2s, \$9; 6s, \$34.75.  
Boiled Beef—1s, \$4.45; 2s, \$9; 6s, \$34.75.  
Jellied Veal—½s, \$2.90; 1s, \$4.26; 2s, \$9.  
Cooked Tripe—1s, \$2.45; 2s, \$4.45.  
Stewed Ox Tail—1s, \$2.50; 2s, \$4.50.  
Stewed Kidney—1s, \$3.95; 2s, \$7.75.  
Mince Collops—½s, \$1.95; 1s, \$3.70; 2s, \$6.45.  
Sausage Meat—1s, \$4; 2s, \$7.75.  
Corn Beef Hash—½s, \$1.95; 1s, \$3.45; 2s, \$5.45.  
Beef Steak and Onion—½s, \$2.90; 1s, \$4.45; 2s, \$8.45.  
Jellied Hocks—2s, \$8.75; 6s, \$26.  
Irish Stew—1s, \$3.45; 2s, \$5.45.  
Cambridge Sausage—1s, \$4.45; 2s, \$8.45.  
Boneless Chicken—½s, \$5.90; 1s, \$8.95.  
Boneless Turkey—½s, \$5.90; 1s, \$8.95.  
Ox Tongue—½s, \$3.75; 1s, \$7.50; 1½s, \$12; 2s, \$15; 2½s, \$17.50; 3s, \$19; 3½s, \$20.50; 6s, \$45.  
Lunch Tongue—½s, \$4; 1s, \$8; 2s, \$15.50.  
Tongue Lunch—1s, \$6.75.  
Mince Meat (Tins)—1s, \$3.25; 2s, \$4.95; 6s, \$13.50.  
Mince Meat (Bulk)—5s, 25c; 10s, 24c; 50s, 23c; 80s, 22c per lb.  
Chateau Brand Pork and Beans, with Tomato Sauce—Ind., \$1.10; 1s, \$1.75; 2s, \$2.55; 3s, \$3.85.  
With Plain Sauce—Ind., \$1; 1s, \$1.65; 2s, \$2.40; 3s, \$3.40.  
Clark's Chateau Chicken or Tomato Soup, \$1.65; Vermicelli-Tomato, \$1.65.  
Chateau Brand Concentrated Soups—Vegetable, Mulligatawny, Ox Tail, Scotch Broth, Mock Turtle, Consomme, Mutton Broth, Pea, Julienne, Green Pea, Celery, \$1.25.  
No. 1, assorted case, \$1.35; No. 2, assorted case, \$1.35.  
Clark's Pork and Beans, Tomato Sauce, Blue Label—Ind., 95c; 1s, \$1.25; 1½s, \$1.90; 2s, \$2.30; 3s, flats, \$2.95; 3s, talls, \$3.35; 6s, \$12; 12s, \$20.  
Plain Sauce, Pink Label—Ind., 85c; 1s, \$1.15; 1½s, \$1.65; 2s, \$1.95; 3s (flats), \$2.50; 3s (talls), \$2.95; 6s, \$10; 12s, \$18.  
Lambs' Tongues—½s.  
Chili Sauce (red and gold label)—Ind., 95c; 1s, \$1.25; 1½s, \$1.90; 2s, \$2.30; 3s (flat), \$2.95.  
Vegetarian Baked Beans and Tomato Sauce—2s, \$2.  
Sliced Smoked Beef—½s, \$2.35; 1s, \$3.45; 4s, \$24.  
Canadian Boiled Dinner—1s, \$2.45; 2s, \$5.95.  
Spaghetti with Tomato Sauce with Cheese—½s, \$1.85; 1s, \$2.50; 3s, \$4.80.  
Tongue, Ham and Veal Pates—½s, \$1.95.  
Ham and Veal Pates—½s, \$1.95.  
Smoked Geneva Sausage—½s, \$2.85.  
Pate D'Foie—¼s, 75c; ½s, \$1.40.  
Lunch Tongue in glass—1s, \$9.95.  
Ox Tongues in glass—1½s, \$14; 2s, \$17.  
Brisket Beef in glass—1s, \$9.95.  
Chicken Breasts in glass—½s, \$9.95.  
Sliced Smoked Beef in glass—½s, \$1.75; ¼s, \$2.75; 1s, \$3.45.  
Potted and Deviled Meats (tins)—Beef Ham, Tongue, Veal, Game and Beef—¼s, 75c.  
Meats, assorted—¼s, 80c; ½s, \$1.40.  
Assorted—½s, \$1.45.  
Clark's Peanut Butter (glass jars)—¼s, \$1.45; ½s, \$1.95; 1s, \$2.45.  
Clark's Peanut Butter (in bulk)—5s, 30c; 12s, 28c; 24s, 27c; 50s, 27c.  
Clark's Tomato Ketchup—8s, \$2.25; 12s, \$2.80; 16s, \$3.50.  
Fluid Beef Cordial—20oz. bottle, \$10; 10oz. bottle, \$5.  
English Plum Pudding—½s, \$2.45.  
Smoked Sausage, Vienna Style—½s, \$2.85.

#### COLMAN'S OR KEEN'S MUSTARD.

Per doz. tins  
D. S. F., ¼-lb. ... \$ 2 20  
D. S. F., ½-lb. ... 4 20  
D. S. F., 1-lb. ... 8 10  
F. D., ¼-lb. ... 1 40  
Per jar  
Durham, 1-lb. jar, each... 0 50  
Durham, 4-lb. jar, each... 1 75



DIRECT IMPORTER  
 OF  
**BEANS, RICE, PEANUTS**

And other Oriental Products

Communicate with us before you buy

Established  
1883

**S. TAMURA**

Head Office  
KOBE

Tamura Bldg.,

VANCOUVER, B.C.

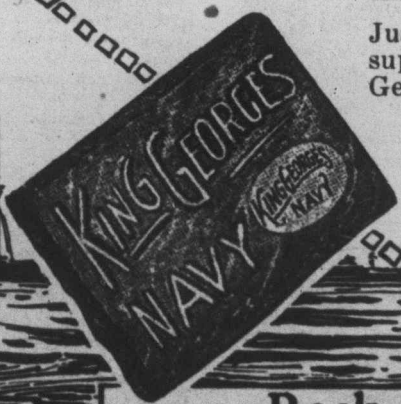
**KING GEORGE'S**  
**NAVY** CHEWING  
 TOBACCO

Reliable as the Navy whose  
name it bears

King George's Navy has stood the test.

Just as the British Navy has proven its superiority time and again, so has King George's Navy Chewing Tobacco pre-eminently proven its superior quality, ranking to-day first in the estimation of "chewers" who seek the best.

Be a "King Gerge's"  
dealer.



Rock City Tobacco Co., Ltd.

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



## Small Investment— Quick Turnover

Pleasing your customers is so easy, if you carry the little side lines that meet their emergencies. Sunset Soap Dyes require only a small investment yet sell themselves from a counter display requiring little space.

They will dye cotton, silk, linen or wool fabrics any desirable color and so find countless uses in every home. The fashion demands for stockings that just match the shoes—hair ribbons and sashes to go with little girls' frocks, a blouse to harmonize with the tailored suit and for renovating last year's dresses, create frequent needs for these dependable dyes. Customers will appreciate your supplying these needs.

You will find the discounts generous. Send to-day for a gross, assorted colors.

WRITE FOR PRICES AND DISCOUNTS TO

*Canadian Distributors*

**Harold F. Ritchie & Co., Limited**  
TORONTO, ONTARIO

Manufactured by

Sunset Soap Dye Co., Inc., New Rochelle, New York

**JELL-O**

**GENESEE PURE FOOD CO.**

Assorted case, 4 dozen.....	\$4 00
Lemon, 2 dozen .....	2 00
Orange, 2 dozen .....	2 00
Raspberry, 2 dozen .....	2 00
Strawberry, 2 dozen .....	2 00
Chocolate, 2 dozen .....	2 00
Cherry, 2 dozen .....	2 00
Vanilla, 2 dozen .....	2 00
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 70
Chocolate, 2 dozen .....	2 70
Vanilla, 2 dozen .....	2 70
Strawberry, 2 dozen .....	2 70
Lemon, 2 dozen .....	2 70
Unflavored, 2 dozen .....	2 70
Weight, 11 lbs. to case. Freight rate, 2d class.	

**KLIM**

Hotel size, 6 10-lb. tins to case .....	\$15.50
Household size, 1-lb., 24 to case .....	6.30
Sample size, 4-oz., 48 to case .....	4.50

**THE CANADA STARCH CO., LTD., EDWARDSBURG BRANDS and**

**BRANTFORD BRANDS**

<b>Laundry Starches—</b>	
Boxes	Cents
40 lbs. Canada Laundry.....	.09 1/2
40 lbs., 1 lb. pkg., White Gloss .....	.10
48 lbs., No. 1 White or Blue Starch, 3-lb. cartons.....	.10 1/2
100-lb. kegs, No. 1 white..	.10
200-lb. bbls., No. 1 White..	.10
30 lbs., Edwardsburg Silver Gloss, 1-lb. chromo pkgs..	11 1/2
48 lbs., Silver Gloss, in 6-lb. tin canisters .....	.13
36 lbs. Silver Gloss, in 6-lb. draw lid boxes .....	.13
100 lbs., kegs, Silver Gloss, large crystals .....	.11
40 lbs., Benson's Enamel, (cold water), per case....	3.25
20 lbs. Casco Refined Potato Flour, 1-lb. pkgs. ....	.15
Celluloid, 45 cartons, case..	4.50
<b>Culinary Starch.</b>	
40 lbs., W. T. Benson & Co.'s Celebrated Prepared .....	11 1/2
40 lbs. Canada Pure Corn..	10 1/2
20-lb. Casco Refined Potato Flour, 1-lb. pkgs. ....	.18
(20 lb. boxes, 1/2c higher, except potato flour)	

**BRANTFORD STARCH**

**Ontario and Quebec.**

<b>Laundry Starches—</b>	
Canada Laundry .....	\$0 09 1/2
<b>Acme Gloss Starch—</b>	
1-lb. cartons, boxes of 40 lbs. 1 10	
First Quality White Laundry—	
3-lb. canisters, ca. of 48 lbs. 0 10 1/2	
Barrels, 200 lbs.....	0 10
Kegs, 100 lbs.....	0 10
<b>Lily White Gloss—</b>	
1-lb. fancy carton cases, 30 lbs. ....	0 11
8 in case.....	0 12 1/2
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case....	0 12 1/2
Kegs, extra large crystals, 100 lbs. ....	0 10 1/2
<b>Canadian Electric Starch—</b>	
Boxes containing 40 fancy pkgs., per case.....	3 25
<b>Celluloid Starches—</b>	
Boxes containing 45 cartons, per case .....	4.50

Challenge Prepared Corn—  
1-lb. pkts., boxes of 40 lbs. 0.10

**SYRUP**

**THE CANADA STARCH CO., LTD., CROWN BRAND CORN SYRUP.**

Perfect Seal Jars, 3 lbs., 1 doz. in case .....	\$4.25
2-lb. tins, 2 doz. in case....	4.65
5-lb. tins, 1 doz. in case....	5.25
10-lb. tins, 1/2 doz. in case..	4.95
20-lb. tins, 1/4 doz. in case..	4.90
(Prices in Maritime Provinces 10c per case higher).	

Barrels, about 700 lbs.....	\$0.07
Half bbls., about 350 lbs....	0.07 1/2
1/4 bbls., about 175 lbs.....	0.07 1/2
2-gal. wooden pails, 25 lbs.	2.15
3-gal. wooden pails, 28 1/2 lbs. ....	3.25
5-gal. wooden pails, 65 lbs.	5.25

**LILY WHITE CORN SYRUP**

2-lb. tins, 2 doz. in case....	\$5.15
5-lb. tins, 1 doz. in case....	5.70
10-lb. tins, 1/2 doz. in case..	5.45
20-lb. tins, 1/4 doz. in case..	5.40

**ST. LAWRENCE SUGAR REFINING CO.**

<b>Crystal Diamond Brand Cane Syrup</b>	
2-lb. tins, 2 doz. in case.....	\$5.50
Barrels, per 100 lbs.....	3 00
1/2 barrels, per 100 lbs.....	3 25

**INFANTS' FOOD**

**MAGOR, SON & CO., LTD.**

<b>Robinson's Patent Barley—</b>	Doz.
1 lb. ....	\$4 00
1/2 lb. ....	2 00
<b>Robinson's Patent Groats—</b>	
1 lb. ....	\$4 00
1/2 lb. ....	2 00

**NUGGET POLISHES**

<b>Polish, Black, Tan, Toney</b>	Doz.
Red and Dark Brown.....	.30
Card Outfits, Black and Tan.	3.50
Metal Outfits, Black and Tan.	4.50
Creams, Black and Tan .....	1.25
White Cleaner .....	1.25

**IMPERIAL TOBACCO CO. OF CANADA, LIMITED EMPIRE BRANCH**

Black Watch, 3 1/2s. lb.....	\$ 0 65
Bobs, 1/2s .....	0 64
Currency, 8s .....	0 62
3tag Bar, 8s, boxes 5 lbs....	0 61
Pay Roll, thick bars, 1-10s..	0 60
Pay Roll, plug, 10s and 6-lb. caddies .....	0 50
Shamrock 9s, 1/2 cads., 12 lbs., 1/4 cads., 4 lbs.....	0 70
Great West Pouches, 10s, 2-lb. boxes, 1/2 and 1-lb. lunch boxes .....	0 50
Forest and Stream, tins, 1lb, 2 lb. cartons .....	0 50
Forest and Stream, 1/2s, 1/2s and 1-lb. tins .....	0 50
Forest and Stream, 1-lb. glass humidors .....	1 15
Master Workman, 10s, 2 lb. cartons .....	0 50
Master Workman, bars, 6s, 2/3s, 1/2 butts, 9-lb. boxes, 3 lbs. ....	0 75
Derby 3 1/2s, 1/2 butts, 3 1/2-lb. boxes .....	0 70
Golden Rod, 8s.....	0 64
Ivy, 8s, 1/2 butts, 9 lb. boxes	0 64
Old Virginia, 10s .....	0 57
Fig Leaf, 8s.....	0 64
Old Kentucky (bars), 3 1/2s, boxes, 6 lbs.....	0 50
Queen's Navy (bars), 3 1/2s, 5 1/2-lb. boxes .....	0 72
Walnut, 8s .....	0 70

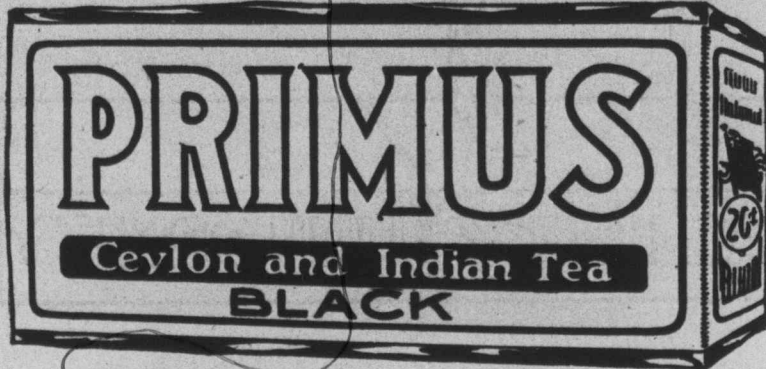


1842

1918

# Seventy-Six Years of Honest Reputation

*Have you handled our famous "PRIMUS" TEAS in packages?*



The most excellent beverage at a reasonable price.

**Sold everywhere.**

"PRIMUS" TEA is amongst the most popular brands in Canada, enjoying the best reputation for a high class article.

Uniform in quality, and superior in taste to many others.

Owing to the great demand, we have been able to secure large stocks, and are maintaining a price under the market, to-day.

## FOLLOW THE FOOD CONTROLLER'S ADVICE AND EAT MORE SEA FOOD

**We offer**

25 Barrels	Whitman Fine Codfish,	200 lb. barrels,	at \$13.00 each.
10 "	Bonaventure	200 lb. "	at 12.00 "
40 "	Fine Salted Herrings,	large and fat,	at 11.00 "

AMERICAN TOMATOES, "Twos," will cost for 1918 pack, about \$2.10 doz.

We offer, subject to be in stock,

10,000 Doz. Finest Quality Tomatoes, "Twos," at 1.92½ "

*It is really attractive.*

## IMPORTED NUTMEGS

35 cases, Bleached, 120-130, at .28 lb.

*They are getting scarce.*

## DRIED FRUITS AND RAISINS

Several carloads have just arrived from "Sunny California."

Loose Muscatels, Loose Thompson Seedless, Peaches, Pears, Apricots,  
Prunes, all evaporated, in 25 lb. boxes, faced.

*Prices are reasonable.*

Strong market in California on all these commodities, and with American Government taking large quantities every day for the army and navy, our prices should appeal to you.

**Best service with us.**

# L. CHAPUT, FILS & CIE., LIMITÉE

Wholesale Grocers and Importers

2, 4, 6, 8, 12 and 15 DeBresoles St.,

MONTREAL



Goods sold under

# Gazelle Brand

are the pick of a thorough selection  
made from the best available packs.

---

The **GAZELLE** Standard  
is rigidly maintained at the highest  
quality consistent with  
each yearly crop.




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



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





**No Better Salt  
in the World**

**Windsor  
Table  
Salt**  
*Made in  
Canada*

THE CANADIAN SALT CO. LIMITED



2 and 5-lb. Cartons  
10 and 20-lb. Bags

REPRESENTED BY

**H. P. PENNOCK & CO., LTD.**

*Wholesale Grocery  
Commission Brokers*

HEAD OFFICE **WINNIPEG** MANITOBA

Give snap and variety  
to your cooking with

**Lea & Perrins**

The original  
and genuine  
Worcestershire Sauce.  
Sold by Grocers Everywhere.



*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 Canadian Grocer will gladly assist manufacturers at home and abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

## WESTERN PROVINCES.

### WHOLESALE GROCERY BROKERS

*Manufacturers' Agents  
Commission Merchants*

W. H. ESCOTT CO. Ltd., Winnipeg, Man.  
W. H. ESCOTT CO. Ltd., Regina, Sask.  
W. H. ESCOTT CO. Ltd., Saskatoon, Sask.  
W. H. ESCOTT CO. Ltd., Calgary, Alta.  
W. H. ESCOTT CO. Ltd., Edmonton, Alta.  
W. H. ESCOTT CO. Ltd., Fort William, Ont.

Est. 1907. Write us.

Correspondence Solicited.

Head Office and Warehouse, 181-183 Bannatyne  
Ave. E., Winnipeg, Can.

#### MANUFACTURERS:

Do you require first class representation?  
Write us. Satisfaction guaranteed.  
GEO. W. GRIFFITHS & CO., LTD.  
Manufacturers' Agents and Commission  
Brokers  
402 Chamber of Commerce  
Winnipeg - Manitoba

When answering  
Advertisements please mention  
Canadian Grocer

### C. & J. JONES

WINNIPEG - VANCOUVER

*Wholesale Commission Brokers  
and Importers*

During the fifteen years we have been on this Western market, we have built up a big business with European manufacturers. We give the same attention to Canadian and American manufacturers. Write for details of our service.

205 CURRY BUILDING  
WINNIPEG

"Always On The Job"

## The H. L. Perry Co., 214-216 Princess St., Winnipeg

As your Selling Agents, we can make a big success of your Account.

STORAGE

DISTRIBUTING

FORWARDING

## Get the "Grocers' Encyclopedia"—

A large, handsomely bound volume, with scores of fine half-tone and color illustrations about the goods you buy and sell.

A book that you will be proud of—that you will like to see always on your library table—full of the very information you want in your business.

Price Prepaid \$10.50.

Technical Book Dept.— MacLean Publishing Company

143-153 University Ave. - Toronto

# EL ROI-TAN PERFECT CIGAR

Kindly Mention This Paper When Writing Advertiser

*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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**ONTARIO**

**DRIED AND EVAPORATED APPLES.**  
Apple Waste and Chops, Specialties  
**H. W. Ackerman**  
BELLEVILLE ONTARIO

**Maclure & Langley, Limited**  
Manufacturers' Agents  
Grocers, Confectioners  
and Drug Specialists  
12 FRONT STREET EAST TORONTO

**W. F. ELLIOT**  
*Manufacturers' Agent  
and Importer of  
High Grade Foodstuffs*  
**Fort William  
Ont.**  
  
Representing:  
The Dominion Sugar Co., Ltd., Chatham,  
Wallaceburg, Kitchener.  
The Ingersoll Packing Co., Ltd., Ingersoll,  
Ont.  
The Quaker Oats Co., Saskatoon, Sask.  
The J. C. Wilson, Ltd., Paper and Bag  
Mfrs., Montreal.  
Magor, Son & Co., Ltd., Montreal.  
The Dominion Match Co., Ltd., Deseronto.  
J. Tobin & Sons, Peerless Soldiers' Com-  
fort Boxes, Ottawa.

**W. G. PATRICK & CO.**  
Limited  
Manufacturers' Agents  
and Importers  
51-53 Wellington St. W., Toronto

**LOGGIE, SONS  
& CO.**  
Merchandise Brokers and  
Manufacturers' Agents  
**Grocery, Drug and Confectionery Specialties.**  
*"We cover Canada 3 times a year."*  
Foy Bldg., 32 Front Street W.  
TORONTO - - ONTARIO

**W. G. A. LAMBE & CO.**  
TORONTO  
Established 1885  
SUGARS FRUITS

Let Canadian Grocer—the paper most interested in your business—help you in your Want Ad. Problems.

Its circulation is among Business Men, interested in the same way as you are. Consequently, any replies you received would be earnest enquiries after business. You would thus eliminate the curious.

Use the Want Ad. Page of Canadian Grocer frequently to fill your needs. It will pay you.

# MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of Canadian Grocer will gladly assist manufacturers at home and abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

## QUEBEC

Complete Trade Connection.

### JOHN E. TURTON

Importer and Commission Merchant  
55 St. Francois Xavier St. - Montreal  
Wholesale and Retail

### G. B. MacCALLUM & CO.

GROCERY BROKERS  
489 St. Paul St. W., Montreal  
Complete connection with the Grocery and Confectionery trade of Montreal.  
Daily Motor Delivery to all parts of City and Suburbs.

### ROSE & LAFLAMME LIMITED

Commission Merchants  
Grocers' Specialties,  
MONTREAL TORONTO

### H. D. MARSHALL

Wholesale Grocery Broker  
OTTAWA MONTREAL HALIFAX

### Oats—Peas—Beans—Etc.

Handled in any quantities to best advantage by

### J. R. GENEST

Wholesale Grain, Flour, Feed and Provision Merchant  
BOARD OF TRADE BUILDING, MONTREAL

### FREEMAN and SHEELY

WHOLESALE GROCERY BROKERS  
St. Nicholas Bld. - Montreal

## MARITIME PROVINCES

### C. B. HART, Reg.

Montreal, P.Q.  
Grocery and Chemical Brokers  
Commission Agents

Do you require representation in  
New Brunswick?

Schofield & Beer, St. John, N.B.  
Commission Merchants  
Agents for: Acadia Sugar Refining Co.,  
Ltd., Halifax, N.S.; W. C. Macdonald,  
Regd., Montreal, P.Q.

### Gaetz & Mosher

MANUFACTURERS' AGENTS AND  
GROCERY BROKERS  
P. O. BOX 145 HALIFAX, N.S.

To the Wholesale Trade only

# Raw Sugars

and

# Molasses

West India Company, Ltd.

Coristine Building, Montreal



**Aints To Buyers and Sellers** *from Quebec City & Province*

# Quebec's Responsible Brokers

Our present excellent trade connection is the result of

## 28 YEARS OF EXPERIENCE

IN BROKERAGE BUSINESS, GRAIN AND PRODUCE.

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

17 RUE ST. JACQUES

QUEBEC CITY

## PROVISIONS, FLOUR AND GENERAL GROCERIES

### R. F. CREAM & CO., LIMITED

Brokers and Commission Merchants

85 Dalhousie Street, - QUEBEC

## BUCHANAN & AHERN

*Wholesale Commission Merchants  
and Importers*

GROCERIES, FLOUR,  
MILL-FEED, GRAIN, ETC.

20 ST. ANTOINE ST. (Cor. Dalhousie Street)

QUEBEC, QUE.

### Advertising makes for a better product—

Not only does advertising create a good impression regarding the product advertised but it **makes for a better product**. There are added responsibility and written-printed claims to substantiate.

*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 or line they represent.

- ACME VINEGAR CO., Winnipeg.  
Donald H. Bain Co., Winnipeg.
- ALEXANDER MOLASSES CO., Cincinnati, U.S.A.  
Canned Molasses.  
H. P. Pennock & Co., Ltd., Winnipeg.
- AMERICAN CONFECTIONERY SYNDICATE,  
New York—Buddy Buds.  
F. D. Cockburn Co., Winnipeg.
- AMERICAN PEANUT CORP., Norfolk, Va.—  
Donald H. Bain Co., Winnipeg.
- ANDERSON & MICKIN, Vancouver—Salmon.  
Watson & Truesdale, Winnipeg.
- ARBUCKLE BROS., New York—Green Coffees.  
Mason & Hickey, Winnipeg.
- H. E. ARNOLD, Canton, China—Cassia and  
Ginger.  
Scott-Bathgate Co., Ltd., Winnipeg.
- ATLANTIC SUGAR REFINERIES, Ltd., Mon-  
treal—Lantic Sugar and Syrup.  
H. P. Pennock & Co., Ltd., Winnipeg.  
R. F. Cream & Co., Ltd., Quebec, P.Q.
- AUNT JEMIMA MILLS CO., St. Joseph, Mo.—  
Pancake Flour.  
W. L. Mackenzie & Co., Winnipeg.
- ALMOND PASTE  
W. G. Patrick & Co., Ltd., Toronto.
- ARROWROOT GROWERS' ASSOCIATION  
Frank L. Benedict & Co., Montreal.
- APOLLO TOOTHPICKS  
Frank L. Benedict & Co., Montreal.
- ARMOUR & CO., Chicago—Oleomargarine.  
Watson & Truesdale, Winnipeg.
- B
- B. T. BABBITT, Inc.  
W. H. Dunn, Ltd., Montreal.  
Dunn & Hortop, Toronto.
- BAILEY BROOM CO., Kingston, Ont.—Brooms.  
Tees & Persee, Winnipeg.
- BALLIS & CO., Messina, Italy—Sulphur Filberts.  
Scott-Bathgate Co., Ltd., Winnipeg.
- BEACH'S CONFECTIONERY  
Maclure & Langley, Toronto.
- B. C. PACKERS' ASSOC., Vancouver, B.C.—  
Clover Leaf Salmon.  
G. B. Thompson & Co., Winnipeg.
- BEANS  
C. B. Hart, Reg., Montreal.  
West India Co., Montreal.
- JNO. BUCHANAN & BROS., LTD.  
The Robt. Gillespie Co., Winnipeg.
- C. J. BODLEY'S XMAS PUDDING  
The Robt. Gillespie Co., Winnipeg.
- BALMER, LAURIE & CO., Calcutta—Tea.  
C. & J. Jones, Winnipeg.
- BATGER & CO., London—Candied Peels.  
W. L. Mackenzie & Co., Winnipeg.
- THE BOOTH FISHERIES CO. OF CANADA,  
LTD., St. Andrews, N.B.—Sardines and Can-  
ned Herring.  
Watson & Truesdale, Winnipeg.
- BRITISH COLUMBIA SUGAR REFINING CO.,  
LTD., Vancouver—Sugar, Rogers' Golden  
Syrup.  
Donald H. Bain Co., Winnipeg.
- BRITISH COLUMBIA HOP CO., San Francisco  
—Hops.  
Donald H. Bain Co., Winnipeg.
- BAKER, EDGAR & CO., Liverpool—Valencia  
Onions, Ma laga Grapes.  
Donald H. Bain Co., Winnipeg.
- BARNES' GRAPE JUICE  
H. D. Marshall, Montreal.
- BISTO.  
W. G. Patrick & Co., Ltd., Toronto.
- BOSTON BROWN BREAD  
W. G. Patrick & Co., Ltd., Toronto.
- BRADSHAW'S, LIMITED  
F. D. Cockburn Co., Winnipeg.
- BECKWITH, J. L., Victoria, B.C.—Canned Sal-  
mon.
- BEL P. Pennock & Co., Ltd., Winnipeg
- BORDEN MILK CO., LIMITED.  
Wm. H. Dunn, Limited, Toronto.  
Dunn-Hortop, Limited, Toronto.
- BENROEP'S COCOA.  
Wm. H. Dunn, Ltd., Montreal.
- B. & L. MFG. CO., Sherbrooke, Que.—Maple Leaf  
Dirt Chaser.  
H. P. Pennock & Co., Ltd., Winnipeg
- BETZ & VAN HELJST, Holland.  
H. P. Pennock & Co., Ltd., Winnipeg
- BON AMI CO., New York—Bon Ami Cake and  
Powder.  
The H. L. Perry Co., Winnipeg.
- BIRDLAND SOCIETY, London, Ont.—Cottam's  
Bird Seed and Gravel.  
The H. L. Perry Co., Winnipeg.
- BORDEN MILK CO.—Condensed Milk, etc.  
Mason & Hickey, Winnipeg.
- BRITISH COLUMBIA HOP CO.  
Donald H. Bain Co., Winnipeg.  
A. P. Tippet & Co., Montreal.
- BORDEAUX AND NEW YORK TRADING CO.  
C. B. Hart, Reg., Montreal.
- BARRELLED PORK.  
R. F. Cream & Co., Ltd., Quebec, P.Q.
- BROCK'S BIRD SEED AND GRAVEL.  
Frank L. Benedict & Co., Montreal.
- BEANS, KATENASHI, OTENASHI, MAN-  
CHURIAN.  
H. P. Pennock & Co., Ltd., Winnipeg
- C
- CANADIAN CANNED GOODS.  
C. B. Hart, Reg., Montreal.
- CALIFORNIA CANNED FRUIT.  
C. B. Hart, Reg., Montreal.  
W. G. Patrick & Co., Ltd., Toronto.
- CALIFORNIA DIAMOND BRAND WALNUTS.  
A. P. Tippet & Co., Montreal.
- CALIFORNIA FRUIT CANNERS' ASSOC., San  
Francisco—Del Monte Canned Goods.  
Mason & Hickey, Winnipeg.
- CALIFORNIA FRUITS  
A. P. Tippet & Co., Montreal.
- CALIFORNIA PEACH GROWERS, INC.  
Donald H. Bain Co., Winnipeg.
- CALIFORNIA ASSOCIATED RAISIN CO.  
Donald H. Bain Co., Winnipeg.
- CALIFORNIA PRUNE AND APRICOT GROW-  
ERS, San Jose, Cal.  
Donald H. Bain Co., Winnipeg.
- CALIFORNIA PRODUCTS CO., San Francisco—  
Canned Goods.  
H. P. Pennock & Co., Ltd., Winnipeg.
- CAMP COFFEE ESSENCE  
Rose & Lafamme, Montreal.
- CAMPBELL'S SOUPS.  
Rose & Lafamme, Montreal.
- JOS. CAMPBELL CO., Camden, N.J.—Campbell's  
Soups (sub-agency under Rose & Lafamme,  
Montreal).  
The H. L. Perry Co., Winnipeg.
- CANADA CHEESE BOX CO.  
Scott-Bathgate Co., Winnipeg.
- CANADA NUT CO., Vancouver.  
Mason & Hickey, Winnipeg.
- CANADA PRESERVING CO.  
The Robert Gillespie Co., Winnipeg.
- CANADA STARCH CO.—Starch, Syrups, etc.  
Mason & Hickey, Winnipeg.
- CARBOLOCENCE—Disinfectant Fluid.  
McClellan Import Co., Montreal.
- CARTER, MACY & CO., Inc., New York—Teas.  
Watson & Truesdale, Winnipeg.
- COX GELATINE.  
A. P. Tippet & Co., Montreal.  
Tees & Persee, Winnipeg.
- CRESCENT MFG. CO.—Mapleine.  
Mason & Hickey, Winnipeg.
- DA COSTA & CO.—Barbadoes Molasses.  
West India Company, Montreal.
- J. C. CARPENTER CO.—Preserved Texas Figs.  
W. G. Patrick & Co., Ltd., Toronto.
- COFFEE ESSENCE (in Bottles)  
Fred Coward, Toronto.
- COFFEE.  
West India Company, Montreal.
- COCOANUTS  
West India Company, Montreal.
- CO-OPERATIVE TEA GARDENS CO., Ceylon—  
Ceylon Teas.  
H. P. Pennock & Co., Ltd., Winnipeg.
- CONSUMERS' CORDAGE CO., Ltd., Montreal.  
Tees & Persee, Winnipeg.
- J. & G. COX, Ltd., Edinburgh.  
A. P. Tippet & Co., Montreal.  
Tees & Persee, Winnipeg.
- CHARBONNEAU, Ltd.—Biscuits and Confection-  
ery, Maple and Table Syrups.  
The Robt. Gillespie Co., Winnipeg.
- CLARKE, WM., Ltd., Montreal—Canned Meats,  
Soups, Pork and Beans, etc.  
W. L. Mackenzie & Co., Ltd., Winnipeg.
- CANADIAN CEREAL & FLOUR MILLS, Toronto  
—Barley, Split Peas.  
W. L. Mackenzie & Co., Ltd., Winnipeg.
- CAMERON, A., & CO., Ltd., Kobe—Beans, Pro-  
duce.  
W. L. Mackenzie & Co., Ltd., Winnipeg.
- CASTLE BROS., San Francisco—Dried Fruits.  
C. B. Hart, Reg., Montreal.  
W. L. Mackenzie & Co., Ltd., Winnipeg.
- CRAWFORD, WM., & SONS, LTD., Liverpool—  
Biscuits.  
W. L. Mackenzie & Co., Ltd., Winnipeg.
- CREMIDI BROS., Patras—Greek Currants.  
W. L. Mackenzie & Co., Ltd., Winnipeg.
- COTTER, R. E., San Francisco—Salmon.  
W. L. Mackenzie & Co., Ltd., Winnipeg.
- COMMERCIAL PACIFIC CO., San Francisco—  
Australian Products, Onions, Currants.  
W. L. Mackenzie & Co., Ltd., Winnipeg.
- CAVERLY-PLUMER CO., Lynn, Mass.—Creams  
of Tartar Substitutes.  
Watson & Truesdale, Winnipeg.
- CHURCH & DWIGHT.  
R. F. Cream & Co., Ltd., Quebec, P.Q.
- CROSBY MOLASSES CO., St. John, N.B.  
Watson & Truesdale, Winnipeg.
- CURTIS OLIVE CORPORATION, Los Angeles,  
Cal.—Ripe Olives.  
Watson & Truesdale, Winnipeg.
- CANADIAN CANNERS, LTD., Toronto.  
Donald H. Bain & Co., Winnipeg.
- CUDAHY PACKING CO., LTD., Toronto—Old  
Dutch Cleanser, Soups, Gem Lye.  
Donald H. Bain & Co., Winnipeg.
- CANADA MAPLE EXCHANGE, Montreal—Maple  
Syrup and Sugar.  
Scott-Bathgate Co., Winnipeg.
- C. CERONI, Patras—Greek Currants.  
Donald H. Bain & Co., Winnipeg.
- CURTICE BROS. CO., Rochester—Blue Label  
Catsups and Canned Goods.  
Donald H. Bain Co., Winnipeg.  
Wm. H. Dunn, Ltd., Montreal.
- CHURCH & DWIGHT, LTD., Montreal.  
Tees & Persee, Winnipeg.
- C. H. CATELLI CO., LTD., Montreal.  
Tees & Persee, Winnipeg.
- CALEY, A. J., & SON, LTD. Norwich, Eng.—  
Christmas Stockings, Crackers and Chocolates.  
Watson & Truesdale, Winnipeg.
- CUTTER-TOWER CO., New York—Toothpicks.  
Donald H. Bain Co., Winnipeg.
- CEREBOS SALT  
W. G. Patrick & Co., Ltd., Toronto.
- CAMEMBERT CHEESE  
W. G. Patrick & Co., Ltd., Toronto.
- CUTLER-MAGNER CO., Duluth, U.S.A.—Rock  
Salt.  
H. P. Pennock & Co., Ltd., Winnipeg.
- CANNED GOODS, ALL KINDS.  
H. P. Pennock & Co., Ltd., Winnipeg.
- CALEY'S XMAS STOCKINGS (B.C. only).  
The Robt. Gillespie Co., Winnipeg.
- CANADIAN SALT CO., Windsor, Ont.—Windsor  
and Regal Salt.  
H. P. Pennock & Co., Ltd., Winnipeg.
- CANNED CORN.  
W. G. Patrick & Co., Ltd., Toronto.
- CARNATION MILK PRODUCTS CO., LTD.,  
Aylmer, Ont.  
H. D. Marshall, Montreal.  
Tees & Persee, Ltd., Winnipeg.
- CLAYQUOT SOUND CANNING CO., Victoria,  
B.C.—Canned Salmon.  
H. P. Pennock & Co., Ltd., Winnipeg.



**CAPERS, SPANISH.**  
W. G. Patrick & Co., Ltd., Toronto.

**CREAMED CHICKEN A LA KING** ("Purity Cross") Brand.  
W. G. Patrick & Co., Ltd., Toronto.

**CEYLON COCOANUT**  
W. G. Patrick & Co., Ltd., Toronto.

**THE CROCKER MILLING CO.,** Minneapolis, Minn.—Cornmeal.  
The C. H. Grant Co., Winnipeg.

**CONFECTIONERY.**  
The Robt. Gillespie Co., Winnipeg.

**CHOCOLATES.**  
The Robt. Gillespie Co., Winnipeg.

**CANDIES.**  
The Robt. Gillespie Co., Winnipeg.

**CORN PRODUCTS REFINING CO.,** New York. Keenleyside Oil Co., London, Ont.

**CRESWELL BROS.,** London, Eng.—Sponges, Chamois Leathers, Etc.  
Stewart, Menzies & Co., Toronto.

**CREAMETTE CO.,** Minneapolis, Minn.—Macaroni, Vermicelli, etc.  
Mason & Hickey, Winnipeg.

**CROWN BROOM WORKS,** Vancouver, B.C.  
Mason & Hickey, Winnipeg.

**CRESCENT CREAMERY CO.,** Winnipeg—Bluebird Condensed Milk.  
Donald H. Bain Co., Winnipeg.

**CUTTER-TOWER CO.,** New York—Tooth Picks.  
Donald H. Bain Co., Ltd., Winnipeg.

**CATELLI'S MACARONI.**  
H. D. Marshall, Montreal.

**CALIFORNIA CITRUS CREAM.**  
H. D. Marshall, Montreal.

**CASTLE BROS.—Dried Fruits.**  
C. B. Hart, Reg., Montreal.

**COOKE'S BRAND PEAS.**  
Maclure & Langley, Toronto.

**CRAVEN'S CONFECTIONERY.**  
Maclure & Langley, Toronto.

**CURLING MARMALADE.**  
Maclure & Langley, Toronto.

**CARR & CO., Ltd.**  
Wm. H. Dunn, Ltd., Montreal.  
Dunn-Hortop, Ltd., Toronto.

**COTTAM'S BIRD SEED CO.**  
Wm. H. Dunn, Ltd., Montreal.

**CANADA THREAD MILLS CO., LTD.,** Toronto—Thread.  
Scott-Bathgate Co., Ltd., Winnipeg.

**CATZ & CO.,** Rotterdam, Holland—Caraway, Poppy and other seeds.  
Scott-Bathgate Co., Ltd., Winnipeg.

**J. CARAMANDANI CO., LTD.,** Patras, Greece—Currants.  
Scott-Bathgate Co., Ltd., Winnipeg.

**CHRISTIE, BROWN & CO.,** Toronto—Biscuits.  
Scott-Bathgate Co., Ltd., Winnipeg.

**D**

**DADELSZEN & CO.,** Bordeaux, France—Shelled Walnuts, Marbot Walnuts.  
Scott-Bathgate Co., Ltd., Winnipeg.

**DEMENECH & CO.,** Denias—Onions, Raisins.  
W. L. Mackenzie & Co., Ltd., Winnipeg.

**DICKENSON, ALBERT, & CO.,** Minneapolis—Popping Corn, etc.  
Donald H. Bain Co., Winnipeg.

**DINGEE, SQUIRE,** Chicago—Pickles.  
The H. L. Perry Co., Winnipeg.

**DISINFECTANT BLOCKETTES.**  
McLellan Import Co., Montreal.

**DOMINION BUTTON MFERS., LTD.,** Kitchener—Ivory, Fresh Water and Ocean Pearl.  
F. D. Cockburn Co., Winnipeg.

**DOMINION CANNERS, LTD.,** Hamilton.  
Tees & Persee, Ltd., Winnipeg.

**DOMINION CANNERS, Speciality.**  
H. D. Marshall, Montreal.

**DOMINION CARAMEL CO., LTD.,** Montreal—Diastasic Malt Flour for Bakers.  
Watson & Truesdale, Winnipeg.

**DOMINION FISH CO., LTD.,** Port Arthur—Lake Superior Herring.  
Donald H. Bain Co., Winnipeg.

**DOMINION MATCH CO.**  
W. F. Elliot, Fort William, Ont.

**DRIFAST.**  
Maclure & Langley, Toronto.

**DEFIANCE PACKING CO.,** Vancouver, B.C.  
C. H. Grant Co., Winnipeg.

**DRIED FRUITS.**  
C. B. Hart, Reg., Montreal.

**DOMINION GLASS CO., LTD.,** Montreal.  
Tees & Persee, Ltd., Winnipeg.

**DOMINION SALT CO., LTD.,** Sarnia, Ont.—Century Salt, Sifto.  
Donald H. Bain Co., Winnipeg.

**DOMINION SUGAR CO.—Sugar.**  
Mason & Hickey, Winnipeg.  
W. F. Elliot, Fort William, Ont.

**DOMINION TOBACCO CO.,** Montreal—Tobacco, Cigarettes.  
Donald H. Bain Co., Winnipeg.

**DOWNEY, W. P.,** Montreal—Cocoanut and Essential Oils.  
Watson & Truesdale, Winnipeg.

**DUTCH TEA RUSKS.**  
The Robt. Gillespie Co., Winnipeg.

**DYERS' PORK AND BEANS,** Vincennes, Ind.  
Watson & Truesdale, Winnipeg.

**E**

**EXTRACTS AND ESSENTIAL OILS.**  
W. G. Patrick & Co., Ltd., Toronto.

**EDDY, E. B., CO., LTD.,** Hull, Que.  
Tees & Persee, Ltd., Winnipeg.

**EDWARDS DESSICATED SOUPS.**  
Wm. H. Dunn, Ltd., Montreal.

**EDWARDS' FLOOR WAX.**  
Maclure & Langley, Toronto.

**ELGIN CHOCOLATES.**  
Maclure & Langley, Toronto.

**EPPS, JAMES, & CO.,** London, Eng.—Cocoa and Chocolates.  
F. D. Cockburn, Winnipeg.

**ESSEX CANNING & PRESERVING CO.,** Essex, Ont.—Canned Goods.  
Mason & Hickey, Winnipeg.

**EMPRESS MFG. CO.,** Vancouver, B.C.—Jams, Pickles, etc.  
H. P. Pennock & Co., Ltd., Winnipeg.

**EVANS, COLEMAN & EVANS,** Vancouver—Salmon.  
Donald H. Bain Co., Winnipeg.

**EXCELSIOR MACARONI CO.,** Winnipeg.  
Donald H. Bain Co., Winnipeg.

**EDGE, WM., & SONS, LTD.**  
F. D. Cockburn Co., Winnipeg.

**EUROPEAN CANNED GOODS.**  
C. B. Hart, Reg., Montreal.

**FELS & CO.,** Philadelphia—Fels Naptha Soap.  
Donald H. Bain Co., Winnipeg.

**FLAVELLES, LTD.,** Lindsay—Cheese, Honey, Poultry.  
W. L. Mackenzie & Co., Ltd., Winnipeg.

**FRENCH'S SALAD CREAM CUSTARD.**  
Maclure & Langley, Toronto.

**FOSTER, CLARK, LTD.—Custard Powders, H.D.**  
Health Salts, Lemonade Powders.  
Watson & Truesdale, Winnipeg.  
Stewart Menzies & Co., Toronto.

**FOSTER & HOLTERMAN,** Brantford, Ont.—Honey.  
Mason & Hickey, Winnipeg.

**FRAME & CO.,** New York—Spices, etc.  
Donald H. Bain Co., Winnipeg.

**FUNSTEN, R. E., DRIED FRUIT & NUT CO.,** St. Louis, Mo.—Pecans, etc.  
Donald H. Bain Co., Winnipeg.

**FURNIVAL-NEW, LTD.,** Hamilton—Pure Jam.  
The H. L. Perry Co., Winnipeg.

**FURUYA & NISHIMURA,** Montreal—Japan Tea, etc.  
R. F. Cream & Co., Ltd., Quebec, P.Q.  
The C. H. Grant Co., Winnipeg.

**FAIRBANK, N. K., CO., LTD.,** Montreal.  
Tees & Persee, Ltd., Montreal.

**FRENCH CASTILE SOAP.**  
A. P. Tippet & Co., Montreal.

**FOLEY, E. Y. (Raisins),** Fresno, Cal.  
Watson & Truesdale, Winnipeg.

**FUGITA & CO.**  
C. B. Hart, Reg., Montreal.

**G**

**GEORGE & BRANDAY,** Kingston, Jamaica—Pimenta, Jamaica Ginger.  
Scott-Bathgate Co., Ltd., Winnipeg.

**GINGER.**  
West India Co., Montreal.

**GINGER IN JARS AND TINS.**  
W. G. Patrick & Co., Ltd., Toronto.

**GODDARDA'S PLATE POWDER.**  
Frank L. Benedict & Co., Montreal.

**GORDON DRUG CO.**  
The Robt. Gillespie Co., Winnipeg.

**GORGON FLY CATCHER.**  
Tomlinson & O'Brien, Winnipeg (sole Canadian agents).

**GRAPE NUTS.**  
W. H. Dunn, Ltd., Montreal.

**GRIFFITH DURNAY CO.,** San Francisco—Canned Goods, Salmon, etc.  
Donald H. Bain Co., Winnipeg.

**GUAVA JELLY.**  
W. G. Patrick & Co., Ltd., Toronto.

**GRACE, W. R., & CO.,** New York—Coffee.  
The C. H. Grant Co., Winnipeg.

**GRANBY ELASTIC WEB CO.,** Granby, Que.—Elastic Webs and Cords, Fine Garter and Suspender Webs.  
F. D. Cockburn, Winnipeg.

**GLICKS, MAX, LINES.**  
The Robt. Gillespie Co., Winnipeg.

**GIBSON, ROBT. & SONS.**  
The Robt. Gillespie Co., Winnipeg.

**GOODWILLIES, LIMITED — Preserved Fruits** (Eastern Canada).  
Rose & Lafamme, Montreal.

**GORMAN, ECKERT & CO.,** London—Olives, Spices.  
Mason & Hickey, Winnipeg.

**GRIFFIN & SKELLEY—Dried Fruits.**  
Mason & Hickey, Winnipeg.

**GRIFFIN & SKELLEY—Seedless Raisins.**  
A. P. Tippet & Co., Montreal.

**THE GUGGENHIME CO.,** San Francisco, Cal.—Dried Fruits, Nuts, etc.  
The C. H. Grant Co., Winnipeg.

**GRIFFITH DURNAY CO.,** San Francisco, Cal.—Canned Goods.  
Donald H. Bain Co., Winnipeg.

**THE GRAHAM CO., LTD.,** Belleville, Ont.—Evaporated Apples, Dessicated Vegetables.  
Donald H. Bain Co., Winnipeg.

**GOLD SEAL FLOUR.**  
H. D. Marshall, Montreal.

**GRANGER & CO.—Coffee.**  
C. B. Hart, Reg., Montreal.

**GIBSONS, L. L., & CO.—Lozenges.**  
Maclure & Langley, Toronto.

**GARCIE & MAGGINI CO.,** San Francisco—Dried Fruits.  
Watson & Truesdale, Winnipeg.

**GOOD HEALTH FOOD.**  
Maclure & Langley, Toronto.

**H**

**HAWAIIAN PINEAPPLE.**  
Frank L. Benedict & Co., Montreal.

**HALL'S TONIC WINE.**  
Frank L. Benedict & Co., Montreal.

**RICHARD HUDNUT PERFUME CO.**  
Wm. H. Dunn, Limited, Montreal.  
Dunn-Hortop, Limited, Toronto.

**HAMILTON COTTON CO.,** Hamilton, Ont.—Twine, Clothes Lines, Lamp Wicks, etc.  
Scott-Bathgate Co., Ltd., Winnipeg.

**HEAVY CHEMICALS.**  
C. B. Hart, Reg., Montreal.

**HICKMOTT CANNING CO.—Canned Asparagus.**  
C. B. Hart, Reg., Montreal.

**HYSLOP'S JAMS.**  
Maclure & Langley, Toronto.

**HOLLAND RUSK CO.,** Holland, Mich.  
Watson & Truesdale, Winnipeg.

**HO-MAYDE PRODUCTS CO.,** Toronto—Bread Improver.  
C. & J. Jones, Winnipeg.

**HILLS BROS.,** New York—Royal Excelsior and Dromedary Dates, Currants.  
Donald H. Bain Co., Winnipeg.

**HARD & HAND, INC.,** New York—Coffees.  
Donald H. Bain Co., Winnipeg.

**HUNT'S CALIFORNIA FRUITS.**  
Frank L. Benedict & Co., Montreal.

**H. P. SAUCE.**  
W. G. Patrick & Co., Ltd., Toronto.

**HARRY HORNE CO.,** Toronto—Health Salts and Custard.  
The Robt. Gillespie Co., Winnipeg.

**HARPER-PRESNAIL CIGAR CO.—Cigars.**  
Mason & Hickey, Winnipeg.

**H. O. COMPANY,** Buffalo, U.S.A.  
Tees & Persee, Ltd., Winnipeg.

**HAZARD & CO.,** New York, U.S.A.—Rock Salt.  
H. P. Pennock & Co., Ltd., Winnipeg.

**S. J. HOUTEN & JOON,** Weesp, Holland—Cocoa.  
Scott-Bathgate Co., Ltd., Winnipeg.

**HONEY.**  
C. B. Hart, Reg., Montreal.

**HORSE RADISH MUSTARD.**  
Fred Coward, Toronto.

**I**

**INGERSOLL PACKING CO.—Cheese, Meats.**  
Mason & Hickey, Winnipeg.  
W. F. Elliot, Fort William, Ont.

**IMPERIAL RICE MILLING CO.,** Vancouver, B.C.—Rice.  
Scott-Bathgate Co., Ltd., Winnipeg.

**IMPORT & BY-PRODUCTS CO., INC.,** Trenton, N.J.  
C. & J. Jones.

**INTERNATIONAL STOCK FOOD CO.,** Toronto—Stock Food.  
Scott-Bathgate Co., Ltd., Winnipeg.

**ICY-HOT MFG. CO.,** Cincinnati, O.—Thermos Goods.  
H. P. Pennock & Co., Ltd., Winnipeg.



## J

**THE JERVIS INLET CO.**, Steveston, B.C.—Canned Salmon.  
The C. H. Grant Co., Winnipeg.  
**JEYES DISINFECTANT.**  
Maclure & Langley, Toronto.  
**W. & R. JACOB & CO., LTD.**, Dublin, Ireland—High Class Biscuits.  
Watson & Truesdale, Winnipeg.  
**JIRCH FOOD CO.**, Maitland, Ont.  
F. D. Cockburn Co., Winnipeg.

## K

**KNOX GELATINE CO.**  
Wm. H. Dunn, Limited.  
**JAMES KEILLER & SON, LTD.**, Dundee and London.—Marmalade, Jams, Jellies, Confectionery, etc.  
Stewart Menzies & Co., Toronto.  
**KERR BROS.**, Toronto.  
F. D. Cockburn Co., Winnipeg.  
**KIMBALL, BISHOP & CO.**, London, Eng.—Citric and Tartaric Acid.  
Scott-Bathgate Co., Ltd., Winnipeg.  
**KKOVAH HEALTH SALTS.**  
Maclure & Langley, Toronto.  
**KKOVAH CUSTARD.**  
Maclure & Langley, Toronto.  
**KEENLEYSIDE OIL CO.**, London, Ont.—“Matchless” Ammonia Powder.  
The H. L. Perry Co., Winnipeg.  
**KARO CORN SYRUP.**  
Frank L. Benedict & Co., Montreal.  
Keenleyside Oil Co., London, Ont.  
**W. K. KELLOGG CO.**, Toronto—Dominion Corn Flakes, Krumbles, Rice Flakes, etc.  
Mason & Hickey, Winnipeg.  
**KELLY CONFECTION CO.**, Vancouver, B.C.—Molasses.  
Mason & Hickey, Winnipeg.  
**KING BEACH MFG. CO.**, Mission City, B.C.—Jams and Jellies.  
Mason & Hickey, Winnipeg.  
**KEITH'S CRISPETTES.**  
The Robt. Gillespie Co., Winnipeg.  
**KARAVAN COFFEE.**  
The Robt. Gillespie Co., Winnipeg.  
**KELLOGG'S TOASTED CORN FLAKES.**  
H. D. Marshall, Montreal.

## L

**LA PERLE OLIVE OIL.**  
W. G. Patrick & Co., Ltd., Toronto.  
**LEA BROS.**—Pickles.  
Frank L. Benedict & Co., Montreal.  
The Robt. Gillespie Co., Winnipeg.  
**LEA & PERRINS**, Worcester, Eng.—Worcestershire Sauce.  
H. P. Pennock & Co., Ltd., Winnipeg.  
**L. L. & C. LOZENGES (Buchanan's).**  
Maclure & Langley, Toronto.  
**LANGE CANNING CO.**, Eau Claire, Wis.—Canned Goods.  
The C. H. Grant Co., Winnipeg.  
**LUMMIS & CO.**, Suffolk, Va., and Philadelphia—Peanuts.  
The C. H. Grant Co., Winnipeg.  
**W. S. LOGGIE & CO., LTD.**, Chatham, N.B.—Lobsters, Blueberries.  
Mason & Hickey, Winnipeg.  
**E. LAZENBY & SONS, LTD.**, London, Eng.—Sauces, Pickles, Potted Meats, Lea & Perrin's Sauce.  
Stewart Menzies & Co., Toronto.  
**LOCK, LANCASTER & JOHNSTON**, London, Eng.—Tea Lead.  
Scott-Bathgate Co., Ltd., Winnipeg.  
**LEON ISRAEL & BROS.**—Santos and Rio Coffee.  
C. & J. Jones, Winnipeg.  
**LIBERTY CHERRIES IN MARASCHINO.**  
W. G. Patrick & Co., Ltd., Toronto.  
**LIBERTY CHERRY AND FRUIT CO.**, Kentucky, U.S.A.  
C. & J. Jones, Winnipeg.  
**LYLE, ABRAHAM, & SONS**, London, Eng.  
C. & J. Jones, Winnipeg.  
**LOGGIE, A. R., CO.**, Loggieville, N.B.—Eagle Brand Lobsters, Clams, Blueberries.  
Donald H. Bain Co., Winnipeg.  
**LAUGHLIN'S LEMON JUICE.**  
H. D. Marshall, Montreal.  
**LITSTER PURE FOOD CO.**—Spices and Essences  
C. B. Hart, Reg., Montreal.  
**LIEBENTHAL BROS. & CO.**, Cleveland—Humpty Dumpty Lumps.  
F. D. Cockburn Co., Winnipeg.

## M

**MACKINTOSH'S TOFFEE.**  
Maclure & Langley, Toronto.  
**MAPLE LEAF DIET CHASER.**  
Maclure & Langley, Winnipeg.  
H. P. Pennock & Co., Ltd., Winnipeg.  
**MALT BREAKFAST FOOD.**  
Frank L. Benedict & Co., Montreal.

**MAGOR, SON & CO., LTD.**  
W. F. Elliot, Fort William, Ont.  
**THE MENDELSON CORPORATION**—Heavy Chemicals.  
C. B. Hart, Reg., Montreal.  
**METCALFE MILLING CO.**—Rolled Oats.  
G. B. Thompson & Co., Winnipeg.  
**MELROSE TEAS.**  
Wm. H. Dunn, Limited, Montreal.  
Dunn-Hortop, Limited, Toronto.  
**MACDONALD, W. C., REG'D.**, Montreal.—Tobacco.  
W. L. Mackenzie & Co., Ltd., Winnipeg.  
**MAJESTIC MARGARINE.**  
W. G. Patrick & Co., Ltd., Toronto.  
**MEEHAN, THOS. J., & CO.**, Baltimore.—Canned Goods.  
W. L. Mackenzie & Co., Ltd., Winnipeg.  
**MAGGI SOUPS.**  
Maclure & Langley, Toronto.  
**MANFORD SCHIER**, Dunnville, Ont.—Evaporated Apples.  
Mason & Hickey, Winnipeg.  
**MASON, EHRHMAN & CO.**, Portland, Ore.—Oregon Prunes.  
Watson & Truesdale, Winnipeg.  
**MICHIGAN TEA RUSK CO.**—Dutch Tea Rusks.  
The Robt. Gillespie Co., Winnipeg.  
**MacNUTT & SON, PETER**, Malpeque, P.E.I.—Canned Chicken and Lobsters.  
F. D. Cockburn, Winnipeg.  
**MARTIN & ROBERTSON, LTD.**, Vancouver, B.C.—Rice, etc.  
The C. H. Grant Co., Winnipeg.  
**MAPLE-FLAKE MILLS**, Battle Creek, Mich.—Cereals.  
The C. H. Grant Co., Winnipeg.  
**MARSHMALLOW CREME.**  
W. G. Patrick & Co., Ltd., Toronto.  
**MUSHROOMS (French).**  
W. G. Patrick & Co., Ltd., Toronto.  
**MYERS & SON, F. L.**, Jamaica—Spices.  
H. P. Pennock & Co., Winnipeg.  
**MOLASSES.**  
Da Costa Co., Barbadoes, B.W.I.  
West India Co., Montreal.  
**MARMALADE (Curling Brand).**  
Maclure & Langley, Ltd., Toronto.  
**MUSTARD (French).**  
Maclure & Langley, Ltd., Toronto.  
**MILITARY CHOCOLATES.**  
The Robt. Gillespie Co., Winnipeg.  
**MARSH'S GRAPE JUICE (Quebec Province).**  
Rose & Lafamme, Ltd., Montreal.  
**MACLAREN IMPERIAL CHEESE CO.**, Toronto—Cream Cheese, Peanut Butter, Mustard, Dessert Jellies.  
Watson & Truesdale, Winnipeg.  
**MARITIME FISH CORPORATION, LTD.**, Montreal—Fresh, Frozen and Smoked Fish.  
Watson & Truesdale, Winnipeg.  
**McMEEKIN & CO.**, London, Eng.—Teas.  
Donald H. Bain Co., Winnipeg.  
**MONKLAND OATS.**  
H. D. Marshall, Montreal.  
**MOLASSES.**  
West India Co., Montreal.  
R. F. Cream & Co., Ltd., Quebec, P.Q.

**MACE.**  
West India Co., Montreal.  
**MUSTARD PREPARED IN GLASS.**  
Fred Coward, Toronto.

## N

**NORTH AMERICAN CHEMICAL CO.**—Rice's Salt.  
G. B. Thompson & Co., Winnipeg.  
**NORCANNERS' SARDINES.**  
Maclure & Langley, Toronto.  
**NORWEGIAN CANNERS EXPORT CO.**, Norway—Sardines.  
H. P. Pennock & Co., Winnipeg.  
**NORTH ONTARIO PACKING CO.**, California—Dried Fruits.  
H. P. Pennock & Co., Winnipeg.  
**NORFOLK STORAGE CO.**, Virginia—Peanuts.  
H. P. Pennock & Co., Winnipeg.  
**NORMANNA IMPORTING CO.**—Imported Canned Goods.  
C. B. Hart, Reg., Montreal.  
**NATIONAL ESSENCE FOR COFFEE CO.**, Philadelphia, Pa.  
Teas & Perse, Ltd., Winnipeg.  
**NIAGARA FALAS PICKLE CO.**—Pickles.  
C. B. Hart, Reg., Montreal.  
**NEW YORK & BORDEAUX TRADING CO.**—Imported Canned Goods.  
C. B. Hart, Reg., Montreal.

**NIGGERHEAD SHRIMPS & COVE OYSTERS.**  
G. B. Thompson & Co., Winnipeg.  
**NOBILITY CHOCOLATES.**  
Maclure & Langley, Toronto.  
**NATIONAL LICORICE CO.**  
Wm. H. Dunn, Limited, Montreal.  
Mason & Hickey, Winnipeg.  
**NICHOLSON & BROCK**, Toronto—Bird Seed.  
Mason & Hickey, Winnipeg.  
**NUTMEGS.**  
West India Co., Montreal.  
**NUTS.**  
West India Co., Montreal.  
C. B. Hart, Reg., Montreal.

## O

W. G. Patrick & Co., Ltd., Toronto.  
**OLIVE OIL (French), "La Perle" Brand.**  
W. G. Patrick & Co., Ltd., Toronto.  
**OLIVIER'S O. K. TOFFY.**  
The Robt. Gillespie Co., Winnipeg.  
**O'LEARY & LEE**—Canned Lobsters.  
C. B. Hart, Reg., Montreal.

## P

**PURE GOLD MFG. CO.**  
Wm. H. Dunn, Ltd., Montreal.  
**PRYTZ & CO.**, Alicante, Spain—Shelled Almonds.  
Scott-Bathgate Co., Ltd., Winnipeg.  
**PATERSON, SIMONS & CO.**, Singapore—Tapioca.  
Sago, Pepper, Nutmegs, Pineapples.  
Scott-Bathgate Co., Ltd., Winnipeg.  
**PEAS, "COOKER" BRAND.**  
Maclure & Langley, Toronto.  
**PLANTERS NUT & CHOCOLATE CO.**, Suffolk, Va.—Peanuts, etc.  
Scott-Bathgate & Co., Ltd., Winnipeg.  
**PAN CONFECTION FACTORY**, Chicago, Ill.—Confectionery.  
Scott-Bathgate & Co., Ltd., Winnipeg.  
**PEEK FREAN'S BISCUITS.**  
Frank L. Benedict & Co., Montreal.  
**POSTUM CEREAL CO., LTD.**  
W. H. Dunn, Ltd., Montreal.  
**PARIS PATE**  
Maclure & Langley, Toronto.  
**PINEAPPLE, PONO AND KAPA BRANDS.**  
W. G. Patrick & Co., Toronto.  
**PURITY SYRUPS.**  
Maclure & Langley, Toronto.  
**PLANTERS' NUT & CHOCOLATE CO.**—Peanuts.  
G. B. Thompson & Co., Winnipeg.  
**PLYMOUTH MILLING CO.**—Cornmeal, Rye Flour.  
G. B. Thompson & Co., Winnipeg.  
**POTOMAC POULTRY FOOD CO.**—Oyster Shells.  
G. B. Thompson & Co., Winnipeg.  
**PHOENIX PACKING CO.**—Raisins, Dried Fruits.  
G. B. Thompson & Co., Winnipeg.  
**PROCTOR & GAMBLE CO.**—Crisco, Soaps, etc.  
Mason & Hickey, Winnipeg.  
**PUGSLEY, DINGMAN & CO.**—Comfort Soap.  
Ammonia Powder, Kleano Soap, Dingman's Ideal Blue, etc.  
F. D. Cockburn, Winnipeg.  
**PHIZ LOGANBERRY JUICE.**  
Donald H. Bain Co., Winnipeg (Wes. Canada).  
Rose & Lafamme, Ltd., Montreal (Eas. Canada).  
**PATERSON, R., & SONS**, Glasgow—Camp Coffee.  
W. L. Mackenzie & Co., Ltd., Winnipeg.  
**PIONEER LIVE STOCK PRODUCTS**, London, Ont.—Bird Seed, Stock Foods.  
Donald H. Bain Co., Winnipeg.  
**POSTUM CEREAL CO.**, Battle Creek, Mich.—Postum, Grape Nuts, Post Toasties, etc.  
Donald H. Bain Co., Winnipeg.  
**J. L. PRESCOTT & CO.**, New York—Rising Sun Stove Polish, X-Ray Polish.  
Donald H. Bain Co., Winnipeg.  
**QUAKER OATS CO.**, Saskatoon—Flour, Rolled Oats, Cereals.  
Donald H. Bain Co., Winnipeg.  
W. F. Elliot, Fort William, Ont.  
**QUAKER CANDY CO.**, Toronto.  
F. D. Cockburn Co., Winnipeg.

## R

**RAW SUGARS.**  
West India Co., Montreal.  
**ROCHESTER CANDY WORKS**, Rochester, N.Y.—Royal Dalcara Marshmallows.  
F. D. Cockburn, Winnipeg.  
**WILLIAM ROGERS & CO.**, Denia, Spain—Valencia Raisins.  
Mason & Hickey, Winnipeg.  
**ROBERTSON BROS., LTD.**, Toronto—Confectionery.  
Scott-Bathgate & Co., Ltd., Winnipeg.  
**ROBERTSON, JAS., & SONS**, Paisley, Scotland—Jams and Marmalades.  
C. & J. Jones, Winnipeg.



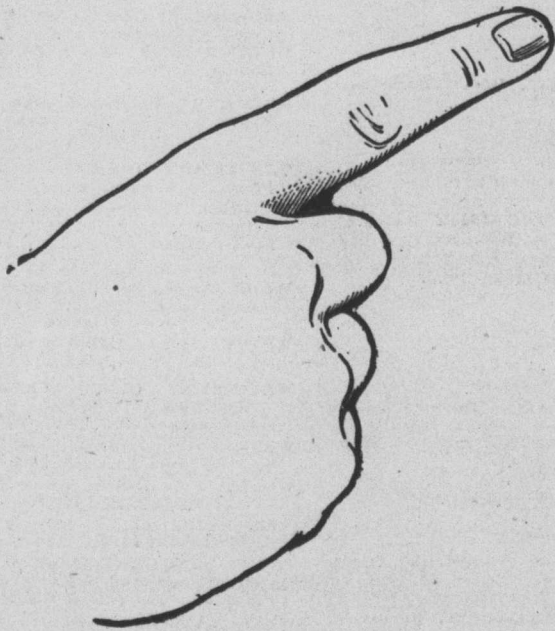
- ROWNTREE CO.,** York, Eng.—Confectionery. Scott-Bathgate & Co., Ltd., Winnipeg.
- ROBERTSON'S SCOTCH SHORTBREAD.** The Robt. Gillespie Co., Winnipeg.
- REEDSBURG CANNING CO.,** Reedsburg, Wis.—Canned Goods. The C. H. Grant Co., Winnipeg.
- ROMAN MEAL CO.,** West Toronto. Tees & Persee, Ltd., Winnipeg.
- RICE.** West India Co., Montreal. C. B. Hart, Reg., Montreal.
- RICE, GROUND, IN PACKETS.** Fred Coward, Toronto.
- A. RUPERT & CO.,** Portland, Ore.—Dried Fruits, etc. C. & J. Jones, Winnipeg.
- RED WING GRAPE JUICE.** Dunn-Hortop, Limited, Toronto.
- ROBIN HOOD MILLS, LIMITED.** Wm. H. Dunn, Limited, Montreal. Dunn-Hortop, Limited, Toronto.
- ROLA EGG POWDER.** Rose & Laflamme, Ltd., Montreal.
- ROBIN, JONES & WHITMAN, LTD.,** Lunenburg, N.S.—Dried Fish. Watson & Truesdale, Winnipeg.
- ROSENBERG BROS. & CO.,** San Francisco—Dried Fruits, Nuts. C. B. Hart, Reg., Montreal.
- RIDGEWAY'S TEA.** Frank L. Benedict & Co., Montreal.
- S**
- SANBACH, TINNE & CO.,** Liverpool, Eng.—Spices. C. & J. Jones, Winnipeg.
- SAUCE, JOHN BULL, THICK.** Fred Coward, Toronto.
- SAUCE, WORCESTER.** Fred Coward, Toronto.
- ST. WILLIAMS PRESERVING CO.,** St. Williams, Ont.—Jams and Marmalades. Maclure & Langley, Toronto.
- SEWARDS, LTD.,** Montreal—Toilet Soaps. The Robt. Gillespie Co., Winnipeg.
- ST. LAWRENCE SUGAR REFINERIES, LTD.,** Montreal. Tees & Persee, Ltd., Winnipeg.
- ST. LAWRENCE STARCH CO., LTD.,** Port Credit, Ont. Tees & Persee, Ltd., Winnipeg.
- SNAP CO., LTD.,** Montreal. Tees & Persee, Ltd., Winnipeg.
- SMITH BROS., LTD.,** Fly Catchers. The Robt. Gillespie Co., Winnipeg.
- SHRIMPS, PT. CLEAR.** W. G. Patrick & Co., Ltd., Toronto.
- SMALLS, LTD.,** Montreal—Maple Syrup. Donald H. Bain Co., Winnipeg.
- SMITH, E. D., & SON, LTD.,** Winona, Ont.—Jams, Jellies, Marmalade, etc. Wm. H. Dunn, Limited, Montreal. Watson & Truesdale, Winnipeg.
- SMITH & PROCTOR, Halifax—**Bluenose Butter in tins. Watson & Truesdale, Winnipeg.
- SMITH, N. & M.,** Halifax—Herring in Barrels, etc. Watson & Truesdale, Winnipeg.
- STERLING CHOCOLATE CO., LTD.,** Montreal—Turkish Delights and Marshmallows. Watson & Truesdale, Winnipeg.
- SEALY, JNO.,** St. John, N.B.—Salt Fish. Donald H. Bain Co., Winnipeg.
- SCHLOSS MFG. CO.,** San Francisco—Golden State Jars. Donald H. Bain Co., Winnipeg.
- SARDINES (Crossed Fish, Sapphire Royal).** W. G. Patrick & Co., Ltd., Toronto.
- SALAD DRESSING (Yacht Club Brand).** W. G. Patrick & Co., Ltd., Toronto.
- SABATER & CO.,** Reus, Spain—Tarragona Almonds, Filberts. Scott-Bathgate & Co., Ltd., Winnipeg.
- SANDBACH TINNE & CO.,** Nuts, etc. West India Co., Limited, Montreal.
- SANDBACH PARKER & CO.,** Sugars. West India Co., Limited, Montreal.
- SEGGERMAN BROS., INC.,** New York—Rice. The H. L. Perry Co., Winnipeg.
- SHURLY & DERRETT, LTD.,** Toronto—Ropes—Twines, Clothes Lines, Tennis Nets, etc. F. D. Cockburn, Winnipeg.
- STICKY FLY PAPER.** Frank L. Benedict & Co., Montreal.
- WM. SYMINGTON & CO.,** Market Harborough, Eng.—Custard Powder, Soups, Pea Flour. F. D. Cockburn, Winnipeg.
- SUPERIOR HONEY CO.** The Robt. Gillespie Co., Winnipeg.
- SUNLIT FRUIT CO.,** Canned Fruits. C. B. Hart, Reg., Montreal.
- MRS. STEWART'S BLUING—**Liquid Bluing. G. B. Thompson & Co., Winnipeg.
- SUCHARD'S COCOA** Frank L. Benedict & Co., Montreal.
- T**
- TECO PANCAKE MIXTURES.** H. D. Marshall, Montreal.
- TAYLOR'S PEELS** A. P. Tippet & Co., Montreal.
- JOHN TAYLOR & CO.,** Toronto—Taylor's Borax Soap and Soap Powder, Infant's Delight Soap, Perfume, Cologne, Toilet Water and Talcum Powder. F. D. Cockburn, Winnipeg.
- W. A. TAYLOR & CO.,** Winnipeg—Horse Radish Relishes. Mason & Hickey, Winnipeg.
- THAMES CANNING CO.,** Thamesville, Ont.—Canned Goods. The C. H. Grant Co., Winnipeg.
- THE TURTLE MT. MILLING CO.,** Boissevain, Man.—Flour and Feed. The C. H. Grant Co., Winnipeg.
- TUCKETT TOBACCO CO., LTD.,** Hamilton, Ont. Tees & Persee, Ltd., Winnipeg.
- TRENOR & CO.,** Valencia, Spain—Valencia Raisins. Scott-Bathgate Co., Winnipeg.
- MATT. THOMPSON CO.,** Winnipeg—Fruit Cakes. The Robt. Gillespie Co., Winnipeg.
- O. & W. THUM CO.,** (Tanglefoot), Grand Rapids, U.S.A. Tees & Persee, Ltd., Winnipeg.
- TOFFEE (Mackintosh's).** Maclure & Langley, Ltd., Toronto.
- THISTLE BRAND CANNED FISH.** A. P. Tippet & Co., Montreal.
- THORNTON & CO.,** Malaga, Spain—Blue Fruits and Almonds. Mason & Hickey, Winnipeg.
- TOBIN, J., & SONS,** Ottawa—Soldiers' Comfort Boxes. W. F. Elliot, Fort William, Ont.
- TORBITT & CASTLEMAN CO.,** Louisville, Ky.—Molasses and Syrup. F. D. Cockburn, Winnipeg.
- TOKSTED BURGER CO.,** Imported Canned Goods. C. B. Hart, Reg., Montreal.
- THOMPSON'S SALTED PEANUTS.** G. B. Thompson & Co., Winnipeg.
- TOBLER'S CHOCOLATES.** Maclure & Langley, Ltd., Toronto.
- TURKISH DELIGHT, AI.** Maclure & Langley, Ltd., Toronto.
- TUNA FISH, "WAVE KIST."** W. G. Patrick & Co., Ltd., Toronto.
- U**
- UNDERWOOD'S DEVILLED HAM.** Frank L. Benedict & Co., Montreal.
- UPTON'S JAMS (Quebec Province).** Rose & Laflamme, Ltd., Montreal. Scott-Bathgate Co., Winnipeg.
- URQUHART, D.,** Hensall, Ont.—White Beans. Mason & Hickey, Winnipeg.
- V**
- VAN CAMP PRODUCTS.** Frank L. Benedict & Co., Montreal.
- VENIERE, P.,** Montpellier, France—Cream of Tartar. Scott-Bathgate Co., Ltd., Winnipeg.
- W**
- WARD, A. W., & CO.,** Vancouver—Canned Salmon. C. & J. Jones, Winnipeg.
- WETHEY, J. H., LTD.,** Mince Meat, Jams, etc. Mason & Hickey, Winnipeg.
- WHITNEY, J. C., CO.,** Chicago and Japan—Japan Tea. Scott-Bathgate Co., Ltd., Winnipeg.
- WEST, FRED. J., INC.,** New York—Coffee. Scott-Bathgate Co., Ltd., Winnipeg.
- WESTERN SALT CO.,** Courtwright, Ont. Tees & Persee, Ltd., Winnipeg.
- WEST INDIA CO.,** Molasses, Nuts, etc. H. P. Pennock & Co., Ltd., Winnipeg.
- WENTWORTH ORCHARD CO.,** Hamilton—Compound Jam and Jelly Mince-meat. The H. L. Perry Co., Winnipeg.
- WEST, TAYLOR, BICKLE & CO., LTD.,** Norwich—High Class Brooms. Watson & Truesdale, Winnipeg.
- WASHBURN-CROSBY CO.,** Minneapolis—Cornmeal, Rye Flour. Donald H. Bain Co., Winnipeg.
- WILLIAMETTE VALLEY PRUNE ASS'N,** Salem, Ore.—Prunes, Dried Loganberries. Donald H. Bain Co., Winnipeg.
- WILSON, JAS., & SONS—**Barley. G. B. Thompson & Co., Winnipeg.
- WILSON, J. C.,** Paper and Bag Mfrs. W. F. Elliot, Fort William, Ont.
- YACHT CLUB SALAD DRESSING** W. G. Patrick & Co., Ltd., Toronto.

## A Satisfied Customer the Best Advertisement

*We are pleased to inform you that we are simply delighted with your CANADIAN GROCER.*

*It is certainly most interesting, and your market reports are about as reliable as they can be. In fact, we do not see how we could do without it now, and the best proof we can give you that we really appreciate your paper is in subscribing to another one of your trade papers, HARDWARE AND METAL, which you will please send along with CANADIAN GROCER.*

**P. PAUL & CO.,**  
Duncan Station, Que.



That's  
**BLUENOSE  
 BUTTER**

*-the universal favorite*

If you are not already selling Bluenose Butter it is worth your while to begin to-day. For "Bluenose" is a seller, a customer-pleaser and a profit-maker.

Featuring and recommending quality lines such as Bluenose Butter is a certain way of increasing that customer confidence which is essential to successful business expansion.

You can absolutely recommend Bluenose. Its quality and flavor will appeal to the most critical.

Sold in pound, two-pound and half-pound tins. Always opens up in excellent shape. Its quality has been proven in every quarter of the world.

Get well stocked now!

**SMITH & PROCTOR**  
 Halifax, N.S.



- More Business*
- Better Satisfied Customers*
- Greater Profits*

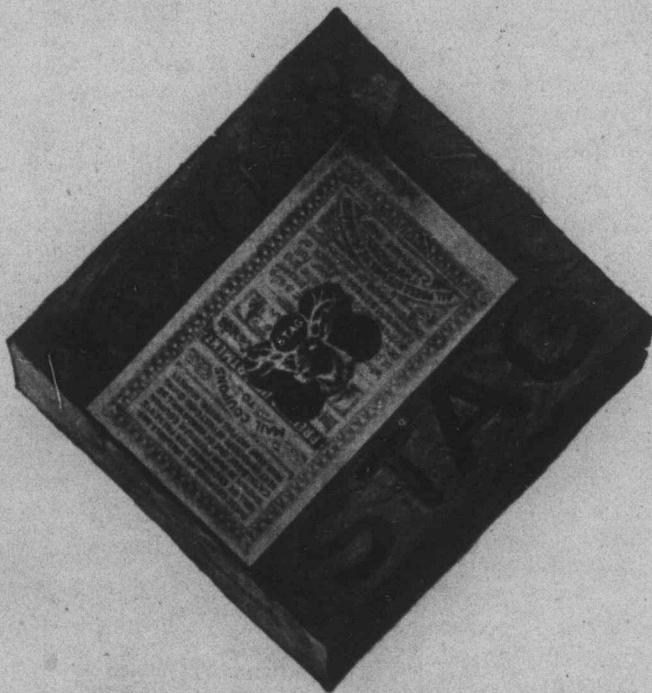
*is what*

**STAG**

**CHEWING TOBACCO**

*"Ever-lasting-ly Good"*

*brings to grocers who sell this quality brand*



*Recommend*

**STAG**

*every time you  
have the opportunity  
to do so.*

*It will pay you.*

# THE TORONTO POTTERY CO., LIMITED

## Show Her How to Stow Away the Year's Supply of Eggs, Butter and Fruits



### Tall Butter Jars

With or Without Covers

¼ gallon (3 lb.)	.....	} at 15c per gal.
½ gallon (5 lb.)	.....	
1 gallon (10 lb.)	.....	
2 gallon	.....	
3 gallon	.....	
4 gallon	.....	
5 gallon	.....	
6 gallon	.....	

Dark glazed inside. Light and dark or all white outside.

### Tall Jars or Covers

¼ gallon count as ½ gallon each	
½ gallon count as ¼ gallon each	
¾ gallon count as 1 gallon each	
1 gallon count as 1 gallon each	

### Tall Covers

1½ gallons count as 1 gallon each	
2 gallons count as 1 gallon each	
3 and 4 gal. count as 1½ gallon each	
5 and 6 gal. count as 2 gallons each	

### Preserve Jars



With Stone Covers

¼ gal.	.....	\$1.80 per dozen
½ gal.	.....	2.70 per dozen
1 gal.	.....	3.60 per dozen
1½ gal.	.....	4.80 per dozen
2 gal.	.....	5.75 per dozen
3 gal.	.....	8.40 per dozen
4 gal.	.....	10.80 per dozen

Jar can be made air tight by sealing with wax

This clean, sanitary stoneware simplifies the high price problem for every practical housewife.

A Ten-Gallon Stoneware Jar and a Quart of Liquid Glass will pack 25 to 30 dozen Eggs.

A display of this stoneware and a little suggestion from you as to its many money-saving points will win you her increased appreciation and give you big returns on your outlay.

Perhaps you would like to receive our complete list with full particulars and terms? We will mail it on request.

## The Toronto Pottery Co., Ltd.

617-618 Dominion Bank Bldg.

KING AND YONGE STS. - TORONTO

### Black Top Tested Shoulder Jugs



¼ gallon Imperial	.....	} at 25c per gal.
½ gallon Imperial	.....	
1 gallon Imperial	.....	
2 gallon Imperial	.....	
5 gallon Imperial	.....	



### Churns with Stone Covers

(Dashers Included)

2 gallon	.....	\$7.92 per dozen
3 gallon	.....	10.32 per dozen
4 gallon	.....	12.48 per dozen
5 gallon	.....	14.40 per dozen
6 gallon	.....	16.56 per dozen
8 gallon	.....	25.20 per dozen
10 gallon	.....	31.20 per dozen
12 gallon	.....	36.00 per dozen

Cheaper and more sanitary than Wooden Churns.



### Meat Tubs

(Dark Glazed Inside)

8 gallon	.....	} at 18c per gal.
10 gallon	.....	
12 gallon	.....	
15 gallon	.....	} at 23c per gal.
20 gallon	.....	
25 gallon	.....	} at 25c per gal.
30 gallon	.....	
35 gallon	.....	} at 30c per gal.
40 gallon	.....	
50 gallon	.....	

These jars are acid proof, well glazed, and make a sanitary container; do not leak and will outlast many barrels.



### French Pots

Black or White Glazed

¼ gal.	.....	} at 17c per gal.
½ gal.	.....	
¾ gal.	.....	
1 gal.	.....	
1½ gal.	.....	
¼ gal.	.....	count as ½ gal.
½ gal.	.....	count as ¾ gal.
¾ gal.	.....	count as 1 gal.
1 gal.	.....	count as 1 gal.
1½ gal.	.....	count as 1 gal.

# Largest Distributors of Clay Products in Canada





## “REDBO” Peanut Butter

The nuts used in this Butter are the finest obtainable, and are hand picked. You will find REDBO a quick seller. Your customers will appreciate it if you sell them this brand.

*Handled by all the leading jobbers*

*Made in all sizes of glass, tins, and in bulk.*

Made by  
**ANSLEY-HALLBERG-LEWIS LIMITED**  
WINNIPEG

**KLIM**  
IN POWDER FORM

### HAS THE MILK FLAVOR UNCHANGED

Because it is not cooked or boiled in the process of removing the 91% of water from the original separated milk.

Klim is 100% milk food in powder form.

Klim users like it because it has the appearance and flavor of fresh milk when dissolved in water again, ready for use.

Selling Klim pays you. It is used daily and repeats often. Get into the "regular milk business" with this staple, paying food.

Packed in 1 pound and ten pound tins.

**Canadian Milk Products, Limited**

10-12 St. Patrick St., Toronto  
10 Ste. Sophie Lane, Montreal, P.Q.

Also stocked by  
W. H. Escott Co., Ltd., Winnipeg.  
and Kirkland & Ross, Vancouver



### Quick Turnovers— Good Profits

There is the secret of an aggressive merchandising. Quick turnovers and good profits are necessary for every thriving business.

They are what is assured a dealer in

### “NUGGET” BROOMS

“Nugget” Brooms are made to give your customers genuine satisfaction. A “Nugget” Broom in the hands of your customers will sell itself.

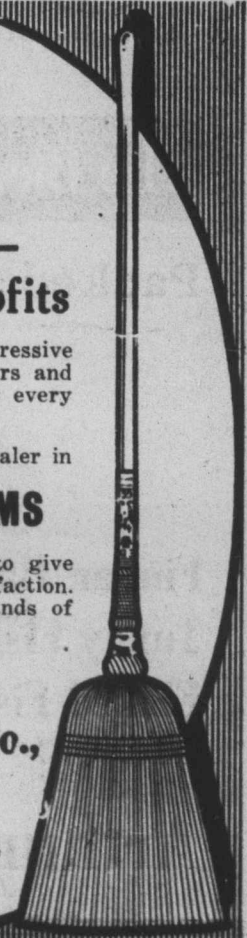
Write to-day for prices and particulars to

**Stevens-Hepner Co.,**

LIMITED

Port Elgin, Ont.

Makers of the famous  
Keystone line.



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



Some of the Staff of the Thistle Curing & Canning Company

A MODEL ESTABLISHMENT

# THISTLE BRAND FISH



License No. 641



License No. 642

**The Best**

**The Best Only**

**Always the Best**

**Packed at the Water-side.**

**Packed in most Sanitary Factories.**

**Packed from finest selected Fish.**

*SEAMLESS—SOLDERLESS—SANITARY TINS ONLY.*

**Finnan Haddies  
Tunny Fish  
Flaked Fish**

"Thistle" brand was established in 1851 by Mr. Austin, the first Scotchman to put up Haddie in Canada—his son and grandson are managers of the factories to-day!

**Kippered Herring  
Mackerel de Luxe  
Herring in Tomato**

**Arthur P. Tippet & Company** SOLE AGENTS **Montreal**

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



Established 1725

# COX'S

Instant Powdered

# GELATINE



COX'S  
INSTANT POWDERED  
GELATINE



Now that the conservation of Foods which are scarce is so necessary, the Retail Merchants can render service to the cause of the Allies by a better appreciation of the possibilities of certain food products, so that they can be intelligently recommended to the consuming public.

COX'S GELATINE is usually associated with the making of desserts, but its usefulness does not stop there.

COX'S GELATINE is invaluable in the preparation of **Soups, Salads and Savories**. By its use appetizing and nourishing dishes can be made from left-over Meat, Poultry, Fish and Vegetables, which might otherwise be discarded.

COX'S GELATINE is manufactured only by

J. & G. COX, LIMITED,  
EDINBURGH,  
SCOTLAND

AGENTS IN CANADA:

Winnipeg, Manitoba  
Tees & Persse, Ltd.

Montreal and Toronto  
A. P. TIPPET & COMPANY

Vancouver  
Martin & Robertson, Ltd.

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

# Buyers' Guide

## FOR SALE

CHOICE DRESSED POULTRY.  
SELECTED EGGS, OLEOMARGARINE.  
CHOICE DAIRY BUTTER.

**C. A. MANN & CO.**

78 King Street, - LONDON, Ontario

## BARRELS

(The best shipping package.)

We make them all sizes and for all purposes.  
For Apples, green or dry; Cereals, Crackers,  
Bottles, Candy, Spices, Hardware, Meat, etc.  
Get our prices.

**THE SARNIA BARREL WORKS, SARNIA, ONT.**

**30 DOZ. CASE FILLERS  
ONE DOZ. CARTON FILLERS  
1/2-INCH CUSHION FILLERS  
CORRUGATED FLATS**

**THE TRENT MFG. CO., LTD.  
TRENTON ONTARIO**

## HO-MAYDE BREAD IMPROVER

Makes bread of better color and quality.  
Means a larger loaf. It makes the sponge  
rise sooner, even if chilled.  
We are inundated with letters from house-  
wives who want it. YOU supply them.  
Sells in 15c packets.

**Makers** Ho-Mayde Products Co. **Western Agents** C. & J. Jones  
**TORONTO WINNIPEG**

## SUCHARD'S COCOA

The Highest Quality  
Most Reasonably Priced  
"Quality" Cocoa.  
On Sale Anywhere.

**FRANK L. BENEDICT & CO.  
Agents Montreal.**

We are now located in our new and more  
spacious warehouse at

**60-62 JARVIS ST.**

**TORONTO SALT WORKS**

**GEO. J. CLIFF**

**The money is yours—and we'll  
get it for you.**

That is if you just say the word.  
Look over your books. See the  
number of bad accounts and realize  
that you are losing money on them  
everyday.

**We can get your  
money for you**

Ours is a large and reputable or-  
ganization qualified to collect any-  
where.  
Write to-day for full particulars and  
samples of our Special Forms.

**NAGLE MERCANTILE AGENCY**

Westmount (Montreal), Que.



## TANGLEFOOT



**The Non-Poisonous Fly Destroyer**  
Safe, Sanitary, Sure. Catches 50,000,000,000 Flies each year

**OAKLEY'S**

**KNIFE**



**POLISH**

**JOHN OAKLEY & SONS, LIMITED  
LONDON, S.E. 1, ENGLAND**

**AGENTS:**

Geo. B. Jenkinson, 43 Queen St. East,  
Toronto, and J. E. Huxley & Co., 220  
McDermid St., Winnipeg.

The Best Asset of a  
Grocery Business is  
Satisfied Customers

## Baker's Cocoa and Chocolate



Registered  
Trade-Mark

Preparations are  
reliable, always  
of uniformly  
high quality,  
easily sold, in  
constant de-  
mand; the  
standards of the  
trade.

**ALWAYS SATISFACTORY**

Made in Canada by  
**Walter Baker & Co., Limited**  
Established 1780  
Montreal, Can. Dorchester, Mass.

## Make Your Own Paper Money



Paper you are burning or throw-  
ing away is worth money when  
baled. Left laying around, it is  
a nuisance and a danger. It can  
be turned into dollars with a

**PAPER  
Baler**

Strongest, simplest, most ef-  
ficient and easiest to operate—  
Full particulars from  
**SPIELMANN AGENCIES RGD**  
45 St. Alexander St., Montreal.

WRITE TO-DAY

**VOLPEEK**  
MENDS HOLES in  
POTS & PANS

Your customers can mend holes  
in Graniteware, Tin, Aluminum,  
Iron, etc., at a cost of 1/4 cent  
a mend and without the aid of  
any tools whatever.  
VOLPEEK makes this possible.  
Show it to your trade. Put up  
in attractive display stands. At  
your wholesaler's, or direct from

**H. NAGLE & CO.,  
Box 2024, - - Montreal**

**fifteen cents**

## 300 BUSHEL

White Hand Picked

## Rangoon Beans

at \$6.00

All Quality. Good cookers. Two  
bushels to the bag.

**S. P. WILSON**

Queen and Cameron Sts., - Toronto  
Wholesale Grocers



# MAPLE SYRUP

*New Crop*

---

For immediate delivery in 5 gals., 1 gal., 10 lbs., 5 lbs., 2½ lbs., 1¼ lbs., in car lots or fractions thereof.

Each tin bears our "Canada's Best Brand" label and contains the choice Maple Syrup of Eastern Canada.

Maple Butter                  Sweetnut Butter

Honey Butter                 Chocolate Butter

Maple Sugar                  }  
 Cream Sugar                 } Best 10c. Seller

*Our "SUPERIOR BRAND" sugar syrup is unexcelled for table use.*

---

Canada Maple Exchange, Limited  
 Montreal

Operating and Controlling  
 THE BAINE CONFECTIONS,

Scott Bathgate & Co. *Western Representatives*  
 WINNIPEG

---

---

Make the fish demand bring  
you big business by featuring

# CHICKEN HADDIES

(Lily Brand)

Everywhere everyday people are buying more fish. Dealers well stocked with such a really high class line as Lily Brand Chicken Haddies can count on getting their proper share of this demand.

*The new pack is now in the hands of wholesale grocers throughout the country.*

Recommend Lily Brand Chicken Haddies as the most economical fish food obtainable. Every morsel can be eaten.

Packed at our plants on the Atlantic coast from young and tender fish. 48 1 lb. cans to the case in the new attractively labeled sanitary can.

Tell your wholesaler to ship you a sample case of

CHICKEN HADDIES

**Maritime Fish Corporation**  
Limited

Head Office  
and  
Sales Dept.  
Montreal

Plants at  
Canso, N. S.  
and  
Digby, N. S.



## FRESH FRUITS VEGETABLES

We are now receiving from the South

**Strawberries, Pineapples,  
New Cabbage,  
Cucumbers, Asparagus,  
Spinach,  
Bananas, Oranges, Lemons,  
Grape Fruit,  
Celery, Onions, Cocoanuts,  
ETC.**

## FRESH FISH DISTRIBUTORS

As the lakes will be opening soon for fishing, we expect regular and liberal supplies of all varieties of Fresh Lake and Sea Fish.

## FRESH HALIBUT

First car of season arrived by express Friday. Regular arrivals will follow.

# WHITE & COMPANY, LIMITED

*Importers from the Principal Southern Markets*

Branch at Hamilton

**TORONTO**

## New Comadre Figs Port Rico Pineapples

HAVE ARRIVED.

2 Cars

**California Sweets and Valencias**

**1 car Florida Grapefruit**

**Messina and California Lemons**

BOTH VARIETIES NOW TO OFFER.

FRESH DAILY SHIPMENTS

**Strawberries, Rhubarb, Lettuce**

JUST ARRIVED CAR

**Peters Pack Florida Tomatoes**

THE FINEST FROM FLORIDA.

NOW DUE

**Car Wax Beans, Cucumbers,  
New Cabbage.**

C.F.B. LICENSE No. 151

## DUNCANS LIMITED

North Bay Sudbury Cobalt Timmins

# ORANGES

Extra Fancy California

**Golden Orange Brand Navels**

Seedlings, Mediterranean Sweets,  
St. Michaels, Valencias  
and Bloods.

# LEMONS

Californias and Messinas.

## GRAPEFRUIT

Florida and Porto Rico.

Bananas, Pineapples, Tomatoes,  
Cabbage  
and all other Early Vegetables.

## HUGH WALKER & SON

Established 1861 Guelph, Ontario

**WAR PROFITS TAX AFFECTS FIRE INSURANCE**

Merchandise is increasing in value, and business men everywhere are in a predicament over insurance. Owing to increasing value of their goods they must raise their insurance. But here the War Profits Tax comes in and hits them harder if they increase their insurance. The question is which policy to pursue?

**"Replacement Value"**

Advancing prices have raised replacement value, the usual basis of fire insurance. As THE FINANCIAL POST of this week says in a special article on the subject,— "This condition of affairs began to manifest itself to some extent over two years ago, but only this year is the extreme effect of conditions that operate the world over, beginning to be felt. If the war continues for another year or more, prices in many lines, it is prophesied, will soar at least as much higher as they have during the first four years of the war."

**A Helpful Insurance Article**

Throughout this article you will find concise, clear pointers to the wise course as to your fire insurance. In the concluding sentence is contained the pith of it, perhaps: "The mercies of Ottawa are more tender than the co-insurance clause of the fire insurance companies can afford to be." This article which you will read with interest and profit is just an example of the excellence of THE FINANCIAL POST in its presentation of important business information. Other valuable contents of THE POST this week are under these titles:

- Senate Stands for Protection of Investors' Interests.
- Drayton Shows Control Over Hydro Situation.
- Royal Bank Reaches Out to Barcelona.
- Investing Relations of Canada and United States.
- Fully Forty Per Cent. Western Wheat Acreage Sown.
- State of Trade and Business in Great Britain.
- Bank Clearings for Past Week Much Lower Calling Up Boys Will Hit Banks.
- The Man Who Saved Millions on Britain's War Bill.
- Big Business to Solve Food Problem.
- Total Expenses of Victory Loan, \$5,000,000.
- Record Breaking Year in Canadian Life Insurance.
- Banks Have Savings Account Surplus of Millions.

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Formerly only sold in Pulk,  
NOW offered to the Grocery  
Trade in Five and Ten Pound  
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To avoid unsatisfactory substitutes  
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Insist on the Genuine X-X-X.



Order from your Wholesaler,  
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**The Jones Packing & Provision Co.**  
(Chemical Department) Limited  
SMITH'S FALLS, ONTARIO



**Many Uses**

Junket Tablets owe their great sale to the many uses which are made of them. Physicians prescribe Junket and nurses use it for the kiddies and in the sick room—as a delicious, nutritious food.

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MADE with MILK

Can you afford to be without such a product on your shelves? In its wide use lies your opportunity for profit.

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Toronto, Canada



**Navel Oranges**

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Get in touch with  
us to-day

**Lemon Bros.**  
Owen Sound  
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WHEN THE AUTO ROACH-KILLER APPEARS



**KILLS**

COCKROACHES  
BED BUGS  
FLEAS  
LICE  
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"QUALITY"

**EGG POWDER**



Pure  
Wholesome  
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Guaranteed to be manufactured from Evaporated Fresh Eggs and other nutritious ingredients.

One tin, retailing at 25 cents, does the work of 2 dozen eggs.

Put up in very attractive Counter Display Cartons each containing one dozen tins.

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MONTREAL - TORONTO

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**TEA MARKET**

The possibility of the shipping situation becoming more acute during the next few weeks should suggest generous ordering now on the part of the retail trade.

Our prices on stocks are lower than import quotations at present.

We carry over 140 different grades of Tea and can satisfactorily fill the particular requirements of your trade.

Our long experience in buying and blending enable us to guarantee *satisfaction or return at our expense.*

*Correspondence Invited.*

**KEARNEY BROS., LIMITED**  
Wholesale Tea and Coffee Merchants  
33 ST. PETER ST. MONTREAL

# “WHO MAKES ?”

*A Directory of Lines Made by Advertisers. Compiled from information furnished by these firms for the use of Readers of CANADIAN GROCER.*

Notice to Readers:—To find who makes the grocery line you want, look under the heading for that class of goods. In most cases the brand name is given as well as the firm name and address of the manufacturer. If the line you want is not listed in this directory, write THE CANADIAN GROCER, and our Service Department will try to get the information for you.

See directory of store equipment advertisers for lines of equipment and fixtures on page 34. That directory faces Equipment Section in this issue.

- ADHESIVES**  
Cannon Canadian Co., Toronto.
- AMMONIA**  
Kennedy Mfg. Co., Montreal.
- AMMONIA POWDER**  
Matchless Ammonia Powder—  
Keenleyside Oil Co., London, Ont.  
Snowflake Ammonia Powder—  
S. F. Lawrason & Co., London.
- APPLE CIDER**  
Acme Vinegar Co., Winnipeg.
- AUTO LIQUID VENEER**  
Buffalo Specialty Co., Buffalo and Bridgeburg.
- BACON**  
Wm. Davies Co., Ltd., Toronto.  
Premium Bacon—  
Swift Canadian Co., Toronto.  
Star Brand Bacon—  
F. W. Fearman Co., Hamilton.  
J. M. Schneider & Sons, Kitchener.
- BAGS, PAPER**  
E. B. Eddy Co., Hull, Que.  
Walter Woods & Co., Hamilton.
- BAGS (TRAVELLING)**  
Knickerbocker Case Co., Chicago.
- BAGS (CABIN)**  
Knickerbocker Case Co., Chicago.
- BAKED BEANS**  
H. J. Heinz Co., Leamington.
- BAKED MEATS**  
Armour & Co., Hamilton.
- BAKING POWDERS**  
B. O. Products Co., Quebec, Que.  
Bowes Baking Powder (bulk)—  
The Bowes Co., Ltd., Toronto.  
F. F. Dalley Corporation, Ltd., Hamilton.  
Litster Pure Food Co., Toronto.
- EGG-O Baking Powder**  
Egg-O Baking Powder Co., Hamilton.
- White Star Baking Powder**  
Macdonald-Chapman, Ltd., Winnipeg.  
White Swan Spice & Cereals, Ltd., Toronto.
- Biscalite Baking Powder**  
Jones Packing & Provision Co., Smith's Falls.
- BAKING SODA**  
White Star Baking Soda—  
Macdonald-Chapman, Ltd., Winnipeg.  
Cow Brand Baking Soda—  
Church & Dwight, Montreal.
- BANANA CRATES**  
Keenan Woodenware Mfg. Co., Owen Sound.
- BARLEYS**  
Scotch Pearl Barley—  
Quaker Oats Co., Peterborough, Ont.  
Jno. MacKay Co., Bowmanville, Ont.
- BARRELLED PORK AND BEEF**  
Armour & Co., Hamilton.  
Swift's Barrelled Pork and Beef—  
Swift Canadian Co., Toronto.
- BARREL COVERS**  
The E. B. Eddy Co., Hull, Canada.
- BASKETS, PEACH**  
Keenan Woodenware Mfg. Co., Owen Sound.
- BASKETS, MEAT**  
Keenan Woodenware Mfg. Co., Owen Sound.
- BASKETS**  
Walter Woods & Co., Hamilton.
- BEEF**  
Armour & Co., Hamilton.
- BEEF CUTS**  
J. M. Schneider & Sons, Ltd., Kitchener.
- BEEFSTEAK AND ONIONS**  
Clark's Beefsteak and Onions—  
W. Clark, Limited, Montreal.
- BEEFSTEAK SAUCE**  
H. J. Heinz Co., Leamington.
- BEEF LOAF**  
W. Clark, Limited, Montreal.  
F. W. Fearman Co., Ltd., Hamilton.
- BISCUITS**  
Charbonneau, Ltd., Montreal.  
McCormick's Biscuits—  
McCormick Mfg. Co., London, Ont.
- BISCUIT FLOUR**  
White Swan Spices & Cereals, Ltd., Toronto.
- BLANC MANGE**  
Ready Prepared Blanc Mange—  
B. O. Products Co., Quebec, Que.
- BLEACHING POWDER**  
Kennedy Mfg. Co., Montreal.
- BLUE**  
Keen's & Coleman's Blue—  
Magor, Son & Co., Montreal.  
Ocean Blue—  
Hargreaves (Canada), Ltd., Toronto.
- BLACK CHERRY WINE**  
Acme Vinegar Co., Winnipeg.
- BLUEBERRIES**  
Shaw & Ellis, Pocologan, N.B.
- BOOK COVERS**  
The E. B. Eddy Co., Hull, Canada.
- BONELESS CHICKEN**  
Clark's Boneless Chicken—  
W. Clark, Limited, Montreal.
- BONELESS AND PREPARED FISH**  
D. Hatton Co., Montreal.
- BORAX**  
White Star Borax—  
Macdonald-Chapman, Ltd., Winnipeg.  
B. & S. H. Thompson & Co., Montreal.
- BOX STRAPPINGS**  
J. E. Beauchamp & Co., Montreal.
- BRASS POLISH**  
Kennedy Mfg. Co., Montreal.
- BREAD PLATES**  
Cane's Bread Plates—  
Wm. Cane, Sons & Co., Newmarket, Ont.
- BREAD PUDDING (PREPARED)**  
B. O. Products Co., Quebec, Que.
- BREAKFAST FOODS**  
Kellogg's Toasted Corn Flakes—  
Battle Creek Toasted Corn Flake Co., London.  
Pettijohn's Breakfast Food, Quaker Cracked  
Wheat, Quaker Farina, Quaker Oats, Quaker  
Puffed Rice, Quaker Toasted Corn Flakes,  
Tillson's Oats, Victor Rolled Wheat—  
Quaker Oats Co., Peterborough, Ont.  
Ralston Wheat Food—  
Chisholm Milling Co., Toronto.  
Purity Rolled Oats—  
Western Canada Flour Mills Co., Ltd., Toronto
- BROOMS**  
Keystone Brand Brooms, Nugget Brand Brooms,  
Jubilee Brooms, Metal Cased Brooms— z  
Stevens-Hepner Co., Port Elgin, Ont.  
Primus Brand Corn Brooms—  
L. Chaput, Fils & Cie., Montreal.  
T. S. Simms & Co., Ltd., Fairville, St. John,  
Tiger Brand Brooms—  
Walter Woods & Co., Hamilton, Ont.  
Megantic Broom Co., Lake Megantic, Que.
- BRUSHES**  
Keystone Brand Brushes—  
Stevens-Hepner Co., Port Elgin, Ont.  
Paint Brushes, Varnish Brushes, Household  
Brushes, Stable Brushes, Saddlery Brushes,  
Artist's Brushes, Kalsomine Brushes—  
T. S. Simms & Co., Ltd., Fairville, St. John,  
N.B.  
Walter Woods & Co., Hamilton.
- BUCKWHEAT FLOUR (Self-rising)**  
White Swan Spices & Cereals, Ltd., Toronto.
- BUTTER**  
Bowes Butter—  
The Bowes Co., Limited, Toronto.  
Wm. Davies Co., Ltd., Toronto.  
Gunn's, Ltd., Toronto.  
F. W. Fearman Co., Ltd., Hamilton.  
Brookfield Creamery Butter—  
Swift Canadian Co., Toronto.  
Blue Nose Table Butter—  
Smith & Proctor, Halifax, N.S.
- BUTTER BOXES**  
Keenan Woodenware Mfg. Co., Owen Sound.
- BUTTER MOULDS**  
Cane's Acme Butter Moulds—  
Wm. Cane, Sons & Co., Newmarket, Ont.
- BUTTER WRAPS**  
Walter Woods & Co., Hamilton.
- BUTTER CROCKS**  
Ontario Crockery Co., London, Ont.  
Toronto Pottery Co., Ltd., Toronto.
- CALF CHOW (PURINA)**  
Chisholm Milling Co., Toronto.
- CAKE POWDER**  
B. O. Powder Co., Quebec, Que.
- CAKE ICINGS**  
Litster Pure Food Co., Toronto.
- CANADIAN BOILED DINNER**  
W. Clark, Ltd., Montreal.
- CANDY**  
Robert Gillespie & Co., Winnipeg.  
Charbonneau, Ltd., Montreal.
- CANNED FISH**  
Armour & Co., Hamilton.  
Brunswick Brand Clams, Brunswick Brand  
Pinnan Haddies, Brunswick Brand Kippered  
Herring, Brunswick Brand Herring in To-  
mato Sauce, Brunswick Brand Oil Sardines  
Connors Bros., Ltd., Black's Harbor, N.B.  
D. Hatton Co., Montreal.  
Maritime Fish Corporation, Montreal.
- CANNED LOBSTERS**  
Connors Bros., Ltd., Black's Harbor, N.B.  
D. Hatton Co., Montreal.
- CANNED FRUITS**  
Dominion Cannery, Hamilton, Ont.  
Primus Brand Canned Fruits—  
L. Chaput Fils & Cie., Montreal.  
E. D. Smith & Son, Ltd., Winona.
- CANNED MEATS**  
Armour & Co., Hamilton.  
Wm. Davies Co., Ltd., Toronto.
- CANNED SALMON**  
Primus Brand Canned Salmon—  
L. Chaput Fils & Cie., Montreal.  
D. Hatton Co., Montreal.  
Swift Canadian Co., Ltd., Toronto.
- CANNED VEGETABLES**  
E. D. Smith & Son, Ltd., Winona, Ont.  
Primus Brand Canned Vegetables—  
L. Chaput Fils & Cie., Montreal.
- CANNING MACHINERY**  
Brown, Boggs Co., Hamilton.
- CARTON FILLERS**  
Trent Mfg. Co., Ltd., Trenton, Ont.
- CASE FILLERS**  
Trent Mfg. Co., Ltd., Trenton, Ont.
- CASES (Luncheon)**  
Knickerbocker Case Co., Chicago.
- CASES (Sample)**  
Knickerbocker Case Co., Chicago.
- CASES (Fishing Tackle)**  
Knickerbocker Case Co., Chicago.
- CASINGS**  
Swift Canadian Company, Toronto.
- CASTOR OIL**  
B. & S. H. Thompson & Co., Montreal.
- CATTLE FEEDS**  
Chisholm Milling Co., Ltd., Toronto.
- CATSUP**  
H. J. Heinz Co., Leamington.  
E. D. S. Catsup—  
E. D. Smith & Son, Winona, Ont.  
Clark's Tomato Ketchup—  
W. Clark, Limited, Montreal.  
Taylor & Pringle Co., Ltd., Owen Sound.
- CHERRY CIDER**  
Acme Vinegar Co., Winnipeg.
- CEREALS**  
Biscuit Flour, Buckwheat Flour, Diet Flour,  
Health Flour, King's Food, Pancake Flour,  
Wheat Flakes, Wheat Kernels—  
Chisholm Milling Co., Toronto.  
Battle Creek Toasted Corn Flake Co., London.  
Quaker Oats Co., Peterborough and Saskatoon.  
Western Canada Flour Mills, Winnipeg and  
Toronto.
- CIGARS**  
Lord Tennyson, Grand Master, Promoter, Per-  
fection, Davis' Panetelas, Nobleman, La  
Plaza, Boite Nature, Coronas, Boite Nature,  
Invincibles, Mauricio—  
S. Davis & Sons, Montreal.
- CHEESE**  
Wm. Davies Co., Ltd., Toronto.  
F. W. Fearman Co., Ltd., Hamilton.  
Swift's Brookfield Cheese—  
Swift Canadian Company, Toronto.



- CHILI CON CARNE**  
E. W. Jeffress, Ltd., Walkerville.
- CHICKEN A LA KING**  
E. W. Jeffress, Ltd., Walkerville.
- CHICKEN SOUPS**  
Chateau Brand Chicken Soup  
Chateau Brand Chicken Soup, Assorted—  
W. Clark, Limited, Montreal.
- CHICKEN CHOWDER (Purina)**  
Chisholm Milling Co., Toronto.
- CHICK FEED (Purina)**  
Chisholm Milling Co., Toronto.
- CHEWING GUM**  
O-Pee-Chee Gum Co., London, Ont.
- CHILI SAUCE**  
H. J. Heinz Co., Leamington.
- CHOCOLATE**  
Baker's Caracas Sweet Chocolate  
Baker's Premium No. 1 Chocolate—  
Walter Baker & Co., Montreal.  
Cowan Co., Toronto.
- CHOCOLATE BUTTER**  
Canada Maple Exchange, Ltd., Montreal.
- CHOCOLATE BURNT ALMONDS**  
Canada Maple Exchange, Ltd., Montreal.
- CHOCOLATES**  
Bordeaux Chocolate, Chocolate Creams—  
Canada Maple Exchange, Ltd., Montreal.  
Charbonneau, Ltd., Montreal.
- CHOW CHOW**  
H. J. Heinz Co., Leamington.
- CHOCOLATES, MILITARY**  
Robert Gillespie & Co., Winnipeg.
- CIDER**  
Taylor-Pringle Co., Ltd., Owen Sound.
- CITRIC ACID**  
B. & S. H. Thompson & Co., Montreal.
- CIGARETTES**  
Player's Navy Cut Cigarettes, Richmond Straight  
Cut Cigarettes, Gold Crest Cigarettes, Mogul  
Cigarettes, Murad Cigarettes, Pall Mall  
Cigarettes—  
Imperial Tobacco Co., Montreal.
- CLAMS**  
Indian Chief Brand—  
Shaw & Ellis, Pocologan, N.B.
- CHEMICAL WARE**  
Toronto Pottery Co., Ltd., Toronto.
- CHURNS**  
Toronto Pottery Co., Ltd., Toronto.
- CLEANSERS**  
Armour & Co., Hamilton.  
Babbitt's Cleanser—  
B. T. Babbitt Co., New York, N.Y.
- CLOSET CLEANSER**  
Sani-Flush Closet Cleaner—  
Hygienic Products Co., Canton, Ohio.
- CLOTHESHORSES**  
Faultless Brand—  
Canadian Woodenware Co., St. Thomas.
- CLOTHES LINE PULLEYS**  
Megantic Broom Mfg. Co., Lake Megantic,  
Que.
- CLOTHES PINS**  
Cane's First Quality Clothes Pins—  
Wm. Cane, Sons & Co., Newmarket, Ont.  
Megantic Broom Co., Lake Megantic, Que.
- COAT AND HAT RACKS**  
Canadian Woodenware Co., St. Thomas.
- COCOANUT OIL**  
Jones Packing & Provision Co., Smith's Falls.
- COBBAN'S HERB TABLETS**  
Muncey Supply Co., Muncey.
- COCOAS**  
Baker's Breakfast Cocoa—  
Walter Baker & Co., Montreal.  
Borden's Condensed Cocoa  
Borden's Cocoa, with milk and sugar—  
Borden Milk Co., Montreal.  
Perfection Cocoa—  
Cowan Co., Toronto.  
Malcolm Condensing Co., St. George, Ont.  
Dandee Pure Cocoa—  
Litster Pure Food Co., Toronto.  
Ever Ready Cocoa—  
Litster Pure Food Co., Toronto.
- COFFEES**  
S. H. Ewing Sons, Montreal.  
Baker Importing Co., Minneapolis, Minn.  
F. F. Dalley Corporation, Ltd., Hamilton.  
White Star Coffee—  
Macdonald-Chapman, Ltd., Winnipeg.  
Jersey Cream Coffee—  
Litster Pure Food Co., Toronto.  
Thistle Brand, Boquet Brand—  
Hudson, Herbert & Co., Montreal.  
White Swan Spice & Cereals, Ltd., Toronto.
- 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 Cocoanut—  
Macdonald-Chapman, Ltd., Winnipeg.
- COLLAPSIBLE TUBES**  
Betts & Co., Ltd., London, Eng.
- COLLAR PADS**  
American Pad & Textile Co., Chatham.
- CONDENSED MILK**  
Canadian Milk Products Co., Toronto.  
Banner Condensed Milk  
Princess Condensed Milk—  
Malcolm Condensing Co., St. George, Ont.  
Borden's Condensed Milk—  
Borden Milk Co., Montreal.
- CONDIMENTS**  
H. J. Heinz Co., Leamington.
- CONFECTIONERY**  
Charbonneau, Ltd., Montreal.  
The Cowan Co., Toronto.  
Robt. Gillespie & Co., Winnipeg.
- CONFECTIONERS' SUPPLIES**  
Borden Milk Co., Montreal.
- COOKED MEATS**  
Gunns, Ltd., Toronto.  
Armour & Co., Hamilton.  
Wm. Davies Co., Ltd., Toronto.  
Harris Abattoir Co., West Toronto.  
Swift Canadian Company, Toronto.
- CONTAINERS**  
Hygienic Containers, Ltd., Toronto.
- CORKS**  
S. H. Ewing Sons, Montreal.
- CORNED BEEF**  
Clark's Corned Beef—  
W. Clark, Limited, Montreal.
- CORN FLAKES**  
Battle Creek Toasted Corn Flake Co., London.  
Quaker Oats Co., Peterboro.
- CORN MEAL**  
Gold Dust and Fancy Yellow Corn Meal—  
Chisholm Milling Co., Toronto.  
Buckeye Pure Gold Cornmeal.  
Quaker Best Yellow Cornmeal—  
Quaker Oats Co., Peterborough, Ont.
- CORN SYRUP**  
Canada Starch Co., Montreal.
- COUGH SYRUP**  
J. L. Mathieu & Co., Sherbrooke, Que.
- CORRUGATED FLATS**  
Trent Mfg. Co., Ltd., Trenton.
- CREAM BARS**  
Canada Maple Exchange, Ltd., Montreal.
- CREAM SUGAR**  
Canada Maple Exchange, Ltd., Montreal.
- CREAM CHEESE**  
Armour & Co., Hamilton.
- CREAM OF TARTAR**  
White Star Cream of Tartar—  
Macdonald-Chapman, Ltd., Winnipeg.  
B. & S. H. Thompson & Co., Montreal.  
White Swan Spice & Cereals, Ltd., Toronto.
- CREAM OF TARTAR (Substitutes)**  
Caverly, Plumer Co., Lynn, Mass.  
Jones Packing & Provision Co., Smith's Falls.  
B. & S. H. Thompson & Co., Montreal.
- CREMOL**  
Swift Canadian Co., Ltd., Toronto.
- CUSPIDORS**  
The E. B. Eddy Co., Hull, Canada.
- CROCKERY**  
Ontario Crockery Co., London.  
Toronto Pottery Co., Ltd., Toronto.
- CUSTARDS**  
Litster Pure Food Co., Toronto.
- CUSTARD POWDER**  
Sutcliffe & Bingham Co.  
Maclure & Langley, Toronto.
- DEXTRINE**  
Cannon Canadian Co., Toronto.
- DIET FLOUR**  
White Swan Spice & Cereals, Ltd., Toronto.
- DILL PICKLES**  
H. J. Heinz Co., Leamington.
- DISINFECTANTS**  
Kennedy Mfg. Co., Montreal.
- DOG FOODS**  
Spratt's Dog Cakes  
Spratt's Puppy Biscuits—  
Spratt's Patent, Ltd., London, Eng.
- DRESSED HOGS**  
Harris Abattoir Co., Toronto.  
Swift Canadian Co., Ltd., Toronto.
- DRY SALTED MEATS**  
Swift Canadian Co., Ltd., Toronto.
- DUSTERS**  
O-Cedar Dusters—  
Channell Chemical Co., Toronto.
- DUSTING CLOTHS**  
O-Cedar Dusting Cloth—  
Channell Chemical Co., Toronto.
- DUSTING MOPS**  
O-Cedar Dusting Mops—  
Channell Chemical Co., Toronto.
- DYES**  
Sunset Soap Dye—  
Sunset Soap Dye Co., care Harold F. Ritchie  
Co., Toronto.
- EARTHENWARE**  
Ontario Crockery Co., London, Ont.  
Toronto Pottery Co., Ltd., Toronto.
- EGGS**  
Bowes Eggs—  
The Bowes Co., Ltd., Toronto.  
Wm. Davies Co., Ltd., Toronto.  
Harris Abattoir Co., Toronto.  
Swift's Brookfield Eggs—  
Swift Canadian Co., Toronto.
- EGG CASE FILLERS**  
Trent Mfg. Co., Ltd., Trenton.
- EGG CARTON FILLERS**  
Trent Mfg. Co., Ltd., Trenton.
- EGG CRATES**  
Cane's Egg Crates—  
Wm. Cane, Sons & Co., Newmarket, Ont.
- ENGLISH BRAWN**  
W. Clark, Limited, Montreal.
- EVAPORATED MILK**  
Borden's Evaporated Milk—  
Borden Milk Co., Montreal.  
St. George Evaporated Milk—  
Malcolm Condensing Co., St. George, Ont.
- EVAPORATING MACHINERY**  
Brown, Boggs Co., Hamilton.
- EGG POWDER (Kola)**  
Rose & Laflamme Co., Montreal.
- EXTRACTS**  
Bowes Extracts (bulk)—  
The Bowes Co., Ltd., Toronto.  
Royal Extracts—  
Horton-Cato Co., Windsor, Ont.  
Shirrit's Flavoring Extracts—  
Imperial Extract Co., Toronto.  
Litster Pure Food Co., Toronto.  
White Star Extracts—  
Macdonald-Chapman, Ltd., Winnipeg.  
White Swan Spices & Cereals, Ltd., Toronto.
- FANCY MEATS**  
Swift's Fancy Meats—  
Swift Canadian Co., Toronto.
- FEED**  
Banner Feed—  
Schumacher's Stock Feed.  
Victor Feed—  
Quaker Oats Co., Peterborough, Ont.
- FIRE BRICK**  
Toronto Pottery Co., Ltd., Toronto.
- FISH, FRESH, FROZEN, ETC.**  
Maritime Fish Corporation, Montreal.  
D. Hutton Co., Montreal.  
Swift Canadian Co., Toronto.  
White & Co., Toronto.
- FLAKED WHEAT—**  
White Swan Spices & Cereals, Ltd., Toronto.
- FLOOR OIL**  
Kennedy Mfg. Co., Montreal.
- FLOOR WAX**  
Linoleo Floor Wax—  
Hargreaves (Canada) Limited, Toronto.
- FLOUR**  
Five Roses Flour—  
Lake of the Woods Milling Co., Montreal.  
Purity Flour—  
Western Canada Flour Mills Co., Ltd., Head  
Office, Toronto.  
Purina Whole Wheat Flour—  
Chisholm Milling Co., Toronto.  
Quaker Graham Flour  
Quaker Manitoba Patent Flour—  
Quaker Oats Co., Peterborough and Saskatoon.
- FLOUR SACKS**  
The E. B. Eddy Co., Hull, Canada.
- FLOWER POTS**  
Toronto Pottery Co., Ltd., Toronto.
- FLUID BEEF CORDIAL**  
Clark's Fluid Beef Cordial—  
W. Clark, Limited, Montreal.
- FRENCH CREAMS**  
Canada Maple Exchange, Ltd., Montreal.  
B. O. Products Co., Quebec, Que.
- FRENCH MUSTARD**  
Dandee Brand—  
Litster Pure Food Co., Toronto.
- FRUITS (Fresh)**  
Duncan's, Limited, North Bay, Ont.  
Lemon Bros., Owen Sound, Ont.  
McBride Bros., Toronto.  
White & Co., Toronto.  
Hugh Walker & Son, Guelph.
- FRUIT SYRUPS (Concentrated)**  
Acme Vinegar Co., Winnipeg.
- FRUIT JARS**  
Dominion Glass Co., Ltd., Montreal.
- FROZEN FISH**  
D. Hutton Co., Montreal.
- FURNITURE POLISH**  
O-Cedar Polish—  
Channell Chemical Co., Toronto.
- GLUES**  
Cannon Canadian Co., Toronto.
- GELATINE**  
Cannon Canadian Co., Toronto.  
F. S. Jarvis & Co., Toronto.  
Litster Pure Food Co., Toronto.  
Charles B. Knox Gelatine Co., Inc., Johns-  
town, N.Y.



- GLOVES (Cotton)**  
American Pad & Textile Co., Chatham.
- GLOVES (Canvas)**  
American Pad & Textile Co., Chatham.
- GRAIN PRODUCTS**  
Battle Creek Toasted Corn Flakes Co., London
- GRAIN DEALERS**  
Chisholm Milling Co., Ltd., Toronto.
- GANITWARE MENDER**  
"Vol-Peek"—  
H. Nagle Co., Montreal.
- GRAPE CIDER**  
Acme Vinegar Co., Winnipeg.
- GRAPE JUICE**  
Ontario Grape Growing & Wine Mfg. Co.,  
St. Catharines.  
E. D. Smith & Son, Winona, Ont.  
Marsh Grape Juice Co., Niagara Falls.  
The Welch Co., St. Catharines, Ont.
- GUM ARABIC**  
Cannon Canadian Co., Toronto.
- HAMS**  
Gunn's, Ltd., West Toronto.  
Harris Abattoir Co., Toronto.  
Premium Hams—  
Swift Canadian Company, Toronto.  
Star Brand Hams—  
F. W. Fearman Co., Hamilton, Ont.
- HAMS (Boiled and Smoked)**  
J. M. Schneider & Sons, Ltd., Kitchener.
- HERBS**  
White Star Herbs—  
Macdonald-Chapman, Ltd., Winnipeg.  
White Swan Spices & Cereals, Ltd., Toronto.
- HEADACHE POWDERS**  
J. T. Mathieu & Co., Sherbrooke, Que.
- HAND CLEANER**  
Kennedy Mfg. Co., Montreal.  
White Swan Spices & Cereals, Ltd., Toronto.
- HERRINGS**  
Connors Bros., Ltd., Black's Harbor, N.B.
- HEALTH SALTS**  
S. H. Ewing Sons, Montreal, Que.  
Dandee Health Salts—  
Litster Pure Food Co., Toronto.  
Sutcliffe & Bingham, c/o Maclure & Langley,  
Toronto.
- HIRST'S PAIN EXTERMINATOR**  
F. F. Dalley Corp., Ltd., Hamilton.
- HIRST'S SYRUP OF HOREHOUND AND  
ELECAMPANE**  
F. F. Dalley Corp., Ltd., Hamilton.
- HIRSTE FAMILY SALVE**  
F. F. Dalley Corp., Ltd., Hamilton.
- HOME OIL**  
Buffalo Specialty Co., Buffalo and Bridgeburg.
- HOMINY**  
Chisholm Milling Co., Toronto.  
Quaker Granulated Hominy  
Quaker Pearl Hominy—  
Quaker Oats Co., Peterborough, Ont.
- HONEY**  
White Star Honey—  
Macdonald-Chapman, Ltd., Winnipeg.  
Bowes Pure Honey—  
The Bowes Co., Limited, Toronto.  
F. W. Fearman Co., Ltd., Hamilton.
- HONEY BUTTER**  
Canada Maple Exchange, Ltd., Montreal.
- HORSE RADISH**  
H. J. Heinz Co., Leamington.
- HOPS**  
Dole Bros. Hops & Malt Co., Boston, Mass.
- ICE CREAM POWDER**  
Bowes Ice Cream Powder—  
The Bowes Co., Ltd., Toronto.
- ICINGS**  
White Swan Spices & Cereals, Ltd., Toronto.
- ICING SUGAR**  
White Star Icing Sugar—  
Macdonald-Chapman, Ltd., Winnipeg.
- INDIA RELISH**  
H. J. Heinz Co., Leamington.
- INFANTS' FOOD**  
Borden's Eagle Brand Condensed Milk—  
Borden Milk Co., Montreal.  
Mackay's Barley—  
Jno. Mackay Co., Bowmanville, Ont.  
Robinson's Barley and Groats—  
Magor, Son & Co., Montreal.
- INSECT POWDER**  
J. E. Beauchamp, Montreal.
- IRISH STEW**  
W. Clark, Limited, Montreal.
- IRON BOARDS**  
Megantic Broom Mfg. Co., Lake Megantic,  
Que.
- JAMS**  
Armour & Co., Hamilton.  
Aylmer Pure Jam.  
Lynn Valley Compound Jam  
Red Seal Pure Fruit Jam—  
Dominion Canners, Ltd., Hamilton, Ont.  
E. D. S. Pure Jam—  
E. D. Smith & Son, Winona.  
Curling Brand Jams—  
St. Williams Fruit Preserves, Ltd., St. Wil-  
liams, Ont.
- Furnival's Jam—**  
Furnival-New, Limited, Hamilton.  
Stuart Limited, Sarnia, Ont.  
J. H. Wethey, Ltd., St. Catharines, Ont.
- JELLIES**  
Aylmer Pure Jelly  
Lynn Valley Compound Jelly—  
Dominion Canners, Ltd., Hamilton, Ont.  
Furnival's Jelly—  
Furnival-New, Limited, Hamilton, Ont.  
E. D. S. Pure Jelly—  
E. D. Smith & Sons, Winona, Ont.  
Stuart Limited, Sarnia, Ont.
- JELLY POWDERS**  
B. O. Products Co., Quebec, Que.  
Shirriff Jelly Powder—  
Imperial Extract Co., Toronto.  
White Star Jelly Powder—  
Macdonald-Chapman, Ltd., Winnipeg.  
Allies Jelly Powders—  
Litster Pure Food Co., Toronto.  
White Swan Spice & Cereals, Ltd., Toronto.
- JERSEY GLOVES AND MITTS**  
American Pad & Textile Co., Chatham.
- JUGS**  
Toronto Pottery Co., Ltd., Toronto.
- KIPPERS**  
Niobe Brand Kippers—  
D. Hatton Co., Montreal.
- KETCHUP**  
H. J. Heinz Co., Leamington.
- KNIFE POLISH**  
Oakey's Wellington Knife Polish—  
John Oakey & Sons, Ltd., London, Eng.
- KRAFT BAGS**  
The E. B. Eddy Co., Hull, Can.
- KISSES**  
Charbonneau, Ltd., Montreal.
- LARD**  
Armour & Co., Hamilton.  
Wm. Davies & Co., Ltd., Toronto.  
Gunn's, Ltd., Toronto.  
Harris Abattoir Co., Toronto.  
Silverleaf Brand Pure Lard—  
Swift Canadian Co., Toronto.  
Star Brand Lard—  
F. W. Fearman Co., Hamilton, Ont.
- LARD (Kettle Rendered)**  
J. M. Schneider & Sons, Ltd., Kitchener.
- LAUNDRY SODA**  
Swift's Laundry Soda—  
Swift Canadian Company, Toronto.
- LEAD PENCILS**  
Wm. Cane & Sons Co., Newmarket, Ont.
- LEATHER GOODS**  
Knickerbocker Case Co., Chicago.
- LEMON CIDER**  
Acme Vinegar Co., Winnipeg.
- LEMONADE**  
Bowes Lemonade—  
The Bowes Co., Ltd., Toronto.
- LICORICE**  
National Licorice Co., Montreal.
- LIQUID INSECTICIDE**  
Kennedy Mfg. Co., Montreal.
- LIQUID VENEER, POLISH**  
Buffalo Specialty Co., Buffalo, N.Y., and  
Bridgeburg, Ont.
- LIME JUICE**  
Holbrooks, Limited, Toronto.  
White Star Lime Juice—  
Macdonald-Chapman, Ltd., Winnipeg.
- LOBSTERS**  
Primus Brand Lobsters—  
L. Chaput Fils & Cie., Montreal.  
D. Hatton Co., Montreal.
- LUNCH BEEF**  
Clark's Ready Lunch Beef—  
W. Clark, Limited, Montreal.
- LUNCH TONGUE**  
Clark's Lunch Tongue—  
W. Clark, Limited, Montreal.
- LYE**  
Babbitt's Pure Lye—  
B. T. Babbitt Co., New York.
- MACARONI**  
Excelsior Macaroni—  
Excelsior Macaroni Products Co., Winnipeg.  
A. Puccini & Co., St. Catharines, Ont.
- MALTED MILK**  
Borden's Malted Milk—  
Borden Milk Co., Montreal.
- MAPLE BUTTER**  
Charbonneau Ltd., Montreal.
- MAPLE SUGAR**  
Canada Maple Exchange, Montreal.  
Smalls Limited, Montreal.
- MAPLE SYRUP**  
Bowes Pure Maple Syrup—  
The Bowes Co., Ltd., Toronto.  
Charbonneau, Ltd., Montreal.  
Canada Maple Exchange, Montreal.  
Smalls Limited, Montreal.
- MAPLE CREAM BUTTER**  
Canada Maple Exchange Ltd., Montreal.  
Charbonneau, Ltd., Montreal.
- MARASCHINO CHERRIES**  
Shirriff Maraschino Cherries—  
Imperial Extract Co., Toronto.
- MARMALADE**  
Armour & Co., Hamilton.  
Aylmer Pure Orange Marmalade—  
Dominion Canners, Ltd., Hamilton, Ont.  
E. D. S. Marmalade—  
E. D. Smith & Son, Winona, Ont.  
Furnival's Marmalade—  
Furnival-New, Limited, Hamilton, Ont.  
Shirriff's Orange Marmalade—  
Imperial Extract Co., Toronto.  
Curling Brand Marmalade—  
St. Williams Fruit Preserves, Ltd., Fort  
Williams, Ont.  
Wethey's Orange Marmalade—  
J. H. Wethey, Limited, St. Catharines, Ont.
- MATCHES**  
Eddy's Matches (all kinds)—  
The E. B. Eddy Co., Limited, Hull, Que.
- MEAT MEAL**  
Armour & Co., Hamilton.
- 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.
- METAL POLISH**  
Kennedy Mfg. Co., Montreal.  
Gloss Metal Polish—  
Hargreaves (Canada) Limited, Toronto.  
Pyn-ka Polishing Tablets—  
Hargreaves (Canada) Limited, Toronto.
- MILK (Powdered)**  
Canadian Milk Products Co., Toronto.
- MILK PRODUCTS**  
Borden Milk Products—  
Borden Milk Co., Montreal  
Canadian Milk Products Co., Toronto.
- MINTEES, WINTEES, CINTEES (Confections)**  
O-Pee-Chee Gum Co., London, Ont.
- MINCE MEAT**  
Bowes Mince Meat—  
The Bowes Co., Limited, Toronto.  
F. W. Fearman Co., Ltd., Hamilton.  
Clark's Mince Meat (in glass)  
Clark's Mince Meat (in pails)—  
W. Clark, Limited, Montreal.  
Canada Brand Mince Meat—  
Swift Canadian Co., Ltd., Toronto.  
E. B. Thompson, Toronto.  
Wetseys Mince Meat—  
J. H. Wethey, Limited, St. Catharines.  
White Star Mince Meat—  
Macdonald-Chapman, Ltd., Winnipeg.
- MINT SAUCE**  
Horton-Cato Co., Windsor, Ont.
- MOLASSES**  
Canada Maple Exchange, Ltd., Montreal.  
Da Costa & Co., Barbados, B.W.I.  
West India Co., Ltd., Montreal.  
Leacock & Co., Barbados, B.W.I.
- MOPS**  
T. S. Simms & Co., Fairville, St. John, N.B.  
Cane's Mops—  
The Wm. Cane Sons & Co., Newmarket, Ont
- MOTOR LUNCHEON CASES**  
Knickerbocker Case Co., Chicago.
- MUSHROOM CATSUP**  
E. W. Jeffress, Ltd., Walkerville.
- MUSTARD**  
H. J. Heinz Co., Leamington.  
Litster Pure Food Co., Toronto.  
White Star Mustard—  
Macdonald-Chapman, Ltd., Winnipeg.  
White Swan Spices & Cereals, Ltd., Toronto
- MUSTARD PICKLES (Sweet)**  
H. J. Heinz Co., Leamington.  
Canada Maple Exchange, Ltd., Montreal.
- NUTRI-OX BEEF EXTRACT**  
Nutri-Ox Beef Extract—  
Wm. Davies Co., Ltd., Toronto.
- OATMEAL**  
Chisholm Milling Co., Toronto.
- O-CEDAR POLISH MOPS (round and  
triangular)**  
Dust Cloths, Dusters, Dusting Mops, Mop  
Handles, Polish—  
Channel Chemical Co., Ltd., Toronto.
- OLEOMARGARINE**  
Armour & Co., Chicago.  
"Peerless Brand."  
Wm. Davies & Co., Toronto.  
Harris Abattoir Co., Toronto.  
Swift Canadian Co., Ltd., Toronto.
- OLIVES**  
H. J. Heinz Co., Leamington.  
White Star Olives—  
Macdonald-Chapman, Ltd., Winnipeg.  
Swift Canadian Co., Ltd., Toronto.
- OLIVE BUTTER**  
E. W. Jeffress, Ltd., Walkerville.



**ORANGEADE**

Bowes Orangeade—  
The Bowes Co., Ltd., Toronto.

**ORANGE CIDER**

Acme Vinegar Co., Winnipeg.

**OX TONGUE**

W. Clark, Limited, Montreal.

**OYSTERS**

D. Hatton Co., Montreal.  
White & Co., Toronto.

**PADS FOR HORSES**

American Pad & Textile Co., Chatham.

**PAILS**

Cane's Wooden Pails—  
The Wm. Cane Sons & Co., Newmarket, Ont.  
Eddy's Fibreware Pails—  
The E. B. Eddy Co., Ltd., Hull, Que.  
Keenan Woodenware Mfg. Co., Owen Sound, Ont.

**PANCAKE FLOUR**

B.O. Products Co., Quebec, Que.  
White Swan Spice & Cereals, Ltd., Toronto.

**PAPER**

Paper of all kinds—  
The E. B. Eddy Co., Ltd., Hull, Que.

**PAPER BALERS**

Climax Baler Co., Hamilton.  
Meganitic Broom Mfg. Co., Lake Meganitic, Que.

**PAPER BAGS**

Eddy's Paper Bags (for all uses)—  
The E. B. Eddy Co., Ltd., Hull, Que.

**PASTE POWDER**

Cannon Canadian Co., Toronto.

**PATE**

Clark's Ham and Veal Pate—  
W. Clark, Limited, Montreal.

**PATENT MEDICINES**

J. L. Mathieu & Co., Sherbrooke, Que.

**PEANUT BUTTER**

Armour & Co., Hamilton.  
Ansley-Hallberg-Lewis, Ltd., Winnipeg.  
Bowes Peanut Butter—  
The Bowes Co., Ltd., Toronto.  
Clark's Peanut Butter—  
W. Clark, Limited, Toronto.  
H. J. Heinz Co., Leamington.  
Dandee Peanut Butter—  
Litster Pure Food Co., Toronto.  
Swift Canadian Co., Ltd., Toronto.

**PEARL HOMINY**

Chisholm Milling Co., Toronto.

**PICKLES**

Peerless Brand Pickles—  
Wm. Davies Co., Ltd., Toronto.  
H. J. Heinz Co., Leamington.  
Queen Quality Pickles—  
Taylor & Pringle, Owen Sound, Ont.  
White Star Pickles—  
Macdonald-Chapman, Ltd., Winnipeg.  
Swift Canadian Co., Ltd., Toronto.

**PICKLED MEATS**

J. M. Schneider & Sons, Kitchener.

**PIGS' FEET**

Clark's Boneless Pig's Feet—  
W. Clark, Limited, Montreal.

**PLUM PUDDING**

Clark's English Plum Pudding—  
W. Clark, Limited, Montreal.

**POISHSHS**

Kennedy Mfg. Co., Montreal.  
Buffalo Specialty Co., Buffalo, N.Y., and  
Bridgeburg, Ont.  
Channell Chemical Co., Toronto.

**POISH MOPS**

O-Cedar Polish Mop—  
Channell Chemical Co., Toronto.

**POPPING CORN**

Krackley-Nut Pop Corn—  
O-Pee-Chee Gum Co., London, Ont.

**PORT WINE**

Acme Vinegar Co., Winnipeg.

**PORK PIES**

Wm. Davies Co., Ltd., Toronto.

**PORK AND BEANS**

Clark's Pork and Beans—  
W. Clark, Limited, Montreal.  
Wm. Davies Co., Ltd., Toronto.  
Gunn's, Ltd., West Toronto.  
The Heinz Co., Leamington, Ont.  
Simcoe Pork and Beans—  
Dominion Cannery, Ltd., Hamilton, Ont.

**PORTFOLIOS**

Knickerbocker Case Co., Chicago.

**PORK CUTS**

J. M. Schneider & Sons, Kitchener.  
Swift's Pork Cuts—  
Swift Canadian Company, Toronto.

**POTATO FLOUR**

Cannon Canadian Co., Toronto.

**POTTERY**

Toronto Pottery Co., Ltd., Toronto.

**POTTED MEATS**

Societe S. P. A., Montreal.  
W. Clark, Limited, Montreal.

**POWDER, INSECTICIDE**

Kennedy Mfg. Co., Montreal.

**PREPARED MUSTARD**

H. J. Heinz Co., Leamington.

**PRESERVES**

E. D. S. Preserves—  
E. D. Smith & Son, Winona, Ont.

**PRODUCE**

Swift Canadian Company, Toronto.

**PUDDINGS**

Litster Pure Food Co., Toronto.

**POULTRY**

C. A. Mann & Co., London, Ont.  
Swift's Fresh Poultry—  
Swift Canadian Company, Toronto.

**POULTRY FEEDS**

Chisholm Milling Co., Ltd., Toronto.

**POTS AND PANS, MENDERS**

H. Nagle Co., Montreal.

**RASPBERRY CIDER**

Acme Vinegar Co., Winnipeg.

**RASPBERRY VINEGAR**

Marsh Grape Juice Co., Niagara Falls, Ont.  
E. D. S. Raspberry Vinegar—  
E. D. Smith & Son, Winona, Ont.

**RED CEDAR CHESTS**

Keenan Woodenware Mfg. Co., Owen Sound, Ont.

**RED ROSE TEA**

T. H. Estabrooks Co., Ltd., Toronto and  
St. John, N.B.

**RELISHES**

H. J. Heinz Co., Leamington, Ont.

**RICE**

Mikado Brand Rice—  
Imperial Rice Mill Co., Vancouver, B.C.  
Mount Royal Mill & Mfg. Co., Montreal.

**RICE FLOUR**

Mount Royal Mill & Mfg. Co., Montreal.

**RICE PRODUCTS**

Mount Royal Mill & Mfg. Co., Montreal.

**ROLLED OATS**

Chisholm Milling Co., Toronto.  
Buckeye Rolled Oats  
Monarch Rolled Oats  
Victor Rolled Oats  
Tillson's Oats  
Quaker Oats—  
Quaker Oats Co., Peterborough, Ont.

**ROAST BEEF**

W. Clark, Limited, Montreal.

**SALAD DRESSING**

Royal Salad Dressing  
Royal Mayonnaise—  
Horton-Cato Co., Windsor, Ont.  
White Star Salad Dressing—  
Macdonald-Chapman, Ltd., Winnipeg.

**SALAD DRESSING POWDER**

Litster Pure Food Co., Toronto.

**SALT**

Sifto Table Salt—  
Century Table Salt—  
Dominion Salt Co., Sarnia, Ont.  
Regal Table Salt  
Windsor Cheese Salt  
Windsor Dairy Salt  
Windsor Table Salt—  
Canadian Salt Co., Windsor, Ont.  
Purity Table Salt  
Purity Free Running Salt  
Purity Dairy and Cheese Salt  
Purity Fine, Coarse and Rock Salt—  
Western Salt Co., Ltd., Courtright.

**SALT AND PICKLED FISH**

D. Hatton Co., Montreal.

**SAUCES**

Sauce, Holbrooks—  
Holbrooks, Ltd., Toronto.  
Queen Quality Chili Sauce—  
Taylor & Pringle, Owen Sound, Ont.  
H. F. Sauce—  
W. G. Patrick Co., Ltd., Toronto.

**SAUCES, TABASCO**

Royal Tabasco Sauce—  
Horton-Cato Co., Windsor, Ont.

**SAUCES (Worcestershire)**

Bowes Worcestershire Sauce—  
The Bowes Co., Ltd., Toronto.  
Holbrooks, Ltd., Toronto.

**SARDINES**

Connors Bros., Black's Harbor, N.B.  
D. Hatton Co., Montreal.  
Noreanners, Ltd., Stavanger, Norway.

**SAUER KRAUT**

Taylor & Pringle, Owen Sound, Ont.  
Wm. Davies Co., Ltd., Toronto.  
Gunn's, Ltd., Toronto.

**SAUSAGES**

Armour & Co., Hamilton.  
Brookfield Brand Pork Sausages—  
Sunday Breakfast Pork Sausages—  
Swift Canadian Co., Toronto.  
Clark's Geneva Sausage  
Clark's Cambridge Sausage—  
W. Clark, Limited, Montreal.  
Star Brand Pork Sausage—  
F. W. Fearman Co., Hamilton, Ont.  
Country Pork Sausage—  
Bologna Sausage  
Ham Sausage  
Summer Sausage—  
J. M. Schneider & Son, Ltd., Kitchener.

**SCREEN WINDOWS**

Canadian Woodenware Co., St. Thomas.

**SEWER PIPE**

Toronto Pottery Co., Ltd., Toronto.

**SHOE POLISHES**

"2 in 1" Black, Tan; "2 in 1" White Cake  
Dressing, White Liquid Dressing, White  
Ox Blood Polish—  
F. F. Dalley Co., Ltd., Hamilton.

**SHOE POLISH**

Nugget Shoe Polish—  
Nugget Polish Co., Toronto.  
Whittemore Bros. Corp., Boston, Mass.

**SHORTENING**

Armour & Co., Hamilton.  
Peerless Shortening—  
Wm. Davies Co., Ltd., Toronto.  
Cotosnet Shortening  
Jewel Compound Shortening—  
Swift Canadian Co., Toronto.  
Domestic Shortening—  
Harris Abattoir Co., Toronto.  
Easifirst Shortening—  
Gunn's, Ltd., West Toronto.  
Koto Creme Shortening  
Ridora Shortening  
I.X.L. Shortening  
Jones Packing & Provision Co., Smith's  
Falls.

**SLICED SMOKED BEEF**

W. Clark, Limited, Montreal.

**SMOKED FISH**

D. Hatton Co., Montreal.

**SMOKED MEATS**

Armour & Co., Hamilton.  
Swift Canadian Co., Toronto.

**SNOW SHOVELS**

J. E. Beauchamp & Co., Montreal.

**SODA**

Cow Brand—  
Church & Dwight, Montreal.

**SPAGHETTI**

Excelsior Cream Spaghetti—  
Excelsior Macaroni Products Co., Winnipeg.  
A. Puccini Co., St. Catharines, Ont.

**SOAPS**

Armour & Co., Hamilton.  
Guelph Soap Co., Guelph, Ont.  
Cold Cream Toilet Soap  
Matchless Bar Soap—  
Keenleyside Oil Co., London, Ont.  
Swift's Laundry Soap  
Swift's Toilet Soap—  
Swift Canadian Co., Toronto.

**SOAPS, LIQUID**

Matchless Liquid Soap  
Shamrock Liquid Soap—  
Keenleyside Oil Co., London, Ont.  
Kennedy Mfg. Co., Montreal.

**SOAP CHIPS**

Crystal Soap Chips—  
Guelph Soap Co., Guelph, Ont.  
Matchless Soap Chips (in barrels and bags)—  
Keenleyside Oil Co., London, Ont.  
Krinkly Soap Chips—  
Jones Packing & Provision Co., Smith's  
Falls.

**SOAP (Hand, in Tins)**

Kennedy Mfg. Co., Montreal.

**SOAP POWDERS**

Babbitt's "1776" Soap Powder—  
B. B. Babbitt Co., New York, N.Y.

**SODA FOUNTAIN SUPPLIES**

Bowes Fountain Fruits  
Bowes Fountain Syrups—  
The Bowes Co., Toronto.  
E. D. S. Crushed Fruits  
E. D. S. Fountain Syrups—  
E. D. Smith & Son, Winona, Ont.  
Shirriff's Fountain Fruits  
Shirriff's Fountain Syrups—  
Imperial Extract Co., Toronto.

**SOUPS**

H. J. Heinz Co., Leamington, Ont.  
W. Clark, Limited, Montreal.

**SODA BISCUITS**

Charbonneau, Ltd., Montreal.

**SOUP, MACARONI**

Excelsior Soup Stars  
Excelsior Alphabets—  
Excelsior Macaroni Products Co., Winnipeg.

**SPAGHETTI, CANNED**

W. Clark, Ltd., Montreal.  
H. J. Heinz Co., Leamington, Ont.

**SPICES**

White Star Spices—  
Macdonald-Chapman, Ltd., Winnipeg.  
Litster Pure Food Co., Toronto.  
White Swan Spices & Cereals, Ltd., Toronto

**SPIRIT VINEGAR**

Acme Vinegar Co., Winnipeg.  
Primus Brand Spirit Vinegar—  
L. Chaput Fils & Cie, Montreal.  
White Star Spirit Vinegar—  
Macdonald-Chapman, Ltd., Winnipeg.

**SPRING CLOTHES PINS**

Megantic Broom Mfg. Co., Lake Megantic,  
Que.

**STOVE POLISH****BLACK KNIGHT**

F. F. Dalley Corp., Hamilton.  
Gipsy Stove Polish—  
Hargreaves (Canada), Limited, Toronto.

**STANDARD REMEDIES**

Chamberlain Medicine Co., Toronto.  
Mathieu's Cough Syrup  
Mathieu's Nervine Powder—  
J. L. Mathieu Co., Sherbrooke, Que.

**STARCH, CORN AND LAUNDRY**

The Canada Starch Co., Montreal.

**STRAWBERRY CIDER**

Acme Vinegar Co., Winnipeg.

**STOMACH AND LIVER TABLETS**

Chamberlain Medicine Co., Toronto.

**STONEWARE**

Toronto Pottery Co., Ltd., Toronto.

**STOVE POLISH**

Black Knight—

F. F. Dalley Corporation, Ltd., Hamilton.

**SWEEPING COMPOUND**

Kennedy Mfg. Co., Montreal.

**SUGAR**

Royal Acadia Sugar—  
Acadia Sugar Refining Co., Halifax, N.S.

**SUGAR, RAW**

West India Co., Ltd., Montreal.

**SWEET NUT BUTTER**

Canada Maple Exchange, Ltd., Montreal.

**SYRUPS (Sugar)**

Canada Maple Exchange, Ltd., Montreal.

**SYRUP FRUITS**

Aylmer Syrup Fruits—

Dominion Cannery, Ltd., Hamilton, Ont.

**SYRUP, TABLE**

Canada Maple Exchange, Ltd., Montreal.  
Charbonneau, Ltd., Montreal.

**SWEAT PADS**

American Pad & Textile Co., Chatham.

**TAPIOCA FLOUR**

Cannon Canadian Co., Toronto.

**TARTARINE**

Litster Pure Food Co., Toronto.

**TEA LEAD**

Betts & Co., Ltd., London, Eng.

**TEA**

Japan Tea—

Shiznoka Ken Tea Guild, Montreal.

Primus Brand Tea—

L. Chaput, Fils & Cie., Montreal.

H. P. Eckardt & Co., Toronto.

Red Rose Tea—

T. H. Estabrooks Co., Toronto.

Hudson Hebert & Cie., Montreal.

Thistle Brand Tea

Boquet Brand Tea—

Kearney Bros., Montreal.

**THERMOS BOTTLE CASES**

Knickerbocker Case Co., Chicago.

**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—  
Rock City Tobacco Co., Quebec, Que.  
Stag Plug Chewing Plug 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—  
Rock 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.  
Shanrock 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  
Hull 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 PAPERS**

Eddy's Toilet Paper—  
The E. B. Eddy Co., Hull, Canada.

**TOOTHPICKS**

Keenan Woodenware Mfg. Co., Owen Sound

**TOMATO KETCHUP**

W. Clark, Limited, Montreal.  
H. J. Heinz Co., Leamington.

**TOMATO CHUTNEY**

Queen Quality Tomato Chutney—  
Taylor & Pringle, Owen Sound, Ont.

**TOMATO SOUP**

H. J. Heinz Co., Leamington.

**TOMATO PASTE**

E. W. Jeffress, Ltd., Walkerville.

**TUBS**

Cane's Wooden Wash Tubs—  
Wm. Cane & Sons Co., Newmarket, Ont.  
Eddy's Fibreware Tubs—  
The E. B. Eddy Co., Hull, Canada.  
Keenan Woodenware Mfg. Co., Owen Sound,  
Ont.

**TWINES**

Walter Woods & Co., Hamilton.

**UNIVERSAL SAUCE**

Taylor & Pringle, Owen Sound, Ont.

**VEAL LOAF**

W. Clark, Limited, Montreal.

**VERMICELLI**

A. Puccini Co., St. Catharines, Ont.  
Excelsior Cream Vermicelli—  
Excelsior Macaroni Products Co., Winnipeg.

**VINEGARS**

Holbrooks, Ltd., Toronto.  
Pure Spirit  
Pure Malt  
Extra Spice Pickling  
Raspberry—

Acme Vinegar Co., Winnipeg.  
H. J. Heinz Co., Leamington, Ont.  
Taylor & Pringle Co., Ltd., Owen Sound.

**VINEGAR MEASURES**

Water Woods & Co., Hamilton.

**VICHY WATER**

B.O. Products Co., Quebec, Que.

**VI-COCOA**

Watford Mfg. Co., Watford, Eng.

**WASHING MACHINES**

The Easy Washer—

Canadian Woodenware Co., St. Thomas.

**WASHING POWDER**

Gold Dust Washing Powder—

The N. K. Fairbanks Co., Ltd., Montreal.

**WASHING TABLETS ("Vignol")**

H. Nagle Co., Montreal.

**WASHBOARDS**

Canuck Glass Washboards

Supreme Solid Globe Zinc Washboards

Competitor Globe Metal Washboards

The Washday Surprise Washboards

Economy Washboards

Toy Washboards—

Canadian Woodenware Co., St. Thomas.

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—

Wm. Cane & Sons Co., Newmarket, Ont.

Eddy's Fibreware Washboards

Eddy's Zinc Washboards—

The E. B. Eddy Co., Hull, Canada.

Megantic Broom Mfg. Co., Lake Megantic,  
Que.

Walter Woods & Co., Hamilton.

**WHEAT KERNELS**

White Swan Spices & Cereals Ltd., Toronto.

**WHEAT FLAKES**

White Swan Spices & Cereals Ltd., Toronto.

**WHITE CORN FLOUR**

Chisholm Milling Co., Ltd., Toronto.

**WHISKY**

T. S. Simms & Co., Fairville, St. John,  
N. B.

**WHOLE WHEAT FLOUR**

Chisholm Milling Co., Ltd., Toronto.

**WHEAT FOOD (Ralston)**

Chisholm Milling Co., Ltd., Toronto.

**WINES, NON-ALCOHOLIC**

Red Seal Non-Alcoholic Wine—

Imperial Extract Co., Toronto.

**WINES (Unfermented)**

Marsh Grape Juice Co., Niagara Falls.

**WORCESTERSHIRE SAUCE**

H. J. Heinz Co., Leamington.

Bowes Co., Ltd., Toronto.

Taylor & Pringle Co., Ltd., Owen Sound.

**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.

Walter Woods & Co., Hamilton.

**YEAST CAKES**

White Star Yeast Cakes—

Macdonald-Chapman, Ltd., Winnipeg.

White Swan Spice & Cereals, Ltd., Toronto.

**ZANZIBAR TODDY**

Acme Vinegar Co., Winnipeg.



## Can He Hear You?

The party to whom you are talking will not hear you distinctly if you speak away from the telephone into space.

The better way, to avoid indistinct hearing, is to face the telephone and speak directly into the mouthpiece.

### The Bell Telephone Co. of Canada

"Good Service . . . our true intent."

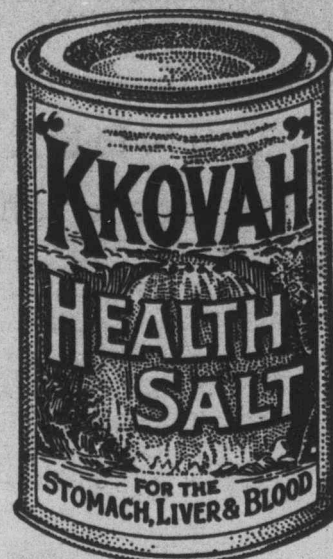




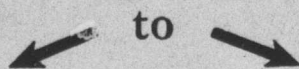


## Keep Them to The Front

Only the best is worthy a place on the front line. Sterling quality and many years' reputation have given pride of place



**KKOVAH CUSTARD**



**KKOVAH Health SALTS**

Push them—if only for the one reason—it pays.

SOLE AGENTS FOR CANADA

**MACLURE & LANGLEY LIMITED**  
TORONTO

WINNIPEG

MONTREAL



## Whittemore's Shoe Polishes

Quality Variety



For a Big Seller

**BOSTONIAN CREAM** — The ideal cleaner for kid and calf. You'll need a good stock of brown for brown glazed kid and mahogany calf —also the cordo-tan for cordovan leather. Then there's the white BOSTONIAN for all colors of glazed Russia calf, vici or dongola kid or patent leather—also light and dark gray, and any other color or shade.



And Here's the Paste

**NOBBY BROWN PASTE**—For all shades of brown shoes. Once you put this paste in stock, you'll be like everybody else who has ordered it —you'll repeat on it.

For red or oxblood there's the same size package of **PEERLESS OXBLOOD PASTE**.



RUSSET—2 Sizes



BROWN—2 Sizes



WHITE—2 Sizes



RED—2 Sizes



BLACK—2 Sizes

Ask your Jobber's Salesman for Complete Catalogue with Prices, or write us at Boston, Mass., U.S.A.

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

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# Success and Your Associates

**A**LWAYS associate with men who are earning more money than you are. Such is the advice given by a man whose name is known the world over for his own success and the business which he created. It is good advice of a certainty, but we are not urging that it is the best advice. At the same time it is wise to associate with better or bigger men than you are yourself, because you are likely to be lifted up to their levels.

Most of us would probably like to be the intimates of J. P. Morgan, or of John D, or of Charlie Schwab, or Canny Andrew. If we had a speaking acquaintance with John Wanamaker, or Lord Beaverbrook, or Lord Shaughnessy, and with other distinguished and successful men, we would take comfort from the fact.

And most of us would feel rather small and uncomfortable if we were placed beside President Woodrow Wilson at a dinner table, or beside Sir Robert Borden, Sir Herbert Holt or Sir Wm. Mackenzie. And the reason would probably be that we know so little of the knowledge that really counts. If these successful business men engaged us in conversation we would probably find ourselves knowing very little about the things that matter.

This will illustrate the point:

Here's a true story. A Toronto manufacturer found himself on a train going to Albany in company with a number of distinguished Americans about to attend the inaugural ceremonies of a State Governor. A washout led to a delay, and the Canadian was thrown into close association with senators and congressmen and prominent lawyers. They bantered the little Canadian about Canada. He had the pluck of a bigger man. He had been a constant reader of THE FINANCIAL POST,

and had absorbed many facts about Canada. He surprised his American traveling companions with his positive, well-informed and wide knowledge of Canada. When the company reached Albany, the Canadian was persuaded to attend the ceremonies, and was introduced as the man who knew all about Canada. The Governor was interested in Canada, and said so, and the little Canadian found himself telling the story of Canada very ardently to a very attentive listener, much to the amusement of his friends who introduced him.

This man made a hit on that journey, and many friends. One of the company gave him a stock market tip worth a fortune.

The point of this story is: You, as a Canadian, can make yourself informed very fully and intelligently if you become a regular reader of THE FINANCIAL POST. You can make yourself a worthy companion and intimate of presidents and magnates. The world likes to listen to men who know something well, and who can talk interestingly and informingly on the subject of their study.

You can become worth listening to if you know your Canada well. And you can get the kind and amount of knowledge concerning Canada which will make you interesting to others if you will read THE FINANCIAL POST regularly each week.

**I**F you read THE FINANCIAL POST REGULARLY you will find yourself keeping company with the highest paid staff of editors engaged on any publication in Canada—trained men who know how to make others know what they know and learn.

You will find yourself living in a most interesting world—the great, throbbing world of business. You will have your thoughts tremendously stimulated and helpfully directed. You will find yourself becoming a fit table companion for big men — this because you will have knowledge of a quality that will keep you from shame.

What is it that keeps you and THE POST separated? It cannot be its subscription price of \$3. Probably it is because you are not very well acquainted with this paper.

We are going to put it to you this way: If you have the desire to be worthy of association with big men, then prepare yourself for such association by reading THE POST, and to make acquaintance easy, we provide the coupon below. It offers you THE POST for four months for a dollar bill.

The MacLean Publishing Company, Limited,  
143-153 University Avenue, Toronto.

Send  $\frac{me}{us}$  THE FINANCIAL POST for four months for One Dollar. Money  $\frac{enclosed}{to\ be\ remitted}$

(Signed)

.....  
.....

C.G.

# Why let the Man Famine affect your Business?

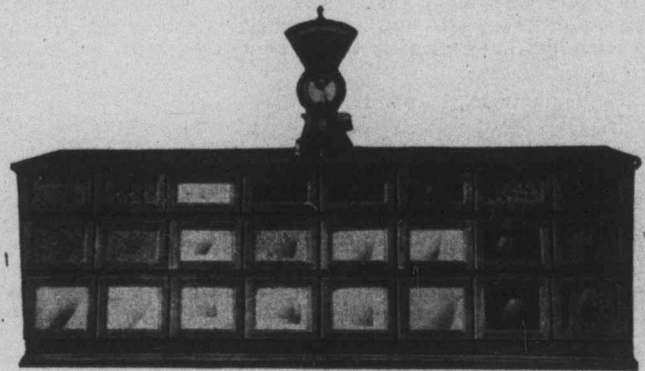
Perhaps you have hitherto regarded this question of labor-saving efficiency making equipment as a matter of minor importance.

But good, sound business sense must now urge you to consider it as a means of meeting the growing labor scarcity.

The equipment illustrated here is essential to every well-managed store. It saves the dealer time and labor—and fuss—and worry—and makes the service of the store more acceptable from every viewpoint.

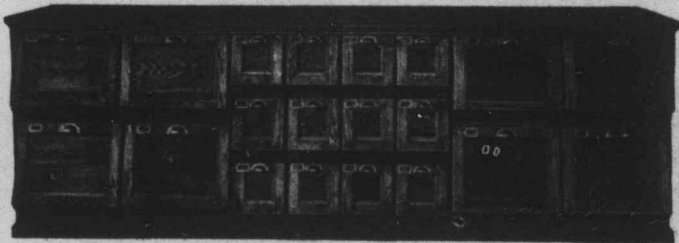
The man famine that Canada faces now is likely to grow more acute. Things point that way. Wise grocers will prepare for such a contingency by discarding the shelves and the useless lumber that has handicapped business expansion all too long.

Take the first step. Write to-day for all particulars regarding the money-saving, money-making Walker Bin equipment.



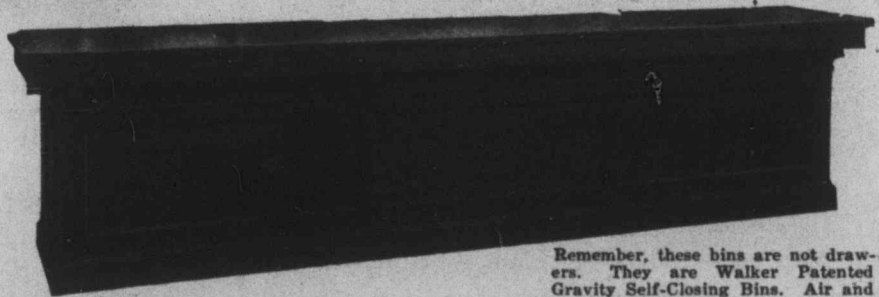
**No. 3 UNIVERSAL**

Three rows of bevel displays in line of vision. The glass in top row 4" x 10"; middle row 6" x 10"; lower 8" x 10", giving assorted displays of small capacity, affording a maximum display with minimum stock.



**REAR OF COUNTER**

Shows three capacity bins. Lower row about 56-quart capacity. Upper row about 52-quart capacity, with removable division in centre. Small centre bins 10-quart capacity, with removable division. Made in stock lengths 9 ft., 12 ft. 4", 15 ft. 8" (9-ft. length shown). By adding one bin to row on either side of centre unit gives additional 3 ft. 4" counter length.



Remember, these bins are not drawers. They are Walker Patented Gravity Self-Closing Bins. Air and dust proof.

## The Walker Bin and Store Fixture Company

Limited

Kitchener

:-:

Ontario

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



**You can serve your customers better with 25% less labor**

One man out of every four!

Modern time and labor saving equipment makes this possible.

Get out of the rut. Meet the help scarcity problem fair and square by equipping your store with Walker Bin Fixtures.

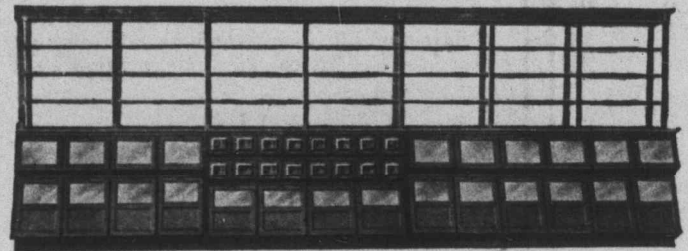
The shelving and counters of 50 or 100 years ago are a bigger drag on your progress to-day than ever before. You've got to face the facts. Efficiency is what counts nowadays and up-to-the-minute equipment is an absolute necessity if you'd build your business against every handicap.

You need Walker Bin equipment badly and you need it now. We'll gladly supply you with catalog, sketches of suitable fixtures and assist you in every possible way. Just drop us a card with floor plan and measurements of your store.



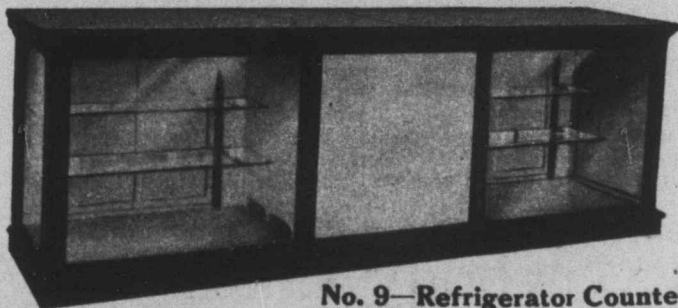
**No. 24—Salesman**

Quartered Oak or Mahogany finish in stock, 4', 6' and 8' long. High grade, medium price.



**Combination X Sectional Wall Case**

with varied size Patent Bins. All sections interchangeable, can be changed in length, moved about or taken down by any man or his clerks. Cost no more than display front counters, and while bins have same capacity as counter, you have shelving above gratis for canned, bottled and package goods. Making in large lots reduces the price in comparison with counters.



**No. 9—Refrigerator Counter**

Best medium-priced Counter made in Canada. 9' and 11' lengths. Glass display or marble top.

**The Walker Bin and Store Fixture Company**

Limited

**Kitchener**

:-:

**Ontario**

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

# MacLean's Magazine

## For MAY

### Canada at the Peace Conference

**T**HE British Empire will have a representative or representatives at the Peace Conference. The question is—Who? Who will be Canada's choice? Will Canada have any part in that conference of momentous import? H. G. Wells, one of the greatest writers of the age, has written on the subject of who is to represent the Empire at the Peace Conference. He has written this article for MACLEAN'S MAGAZINE and it appears in the May issue. (Mr. Wells parcelled this manuscript and addressed it himself, for MACLEAN'S MAGAZINE.)

### How Does a Retreating Army Behave?

**G**EORGE EUSTACE PEARSON tells how in the May MACLEAN'S. Mr. Pearson is a Princess Pat man, and was gassed at St. Julien. He is now lecturing for the American Government in Texas and elsewhere. He is a Toronto man, and his war stories are of sensational interest. The Saturday Evening Post has published two of his stories, and other American magazines will. Mr. Pearson is well known to readers of MACLEAN'S MAGAZINE, and this wonderful contribution to the May MACLEAN'S will be read with intensest interest. Mr. Pearson is a wonderful delineator of war.

### Robert W. Service in the May Number

Service is perhaps Canada's best known poet. He is at the front, and ever since going there two years ago his verse has been appearing in MACLEAN'S MAGAZINE—a fine compliment to Canada and MACLEAN'S. In the May number he has a stirring ballad—"The Twa Jocks"—great stuff!

### Stephen Leacock is There, Too

Mr. Leacock likes MACLEAN'S. He is loyal to Canada. He gives to the Canadian people the children of his fancy—and he makes this gift through MACLEAN'S MAGAZINE. "May-time in Mariposa" is his contribution to the May MACLEAN'S. Lou Skuce illustrates it.

### A. C. Allenson has a Story

**M**R. ALLENSON is another Canadian whom the editors of American magazines appreciate, and show their appreciation by buying his stories. Mr. Allenson remains loyal to MACLEAN'S which has been his cradle, as it were. We rejoice to be able to say that we shall have many stories from this Canadian short-story writer. His story in the May MACLEAN'S is "Drop Behind and Lose Two"—amusing and tender. W. B. King, a Saturday Evening Post illustrator, has made the drawings that accompany Mr. Allenson's story.

### The Departments Everybody Likes

**M**ACLEAN'S MAGAZINE is liked by many because it has an admirable Review of Reviews Department. This department condenses for busyreaders the best things appearing in the leading magazines and reviews of Great Britain and the United States. \* \* \* Women and Their Work is a department that satisfies women. Women are bearing so many of the world's burdens nowadays that their fields of endeavor and interest deserve the recognition which they receive in MACLEAN'S. \* \* \* The Business Outlook, The Investment Situation and The Nation's Business are departments valued by the business man.

(Circulation of MACLEAN'S is now 60,000—10,000 more than it was six months ago.)

At All News Dealers : : 20c.



# Wanted

## CLASSIFIED ADVERTISING

Advertisements under this heading 2c per word for first insertion. 1c for each subsequent.

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 remittances cannot be acknowledged.

### BUSINESS FOR SALE

**GENERAL STORE—BEST PAYING BUSINESS** west of Edmonton. On G.T.R. R.R. Sawmill town. \$35,000 monthly pay roll. Stock in trade, \$16,000. Store, house and lot, \$6,000, turnover, \$48,000, netted last year \$6,500, paying net 13½% on turnover, 22½% on investment. Sell cash only. Owner has other interests requiring attention. Apply Box 300, Canadian Grocer.

**GENERAL STORE—STAPLE STOCK—BEST** country store in Ontario; good clean stock; six miles from opposition; if interested act quick for particulars. Box 297 CANADIAN GROCER.

### WANTED

**WANTED—TO BUY A SECOND HAND** Account register, size from 300 to 500 accounts. International Creamery Co., Limited, South River Station, N.S.

**WANTED—A LINE FOR THE MARITIME** Provinces by an experienced travelling salesman. Best of references. Apply to Box 298, Canadian Grocer.

**WANTED—A LINE OF FANCY BISCUITS** and candy to handle on commission; bank reference. Traveller. P.O. Box 436, Sydney, C.B.

**DEAD STOCK OF PATENT MEDICINES,** drugs and sundries bought or exchanged. Write The Drug Exchange, Box 297, Canadian Grocer, Montreal, P.Q.

**WANTED—CASH REGISTER. MUST BE** total adder. Give full particulars. Apply to Box 301, Canadian Grocer.

### AGENTS WANTED

**TRAVELLERS—GOOD SIDE LINE, SOLICIT** from merchants accounts for us to collect. Reliable agency. Nagle Mercantile Agency, Westmount, Que.

### SITUATIONS WANTED

**GROCERY CLERK, TWELVE YEARS' EX-**perience, desires position in wholesale grocery where advancements are good. Saskatchewan or Alberta preferred. All references. Apply to Box 299, Canadian Grocer.

**A RETURNED SOLDIER, THOROUGHLY EX-**perienced retail grocer, desires a position in first-class grocery business. Good wages for married man. Apply Box 295, Canadian Grocer, 153 University Ave., Toronto.

### MISCELLANEOUS

**GROCCERS—INCREASE YOUR PROFITS** selling Neal's Bread; shipping service unexcelled (Western Ontario delivery only); four factories: Windsor, London, Sarnia, St. Thomas. Neal Baking Co.

## TO THE TRADE

This Want Ad. page offers opportunities to YOU!

There were thirteen replies received to a recent advertisement on this page, the results being satisfactory to the advertiser.

CANADIAN GROCER offers you Dominion-wide circulation among the grocery trade, which means that this page is read by Business men; men who are as deeply interested in the Grocery trade as you are.

Advertisements are classified under suitable headings, so that they can be located at a glance.

The cost is trivial—2 cents per word first insertion, and one cent per word for each subsequent insertion.

If you wish your replies directed to a box, the charge is 5 cents per insertion extra, to cover cost of postage.

Send your want ads along and please enclose remittance to cover, as it saves unnecessary bookkeeping, etc.

## FIXTURES FOR SALE

**FIXTURES, CONSISTING OF MARBLE SLAB** counter, shelving, Christie biscuit stand, Cole electric coffee grinder, large Eureka refrigerator. Also Ford truck with covered top, which has only had a few months use. First-class condition. Apply Metcalf Candy Co., Limited, Kitchener, Ont.

**ARE YOU OVERSTOCKED IN SOME LINES** which do not move rapidly in your locality and you desire to clear them out? There may be some other locality where these goods are selling. CANADIAN GROCER has thousands of good grocers on its list, and here is the chance to speak to them at a very low cost. Try a condensed ad in CANADIAN GROCER. Rates payable in advance, 2 cents per word first insertion, and 1 cent per word each subsequent insertion, with 5 cents per insertion extra for box number.

Use this page—the page that is never overlooked—from time to time to put efficiency in your service, and watch it for opportunities.

Everything is classified under appropriate headings, so that you can, at a glance, find what you are looking for. Quite often the want ad page is consulted as a guide to conditions.

Anything used or of interest to the Grocery trade can be located by an advertisement on this page.

Canadian Grocer reaches thousands of the best grocers in the Dominion—the kind you want to speak to.

The cost of this service to you is very small—2 cents per word first insertion, and 1 cent per word for each subsequent insertion of the same advertisement.

If you do not wish your name to appear in the ad we have a Box system whereby everything is strictly confidential, for which we charge 5 cents per insertion extra.

Kindly enclose remittance with ad so as to save unnecessary bookkeeping, etc.



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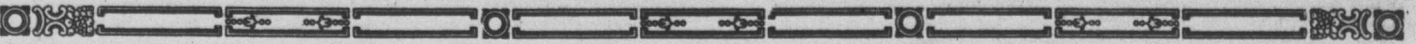
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