

33rd ANNUAL FALL NUMBER

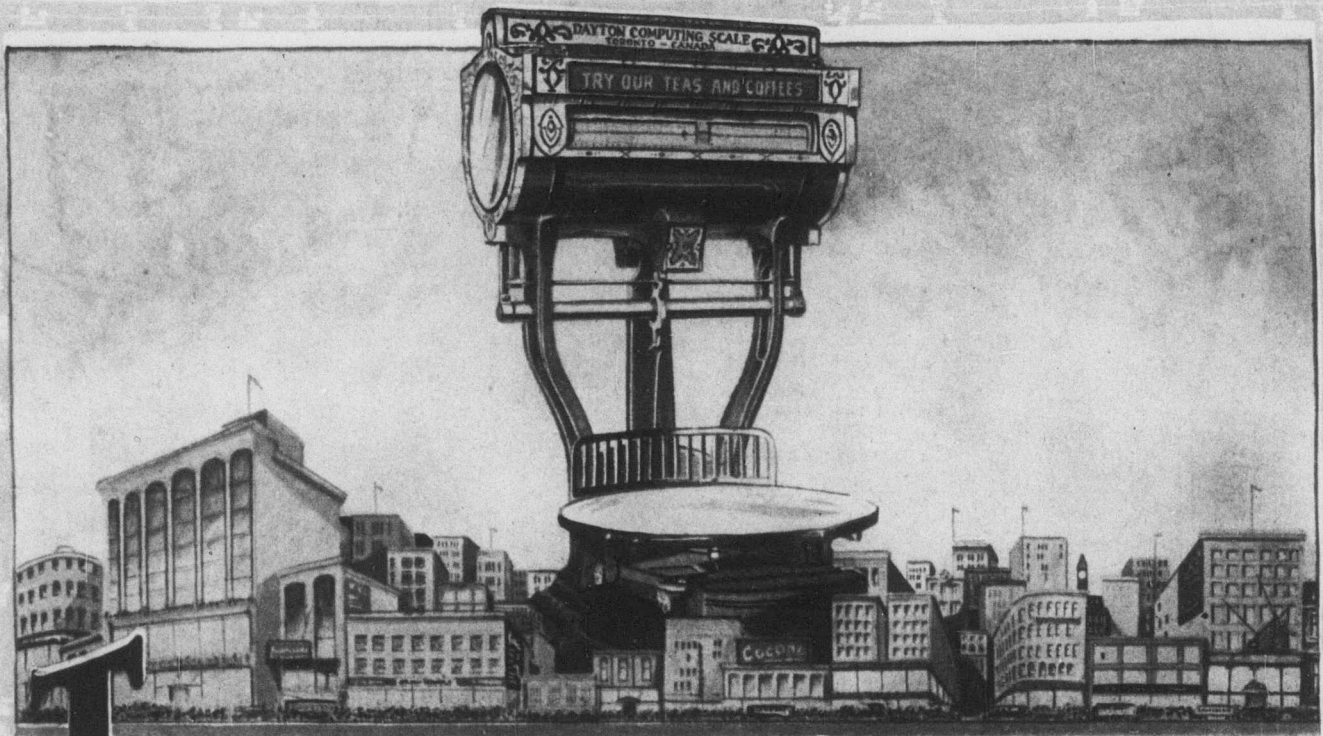
CANADIAN GROCER

Member of the Associated Business Papers---Only Weekly Grocer Paper Published in Canada
THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXXIII.

PUBLICATION OFFICE: TORONTO, OCTOBER 31, 1919

No. 44



The Big Thing in a Million Stores

"The Highest Priced Scale in the World"

The Dayton Computing Scale sounds the strongest note of modern progress in the retail store. Why? Just this—your higher costs, your higher rents, your higher wages, your smaller profit margins, etc., **must** be paralleled by bigger turnover, faster service, fewer mistakes, more modern equipment. The Dayton Scale with its instantaneous weights and price calculations—its splendid construction—its beauty—its advertising value, is the outstanding item in store equipment to bring these results.

"If it's a Dayton, it's Right!"

Dayton Computing Scales

Made in Canada

Head Office and Factory:
Campbell Ave., Toronto

FRANK E. MUTTON
Vice-Pres. and Genl. Mgr.

Offices in all
principal cities

(Scale Division, International Business Machines Co., Limited, also makers of International Time Recorders and Hollerith Electric Tabulators)

For Quick Turn-over

It is obvious to every live merchant that "turn-over" makes for success in retailing.

We can tell you **how** to increase your "turnover."

If you are not selling O-Cedar Products, stock them now. You will see a prompt increase in your sales-per-month.

If you now stock O-Cedar Products, but fail to let your customers **know** you have them—put O-Cedar Polish and O-Cedar Polish Mops in your window—display O-Cedar Cards in your store—and right away you will realize that to get ready sales for these articles you only have to direct people's attention to them.

That is because they are quality articles—well advertised.

Through the Advertising, they are known—by reason of the quality they are appreciated and win repeat sales.

All that your customers need is a reminder that you sell them—to buy them at your store.

The demand is ever-present—awaiting but your slight effort to direct it your way.

Channell Chemical Co.,
Limited
TORONTO



The Hunting Season



forecasts a big demand for these three "Borden" Products. No hunter's kit is complete without them.

Their handiness, convenience and deliciousness make them the choice of hunters everywhere.

Here is a good suggestion that will increase your Borden sales this season. Arrange an attractive window display depicting some hunting scene, show these three Borden Products in plenty, suggesting their convenience and wholesome qualities. You will be surprised with the results.

Hundreds of Grocers have rung up big profits from a display of this kind. Why don't you?

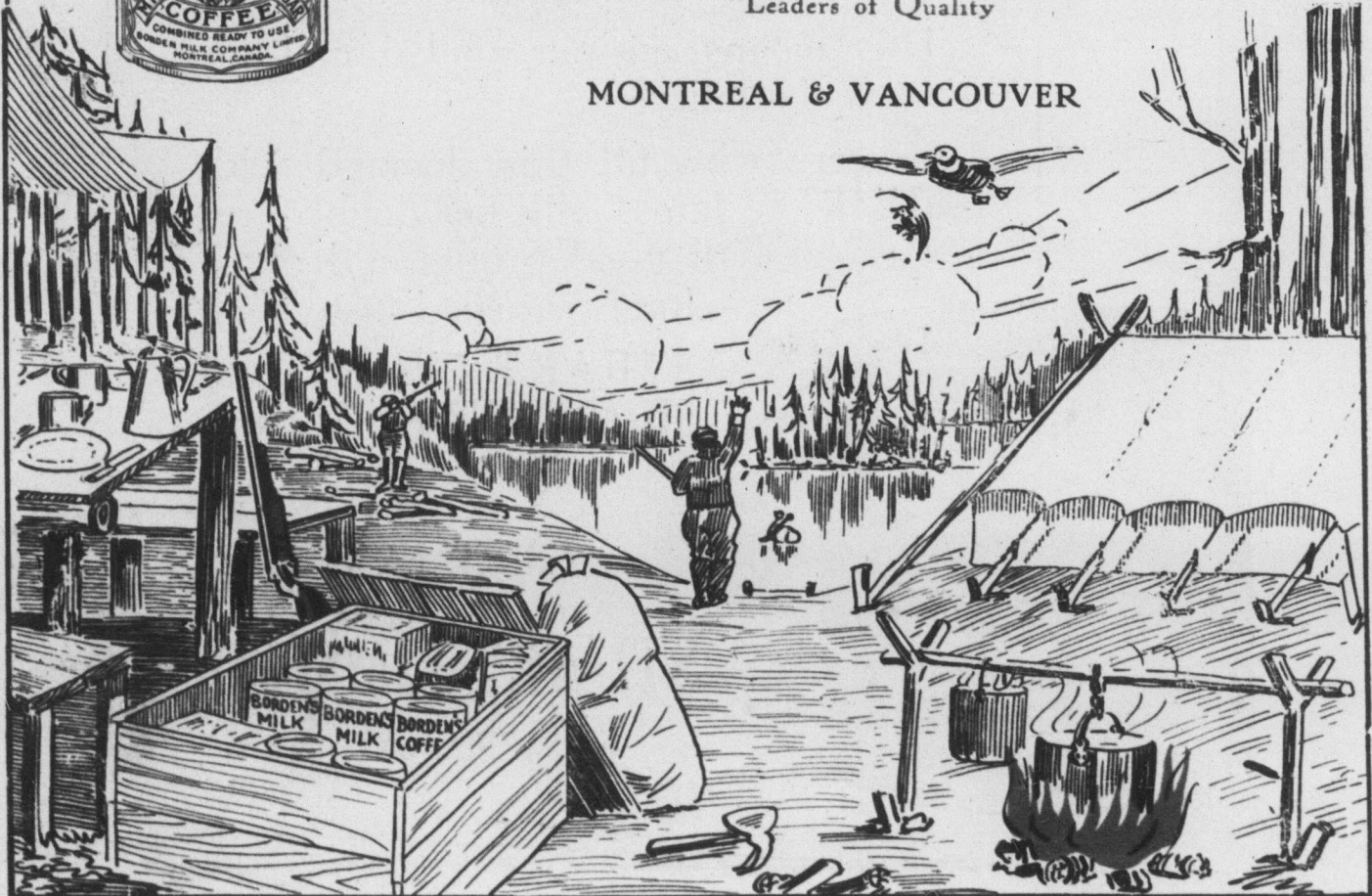
Don't be caught with a small stock of Borden Products this fall.

ORDER NOW

Borden Milk Company, Limited

"Leaders of Quality"

MONTREAL & VANCOUVER





Stuart's Jams

Scarcity of Sugar in Canning Season

forbade housewives from preserving quantities of fruit for Winter.

This means an unequalled call for Jams of quality.

Grocers who fill this demand with **STUART'S** Jams will be doubly rewarded with good profits and absolutely satisfied customers.

STUART QUALITY and **STUART PURITY** are unsurpassed.

ORDER NOW.

STUART LIMITED

SARNIA, ONT.





DOMINION BRAND

Tomato Soup

Vegetable Tomato Soup

Pork and Beans

Spaghetti with Tomato Sauce

Four lines that are even bigger sellers during the cold weather months than during other seasons. Every one of these products is a tasty, nourishing food that warrants your highest recommendation. Get behind these lines and push them to the limit. Easy to sell—and they repeat—with profit to you.

Ask Your Jobber or Write Direct.

DOMINION CANNERS, LIMITED

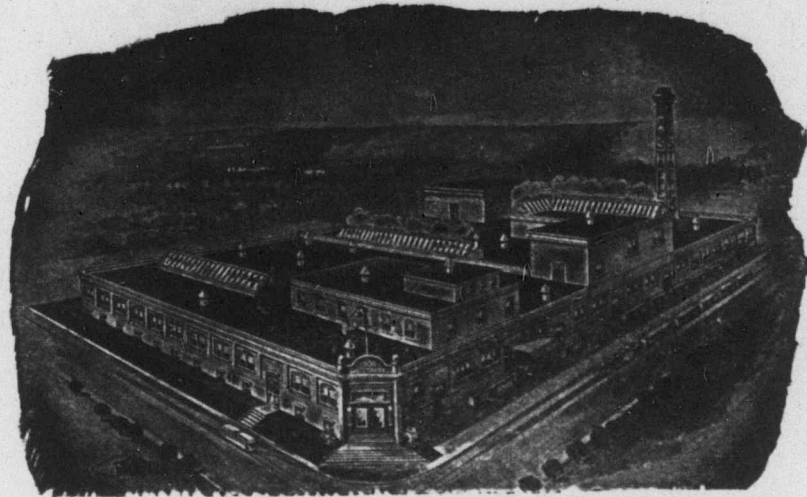
HAMILTON - CANADA

WAGSTAFFE'S

New
Season's
1919

Lemon
Orange
and
Citron

Caps or Cut
Ready for
Use.



THE MOST UP-TO-DATE CANDIED PEEL AND
CRYSTALLIZED FRUIT FACTORY IN CANADA

WAGSTAFFE'S

Crystallized Ginger, Cherries and
Assorted Fruits.

Plum Puddings and Mincemeat.

NOW READY FOR DELIVERY.

Order From Your Wholesale Grocer.

WAGSTAFFE, LIMITED

Pure Fruit Preservers

HAMILTON

CANADA

Representatives: H. P. Burton, 513 Dominion Bldg., Vancouver, B.C.; Dominion Brokerage Co., Edmonton, Alta.; Dominion Brokerage Co., Calgary, Alta.; W. H. Escott Co., Ltd., Winnipeg, Man.; W. H. Escott Co., Ltd., Saskatoon, Sask.; W. H. Escott Co., Ltd., Regina, Sask.; W. G. Hinton, 89 Marchmont Rd., Toronto, Ont.; H.

G. Smith, 386 Beaconsfield Ave., N.D.G., Montreal, Que.; J. B. W. Smith, 708 Waterloo St. London, Ont.; F. G. Knox, Coltingwood, Ont.; W. S. Clawson & Co., St. John, N.B.; H. M. Wylie, Room 6, Union Bank Bldg., Halifax, N.S.; R. M. Fulton, 7 Duke St., Truro, N.S.; John Rossitor, St John's, Nfld.

Furnivall's

Furnivall's



FURNIVALL'S PURE JAM

We Can Supply
STRAWBERRY, RASPBERRY,
BLACK CURRANT, PEACH,
PLUM, and SEVILLE ORANGE
MARMALADE

Agents—The City of Ottawa, Quebec and the Lower Provinces:

Messrs. Geo. Hodge & Son, Ltd., Montreal, Que.

Cape Breton: O. N. Mann, Sydney, N.S.

Ontario: MacLaren Imperial Cheese Co., Ltd., Toronto, Ont.

Manitoba: A. D. Norman, Scott Block, Winnipeg, Man.

Hamilton: J. T. Price & Co.

FURNIVALL-NEW, Limited

HAMILTON, CANADA



Junket

MADE with MILK

THE liberal margin of profit on every "Junket" sale, combined with the rapid selling features of this dainty dessert and the steadily increasing demand are convincing arguments why you, too, should handle "Junket."

The endless variety of delicious, economical desserts that can be quickly prepared with "Junket" completely solves the dessert problem for busy housewives.

Sold in 10-Tablet Packages that retail at 12c.

Chr. Hansen's Canadian Laboratory
 Toronto, Canada
LOGGIE, SONS and COMPANY
 SELLING AGENTS FOR CANADA
 32 FRONT STREET WEST - TORONTO



Good news for Sardine Connoisseurs



“Norse Crown” —are in Canada again

These fine little Norwegian Sardines are:--

UNUSUALLY DELICIOUS
LIGHTLY SMOKED
PACKED IN THE FINEST
OLIVE OIL

Should you have any difficulty in obtaining a supply of “NORSE CROWN” Sardines from your Wholesaler send us your name and address and we will do our best to see that you are served with this particular brand.

and the careful inspection before preparation insures the perfect condition of each individual fish.

Book your requirements immediately---orders can now be taken care of from stock and shipments to arrive.

**The Oversea Export Co.,
Limited, Norway**

Sole Agents for Canada and Newfoundland

Stewart Menzies & Company

32 Front St. W. - Toronto



Shirriff's

Shirriff's True Vanilla

the purest essence of Mexican bean. Uniform quality and maximum strength. 50% above government test.

Shirriff's Scotch Marmalade

made from selected Seville Oranges—delicious wholesomeness is known to every lover of good marmalade.



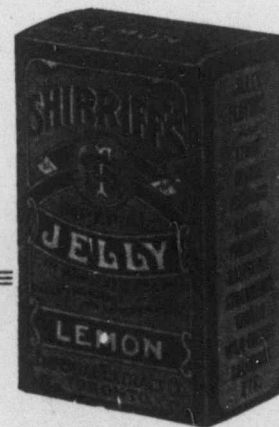
Shirriff's Jelly Powders

admitted the very best powders of their class in Canada. The variety is extensive and whatever the dish made it is delicious.

Remember that these Products are well known to the Canadian housewife. They will always appreciate your suggesting Shirriff's.

Imperial Extract Company
Toronto

Agents for Canada: Harold F. Ritchie & Co., Toronto



Shirriff's



40 Years
of
HONEST
LIBERAL
COURTEOUS
SERVICE
have won for us
that name

Whether our customers' orders are written, wired or 'phoned, we always give the same prompt service.

The comprehensiveness of our stock always insures fulfilment of the order and our warehousing facilities are such that shipments are always promptly executed.

The goods we carry are nothing but the quality kind which you would expect to get from a firm with a reputation extending back to the year 1879. Consider the promptness of our service and the quality of the goods we carry when you are making out your next order. We would be pleased to have the opportunity to prove to you our claims. We are sure that nowhere can you get better satisfaction.

Particulars of our service will be gladly sent on request.

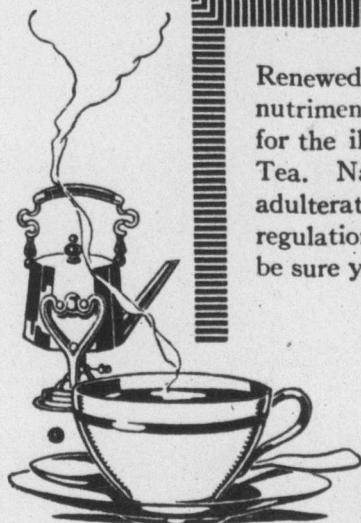
S. J. Major, Limited

WHOLESALE GROCERS

Ottawa - - - Canada

Founded in 1879

JAPAN TEA



Renewed vigor in the hour of fatigue, nutriment for the strong and health for the ill are in each cup of Japan Tea. Natural purity and absence of adulteration are Japanese Government regulations. Drink Japan Tea and be sure your tea is pure.

*"Tea tempers the spirit,
awakens thought and
refreshes the body."*

14

The delicious flavor of this wholesome beverage will make fast friends of tea drinkers everywhere. You can win increased customer confidence and secure larger profits by pushing this high quality natural green leaf.

Your wholesaler carries Japan Tea.

SUMORE SALTED PEANUTS



His Favorite Pocket

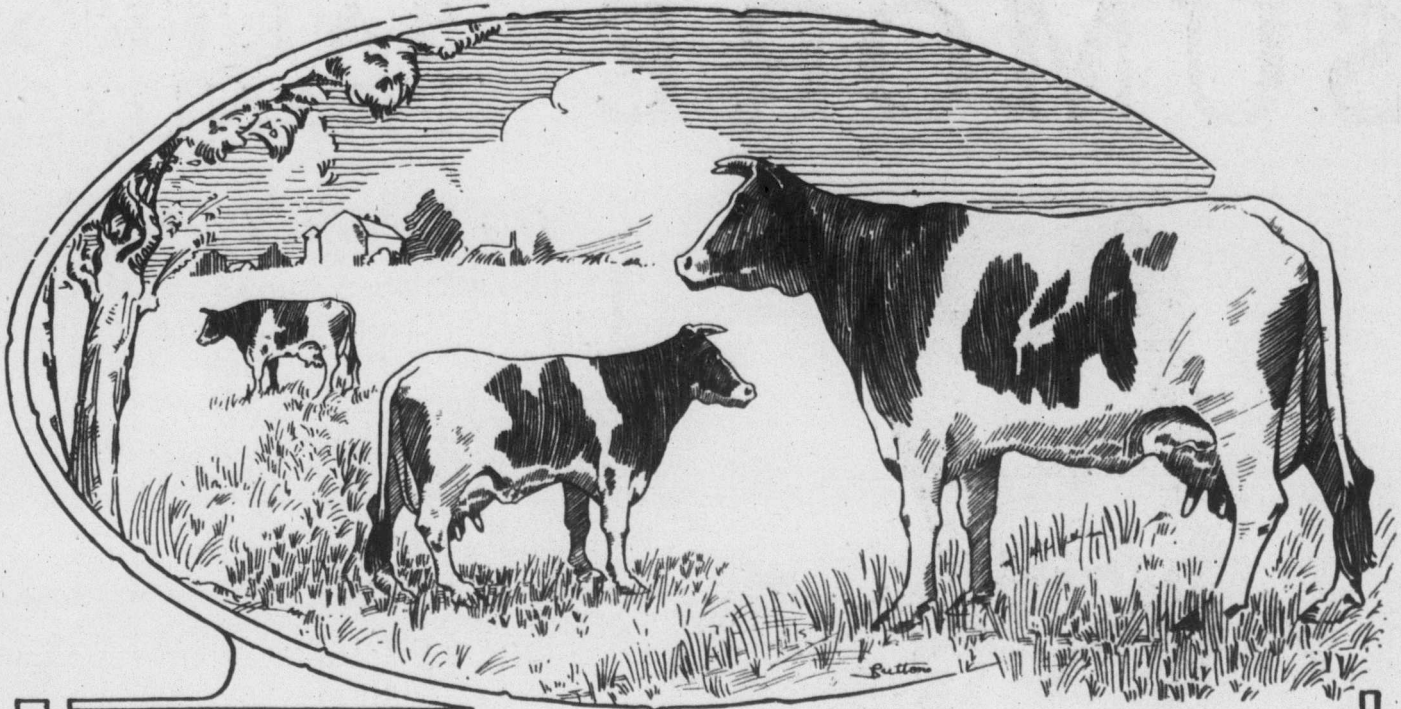
THE little chap knows that Daddy is sure to bring him home a package of "Sumore" Salted peanuts. He looks for them every time Daddy comes, and the grown up people also like "Sumore" Salted nuts.

They are so nice and tasty and keep clean and fresh in the new Glassine bag.

GROCER, order your supplies to-day from your nearest wholesaler or order direct.

MONTREAL NUT & BROKERAGE COMPANY, MONTREAL

Sales Agents: Loggie, Sons & Company, Toronto



Malcolm Milk Products— why they are so popular

Housewives have learned that they can depend on the quality of *Malcolm* Brands.

They know they are always good, economical and decidedly wholesome.

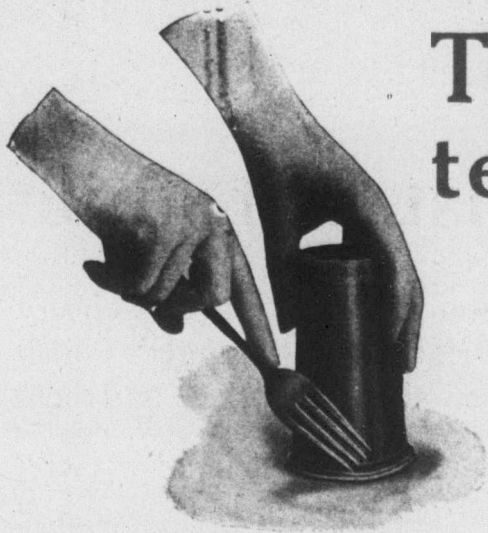
They have learned that *Malcolm* strict surveillance renders their products absolutely pure and safe.

And grocers have learned that every can of *Malcolm's* Brand they sell wins a satisfied customer and an excellent profit.

Stiff competition has only resulted in a greater popularity, a steadier growth for *Malcolm* lines—a vivid proof of the outstanding quality of *Malcolm* "All-Canadian" Made Products. Stock up for the fall demand.

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





Invert the package, force a fork or other sharp-pointed instrument through the gasket.

The Seal that guarantees full flavor and freshness

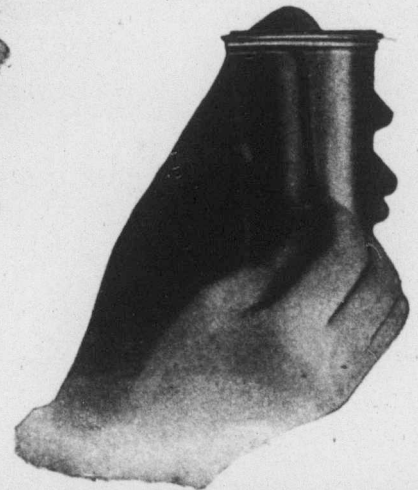
Anchor Cap is the finest sealing medium known to-day for packing all kinds of food products. It absolutely prevents waste and deterioration caused by using inferior closures and will keep the product sealed hermetically for years.



—pry up an end—

The action of fruit or vegetable acids, vinegar or salt brine cannot affect "Anchor Caps," because each closure is lacquered in gold with our special vegetable lacquer, baked into the pores of the metal.

Made in one piece, fitted with a heavy sealing gasket it comes to you assembled—ready to place on the jar—odorless, tasteless and absolutely free from any injurious effect on the products.



turn the package right side up again, grasp the loose end and pull out entire gasket.

These handsomely designed seals add to the appearance of your stock and enhance its selling value.

Last and best is the feature, that will appeal to consumer and packer alike—the ease with which the cap is removed as seen in the above illustrations.

Send for descriptive booklet.

Anchor Cap & Closure Corporation
OF CANADA, LIMITED



You can't resist that smile

It gets you, that smile. You just can't resist its cheery shininess. It makes you warm right up to "Nugget" Polish and feel that you need a "Nugget" shine right there and then.

And that's exactly the way it appeals to other Canadians who see this sunny lad smiling out from billboards all over the country. Every day he makes new friends for

"NUGGET" Shoe Polish

many of whom will come into your store if you link up with this strong publicity by carrying a stock of "Nugget" and displaying a small "Nugget" card in your window.

Black, Tan, Toney Red and Dark Brown are "Nugget" Polishes you can sell with pride and profit.

No dealer can make a greater profit per tin than you can, for "Nugget" has only one price to all retailers.

THE NUGGET POLISH CO.,
TORONTO LIMITED

Purity & Quality

Combined in

Baines

Confectionery



Lily White Chocolates

20 Varieties

Chocolate Cream Bars

Chocolate Cream Cakes

Nut Milk Bars

Maple Butter, Chocolate Butter

Peanut Butter

English Hard Boiled Candies

A showcase set aside for such an assortment as this will be a big feature of your store. There is a flavor somewhere in the Baines Assortment that will please every taste. Baines' toothsome, wholesome candies are good sellers and pay big returns.

Baines' English Hard Boiled Candy is a particularly good line. It is packed in sealed jars and keeps its original gloss and flavor in any climate.

Send for a small order for a start and make your showcase of Baines Confections your big profit-yielder.

Baines Limited

344 DELORIMIER AVE.

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MONTREAL

Western Representative: A. W. BARNUM, Winnipeg and Vancouver

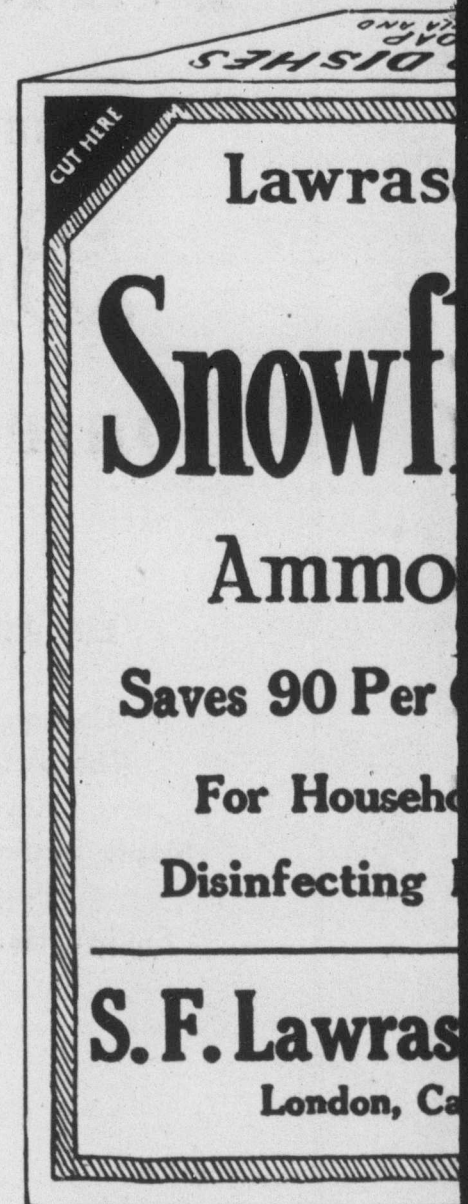
Quality pl

Snowflake has never fallen down on its claims.

It has always been the full strength ammonia -- it always will be.

Poor quality ammonias have injured the business we have created, but the customer who has insisted on Snowflake is still buying it.

Isn't that so?

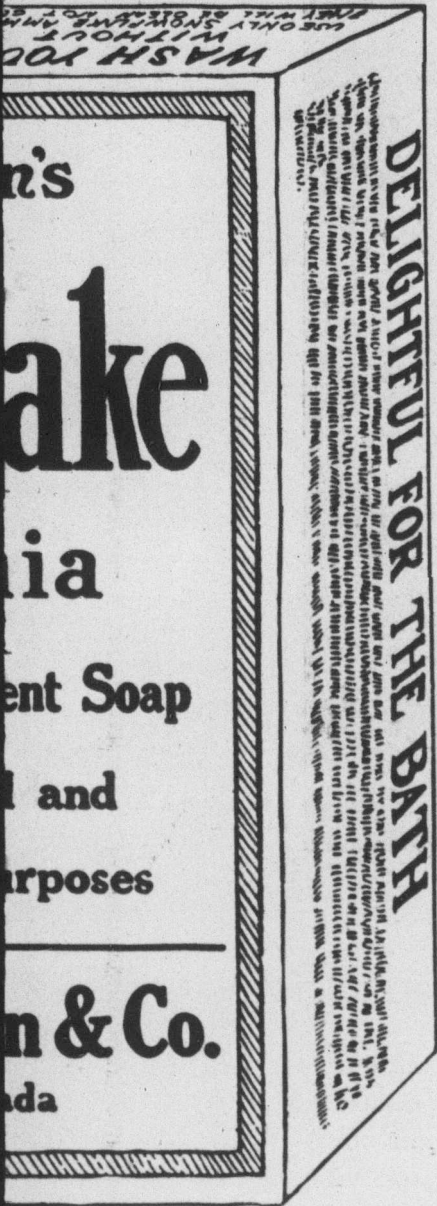


Pushing backward lines with a small margin for your cash register. Order Snowflake in five case

Order Through Your Wholesaler.

S. F. LAWRASON & CO.

us Pushing



A little pushing in other lines has meant increased sales.

What have you that means more profit than Snowflake?

Back up our consistent advertising with a Snowflake drive.

“Softens Water -- Cuts Grease -- Saves Soap” -- those are the claims you can make for it.

you, may empty your shelves but it doesn't fill lots for the larger profits.

In Drop Shipments 5 case lots and over, freight prepaid.

LONDON, CANADA



The Coffee Test—By Cups

THE above is a view of a corner of our coffee testing room in our Santos house. Here a sample of every coffee shipped from Santos is carefully roasted and tested—in the cup—before shipments are made to roasters. The care with which these tests are made is one of the many reasons why our shipments are so uniform in quality.

This is one of the many important services rendered to our customers. Direct shipments to Canada can be arranged on through bills of lading. Let us start this direct service working for you.

J. Aron & Company, Inc.
COFFEE

Importers

Exporters


CHICAGO

NEW YORK

LONDON

SANTOS

NEW ORLEANS



Royal Salad Dressing and Royal Mayonnaise

MADE IN CANADA

Win the favor of every member of the family. You can back these two brands to the limit with absolute assurance that their delicious flavor and excellent qualities will build up a steady trade.

Replenish your stock and try the sales-winning power of a neat display.



**THE HORTON-CATO
MANUFACTURING CO.**
WINDSOR, CANADA



Sell Your
Customers

SIMMS' BRUSHES and BROOMS

Give these SIMMS PRODUCTS a chance to double and treble your business in Brushes and Brooms.

Feature them—make a window display of SIMMS' HOME NECESSITIES—keep them in a prominent place in the store—and you will be happily surprised at the growing sales.

There's good money for you in SIMMS' BRUSHES AND BROOMS—and fall housecleaning is near at hand.

Have you our catalogue showing the great variety of styles and shapes for every home use? Write for it.

T. S. SIMMS & CO. LIMITED

For 54 Years Makers of Better Brushes and Better Brooms

Office and Factory, ST. JOHN N.B.

Branches : MONTREAL TORONTO LONDON

KING GEORGE'S NAVY CHEWING TOBACCO

Always appreciated

because of the sweet, soothing goodness which is found in no other tobacco. The number of men daily becoming acquainted with "King George's Navy" is steadily increasing. Our extensive consumer publicity is the reason. That means that "King George's Navy" will sell even more readily than heretofore. Join the Grocers who are profiting by its sale.



And in Smoking Tobaccos—

Master Mason and Rose Quesnel. Let the housewife know you can supply her husband's tobacco requirements with these leaders also.

Be sure you're well stocked

ROCK CITY TOBACCO CO., LIMITED

QUEBEC

MONTREAL

TORONTO

WINNIPEG

A Deal On Instant Coffee!

No grocery stock is complete today without instant coffee.

May we supply 24 of your best customers with free Breakfast Jars of Soluble [instant] Barrington Hall?



Send a postal for information regarding our Introductory Deal.

Be the first grocer in your community to start this advertising. Write today!

Hamblin Brereton Co., Ltd.

Kitchener

Winnipeg

Calgary

Vancouver

*The line you should stock
for quality trade is—*

HOOTON'S CHOCOLATE

HALF-POUND VARIETIES:

“Imperial Yacht”

(CHOCK-FULL OF WHOLE ALMONDS)

Sweet Vanilla Milk Chocolate Assorted Nuts

Artistically wrapped to attract discriminating taste. A theatre, reception, or afternoon tea confection of such superior *quality* that one sale assures continued repeats. Can be broken up and served without a muss.

FIVE-CENT LINES:

Almond Filbert Peanut Raisin Assorted Nuts
Plain Milk and Sweet Vanilla

Each a masterpiece of distinctive flavor and trade-winning *quality*.

SPECIALLY ATTRACTIVE

“TULIP BUDS”

HOOTON'S TULIP BUDS

“Morsels of Goodness”

MADE IN CANADA

THE HOOTON LINE IS A QUALITY SIGN

Let us know your requirements

HOOTON CHOCOLATE CO., LIMITED

60-76 Duchess Street

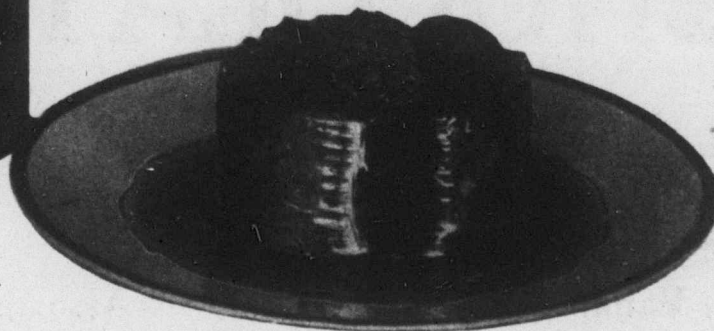
- TORONTO, ONT.



When Your Customer Says:
*"I Don't Know What to
 Have for Lunch Today"*

MENTION

ALBATROSS PILCHARDS



SHE will appreciate the suggestion.

THE Family will relish the treat.

YOU will enjoy the repeats

BECAUSE

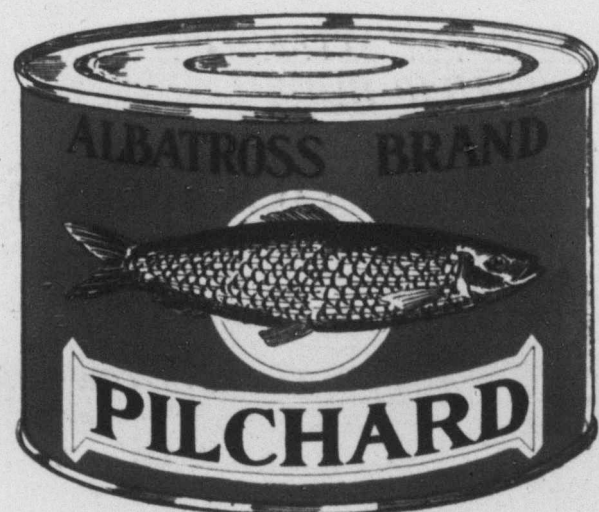
ALBATROSS PILCHARDS

ARE SCALED — NO SCALES
 TRIMMED — NO FINS NOR TAILS
 CLEANED — NO ROE NOR ENTRAILS
 AND THE FLAVOUR IS DELICIOUS.

**Clayoquot Sound
 Canning Co., Ltd.**

J. L. BECKWITH, AGENT

VICTORIA, B. C.



Agents

Ontario and Quebec
 Alfred Powis & Son, Hamilton

Manitoba and Saskatchewan
 H. P. Pennock & Co., Ltd.

Alberta and B. C.
 Mason & Hickey

Have a Larger Fish Trade



There is a steadily increasing demand for good, wholesome fish. Brunswick Brand will fill the demand with absolute satisfaction to you and your customers. The extreme care we exercise in selecting and preparing only the very finest fish has made Brunswick Brand the choice of the most discriminating people.



“BRUNSWICK BRAND”



Brunswick Brand Sea Foods will win for you a larger and more profitable fish trade.

THE BRUNSWICK BRAND LIST

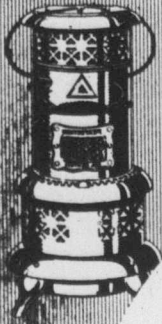
- 1/4 Oil Sardines
- 1/4 Mustard Sardines
- Finnan Haddies (Oval and Round Tins)
- Kipperd Herring
- Herring in Tomato Sauce
- Clams

Their quality is guaranteed. That's why they always repeat.

Select your needs from our Brunswick list and prove what splendid sellers they make.

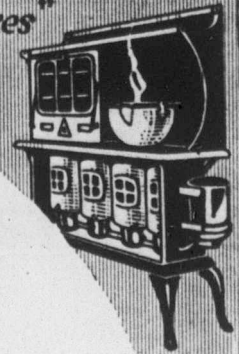


Connors Bros., Ltd., Black's Harbour N.B.



"for Oil Heaters"

"for Oil Cookstoves"



SELL *the* OIL *thats* BEST *and* CHEAPEST

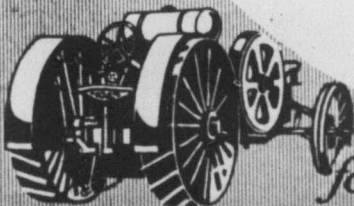
The conditions are favorable for a large increased use of coal oil as fuel this year. Are you selling Imperial Royalite Coal Oil? Imperial Royalite Oil is worthy of your best selling efforts and constant recommendation.

Considered from the consumer's viewpoint, Imperial Royalite Coal Oil gives more heat, light and power than any other oil on the market. Customers buy it for less per gallon. Thus it combines two all-important features—**superlative quality** and **lower price**—big, vital considerations to every user.

Considered from your viewpoint, Imperial Royalite Coal Oil is a quick, easy and steady seller. It costs you less to buy than other oils. That makes its margin of profit as great or greater. Buying for less you sell for less. That sells more gallons.

Imperial Royalite advertising will help you make sales. The name and reputation of Imperial Oil Limited and its valuable facilities for producing, refining and marketing back Imperial Royalite quality. Imperial distribution insures you a ready supply of Imperial Royalite Coal Oil at all times. Place it on your stock list to-day. Tell new customers about Imperial Royalite Coal Oil—induce them to try it. Good for them, good for you.

IMPERIAL ROYALITE COAL OIL



"for Engines"



"for Lamps"



IMPERIAL OIL LIMITED

Power - Heat - Light - Lubrication
Branches in all Cities

WHITTALL CANS

are made in Canada

**For Meats,
Vegetables,
Fruits,
Syrups,
Fish, etc.**

**A. R. Whittall Can Company
Limited
MONTREAL**



Extra Business

If you only knew, Mr. Grocer, what a neat little profit many of your trade are making out of the sale of

Chamberlain's Family Remedies

you would just double the order you are now planning and make up for lost time.

Chamberlain's have a most enviable reputation for their curative powers and the fact that they are so pleasant to take makes them even more popular. When your initial order arrives give it display and you will find that the package will sell itself. You "ring in" only on the cash register.

Chamberlain's—the Family Remedy par excellence.

Chamberlain Medicine Co., Limited

Toronto, Canada

The Largest Sale of any Medicine in the World

Your Customer Knows

Over half a century of steady publicity has given Beecham's Pills the prominent place in the family medicine chest in millions of homes. They give prompt relief from Constipation, Indigestion, Kidney and Liver troubles; purify the blood, brighten the eye and clear the complexion.

When your customer knows what she wants, it's easy for you—and you know that the quicker the turnover, the larger the profits.

Beecham's Pills are a more interesting proposition for the dealer to-day than ever before! Do your part—look at your stock right now—be sure to carry a plentiful supply at all times.

Beecham's Pills

Harold F. Ritchie & Co., Inc.

Sole Agents

Toronto - - - Ont., Canada

The Largest Advertised of any Medicine in the World



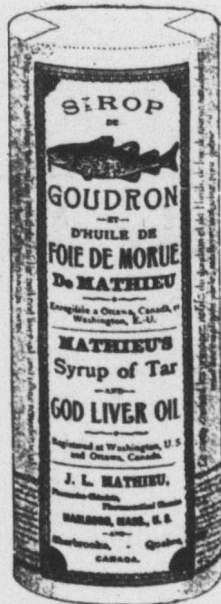
Mr. Gendron
Sect.-Treas.



Mr. Chevalier
Manager

The above photos represent the men who are the executive in handling the business of the **Mathieu Company**, having commenced in this business when quite young. They have piloted the **Mathieu** products to the high standard that they enjoy on the Canadian market to-day.

Mathieu's Syrup of Tar and Cod Liver Oil has stood the test for years and is now recognized as the best Cough Mixture in Canada. The original formula has



Mathieu's Syrup of Tar and Cod Liver Oil—a splendid body builder.

been improved upon with the result that many people cannot be persuaded to use any other Cough Mixture but **Mathieu's** Syrup of Tar and Cod Liver Oil.

You will find this preparation in all the leading stores from coast to coast. It's a sure cure for all kinds of coughs, colds, etc. Order your supply to-day and be prepared for the coming season.

Order from your wholesaler, or write direct to

J. L. MATHIEU COMPANY

SHERBROOKE

PROPRIETORS

QUEBEC

The Service Value of a Glove

depends on both material and workmanship. We are equipped with the most modern machinery for glove-making. Also we have always before us the quality ideal, whereby we aim to retain the good-will of our Dealers. Tapatco Gloves are a profitable staple which knows no selling season. In demand all the year 'round. For all outdoor and indoor work, they are recognized for their supreme quality—which ensures satisfaction to the wearer—and "repeats" for you.

TAPATCO

REGISTERED TRADE MARK

BRAND

GLOVES & MITTS

The American Pad and Textile Company
Chatham, Ontario

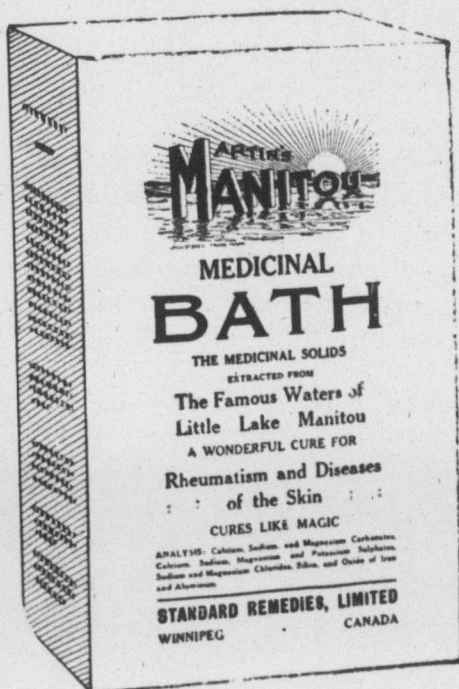


Tapatco Cotton Gloves are made in 3 weights and 3 styles:—Gauntlet, Knit Wrist and Plain Band Tops.

Jersey Gloves and Mitts in Tan, Oxford and Slate colors.

For Extra-heavy-wear, we recommend our leather-tip or leather-faced Gloves of Heavy Canton.

Nature's Saline Remedies from Lake Manitou, the Mighty



A complete line of concentrates that give results, that bring repeat orders.

Manitou Medicinal Bath gives the same results at home as bathing at the lake.

Sal Manitou—a pleasant effervescent saline, an easy and effective laxative and a blood cleanser second to none.

Manitou Health Salt—effervescent and more mild than Sal Manitou.

Manitou Ointment for diseased skin.

66 2-3% Profit to the Retailer.
100% Satisfaction to the Consumer.



Refined by

Agents: A. M. Maclure, Winnipeg; W. Claire Shaw, Montreal; J. S. Creed, Halifax; Standard Remedies, Ltd. Robert Gillespie, Vancouver; Loggie & Son, Toronto
Winnipeg, Man.

Why "you" should sell
 our
"SWEETHEART"
 Brand



It is prepared from Selected No. 1 Virginia and No. 1 Spanish peanuts, blended on a scientifically determined basis that has been proven to yield the best in flavor and nutriment.

It has built up an enviable reputation for quality that can't be overlooked. It's "flavor preference" guarantees you many repeat orders.

Our reputation backs it.

Two good sellers



"Loyal" Brand and "Sweetheart" Brand coffees are exceptionally popular with the trade.

Both are made from carefully selected and perfectly roasted coffee beans. Delightfully good—they'll please your most exacting customers.



The IXL Spice and Coffee Mills, Limited, London, Ont.

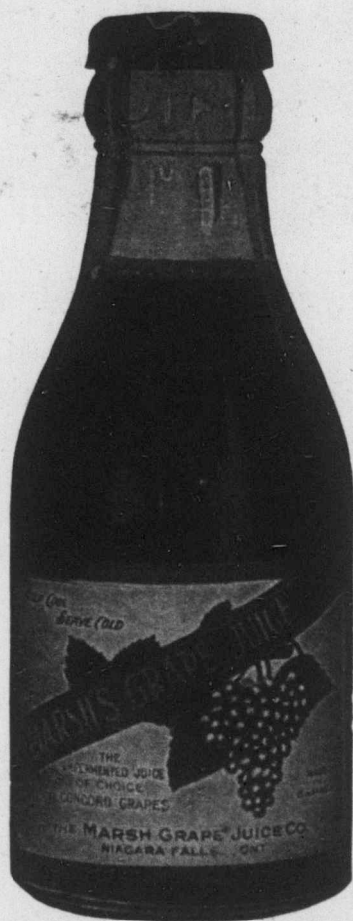
There's a good, wide profit on every bottle you sell—and every bottle means a repeat order—a satisfied customer.

Your Customers

appreciate the best—why not win their absolute satisfaction by filling their beverage wants with

Marsh's Grape Juice

Its quality and delicious goodness have given it predominant popularity. Good grape juice is highly invigorating and wholesome.



Marsh's Grape Juice Is GOOD Grape Juice

Send your order to-day for this ideal cold weather drink.

The Marsh Grape Juice Co.

NIAGARA FALLS, ONT.

The MacLaren Imperial Cheese Co., Limited, Toronto
and Montreal

Distributors for Ontario, Quebec and Maritime Provinces





GROWN IN THE
Famous Okanagan Valley
of British Columbia



**Five reasons
why you should
sell this big "red
and blue" package**

Get our prices on Split Peas, Pot and Pearl Barley, Manitoba Blended and Ontario Wheat Flours.

- 1** Quality Rolled Oats is milled from highest grade Western Oats.
- 2** Every package is of uniform high quality and absolutely guaranteed.
- 3** Quality Rolled Oats are rolled thinnest, cook quickest and our pan-dried process imparts a delicious, "nutty" flavor.
- 4** Our daily mill capacity is 500 barrels and 1,200 cases. Therefore, we can guarantee quick shipments.
- 5** Our shipping advantages include four large railways. Our progressive advertising prompts sales.

Canadian Cereal & Flour Mills Co., Limited

TILLSONBURG, ONTARIO

Head Office - - Stratford, Ont.

EUREKA

PATENTED

REFRIGERATORS

Let the Eureka Grocer's Refrigerator help you to sell your perishable goods.

The slightest suggestion of insanitary condition in the food that leaves your store may be the cause of ruining your business. Why not take out insurance against such a possibility by investing in the "Eureka" Refrigerator? It is an investment which declares immediate dividends.

Considered from the point of view of refrigeration, the patent cold, dry air circulation system in every "Eureka" ensures absolute protection of the food and prevention of any loss from spoilage.

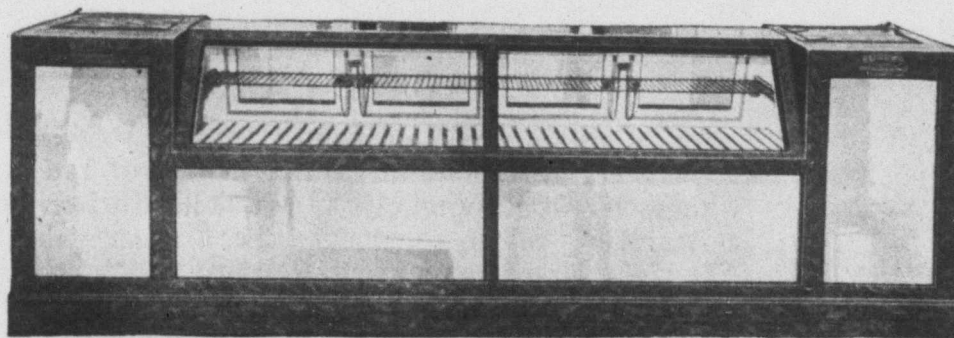
Considered from the standpoint of display the big fact to be noted about the "Eureka" is that it is not a back shop refrigerator. It is constructed and finished to add to the attractiveness of your store and to display your perishable goods to the customer. Thus it becomes an efficient silent salesman.

Write for a Catalogue. We have a Eureka Refrigerator to suit you.



No. 15A EUREKA
Grocer's Refrigerator
ONE OF OUR MOST POPULAR DESIGNS

The Eureka Freezer Counter Case



Model 105. Size 40 in. by 36 in. by 10, 12, 14, 16 and 18 feet lengths.

Upper division for display. Lower compartment for storage. Handsome oak case, wax finish, with Vitrolite panels. Heavily insulated, therefore economical in use of ice and salt.

Write for Literature and Prices covering this and our other Models.

Goods Well Displayed and Under Refrigerator All the Time.

Eureka Refrigerator Company, Limited

HEAD OFFICE: OWEN SOUND

Branches: TORONTO, HAMILTON, MONTREAL, HALIFAX

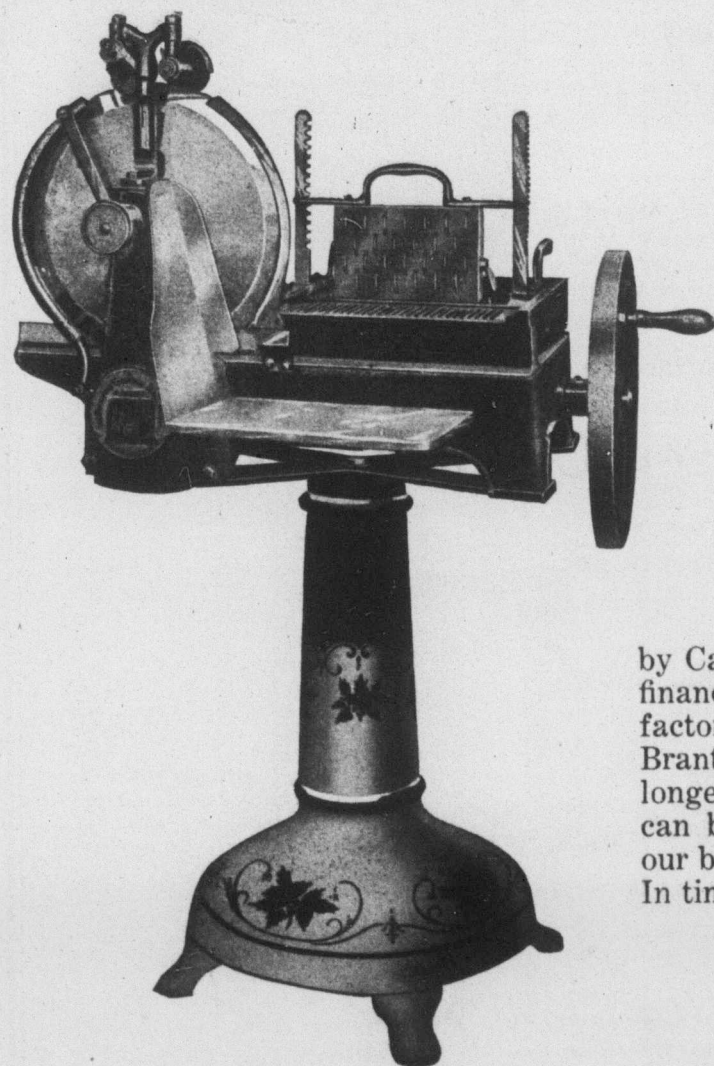
Over 1,000 of these cases in use.

We guarantee it

To get below freezing point and stay there if necessary. To keep meats not only over night, but for weeks. That temperature can be regulated. That our case will maintain a perfectly dry atmosphere at all times. A one-year guarantee to replace any defective material. That we will to any responsible party put one in on trial for 30 days.

Eliminate waste and in Profits with "Brantford"

Acknowledged by merchants to be the best Slicing Machine on the market, the Brantford Slicer is everywhere proving a big money-making proposition from the merchants' standpoint.



THE BRANTFORD SLICER

The old problem of wasted meat ends is eliminated with a "Brantford." Every end will slice to the last particle as thick or as thin as you wish. The many exclusive patented money-saving features of the Brantford make it the best buy in the slicer's world.

Its handsome appearance increases sales, the automatic sharpening device, the quick interchangeable trays, the patented clutch and ball bearing, easy running features on *Brantford Slicers* make them loom high above any others now manufactured.

MADE-IN-CANADA

by Canadian workmen from Canadian materials and financed by Canadian capital in one of the largest factories of its kind in the British Empire—every Brantford Slicer represents the highest value—the longest service and greatest usefulness your money can buy. Investigate our claims. Let us send you our booklet. Keep your Canadian dollars in Canada. In time they'll revert to you.

The Brantford Com
BRANTFORD,
 BRANCHES IN ALL

crease your equipment

The Brantford Computing Scale embodies so many added features that are not found on the other scales that we want you to know about them.

Every working part is enclosed to insure protection against dirt and meddlers, insuring long life and accurate service.

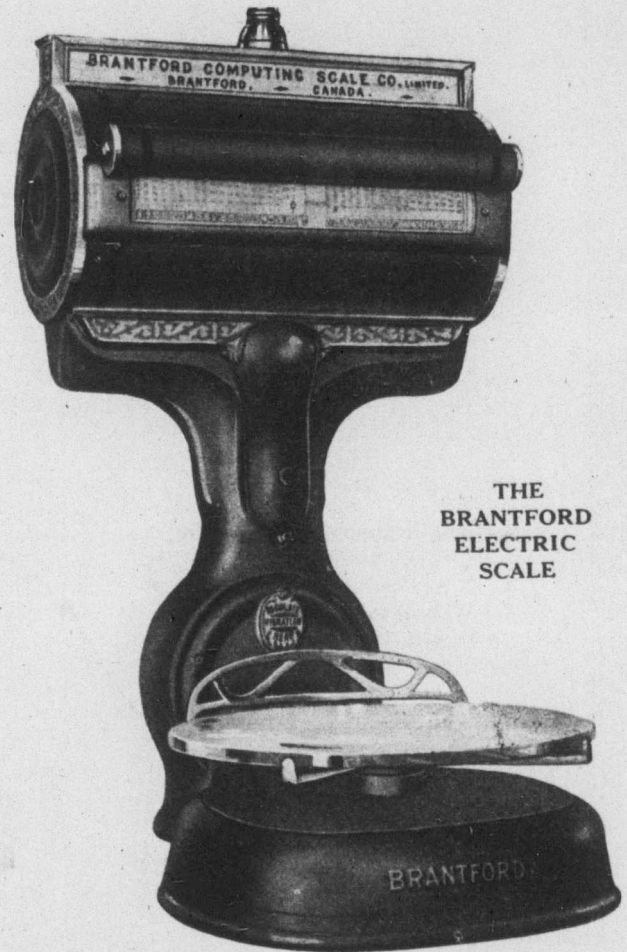
There is a scale made for your every purpose.

Each scale computes instantly.

Every Brantford Scale is the most complete and perfect piece of scale mechanism ever assembled.

They will save you money—they're easily cleaned, exceedingly attractive and always accurate.

puting Scale Co.
CANADA LIMITED
PRINCIPAL CITIES



THE
BRANTFORD
ELECTRIC
SCALE

Guarantee

Brantford Slicers and Computing Scales are backed by our guarantee of absolute satisfaction. Every Brantford Scale is agate bearing throughout. They are built by expert scale mechanics, are simple in construction and built to last.

Almost any
 Canadian jobber
 will take your order for
The Riteshape

Victoria Paper & Twine Co.,
 LIMITED
Wholesale Distributors
 439 Wellington St. W., Toronto
Branches: Montreal, Halifax



THE OVAL WOOD DISH COMPANY'S
 FACTORY
 TUPPER LAKE NY.

THE HOME OF
 THE RITE SHAPE
 IN THE HEART OF THE ADIRONDACKS



Rapid and Efficient Delivery

ABILITY to fill rush orders is often the secret of business success.

Speed — service — reliability — are embodied in the Ford Motor Truck.

It brings the distant suburbs — the adjoining rural districts — to your door.

You may often arrange to haul return loads at a profit.

Satisfies your customers and yourself.

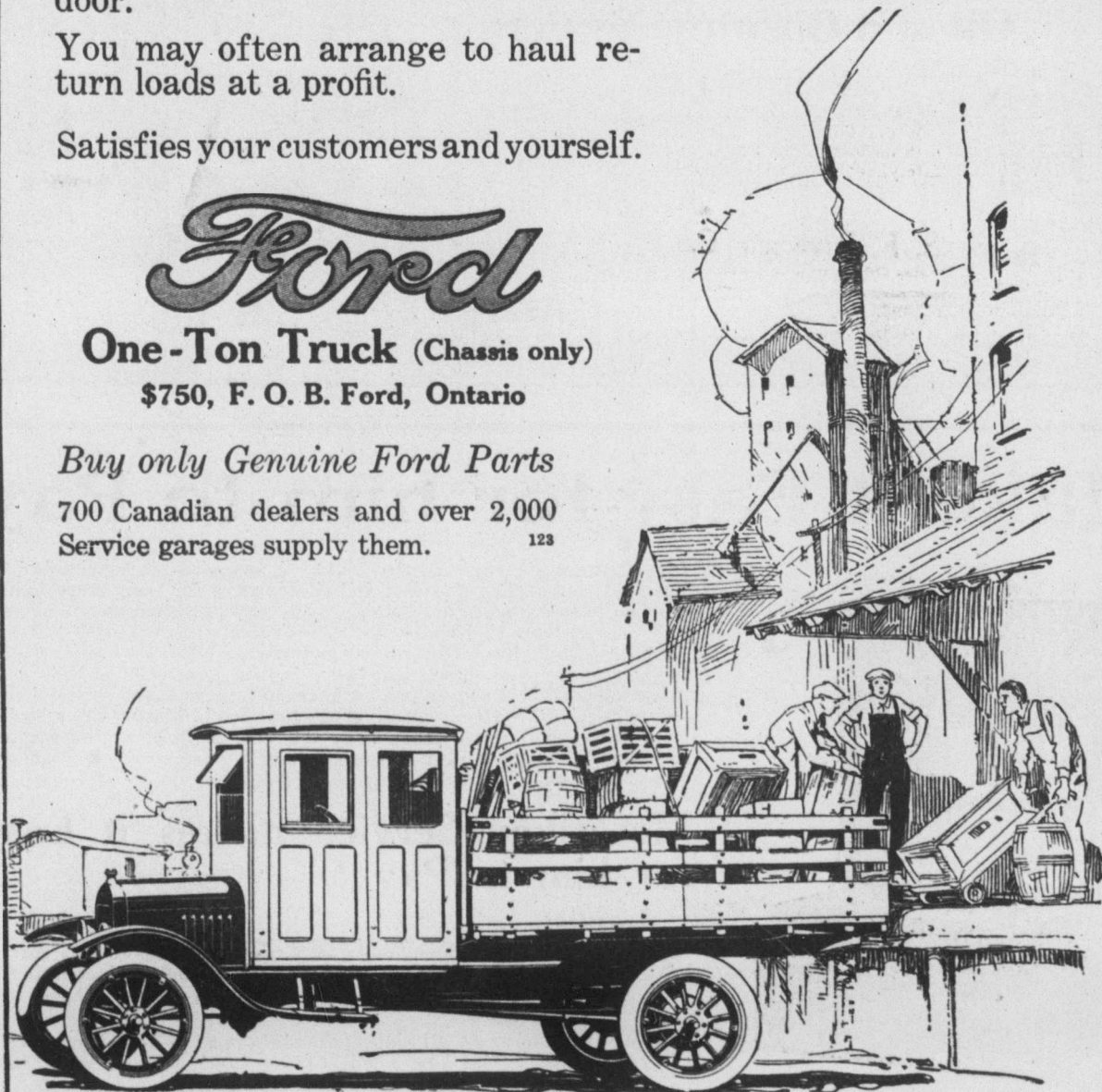
Ford

One-Ton Truck (Chassis only)

\$750, F. O. B. Ford, Ontario

Buy only Genuine Ford Parts

700 Canadian dealers and over 2,000
Service garages supply them. 123



Ford Motor Company of Canada, Limited

Ford, Ontario

Thousands of Footsteps You Might Have Saved

Yesterday, today and tomorrow you and your clerks have countless customers for oil and gasoline. It means thousands of steps to and from the isolated oil room in the rear of your store. It means hundreds of petty operations and hours of wasted movement.

Contrast this method of oil handling with a

BOWSER
ESTABLISHED 1885

Oil and Gasoline System

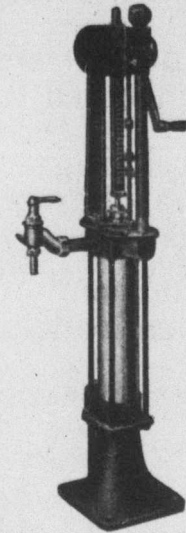
a system with an underground or basement tank holding ample storage—clean, safe and efficient. A system with a pump installed at the most convenient place.

A system that is self-measuring, self-computing, doing away with measures, tins and needless figuring. A system that insures safety, neatness, service and increased profits.

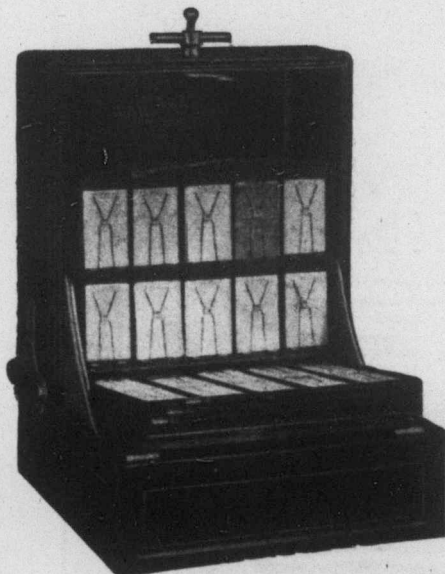
Learn more about it today.

S. F. Bowser Co., Ltd. 66-68 Frazer Avenue
Sales Offices in all Centers **TORONTO, ONT.**
Representatives Everywhere

For Gasoline, Kerosene
and Other Oils



Make it Easy for him to Pay



SOLD ON THE
MONTHLY PAYMENT PLAN

It is universally recognized that mankind, as a class, is hopelessly lazy. Business men realize this fact and choose sites for their stores where they will be the most accessible. They arrange their goods so that they may be more easily seen and secured by him—they make it EASY for him to buy. But, after all this painstaking effort to make it EASY for him to buy they make it inconvenient for him to PAY, they make him wait until it is convenient for them to let him know what he owes and to receive his money on account—they make him wait for his belated statement or until they have the time to balance this account, and usually, someone else gets his money in the meantime—someone who makes it EASY for him to pay.

McCaskey Service makes it Easy for him to Pay

Because:

- (1) He knows what he owes at all times and knows it is correct and can pay when he has the money and the inclination to pay, for he can mail in a cheque or drop in and hand it to the merchant.
- (2) He knows at all times what he owes, so he can provide to meet it—he has a bill of his total account with every purchase.

Counter Check Books of All Kinds

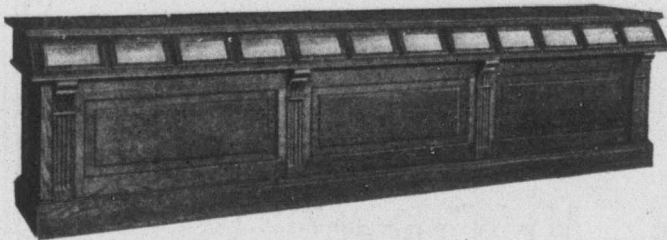
McCaskey Systems, Limited

245 Carlaw Ave.

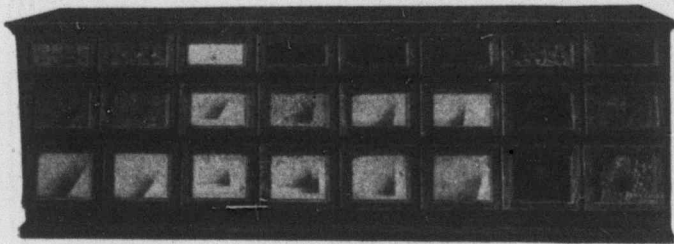
Toronto, Ontario



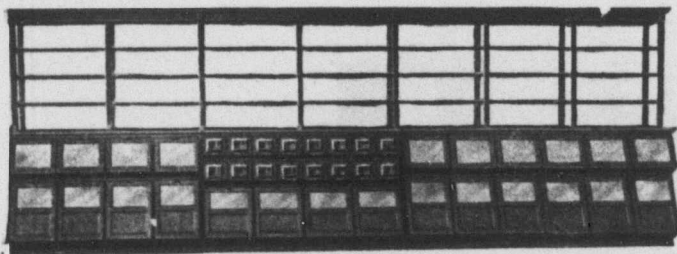
Walker Bin Fixtures Increase Your Profits



No. 11 False Display Counter. Shelf or bins in rear.



No. 3 Universal Display Counter. Full depth roller, patent gravity self-closing bins in rear. Three different capacity bins.



Interchangeable Sectional Wall Case

Unquestionably the greatest factor in developing sales is attractive display. A well arranged, clean, attractive *Walker Bin* equipment will not only act as a magnet to draw new customers, but it will attract those of the better class.

Walker Bin system will place your store on a higher plane and stamp you as a successful and wide-awake merchant.

People can't help trading with a bright inviting store of this kind—they're irresistibly impelled to buy by the good appearance.

You'll find the *Walker Bin* Store in your locality is gradually getting more business. Can you afford to lose it?

The undermentioned merchants have installed *Walker Bin* systems. Look for illustrations on the editorial pages of their store interiors.

E. J. Coles,
Woodstock

Alex. Davidson,
Westmount, Que.

C. A. Ballantine,
Niagara Falls, Ont.

Write for our illustrated catalogue, enclosing floor plan of your store with measurements, and your preference for location of each department.

The Walker Bin & Store Fixture Co., Limited

KITCHENER, ONTARIO



Have You Got Yours—Mr. Grocer?

If you haven't got yours, Mr. Grocer—If you haven't installed a *Sherer Food Container*—you will get left at the post!

Housewives are being told by long-headed Grocers they can greatly reduce the high cost of living by buying such-and-such goods *in bulk*, instead of the same article *packaged*.

And the housewives are almost forming a line to buy certain items in bulk heretofore bought in the package. But they are buying those items only of those Grocers who *deliver them clean!*

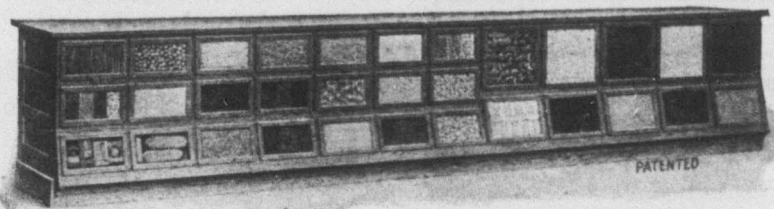
And, Mr. Grocer, the only *clean* way for you to sell bulk goods is

to sell them out of a *Sherer Food Container*—because the "*Sherer*" always *delivers them clean!*

In fact so many grocers have "caught on" to what a "*Sherer*" will do for their business, that the long-headed Grocers who half appreciate what a profit-producer a "*Sherer*" is, are *anticipating their needs* for a "*Sherer*" and ordering it just *as far in advance as they can!*

All owners of Shererized grocery stores emphatically say—A "*Sherer*" is *great!*

So again we ask—"Have you got *yours*, Mr. Grocer?" If not—order (or write us) *to-day!*



COUPON

The Sherer-Gillett Company, Ltd.
Guelph, Ont.

Gentlemen:—Please send me without obligation your Catalog 57.

Remarks

Individual Name

Firm or Co.

Street

City State

SHERER-GILLETT COMPANY

Patentees and Manufacturers of the
Sherer Sanitary Grocery Display Counter

Guelph - - - Ontario

TOLEDO

TOLEDO Scales are built in Canada by Canadian workmen, for the use of Canadian merchants.

Weighing is simply a matter of measuring the force of gravity, and the Toledo Pendulum Principle, on which all Toledo Scales are built, measures gravity with gravity itself. There are no springs to stretch with use or vary with temperature. This is the one true, dependable and never-varying automatic method of weighing.

With the present high prices of food materials accurate weight is a question of importance to both the merchant and the buying public, for the scale measures the amount of the purchase for both buyer and seller. The "No Springs—Honest Weight" scale stands as a guarantee of a square deal to both sides of the counter. Giving sixteen ounces to every pound, no more and no less, it commands the confidence of the merchant and his customers.

There are over one hundred styles and sizes of Toledo Scales to weigh everything from an ounce of spice to thirty tons of steel—scales for stores, offices, shipping rooms, warehouses, mills and factories.

Write for any information you want about scales for any purpose.



TOLEDO SCALE COMPANY

WINDSOR, ONTARIO

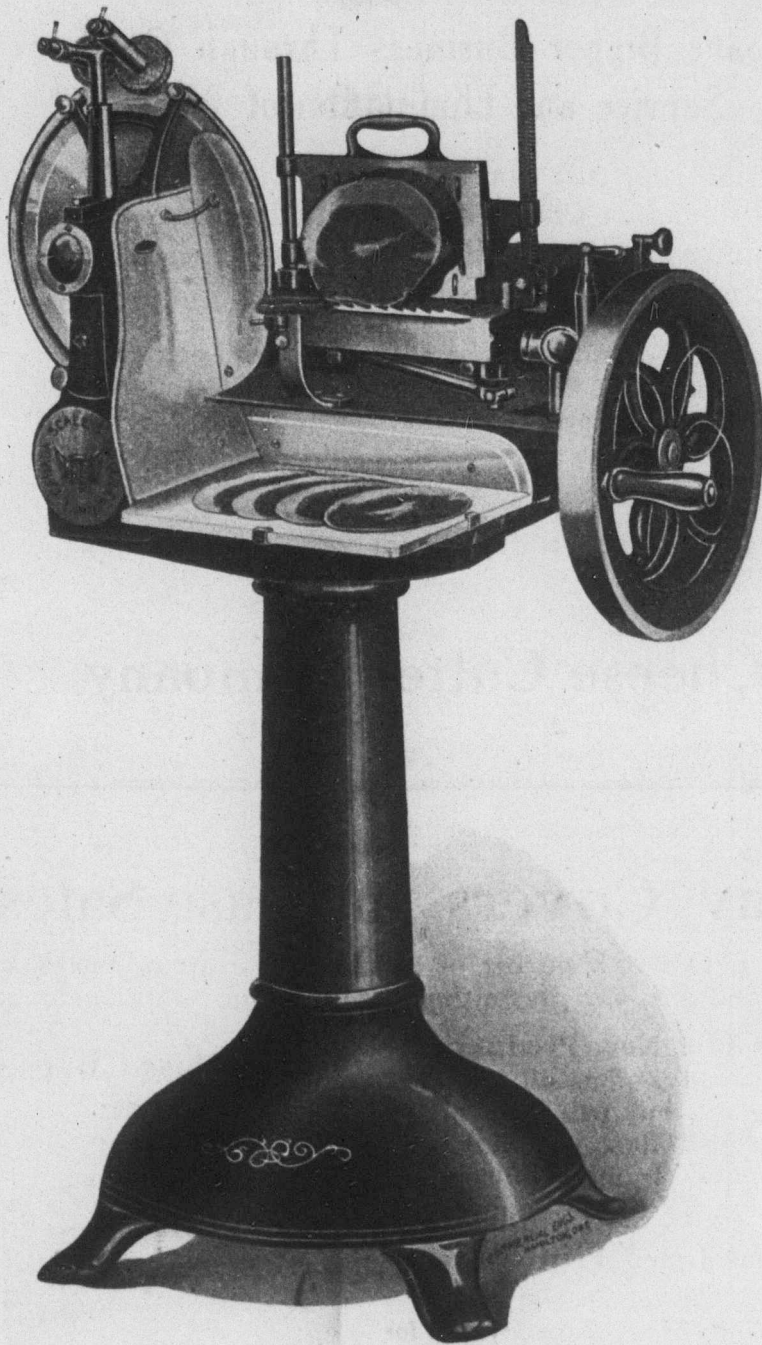
Branch Offices and Service Stations
Throughout the Dominion.

Toronto Office,
335 Yonge St.

SCALES

NO SPRINGS - HONEST WEIGHT

THE TORONTO SLICER



*The Only Reliable
Canadian Made
Meat Slicer*

Has all the latest attachments.
The Clutch which holds the meat
to the last slice.

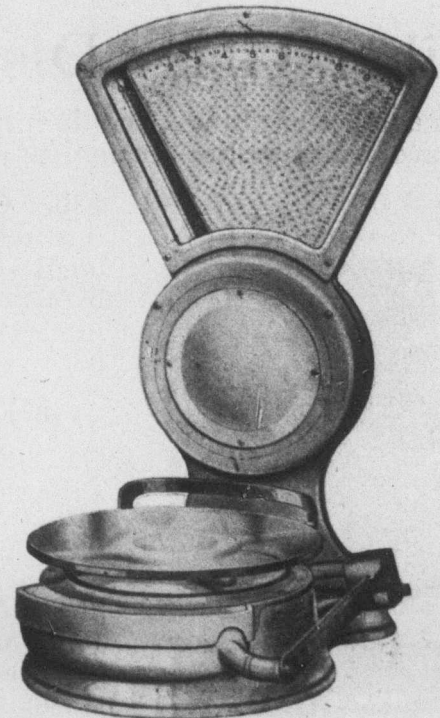
A device for removing the rind.
Special automatic Ball Bearing
Sharpener.

All the exposed parts are of solid
nickel.

**NEVER WEARS OFF
NEVER TARNISHES
BALL BEARING
WICK OILING**

Will be like new when others are
in the scrap.

IT'S MADE TO LAST



The Toronto Scale

Full Agate Bearing and many features not found in other
scales.

All the working parts are enclosed which prevents the
accumulation of dust and insures long life and accuracy.

We have one to suit your business.

WRITE US

THE CANADA SCALE & SLICER CO., LIMITED

THOS. FERGUSON, SALES MANAGER

TORONTO OFFICE: 482 COLLEGE ST.

FACTORY AT BOWMANVILLE, ONT.



The CANADIAN Open

"The Canadian" cuts clean and quick in 5c, 10c, 15c and 20c slices, or by weight in ¼, ½ or one-pound cuts.

Price only \$18.00

The Canadian Cheese Cutter

Means Bigger Business Through Quicker Service and Elimination of Waste

During your rush hours, Mr. Grocer, just think how the Canadian Cheese Cutter with its accuracy and rapidity of cutting, will assure prompt and satisfactory service to your customers.

Then, too, think of the money you are losing through wastage. The "Canadian" eliminates the question of scraps and leftovers, so that you sell every ounce of cheese you buy and you hand it out to your customers in nicely cut pieces.

As an up-to-date dealer you cannot afford to be without the "Canadian."

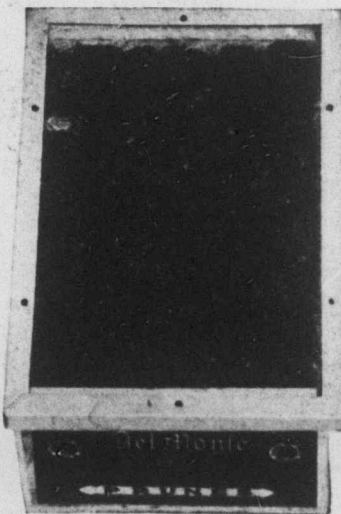
The Computing Cheese Cutter Company

WINDSOR

ONTARIO

Fiber Glass Display Covers Increase Sales

through better display, and during this period of high cost of dried fruits evaporation must be avoided as well as keeping out dust and dirt, and preventing loss by promiscuous handling.



Fiber Glass is a New Product. It is as tough as canvas, has all the good qualities of glass, but will not chip or break. All Fiber Glass Products have protecting metal frames, finished in blue gray enamel.

Fiber Glass Dried Fruit Covers

This illustration shows standard cover for 25-lb Dried Fruit Box. Same style made 12x18 1-2 for 50-lb. box, 14x22 for Cracker Box Cover.

Canadian Distributors:

Eby-Blain, Ltd., Toronto, Ont.

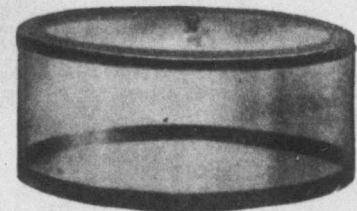
Johnson & Barbour, London, Ont.

Laporte-Martin, Ltd., Montreal, Que.

Macpherson-Glassco & Co., Hamilton, Ont.

Fiber Glass Cheese Covers

ALL SIZES



Our 16x7 Round Cheese Cover, shown above, illustrates complete line made, 16x7", 14x7", 12x7", 10x5", and 8x4". These 16x7" Fiber Glass Cheese Covers fit over 16" Cheese Cutter, and the weight is only 2 lbs., making it exceptionally easy to handle, as well as having breakage entirely eliminated. Last for years.

FIBER GLASS FOOD COVER CO., Inc.

NORTH ASHLAND AVE., CHICAGO



KEYSTONE BRAND

The Workman Knows

The workman knows the effect of a poor kalsomine or whitewash brush. Now tell him the cause—poor, uneven bristles insecurely fastened.

“KEYSTONE”
Kalsomine and Whitewash Brushes

are made of the best grade of bristles obtainable, and careful workmanship assures your customers of a brush which will flow the color smoothly and finish the job, unmarred by streaks or bristles shed on the surface.

For prices, etc., write

Stevens-Hepner Co., Limited
PORT ELGIN, ONT.

Get prices and information about the “Nugget” Broom and the rest of the famous Keystone Brand Brooms and Brushes

STEVENS-HEPNER CO., Limited
— PORT ELGIN, ONTARIO —

VOL-PEEK

Fast Seller with Big Profits

15cents

Vol-Peek is the most rapid seller you can place on your counter. It sells on sight. Our bright colored display stand will make many sales for you. Vol-Peek mends kitchen utensils at 1/2 cent per mend. Pots, pans, tinware, graniteware, copper, aluminum, etc. Easily applied, sanitary and guaranteed satisfactory. Sold and advertised all over Canada. Write to-day for a display stand of 24 packages, \$2.25. 60% profit for you.

Order through your jobber or direct to—
H. NAGLE & CO.

(Owning and operating Vol-Peek Mfg. Co.)
BOX 2024, MONTREAL, CANADA



COSTS ONLY 1/2¢ FOR EACH MEND

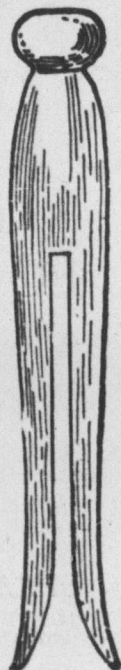
The Megantic Broom Mfg. Co., Ltd.
Manufacturers of Brooms and Clothes Pins



Lake Megantic, Que.



Our clothes pins are made and designed to stay on the line. And they do. Dealers know that by the way housewives are asking for them. Made of the best wood, that insures against splitting. Splendid profits and customers' satisfaction assured to the dealer selling them. Write our nearest agent.



AGENTS: Boivin & Grenier, Quebec. Delorme Frere, Montreal. J. Hunter White, St. John, N.B. H. D. Marshall, Ottawa. Harry Horne Co., Toronto. Tomlinson & O'Brien, Winnipeg. Oppenheimer Bros., Vancouver. McFarlane & Field, Hamilton, Canada. Pyke Bros., Halifax, N.S.

BROOMS

Our
Canada No. 3

fills the bill

Not too heavy, not too light

Just Right

Polished handle, pink strings, velvet and tin lock finish.

The Best \$9.00 Broom

We know how to make.

ORDER NOW.

WALTER WOODS & CO.

Hamilton and Winnipeg

JAMS MARMALADES PEELS

John Gray & Co., Ltd., Glasgow

Established over a Century

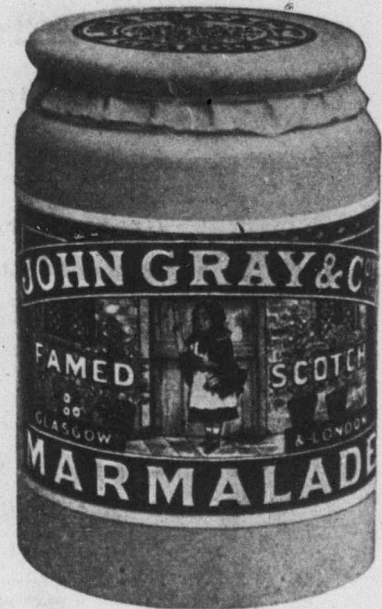
Cable : Lamberton, Glasgow.
Codes : A.B.C. 4th and 5th Edition.

CONFECTIONERY MARZIPAN CHOCOLATE

Agents:

Wm. H. Dunn, Limited, Montreal
Maritime Provinces and Western Canada

Lind Brokerage Co., Ltd., Toronto



Looking Ahead!

WHEN planning for increased trade in the future, don't forget the little things that count.

Often enough it's the QUALITY in a 5 Cent purchase that leads to a 5 Dollar sale

You may be sure that's one reason why the growing Grocery Stores sell

OCEAN BLUE

In Squares and Bags
Order from your Wholesaler

HARGREAVES (CANADA) Limited

The Gray Building, 24 & 26 Wellington St. W., Toronto

Western Agents: For Manitoba, Saskatchewan and Alberta: W. L. Mackenzie & Co., Ltd., Winnipeg, Regina, Saskatoon, Calgary and Edmonton. For British Columbia and Yukon: Creedon & Avery, Rooms 5 and 6, Jones Block, 407 Hastings Street West, Vancouver, B.C.

Owing to the high freights prevailing
CONTINUE TO IMPORT
supplies of

SPRATT'S

DOG CAKES
POULTRY FOODS
CANARY & PARROT MIXTURES
Etc.,

through **SPRATT'S**
PATENT (AMERICA) LIMITED
NEWARK, - NEW JERSEY

SPRATT'S PATENT LIMITED
24-25 Fenchurch St., London, E.C. 3, Eng.

H.P. SAUCE

MEANS BUSINESS

Half the selling is done by our advertising. Put H.P. on your counter—it sells in a moment—your customers will like it, come for more, and buy other goods as well.

H.P. can swell your trade, don't forget it.

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



Once Used, Always Used

CREAM OF BARLEY, a delicious breakfast food, cooked in three minutes; a most healthful diet for youth and old age; the most sensitive stomach can retain it, and it is recommended by all the leading physicians. We are the originators and only manufacturers of CREAM OF BARLEY, PEARL BARLEY FLOUR for Babies and Invalids, and SISTER MARY'S PAN-CAKE FLOUR. Every package of CREAM OF BARLEY is guaranteed, and we say on label, "Use one-half package, and if not satisfied, return it to your grocer and he will refund your money." Our goods are recommended by Dr. McGill, chief analyst at Ottawa, so you take no chance when ordering goods from us. Our mill is the only exclusive barley mill on the continent. Use "CREAM OF BARLEY" and stop taking medicine, for it is the real Mackay and can be bought from all first-class wholesale grocers.

Our trade mark is registered.

MANUFACTURED BY

John Mackay & Co., Limited
 BOWMANVILLE, ONT.



Canada Beaver Brand Brooms

Made of the best material of Illinois corn.

Handles of the best maple. All processes of manufacture carried out by expert workmen.

Make out your trial order from this list of quality products:

- Household Brooms—10 different grades.
- Toy Brooms—3 different grades.
- Whisks—10 different grades.
- Warehouse Brooms—A specialty.

The
Canada Broom & Brush Co., Limited
 RIDGETOWN, ONT.

Sales Manager

M. Webber, London, Ont.

Western Sales Agency—Messrs. Nicholson-Rankin, 707-708
 Federation Life Building, Winnipeg, Man.

RICE

RICE FLOUR

RICE MIDDLINGS

**Mount Royal Milling
 and
 Mfg. Coy., Limited**

MILLS AT MONTREAL, QUE.
 VICTORIA, B.C.

D. W. ROSS COMPANY
Agents
 MONTREAL

Have You Seen the New LIQUID VENEER MOP?



MADE
IN
CANADA

Packed in beautiful, colored lithographed metal can, showy and bright.

It's a whirlwind of a seller. Nothing like it ever offered for sale. Dealers lucky enough to obtain a supply report astonishing volume of business.

It's the mop for YOU to sell, the mop with a reputation back of it. It will lead to greatly increased Liquid Veneer sales.

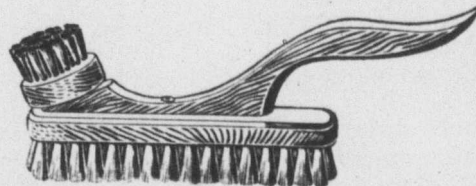
YOUR PROFIT, 66% on your investment on our introductory offer—a small \$13.00 investment. Get your order in soon.

Buffalo Specialty Company

346 Ellicott St., Buffalo, N.Y.

Bridgeburg, Can.

Always
Better



Building
Profits

For 52 years Simms' Brushes and Brooms have improved with the advance in scientific Broom and Brush Making. Simms' skilled experts are always bettering these Better Brushes and Brooms.

Simms' Brushes and Brooms are business-boomers for you.

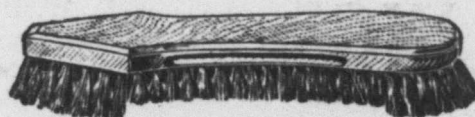
Scrubbing-Brushes, Shoe-Brushes, Stove-Brushes, Set-in-Rubber Paint Brushes (whole bristles *never* come out)—all mean satisfied customers.

Keep your Stock Complete.

Order To-day

T. S. Simms & Co., Limited

St. John,
N. B.



Branches: Montreal,
Toronto, London



The same good kind that
 mother used to make
 (Ready-Made)

We have moderate stocks of high grade Maple Sugar, Honey and so forth, which we are putting up in packages of a new and attractive form. Wait for our salesmen or let us mail you samples. Stock a little before this season's crop is exhausted. All jobbers.

Standard the world over
 for past 90 years

SMALL'S LIMITED, MONTREAL



BUY and Induce Others to BUY

The Merchants of Canada would be the first to feel any slackening in the buying power of the people.

You have a lot at stake.

Until the Victory Loan 1919 is over—and a success—strain every effort to help.

Support the Victory Loan 1919 with all the energy you give to your own business.

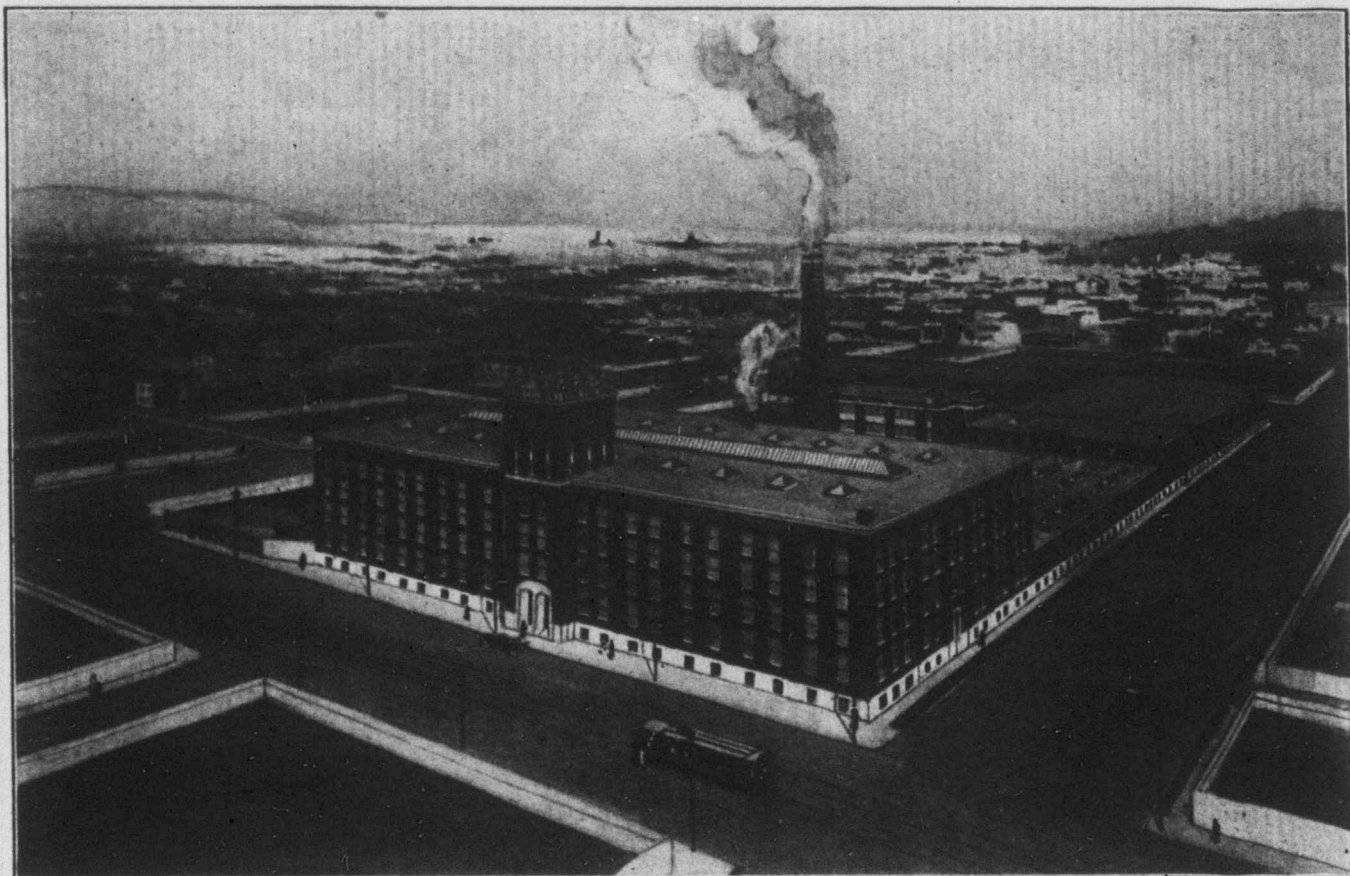
Your customers are your friends.

Don't lose a single opportunity to impress them with the importance of putting the Victory Loan 1919 across. This is a case where National prosperity, and your own personal interests, are one.

And you can't successfully induce others to buy Victory Bonds unless you yourself own a big block.

Canada has a big stock of Victory Bonds on hand. And they must be sold!

Issued by Canada's Victory Loan Committee
in co-operation with the Minister of Finance
of the Dominion of Canada.



BUY Macdonald's Tobacco in unbroken ten-pound caddies. There are four extra plugs in each caddy of Brier and Prince of Wales. This gives an additional profit to the retailer of from 60c to 80c.

PLUG CHEWING

**PRINCE OF WALES
CROWN
BLACK ROD (Twist)
NAPOLEON**



Trade Mark Registered

Selling Agents

PLUG SMOKING

**BRIER
INDEX
BRITISH CONSOLS**

Nova Scotia—Pyke Bros., Halifax.
New Brunswick—Schofield & Beer, St. John.
Kingston—D. Stewart Robertson & Sons, Kingston.
Ottawa—D. Stewart Robertson & Sons, Ottawa.
Toronto—D. Stewart Robertson & Sons, Toronto.

Hamilton—Alfred Powis & Son, Hamilton.
London—D. C. Hannah, London.
Manitoba and Northwest—The W. L. Mackenzie & Co., Ltd., Winnipeg.
British Columbia—George A. Stone, Vancouver.
Quebec—H. C. Fortier, Montreal.

W. C. MACDONALD REG'D.

INCORPORATED

MONTREAL



Kkovah

**Maclure & Langley
Limited**

Curling

**Manufacturers' Agents
Grocers, Confectioners and
Drug Specialties**

St. Williams

TORONTO
Montreal **Winnipeg**

Armours



St. Williams Strawberry Jam

The great popularity of St. Williams Jams and Marmalades is founded on their unexcelled quality and delicious flavor.

From the economical standpoint St. Williams Brands should appeal to every housewife. With butter soaring sky-high many women find the liberal use of jam on bread materially decreases the grocery bill.

Urge your customers to buy St. Williams luscious jams.

They'll come back smiling.

A good profit—order now for prompt delivery.

Made by

St. Williams Fruit Preservers, Limited

St. Williams, Ontario

Maclure & Langley

Limited

TORONTO

MONTREAL

WINNIPEG



Delight Your Most Fastidious Customer

Give her the opportunity of sampling
"NOBILITY" CHOCOLATES

She is sure to appreciate their superior
 flavor and quality. **You** will appreciate
 the more-than-ordinary profit.
 We sell through the wholesale trade
 only.



Nobility Chocolates Ltd., St. Thomas, Ont.

Selling Agents

McLure & Langley, Limited

Toronto

Montreal

Winnipeg



L. H. MAJOR & J. SOUBLIERE

LIMITED

Wholesale Grocers

OTTAWA, ONTARIO

Phone Rideau 25 and 26

Sidings on all main lines of railroads entering Ottawa

Prompt Deliveries

Reasonable Prices

Dependable Quality of Goods

Quotations gladly furnished at our expense by telephone or wire



A Sure Way
To Bring the
Delicious
Flavor of
“Sealshipt
Oysters”

Fresh from the Sea
To the Consumer

“Sealshipt Oysters” in glass jars are your “Oyster Insurance”—you can rely upon their purity just as you can rely upon the purity of certified milk; they bring a tang of salt air and salt water all the way from the Ocean to the Consumer’s table, sealed airtight in sanitary glass jars.

Remember! Refrigeration is necessary with these Sealshipt Oysters, in glass jars, as they are put up without the use of any preservative or adulteration—they *must not* be displayed as you would display canned goods or other bottled goods.

Sealshipt Oysters

In Glass Jars

These glass jars contain slightly less than a pint, and can retail at most Ontario points for 55 cents. You have a known profit, with complete satisfaction to your customer and the maximum of convenience. Only the very choicest of Northern grown oysters are contained in these glass jars.

Connecticut Oyster Co., Ltd.

CANADA'S EXCLUSIVE OYSTER HOUSE

50 Jarvis St.

TORONTO



**It's the largest
seller of any soap
on the market**

PALMOLIVE Soap is growing in public favor every day. Dealers featuring Palmolive have their selling efforts backed by persistent magazine, newspaper and billboard advertising.

There's a good profit on every sale of Palmolive — big enough to make regular displays very worth while.

Are you a Palmolive dealer?

THE PALMOLIVE COMPANY OF CANADA, Limited
TORONTO

(912)

You Can Recommend to Your Customer

REGAL GOVERNMENT STANDARD



Always the best even with the restrictions imposed upon us by the Government.



ST. LAWRENCE FLOUR MILLS CO., LIMITED

Why
more
people
are using
**WANT-
MORE
PEANUT
BUTTER**

*The Finest
Spread there is
for Bread*

In the world of
Peanut Butter, as
in every other
line of merchan-
dise, there is al-
ways a leader.

Wantmore Peanut
Butter has forged
to the front be-
cause its quality
made it a leader.

And, too, because
its goodness is be-
ing constantly ad-
vertised to the
consumer by
means of adver-
tisements like the
one here shown.

This quality and
this publicity are
all that are neces-
sary to start big
Wantmore sales
coming your way
once you begin to
show Wantmore
in your window
and counter dis-
plays.

Let us co-operate with
you in your local ad-
vertising. Electros of such
advertisements as
shown here will be fur-
nished you free.

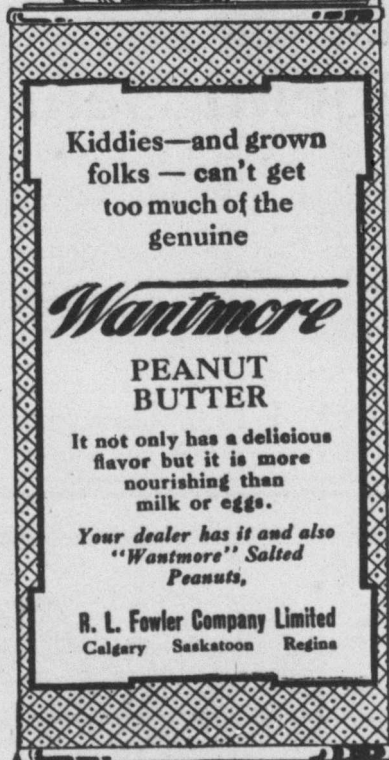
R. L. Fowler Co., Ltd.

Makers

CALGARY

REGINA

SASKATOON



No. 2

*Crisp Food
for
Crisp
Mornings*



Your Customers
will find

Kellogg's
Toasted Corn Flakes
A Crisp, Tasty
Winter Breakfast

Just as palatable and satisfying on cold,
frosty mornings as in the summer.

AS AN ALTERNATIVE

Kellogg's
Krumbles

All wheat—Shredded and toasted—makes
a satisfying and sustaining meal for grown-
ups and little ones.

Brimful of energy—crisp and delicious.

All KELLOGG'S products are packed in
the flavor-holding

WAXTITE



wrapper, which
brings them to your
customers' tables as
pure, fresh, crisp and
with an appetizing
flavor—just the same
as when they left the
ovens in our Kitchens
at

**Toronto,
Canada**

Be sure to get the **WAXTITE** package.



The Coming Social Season—

Means a great call for high quality olives. This winter will be featured by brilliant functions where olives are essential.

Now is the time to replenish your olive stock with "Club House Brands." Only large, carefully selected olives are packed in the above attractive bottles. Club House Brand represents the best quality of olives, even packed. They'll please your customers.

Rideau Hall Coffee

You can sell Rideau Hall Coffee and be firmly convinced that its goodness will bring back satisfied customers. Club House Catsup is another of our high Standard products.

Try a sample order of these first quality products.

GORMAN, ECKERT & CO., LTD., London, Ont.

Sold to the Western Trade through Mason & Hickey, Winnipeg

The Best Grocers

in every City, Town and Village are known
by the Quality of Goods they sell

BRODIE AND HARVIE'S

X X X
SELF-RAISING FLOUR

will bring new customers to your store—



It's a Quality Product

Sells well, pleases your trade and shows you a nice profit

Next time you are ordering goods from
your wholesaler be sure and specify

BRODIE and HARVIE'S
Self-Raising Flour

BRODIE & HARVIE LIMITED
MONTREAL

CANNED GOODS

Have you seen our opening prices for Victoria Brand Canned Goods? If not, you had better get in touch with us immediately. You will be well repaid for the trouble of asking for them.

COMPLETE ASSORTMENT

LOWEST PRICES

FULL DELIVERY

DRIED FRUIT

We have some cars in transit and while the greater majority of this shipment will be required for contracts there will be a small balance left over. You can get on the ground floor by putting your order in now for :

**DRIED PRUNES
SEEDED, SEEDLESS, MUSCATELS,
SULTANAS and CALIFORNIA
TABLE RAISINS**

SPECIAL

California Brand
LOOSE MUSCATELS 1918 PACK
14cts
SAMPLE ON DEMAND

LAPORTE MARTIN LIMITEE

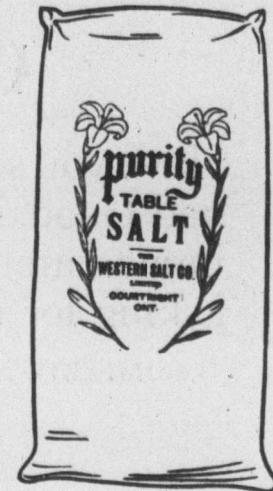
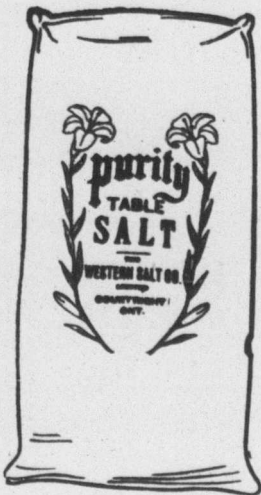
584 ST. PAUL ST. W.

MONTREAL

ESTABLISHED 1870

You Cannot Sell Her a Better Table Salt Than

PURITY



Whether she needs it for the Table or for Dairy use, Purity Salt will give her entire satisfaction always.

The way **Purity Salt** is made in the most modern and up-to-date salt manufacturing plant in Canada is a rigid guarantee that this Seasoner is true to its name.

You'll find Purity a line worth pushing. Are you supplied?

The Western Salt Comapny
COURTRIGHT, ONTARIO

CIGARS FOR THE HOLIDAYS

You can safely buy any of the brands listed below

Mail Orders
to
S. Davis & Sons
Box 630
Montreal

Manufacturers
of
Good Cigars
for
over 70 years

NOBLEMEN—Superiores	50, 25	\$102.50*	10%	\$92.25 net
Invincibles	50, 25	110.00*	"	99.00 "
Coronas	50, 25	102.50*	"	92.25 "
Junior	50, 25	82.00*	"	73.80 "
LA PLAZA—Epicures	50, 25	102.50*	"	92.25 "
Longfellows	50	75.00	"	67.50 "
DAVIS PANATELAS	50, 25	82.00*	"	73.80 "
CONCHAS	50, 25	77.50*	"	69.75 "
PROMOTER—Blunts & Clubhouse	50, 25	77.50*	"	69.75 "
PERFECTION	50, 25	77.50*	"	69.75 "
GRAND MASTER—Blunts and Perfectos	50, 25	70.00*	"	63.00 "
EL PROPOSO	100	60.00	"	54.00 "
DAVIS SUBLIMES	100	60.00	"	54.00 "
MIDGETS (20 packages of 5).....	5	48.00	"	43.20 "
LORD TENNYSON	100	45.00	5%	42.75 "
	50	46.00	"	43.70 "
	25	47.00	"	44.65 "
CABLE	100	45.00	"	42.75 "
	50	46.00	"	43.70 "
	25	47.00	"	44.65 "
STONEWALL JACKSON	100	50.00	"	47.50 "
	50	51.00	"	48.45 "
(No order to be less than 500)	25	52.00	"	49.40 "

*2.50 extra per thousand in boxes of 25.
Prices above are shown at the rate of 1,000.

Discounts shown
based on
purchase of
at least
500 cigars
assorted or of
one brand.

Cash: 1% extra

Shipments
prepaid to
destination.



Beat Jack Frost

Next Month—November—will be too late to ship 2 in 1 and Black Knight and beat Jack Frost.

Better make a pencil as well as mental note to order

2 in 1 Shoe Polish and Black Knight Stove Polish Now

Dealer Helps for the Asking

The F. F. Dalley Corporations Ltd.

Hamilton, Canada

Winnipeg

Hamilton

Montreal

Halifax

A SUBSTITUTE The Housewife's Dread

Much inferior Baking Soda is put up in kegs. Such Baking Soda you cannot guarantee to your customers. Hence it is always best to sell Baking Soda put up in the package with the manufacturer's name and the brand of Cow printed thereon.

The package then becomes the guarantee of a quality Soda inside.



Church & Dwight
Limited
Montreal



Our prices are the lowest for guaranteed

ROLLED OATS
ROLLED WHEAT
SPLIT PEAS
STANDARD OATMEAL

*Write for prices of Oat Feed, Shorts
and Hominy Feed*

The Parkinson Cereal Co.

Selling Agents:

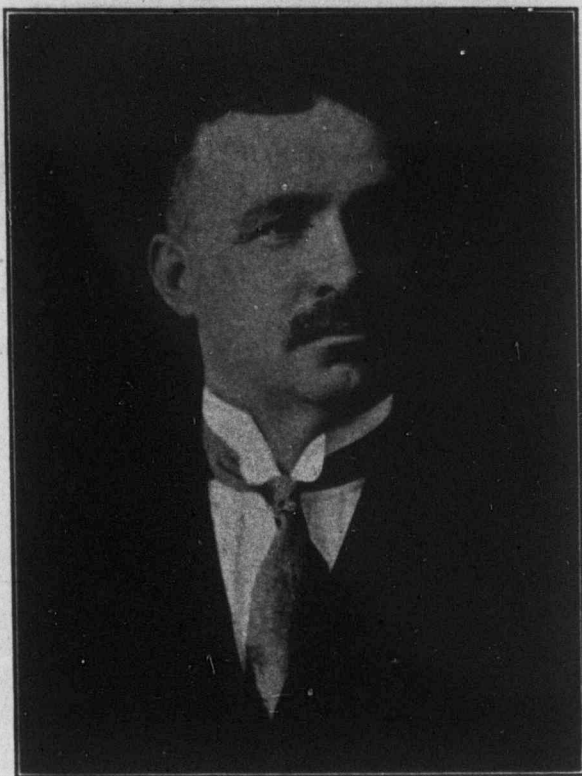
T. M. Sibbald & Son
311 King Street East
TORONTO

TO THE WHOLESALE TRADE ONLY

WEST INDIA COMPANY, LIMITED
CORISTINE BUILDING, MONTREAL

WEST INDIAN PRODUCE
AND
EUROPEAN AND EAST INDIAN GOODS

*We shall esteem the favor of your enquiries for any
of the above*



M. J. H. GRIMM,
The General Manager

The Government

SAYS:

"Pride of Canada"

Maple Syrup

*is Absolutely PURE
and of the Highest
Quality*

To you, Mr. Grocer, this means a great deal; you are absolutely sure when you recommend to your trade Pride of Canada Maple Syrup.

That your Customer will be pleased and satisfied, make a display on your Counter and in your Window.

Pride of Canada is a sure seller, and shows a good profit. Order from your wholesaler or write direct to

The Maple Tree Producers Association, Limited

58 Wellington St., Montreal

REPRESENTATIVES—W. L. Mackenzie & Co., Limited, Winnipeg, Regina, Saskatoon, Calgary, and Edmonton; Oppenheimer Bros., Limited, Vancouver, B.C.; S. H. P. MacKenzie & Co., 33 Yonge St., Toronto, Can.; J. W. Gorham & Co., Halifax, N.S.



Four Big White

for Fall

White Swan Pancake Flour

Tasty, wholesome, delicious pancakes. They're just "like mother used to make." "Thoroughly delightful"—nothing else can express it.



White Swan Wheat Kernels

A delicious delicacy milled from the very heart of No. 1 Northern wheat from Western Canada. Makes wonderful breakfast porridge. It is a real "Cream of the Wheat."

FOR SALE AT ALL

White Swan Spices
Toronto,



Swan Sellers and Winter

White Swan Mustard

A "Made - in - Canada" Mustard which has no superior in strength and flavor among imported brands. Popularly called "the Mustard with the kick." Put up in $\frac{1}{4}$ and $\frac{1}{2}$ lb. packages.



White Swan Wheat Flakes

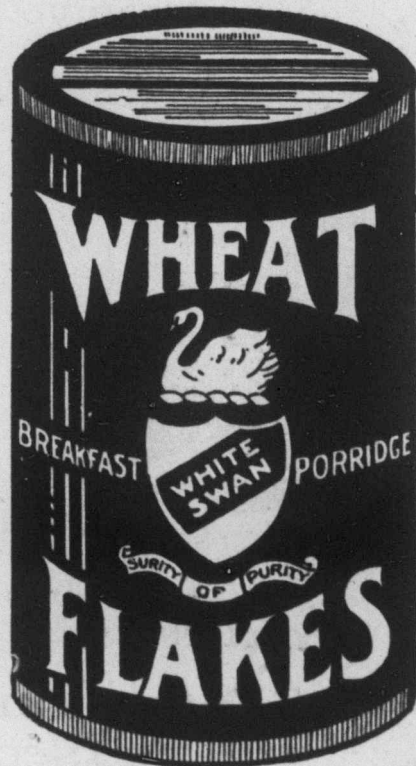
The delicious, wholesome breakfast dish for young and old. Consists of the highest grade Canadian wheat rolled into thin, appetizing flakes. Nothing of the original food value of the wheat is lost in the process. Most inviting and rich in body-building nutriment.



"The Mustard With a Kick."

The White Swan Family

Every product that makes up the White Swan Family is pure, wholesome and economical. High grade ingredients, careful selection and skilful blending have built up the White Swan reputation. You will find particular satisfaction in handling these products. They sell well and pay well. You derive 25% clear on your turnover of all these goods. You are authorized to refund any customer's money who is not entirely satisfied. We reimburse you.



WHOLESALE GROCERS

and Cereals, Limited
Canada





By Appointment

The Sauce Your Customers Appreciate

LEA & PERRINS—the best known, best liked Sauce in the world. Years of constant demand, and increasing daily. We are continuously advertising direct to your customers.



Lea & Perrins

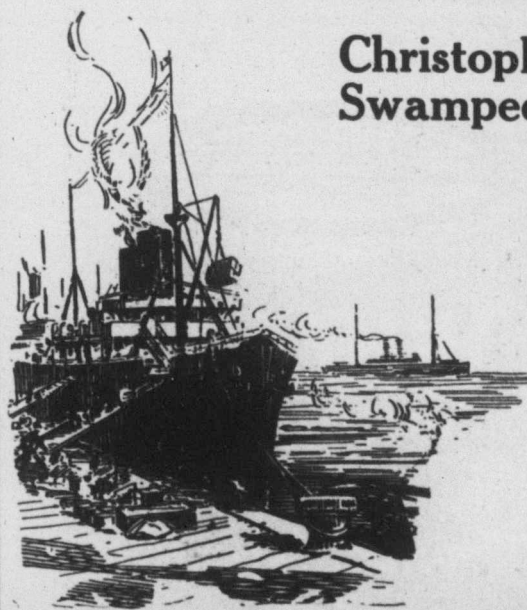
Sauce

Cannot be Duplicated

This business is ready for you every day, in every season. The goods you most prominently display reflect the character of your store. Goods of known quality inspire confidence, while imitations create doubt.

We supply dealer helps in the form of window and counter displays, recipe charts, folder and special advertising. Keep a good stock on hand at all times.

HAROLD SEDDON
Canadian Agent 137 McGill St., Montreal



Christopher Columbus Would Have Been Swamped in the Swells of a Modern Liner

PROGRESS

NUTRO PEANUT BUTTER

represents the highest attainment in Peanut Butter manufacture to date.

The flavour and texture of Nutro Peanut Butter make it regarded as

Another Triumph of Progress

*Maintain your reputation for Quality Merchandise.
Ask your Jobber for a case of "Nutro."*

Agents for Manitoba, Saskatchewan and Alberta:
NICHOLSON, RANKIN, LIMITED, WINNIPEG, MAN.

Kelly Confection Company, Limited
VANCOUVER, B.C.



'Phone, Wire & Mail

your orders to us. We guarantee you satisfaction, reasonable prices and reliable, rapid delivery.

Our idea of service

and its actual practice have won for us an enviable reputation for the last half century. Every order receives immediate attention by our staff the moment it arrives.

It is filled at once from carefully selected, highest quality lines, checked over to eliminate mistakes and shipped at once by the speediest method of transportation.

You can depend on "Walker" Services and Walker Quality.

You will find Walker Prices on Domestic and Foreign Fruits, Vegetables, Nuts, Confectionery and Sundries very reasonable.

Send to-day for our latest quotations and try our service.

The House of Quality

HUGH WALKER & SON

Established 1861

GUELPH, ONTARIO

I have my old job back, saving Mrs. Housewife all the trouble of making her coffee. I serve her instantly.

Notwithstanding the price of green coffee has advanced over 100%, my price has only been advanced about 30%, so that I can still be served economically.

Please bring this to the attention of all your customers.



Washington's REFINED Coffee

Went to War

Home Again

Two Popular Sellers

That will earn you handsome profits for this Fall and Christmas selling.

These two tempting Vogan's Cakes are all that your most exacting customers could desire.

Their dainty rich appearance makes them instant sellers wherever they're displayed. Their delightful flavor wins you complete customer satisfaction.

Every day thousands of Housewives read these Vogan attractive street car posters and every day the demand for these wholesome cakes is steadily increasing.

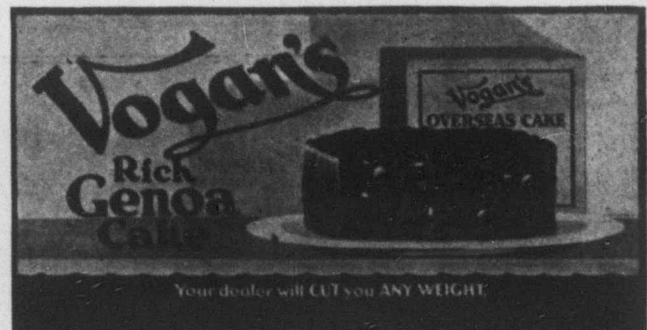
Vogan's Limited

TORONTO

Quotations gladly furnished to
grocery and confectionery houses



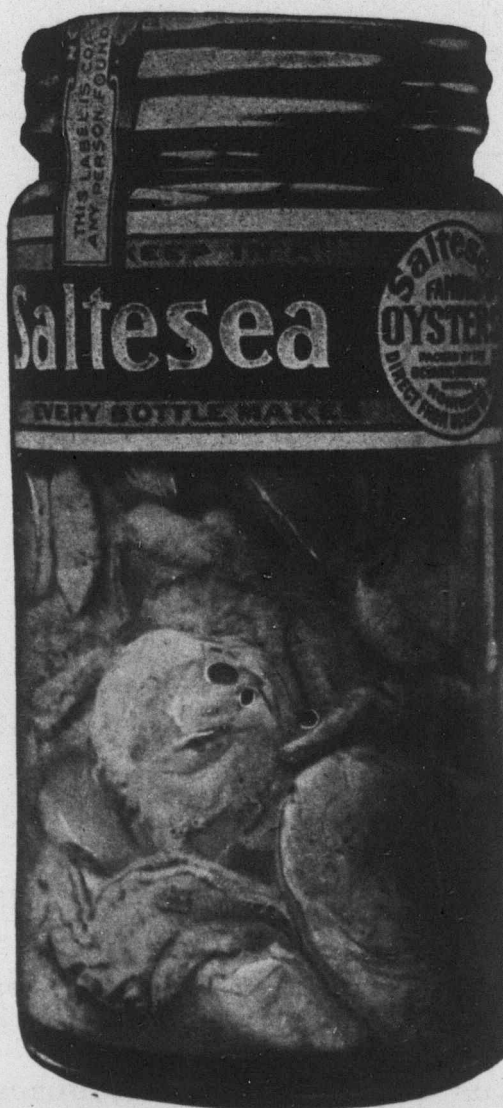
Try the Vogan lines in
your cake department.



Made from an old English Christmas Cake Recipe

“Saltesea” Oysters

Packed in Glass Jars and delivered to your trade pure and unadulterated. That is why “SALTESEA” pleases and your customers repeat their order. If you are not already with us, WRITE TO-DAY for prices and particulars.



The Oceanic Oyster Co. of Canada
 Limited
 Montreal



You can reach the great western market through "The House of Scott - Bathgate" as though you were personally on the ground

You need our services if you are desirous of the greatest results in this rich field. We have every essential facility to insure you successful results.

Fifteen years' experience—an enviable record with satisfied clients to prove it. Strong representation. Best warehouse accommodation, and last and best, a staff of strong salesmen to push your product to both retail and wholesale trade.

We have placed Christie's Biscuits and Robertson's Confectionery throughout the West.



Let us do the same for your line. Write us at once. We want to serve you.

Scott-Bathgate Co., Limited

Importers and Commission Merchants

149 Notre Dame Avenue E.

Winnipeg

TEES AND PERSSE LIMITED

Here Since 1884

"From the Great Lakes to the Rockies."

Our present organization and chain of warehouses, totalling 31 acres of floor space, are silent tributes to the quality of the products we handle.

We are located at strategic points in Western Canada, giving our principals a daily contact with the wholesale and retail trade. Our progress is continuous—can we be of service to you?

Tees & Persse, Limited

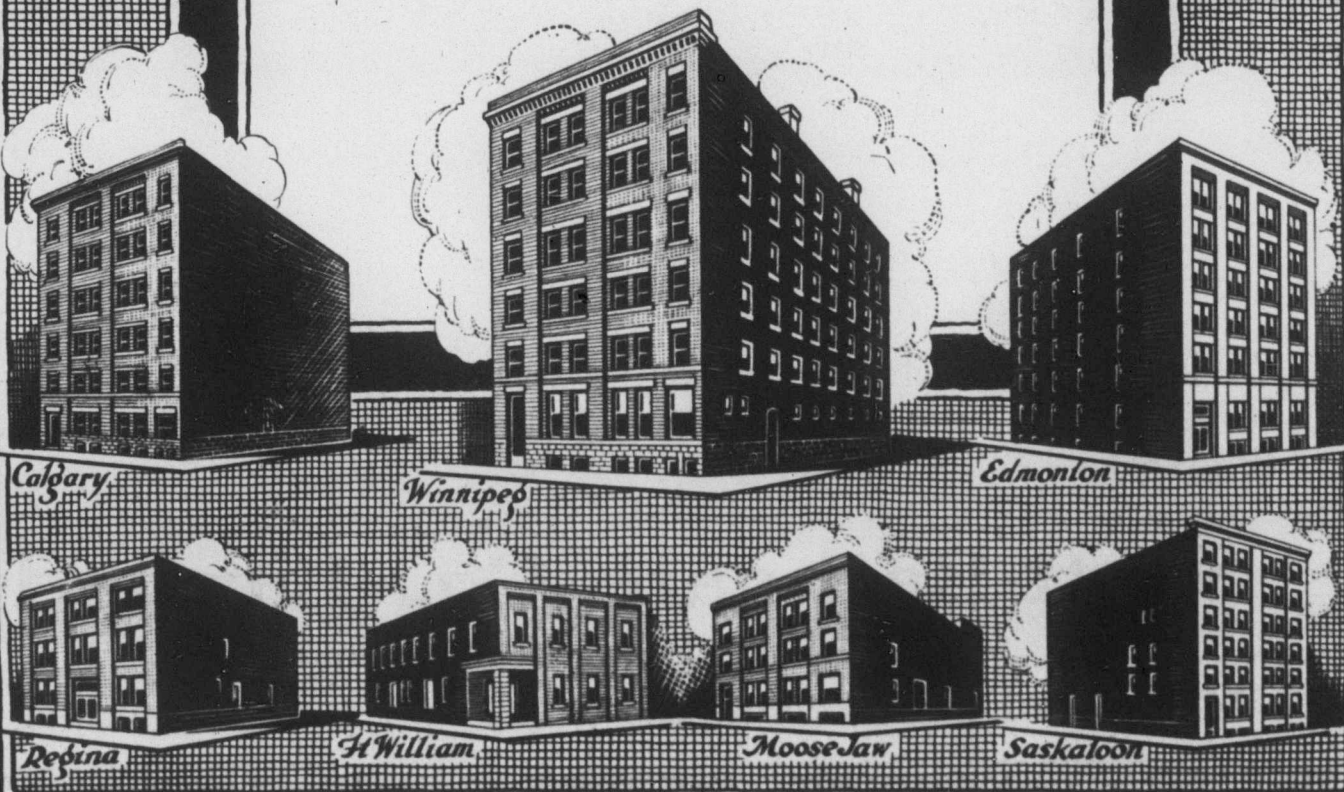
Manufacturers' Agents

Winnipeg, - - Man.

Fort William
Saskatoon

Regina
Calgary

Moose Jaw
Edmonton



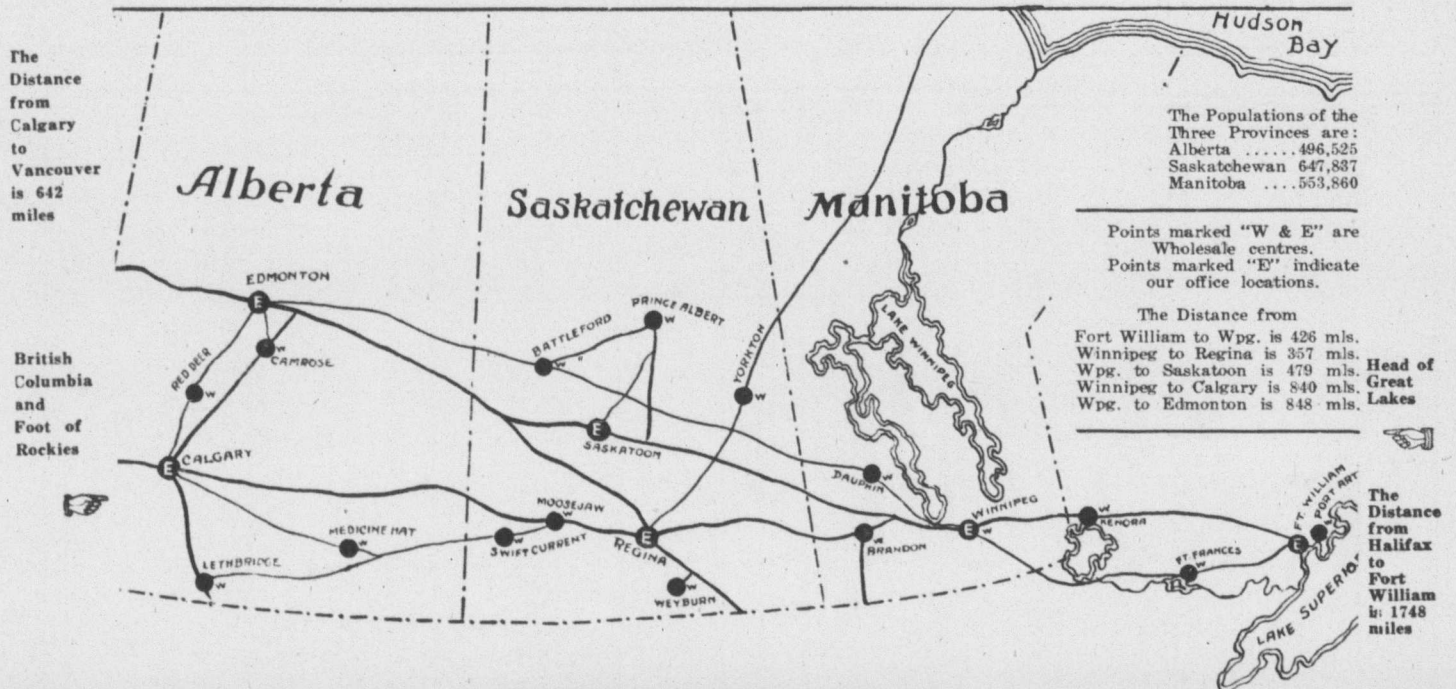
Market your product with "sound judgment" in this rich field

Men of the highest calibre, sterling ability and wide experience in marketing products in a big way—form the "make-up" of this big selling organization which covers the entire West.

We have *Resident Sales Managers* at every jobbing centre who are in daily touch with the wholesale jobbers, and a staff of *Detail Salesmen* reaching every retailer.

Our past record guarantees you the paramount of success.

References—Duns, Bradstreets, Union Bank of Canada, or any wholesale grocer in Western Canada.



W. H. Escott Co., Ltd.

Manufacturers' Agents and Wholesale Grocery Brokers

WINNIPEG, FORT WILLIAM, REGINA, SASKATOON, CALGARY, EDMONTON

Donald H. Bain Co.

WHOLESALE GROCERY COMMISSION AGENTS

Herewith are Some Facts on Product Marketing

We have a highly-specialized, keen brained staff of untiring sales promoters. We have your interests at heart, every hour of the day the moment you enlist our services. We have an enviable record of results, with satisfied customers to prove it.

Should you have a product that has not been successfully marketed, we are especially trained to market it in the Western field, in a way that it has never before been marketed—with the paramount of success.

Get in touch with us.

Head Office: WINNIPEG

Branches—REGINA, SASKATOON, EDMONTON, CALGARY, VANCOUVER
ALSO AT 60 CHEAPSIDE, LONDON, E.C. 2, ENGLAND

EVANGELINE BRAND SAUER KRAUT

Made by competent Kraut makers.

"The Finest in the Land."

We will be pleased to quote you prices on request. All orders shipped promptly.

Supplies Limited

KENTVILLE, N.S.

DESICCATED COCOANUT

We import direct from our own mills at Colombo, Ceylon, and stand behind the quality of our goods. The prices we quote are rock-bottom. Let us quote you on your next requirements.

Our agents are:

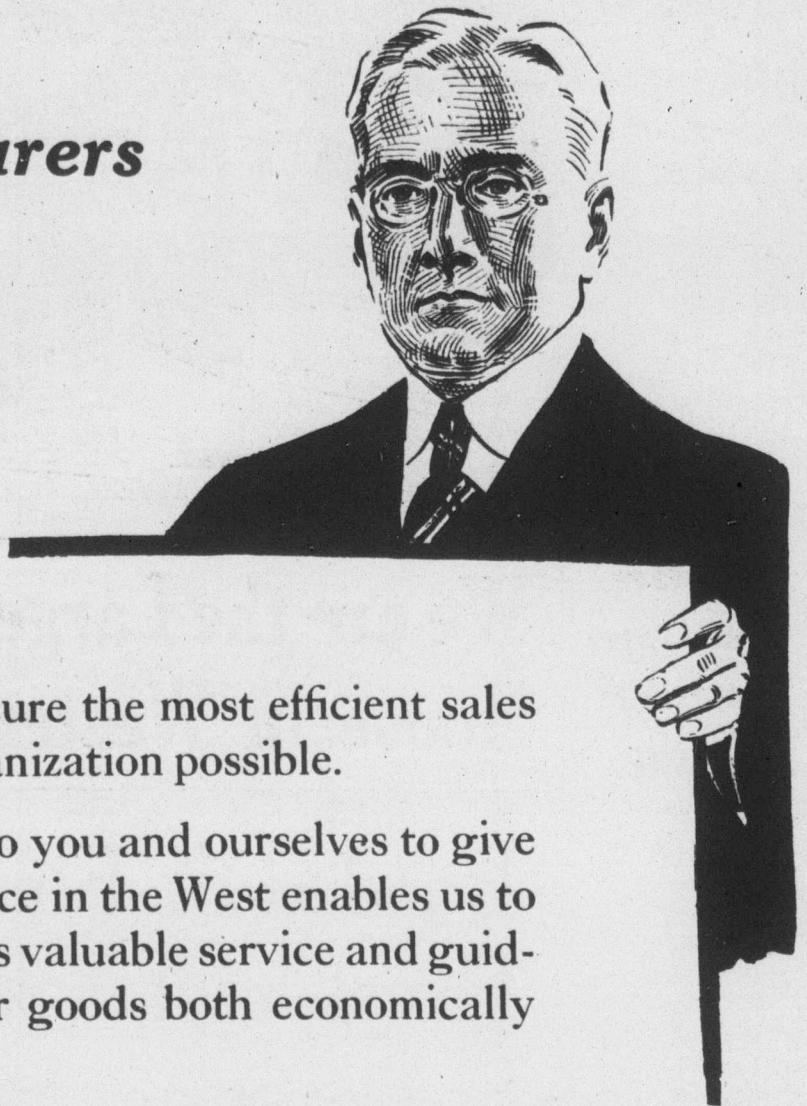
Tees & Perse, Ltd., Winnipeg, Fort William, Regina, Saskatoon, Moose Jaw; Tees & Perse of Alberta, Ltd., Calgary, Edmonton. Newton A. Hill, Toronto, Ont.; E. T. Sturdee, St. John, N.B.; R. F. Cream & Co. Ltd., Quebec, Que.; J. W. Gorham & Co, Halifax, N.S.; C. T. Nelson, Victoria, B.C.

Dodwell & Co., Ltd.

Importers & Exporters

VANCOUVER

**To Manufacturers
and
Packers**



It is your duty to secure the most efficient sales and distributing organization possible.

We owe it as a duty to you and ourselves to give it. Years of experience in the West enables us to render manufacturers valuable service and guidance in placing their goods both economically and efficiently.

It is not our policy to make extravagant promises but we can give you a service that brings results.

Our staff of detail men who solicit business from the retail trade, and our entire selling, shipping and storing organization are at your service. Your letter will be promptly answered.

Watson & Truesdale

Wholesale Grocery Brokers

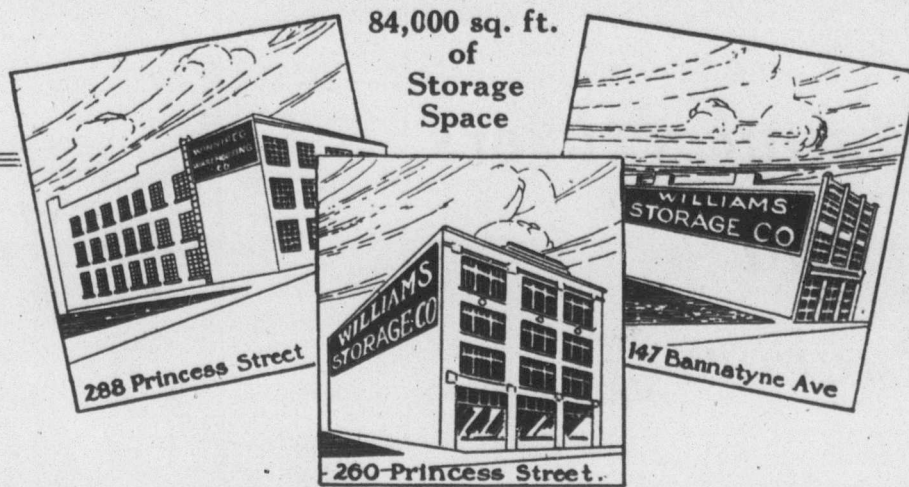
Regina

Saskatoon

WINNIPEG

Calgary

Edmonton



We Have
Our Own
Teams and
Trucks

**We are the Largest Storage
House in Western Canada**

Distributing
and
Forwarding

Bonded or Free Storage
Excellent Track Facilities
Storage Space Steam Heated Throughout
A Loyal and Efficient Organization
A Reputation for Prompt Service

These are added guarantees that we are the house you are looking for to take care of your Western consignments. We can distribute your goods in Winnipeg or re-ship to points west. Every facility is ours to handle any amount of business promptly, courteously and satisfactorily.

Let "The Western House for Service" take care of your future consignments to the West.

Williams Storage Company
WINNIPEG

Mason & Hickey

MANUFACTURERS' AGENTS

Head office at Winnipeg, Man.; branches at Regina, Saskatoon, Calgary, Edmonton, Lethbridge, Brandon, Vancouver and Fort William. We are open to represent lines that do not compete with the following:

ARBUCKLE BROS. - New York, N.Y. GREEN COFFEES	INGERSOLL PACKING CO., LTD. - - - Ingersoll, Ont. LARGE ROYAL OXFORD, INGERSOLL CREAM PIMENTO AND CHILI CHEESE AND BEAVER BRAND MEATS
ARROZ MILLING CO. - New Orleans RICE	W. K. KELLOGG CEREAL CO. - - - Toronto, Ont., and Battle Creek, Mich. CORN FLAKES, KRUMBLES, etc.
BORDEN MILK CO., LTD., Montreal, Que. CONDENSED AND EVAPORATED MILK	KELLY CONFECTION CO., LTD. - - - Vancouver, B.C. MOLASSES
CALIFORNIA PACKING CORPORATION San Francisco, Cal. CANNED AND DRIED FRUITS, etc. (INCLUDING DEL MONTE LINES)	KING BEACH MFG. CO., LTD. - - - Mission City, B.C. JAMS, JELLIES AND MARMALADE
CANADA STARCH CO., LTD., Montreal, Que. FACTORIES—CARDINAL, BRANTFORD AND FORT WILLIAM—STARCH, SYRUP, GLUCOSE, etc.	W. S. LOGGIE CO., LTD. - Chatham, N.B. BLUEBERRIES, CODFISH AND LOBSTERS
CANADA NUT CO., LTD., Vancouver, B.C. SQUIRREL BRAND PEANUT BUTTER, etc.	NATIONAL LICORICE CO., Montreal, Que. LICORICE
CREAMETTE CO. - Minneapolis, Minn. CREAMETTES, MACARONI, VERMICELLI, SPAG- HETTI AND EGG NOODLES	NICHOLSON & BROCK - Toronto, Ont. BIRD SEED AND GRAVEL
CRESCENT MFG. CO. - Seattle, Wash. MAPLEINE	PROCTER & GAMBLE DIST. CO. OF CAN- ADA, LTD. - - - Hamilton, Ont. BULK CRISCO, SOAP CHIPS, COTTON SEED OIL AND FLAKEWHITE
CROWN BROOM WORKS, LTD. - - - Vancouver, B.C. BROOMS, WOODENWARE	WM. ROGERS & CO. - Denia, Spain VALENCIA RAISINS
DOMINION SUGAR CO., LTD., Chatham, Ont. FACTORIES—WALLACEBURG, CHATHAM AND KITCHENER—GRANULATED, LUMP, ICING, AND POWDERED SUGAR	MANFORD SCHIER - Dunnville, Ont. EVAPORATED APPLES
ESSEX CANNING AND PRESERVING CO., LTD., - - - - - Essex, Ont. CANNED GOODS	W. A. TAYLOR CONFEC. & MFG. CO. - Winnipeg, Man. HORSE RADISH
FOSTER & HOLTERMANN, LTD., - - - Brantford, Ont. "PRIDE OF ONTARIO" HONEY	THORNTON & CO. - Malaga, Spain MALAGA RAISINS
GORMAN, ECKERT & CO., LTD. - - - London, Ont. OLIVES, SPICES, EXTRACTS, etc.	D. URQUHART - - - Hensall, Ont. WHITE BEANS
FEDERICO GARRETT & CO., Malaga, Spain OLIVE OIL, etc.	J. H. WETHEY, LTD., St. Catharines, Ont. JAMS AND MARMALADE, BULK AND PACKAGE MINCEMEAT
HARPER PRESNAIL CO., LTD. - - - Hamilton, Ont. PATHFINDER, IRENE AND ELK CIGARS	

Mason & Hickey

287 STANLEY STREET

..

WINNIPEG, CANADA

MR. MANUFACTURER

YOUR LINES

Will be placed in the
PROPER HANDS

If entrusted to the

EFFICIENT
NERGETIC
FFORTS OF



THE McLAY BROKERAGE CO.

Wholesale Grocery Brokers and Mfgs. Agents
WINNIPEG, MAN.

AN OLD FAVORITE IN WESTERN CANADA

JACKSON'S WAX FLOOR POLISH

As made by T. S. Jackson & Sons, London, England

After nearly 5 years of enforced absence the re-appearance in Western Canada of "Jackson's Wax Floor Polish" is attracting the wide interest and support to which it is so justly entitled. A few of the reasons to which the success of Jackson's Wax Floor Polish may be ascribed are as follows:—

It is the best.

It is largely composed of Genuine Beeswax and, consequently, more lasting and economical.

It shows a profit which makes Floor Wax worth enthusiastic handling. It will give your customers perfect satisfaction at a lower price and will make you many new friends.

It will increase your Floor Polish sales.

IT IS BRITISH.

It is put up in very attractive tins in sizes varying from 2 oz. to 14 lbs.

Your Wholesaler has it. Ask him for it.

SOLE AGENT IN CENTRAL CANADA:

F. Manley, 33c Empress Block, 354 Main Street, Winnipeg

Liken a Cigar Unto a Manufacturer's Agent

Some *are* Good
and
Some *are* Bad

¶ If you happened to pick a poor cigar from a case you wouldn't give up smoking, would you?

* * *

¶ If you happened to pick a poor agent you wouldn't condemn all agents. Would you?

* * *

¶ We are not in the cigar business.
But
We are in the Manufacturer's Agency business.

* * *

If You Want a Good Agent Try

OPPENHEIMER BROS. & RICHARDSON, Winnipeg, Man.

OPPENHEIMER BROS. & GIBBS, Regina and Saskatoon

OPPENHEIMER BROS. & GREEN, Calgary and Edmonton

OPPENHEIMER BROS. & GROTH, New York

OPPENHEIMER BROS., LTD. Vancouver, Victoria, Prince Rupert

NEW CROP EVAPORATED APPLES

Canada's best flavoured Hard Apples evaporated to Government Standards, packed in 50-pound boxes. Shipment from three points in the Annapolis Valley of Nova Scotia.

We are now manufacturing and will quote for shipment any month to March next. Wire your inquiries to—

J. W. GORHAM & CO.
HALIFAX, N.S.

IMPORTERS

T

EXPORTERS

FUJITA & CO., LTD.

VANCOUVER, B.C.

Head Office: KOBE, JAPAN

Branches : { Fujita & Co., Ltd., Seattle, Wash.
Fujita and Allen Co., San Francisco, Cal.

REPRESENTATIVES :

DONALD H. BAIN CO.
Western Ontario Saskatchewan
Manitoba Alberta

C. B. HART.
MONTREAL
Quebec

LIND BROKERAGE CO.
TORONTO
Ontario

Not MERELY DISTRIBUTORS—we strive to be real **BUSINESS BUILDERS**.

And we submit that the rapid growth of our own business is unquestioned proof of this.

A close, kindly, continuous, personal contact with the retail grocery trade.

—that, we believe, is the secret of our success.

Specialty salesmen, **working on this principle**, with offices in **TORONTO, HAMILTON, LONDON, OTTAWA, NORTH BAY**, assure the covering of the trade thoroughly. Let us tell you more about our methods and facilities.

S. H. MOORE & COMPANY

Head Office: Excelsior Life Bldg.
TORONTO

At present we are building business for:

- THE CANADA NUT CO.,
Vancouver.
- WM. BRAID & COMPANY,
Vancouver.
- THE T. UPTON CO., LIMITED,
Hamilton.
- MAINLAND CONFECTIONERY
CO.,
Vancouver.
- WATSON BROS.,
Vancouver.
- BASQUE CHEMICAL PRODUCTION
COMPANY,
Vancouver.
- EAGLE PACKING CO.,
Vancouver.
- JOHN BULL MFG. CO.,
Hamilton.
- B.C. MFG. CO.,
New Westminster, B.C.



*You want your Goods
Sold---your Business
Built up*

We are at your Service

95% Profit

How does that Appeal, Mr. Grocer?

You know that—

Good, old reliable
English goods appeal to
most of your customers.

well—

JOHN BULL POLISHES

(note the name) are really
English Goods Made-in-Canada



*"Eats the Tarnish
Not the Silver"*

HERE'S A REAL CHEER-UP OFFER

SILVER POLISH

25c Glass Jars.....\$2.10 per doz.

15c Glass Jars..... 1.35 per doz.

3 doz. free with each gross.

1½ doz. free with each half gross.

One kind or assorted.

Freight prepaid on gross lots.

BRASS POLISH

25c Screw Cap Cans.....\$2.10 per doz.

15c Screw Cap Cans..... 1.35 per doz.

3 doz. free with each gross.

1½ doz. free with each half gross.

One kind or assorted.

Freight prepaid on gross lots.

Special discount on quantity orders—ask your wholesaler—ask
for the PURPLE LABEL.

JOHN BULL MFG. CO.

SELLING AGENTS :

S. H. MOORE & COMPANY

Excelsior Life Building

Toronto, Ont.

UPTON'S PURE STRAWBERRY JAM

Luscious Red Ripe Fruit and
Pure Granulated Sugar



In Glass Jars and in the Economical Two and Four pound Family Tins

Connect up with these—

Here are two of a series of advertisements to appear in consumer mediums to help you sell the famous *Upton Jams*. See that you keep a display of *Upton's* on your counter and show them in the window.

Your customers will immediately know them. Your co-operation will mean many sales, satisfied customers and repeat orders.



UPTON'S PURE JAMS



UPTONS Pure Jams and Marmalade can be purchased at all leading Grocers-In Glass Jars and Two and Four pound Tins

"Decidedly Different"



Selling Agents for Ontario

S. H. Moore & Company

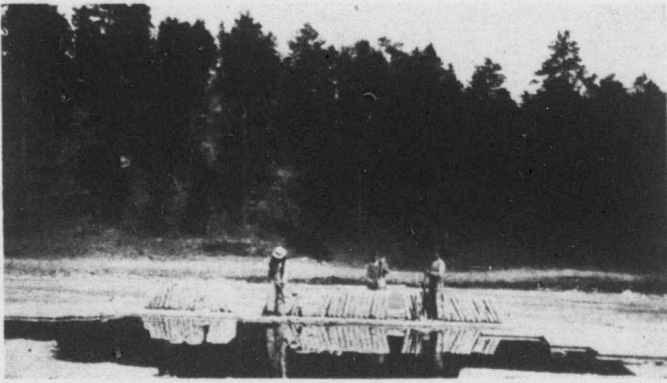
Excelsior Life Bldg., Toronto, Ont.

There's
Mighty Good Profits
in
MINED-IN-CANADA
EPSOM SALTS

Just a little cheaper

A Good Deal Better

than the imported varieties



Here's a photograph of the real stuff—Magnesium Sulphate (Epsom Salts), being sawn from the surface of a newly-discovered lake in B.C. The product is 100 per cent. pure (Government Analysis). The supply is inexhaustible and it is so easily produced and put into marketable form that the price is considerably lower than the imported Salts.

It is sold in

300 lb. Barrels

120 lb. Kegs

5c, 10c, 25c Packages

**IT'S MADE-IN-CANADA
FEATURE** and it's quality
and price will sell it for you.

If you are interested and didn't see it before, hunt up your **Canadian Grocer** of Oct. 3, and turn to page 29.

Better still— inquire from

**S. H. MOORE
& COMPANY**

Selling Agents for Ontario

Excelsior Life Bldg.,
TORONTO

BETTER BOXES

at

BETTER PRICES

Yes, it's absolutely a fact, and here's the reason.

Ontario timber is scarce, poor and expensive, consequently the prices of Ontario-made-boxes and cases have jumped enormously.

British Columbia timber is plentiful, of better quality and less expensive. Therefore box-making in B.C. costs materially less than in Ontario. Besides---B.C. timber is long-grain stuff, free from knots, and thus gives equal strength with material of lighter weight. A saving two ways, you see.

We are so sure our prices will bring your business we only suggest you get in touch with our selling agents for Ontario.

Write for Illustrated Catalogue

**British
Columbia
Mfg. Co.**
LIMITED

New Westminster
B.C.

S. H. MOORE & CO.
Excelsior Life Bldg. TORONTO

Ask prices on
APPLE BOXES
FRUIT BOXES
EGG CRATES
BERRY BOXES
BERRY CRATES
(Positively no Sawdust)
PACKING CASES
Made to any requirement.
These supplied in assorted
sizes and in pooled cars.

A Fish Department! Stocked With Watson's!! Two Good Ideas For This Fall

Every grocer has not the facilities to handle meats, but there is no reason why he could not stock our smoked and pickled fish, and sell every family at least once a week. Many families will buy pails of herring at a time.

SMOKED Kippers Bloaters Boneless Herring Herring Chicks	SPECIAL Feature Herrings in 10-pound pails.	PICKLED Scotch Cured Herring in barrels, half barrels or pails.
--	--	---

The Possibilities in These Lines for You are Well Worth Investigating.

Write for Particulars to

**Watson Bros. Fishing and
Packing Co., Limited**
Vancouver

Ontario Representatives :
S. H. Moore & Company, Excelsior Life Bldg., Toronto

There's Big Demand for REX PRODUCTS

Rex Cedar Oil

Rex Floor Wax

Rex Furniture Cream

Rex Washing Powder

Order from your Wholesaler, or

REX CHEMICAL CO.

103 Wellington St., MONTREAL

McDONALD ADAMS
WINNIPEG

S. H. MOORE & CO.
TORONTO

KING & SOUTHCOT
VANCOUVER

He wants these national favorites!

Their Quality won him

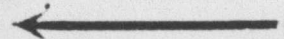
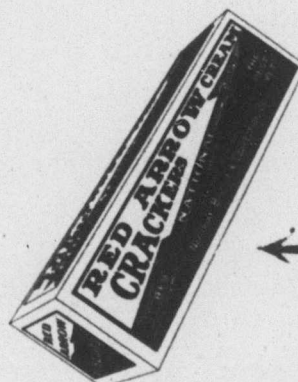
There's Satisfaction
for Him—

and

Profit for You

in seeing that he gets them

NATIONAL BISCUIT & CONFECTION CO., LIMITED



MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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BRITISH COLUMBIA

Squirrel Brand PEANUT BUTTER

M. DESBRISAY & CO.
Salmon Cannery and Manufacturers' Agents
VANCOUVER, B.C.
Our organization is equipped to handle any manufacturers' line.
Our salesmen get results.

FOR REPRESENTATION
in B. C.
VENABLES & MERRYFIELD
525 Standard Bank Bldg. Vancouver, B.C.
Agents for QUAKER OATS CO. We cover the RETAIL TRADE

PETER LUND & COMPANY
MANUFACTURERS AGENTS
Can sell, and if required, finance one or two additional staple lines for
British Columbia Territory
Interested manufacturers please communicate
505 Metropolitan Bldg. Vancouver, B.C.
Reference: Merchants Bank of Canada, Vancouver, B.C.



MACARONI
The pure food that builds Muscle and Bone at small expense.
The Meat of The Wheat
Manufactured by the
Columbia Macaroni Co., Limited
LETHBRIDGE, ALTA.

EL ROI-TAN PERFECT CIGAR

QUAKER BRAND GOODS WILL PAY

An interesting and we believe demand-creating newspaper advertising campaign is starting in the West.

We will need the Grocers' co-operation.



DOMINION CANNERS B.C. LTD.
Vancouver, B.C.

A Request to Our Readers

You have often thought that some friend or acquaintance would be interested in articles which you have read in CANADIAN GROCER. Obey the impulse to pass a good thing along.

It will be a pleasure to send sample copies to your friends if you will send us their names and addresses.

Mention this Paper When Writing to Advertisers

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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WESTERN CANADA

D. J. MacLeod & Co.

Manufacturers' Agents and Grocery Brokers
EDMONTON, ALTA.

Open to negotiate for new lines in Alberta. Our staff calls on wholesale trade and does detail work.

B. M. Henderson Brokerage, Ltd.

Kelly Bldg., 104th St., Edmonton, Alta.
(Brokers Exclusively)

Dried Fruits, Nuts, Beans, Jams,
Cereals, Fresh Fruits and
Vegetables.

Western Transfer & Storage, Ltd.

C.N.R. Carters C.P.R.
DISTRIBUTION - STORAGE - CARTAGE
P.O. Box 666, Edmonton, Alta.

Members of the Canadian Warehousemen's Association

WHEN WRITING TO ADVERTISERS
KINDLY MENTION NAME OF THIS
PAPER

PACIFIC CARTAGE CO.

C.P.R. Carters

Office: C.P.R. Freight Sheds CALGARY
Distribution of Cars a Specialty
Storage and Forwarding Prompt Service

SAY YOU SAW IT
IN CANADIAN GROCER
WHEN WRITING TO
ADVERTISERS

A BRANCH HOUSE WITHOUT THE COST OF MANAGEMENT

The Regina Cold Storage & Forwarding Co. Ltd.

Regina - Saskatchewan

COLD STORAGE

WAREHOUSING

CAR DISTRIBUTION

"Always On The Job"

The H. L. Perry Co., Ltd., 214-216 Princess St., Winnipeg

As your Selling Agents, we can make a big success of your Account.

STORAGE

DISTRIBUTING

FORWARDING

F. D. Cockburn Co., 149 Notre Dame Ave. E., Winnipeg

We represent some of the best manufacturers and will give your line the same attention.
Pugsley Dingman & Co., Ltd., John Taylor & Co. and John Bull Mfg. Co.

Wholesale Grocery Brokers Commission Merchants

410 Chamber of Commerce, Winnipeg
Personal attention given to all business entrusted
to us.
Correspondence Solicited. Established here 1900.
GEORGE ADAM & CO.

C. H. GRANT CO.

Wholesale Commission Brokers and
Manufacturers' Agents
810 Confederation Life Bldg., Winnipeg
We have the facilities for giving manu-
facturers first-class service.

ALEX. BAIRD LTD.

Manufacturers' Agents
300 Montreal Trust Bldg.
WINNIPEG, MAN.
Correspondence Solicited

THE McLAY BROKERAGE CO. WHOLESALE GROCERY BROKERS and MANUFACTURERS AGENTS

Take advantage of our Service
WINNIPEG MANITOBA

W. L. Mackenzie & Co., Ltd. Head Office: Winnipeg

Branches at
Regina, Saskatoon, Calgary, Edmonton

Macdonald, Adams Company

Brokers and Manufacturers' Agents
Open to negotiate for new lines of
Grocery Specialties in Western Canada
502 Avenue Building, Winnipeg

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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ONTARIO

T. M. SIBBALD & SON

GROCERY BROKERS
Agent for KELLOGG'S Toasted Cornflakes
Another Agency Solicited
311 KING ST. E. - TORONTO
Storage and Bonded Warehouses

MACLURE & LANGLEY LIMITED

Manufacturers' Agents
Grocers, Confectioners and Drug Specialties
12 FRONT ST. EAST, TORONTO

LOGGIE, SONS & CO.

Merchandise Brokers and Manufacturers' Agents
Grocery, Drug and Confectionery Specialties
Foy Building, 32 Front Street West
TORONTO - ONTARIO

H. D. MARSHALL

Wholesale Grocery Broker
OTTAWA MONTREAL HALIFAX

W. G. PATRICK & CO. Limited

Manufacturers' Agents and Importers
51-53 Wellington St. W., Toronto

J. K. McLauchlan

Manufacturers' Agent and Grocery Broker
Biscuits, Confectionery, Jams, Cereals, Grocery and Drug Specialties
45 FRONT ST. EAST, TORONTO

W. G. A. LAMBE & CO. TORONTO

Established 1888
SUGARS FRUITS

WHEN ANSWERING ADVERTISEMENTS KINDLY MENTION NAME OF THIS PAPER

MADE IN CANADA

Taylor & Pringle Co.

Limited
OWEN SOUND, ONT.

Manufacturers of
PICKLES, CATSUPS, SAUCES,
VINEGAR, CIDER, ETC.
QUEEN QUALITY PICKLES
UNIVERSAL FRUIT SAUCE
PARAGON PICKLES
CATSUP RELISH

TAYLOR & PRINGLE'S PRODUCTS ARE GOOD PRODUCTS

Sani-Flush

(TRADE MARK REGISTERED)

Closet Bowl Cleaner

Sani-Flush is a ready seller in communities where homes and other buildings are equipped with water-closets. The demand will be evident when a merchant in such a community places *Sani-Flush* in stock.

It is a good idea to display *Sani-Flush* on a conspicuous shelf. A can on the counter is an effective selling device.

Make a memorandum to order *Sani-Flush*.

HAROLD F. RITCHIE & CO. LIMITED

10-12-14 McCaul Street
TORONTO



MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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QUEBEC

PAUL F. GAUVREAU
WHOLESALE BROKER
Flour, Feeds and Cereals
784 St. Peter Street, - QUEBEC
If you need potatoes wire or write me for prices. Will quote good prices delivered your Station.

Get your stock of Colds & Briand & Jacquets Beverages for the holidays. Now is the time.
Ask Your Wholesalers or Write
S. G. BENDON UTILITY CO.
MONTREAL

J. L. FREEMAN & CO.
Wholesale Grocery Brokers
ROOM 122 BOARD OF TRADE BUILDING - Montreal

WANTED
Agencies for food products for the City of Montreal, best references.
SILCOX & DREW
33 NICHOLAS ST., MONTREAL

For Representation in Montreal
J. C. Thompson Company
209 St. Nicholas Bldg.
We cover the retail trade

THE DOMINION TRADING CO.
MONTREAL
We are open to handle several food Agencies selling to the Grocery trade in Montreal, Quebec. We cover the territory thoroughly; best references.
Room 34, Board Trade Bldg., Montreal.
Cable Address, Domtrade.

Going to France
Business man going to France next December. Will take representation or good proposition for this country. Write G. E. Durand, Ste. Anne de Bellevue, Que.

Established 1889
HOWE, McINTYRE Company
Grocery Brokers, Importers and Manufacturers' Agents.
91-93, Youville Square,
MONTREAL CANADA

AGENCIES WANTED
For Food Products, Confectionery, etc.
For the Dominion. Best References.
H. S. JOYCE,
Room 903 Southam Bldg., Montreal

See the Want Ad page in the back of this number---it will interest you.

W.J.SHEELY
Grocery Broker and Commission Merchant
**AGENCIES WANTED
CONSIGNMENTS SOLICITED**
Bankers: Home Bank of Can.
St. Nicholas Bldg. Montreal

You Try This
When you desire any information on matters pertaining to the trade it will be gladly furnished free upon application through the columns of this paper. If you enclose stamped, addressed envelope we will also reply direct to you. Don't hesitate to ask us. We will do our best.

Dominion Spring Clothes Pins



An excellent pin that will please the housewife. You can get a supply from any good Wholesale Grocer or Jobber.

The J. H. Hanson Co., Ltd.
244 St. Paul St. West, Montreal

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



After Eating - After Smoking

“Mintees” earn big profits

Everywhere these tempting little dainties are increasing in popularity.

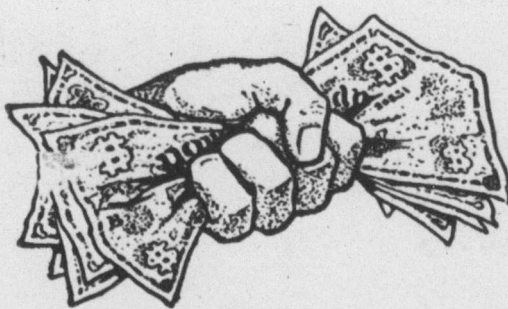
Everybody likes them—they’re so delightfully refreshing. Mintee attractive profits make them just as popular with grocers.

You can always rely absolutely on the Quality of Mintees. Only best of ingredients used in the manufacture. It is made in a clean factory under ideal conditions.

Send for our money-making Mintee display case to-day. It contains 10 boxes of Assorted Mintees, Wintees, Clovees and Cintees (three other delicious confections) and one display case for \$6.75. It retails for \$10.00.

Each box contains 20 Five-cent Packages.

Order them to-day from your jobber.



Always have a “Mintee” display on your counter. They’ll gather in the money and there’s no need for selling talk.

O-Pee-Chee Gum Co.
 Limited
 LONDON CANADA

HARRY HALL & CO

LIMITED



CANNED SALMON

OUR RELIABLE SALMON BRANDS

HALLBEST

Fancy Red Sockeye

HALLFANCY

Fancy Red Spring

HALLRED

Fancy Red Blueback

HALLGOOD

Flaky White Spring

HALLSTANDARD

Fresh Chums

HALLCHOICE

Choice Red Cohoe

HALLPINK

Choice Pink

HALLFINE

Choice Pink Chums

DRIED FRUIT

CASTLE BRANDS

CANNED

PILCHARDS

CANNED

HERRING

Packed In

BRITISH COLUMBIA ~ ALASKA

WASHINGTON ~ OREGON

CALIFORNIA



HARRY HALL & CO

LIMITED



Manufacturers!

—Line up your products with these “quality sellers”—

Here are a few of the “quality lines” we have been successfully establishing:

- Borden’s Evaporated and Condensed Milk
- E. D. Smith’s Pure Fruit Jams
- Postum Cereal Products
- National Licorice Products
- Carr’s English Biscuits
- Melrose’s Teas
- C. B. Knox’s Gelatine
- B. T. Babbitt’s Cleanser, etc.
- Cottam’s Bird Seed and other prominent specialties.

Our twenty-eight years’ experience marketing food products and specialties for the **foremost foreign and domestic packers and manufacturers** assures you of the most successful results if you entrust your product with our large organization.

Our efficient sales forces cover both the wholesale and retail trade and we are prepared to accept one or two first-class lines which would not conflict with products we are now selling.

Wm. H. Dunn, Limited, Montreal, Que.

Dunn-Hortop Limited, Toronto, Ont.

Some Fancy Grocery Christmas

Shelled Nuts For Christmas

Shelled Almonds

Valencia 3 Crown

4 “

5 “

6 Maple

Jordan Almonds

Horse Brand

Tiger “

Lion “ 19 to oz.

These are Splendid value for Fancy
Grocery Trade.

Shelled Brazils

“ Cashews

“ Filberts

“ Walnuts

“ Peanuts

“ Pecans

“ Pignolias

“ Pistachios

Special Values---Nuts In Shell

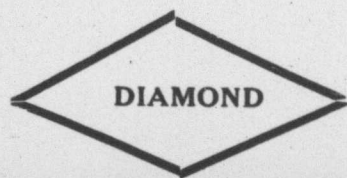
Fancy Bottara Almonds

Extra Naples Filberts

Large Extra Washed Brazils

Garden Grown Pecans

Salted Pistachios.



Brand

California Budded Walnuts
in Shell now en route

We can book your order subject being unsold for
delivery early November.

These are the highest grade Walnuts grown.

W. G. PATRICK

Importers

Toronto

Halifax

Montreal

Lines for Your Fall and Selling

Assorted Glace Fruits and Cherries

We have just to hand Assorted California Fruits, 1 lb., 2 lb. and 8 lb. Boxes for immediate delivery.

Imported French Fruits No. 1 and No. 3 Quality.

Glace Cherries in Boxes about 8 lbs.

The One and Only Thick Sauce

H.P. Sauce has proven a mighty good seller everywhere. So delicious and appetizing, its piquant flavor always wins repeat orders. Stock up now with this favorite sauce. We guarantee quick delivery.

Cover your requirements before cold weather.



Imported Norwegian Sardines and Herring

Our first car of Smoked Fat Herring in Tomato has arrived. This line was packed by The Stavanger Preserving Co., packers of Crossed Fish Sardines, for our fancy trade.

SEABIRD BRAND SARDINES

We have arriving a car of Seabird Sardines and recommend your covering your requirements at once. Write now for prices.

& CO., LIMITED

and Distributors

Winnipeg

New York

How the Wonders of the Eddy Plant Impressed a Representative Group of Merchants from Western Canada

IN the past year through the pages of this paper you have had many peeps into various manufacturing processes and features of interest in the E. B. Eddy plant at Hull. You will be interested then in the impression the Eddy Plant made upon a party of representative men in your own line of business who had an opportunity of peeping at the marvels of the vast organization during a visit to Hull. They placed themselves on record regarding that wonderful experience as follows:

1st Day of February, Nineteen Hundred and Eleven A.D.

To Mr. W. H. Rowley and Mr. G. H. Millen,
Of The E. B. Eddy Company,
Hull, Canada.

We desire jointly to extend to you our sincere thanks for the opportunity you gave us of visiting your factory.

Your hospitality came to us unexpectedly, and was keenly appreciated, but it was not until we had arrived severally at our homes that we fully appreciated its significance to us.

Your industry has been called the most unique of its kind in the Empire. This we can readily believe now that we have seen your factory. After the passage of a short time since our visit we realize fuller their magnitude—the infinite patience and skill that must have been spent in developing the almost magical machinery we saw in operation, and the equal patience and courage in establishing the business organization that has made it a success and that is now responsible for turning into so many articles now a blessing to the Canadian people some of the country's forest wealth.

The mechanical wizard "Uncle George" as we were permitted to call him, who is responsible for so much of the machinery that has made possible the distribution of so many articles at a low cost, has thereby made accessible to hundreds and thousands of Canadian homes comforts that would not otherwise be available. The supplying of such product; at so low a cost to the consumer is an industrial marvel. Our astonishment was excited by witnessing the smooth, exact, continuous operation of machinery turning out 73,000,000 matches a day from the log to the package familiar now to every Canadian, to see your machinery turning out 100 tons of paper a day, and part of this by almost human machines turned into 1,000,000 bags a day, to see, also, the intricate and marvellously efficient machines that slice, shape, and assemble the parts that when complete make our washtubs, pails, butter tubs, and other packages now familiar to the public. For permitting and giving us the opportunity of seeing these things we tender you our very sincere thanks.

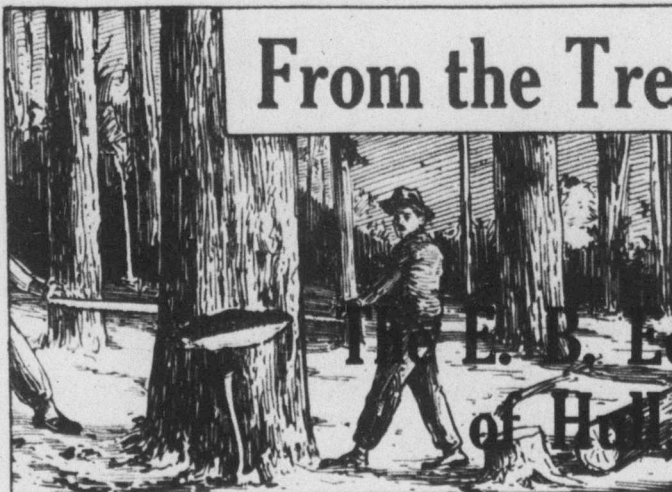
We owe you also our thanks for bringing us together. The occasion was unique in that it was the first time that representative buyers of the Western wholesale grocery houses had an opportunity of exchanging views and ideas. The privilege was appreciated. It was secondary, however, in importance to the knowledge we obtained respecting the production of so many articles of everyday use for which your house has become famous, and justly so. The acceptance of your hospitality will always be a pleasant memory, one that has brought us into closer touch with the heads of your house personally as well as with each other.

We are deeply indebted to you for your exceptional courtesy and hospitality, and for the kindness shown to us by your Mr. J. S. Persse, who was assiduous in looking after our comfort as your guests. We hope that you will continue for many years to enjoy the fruits of your industry, and the undersigned will always hold you in the high esteem you have merited from them. We ask your acceptance of the little token sent herewith.

Sincerely yours,

W. R. Riley, The Riley-Ramsay Co., Ltd., Port Arthur; Geo. S. Kellaway, Campbell, Wilson & Horne, Ltd., Calgary; E. H. Telfer, G. T. & J. Galt, Limited, Calgary; Geo. F. Stevenson, Western Canada Wholesale Co., Fernie, B.C.; H. E. Niven, Edmonton Produce Co., Edmonton; K. D. Sinclair, The Codville Co., Ltd., Saskatoon; A. Adams, Campbell, Wilson & Adams, Saskatoon; S. C. Bustin, Cameron-Heap, Ltd., Regina; H. G. Sinett, Campbell, Wilson & Smith, Ltd., Regina; R. M. Alexander, Moose Grocery, Ltd., Moose Jaw; George Waskey, Hudson's Bay Co., Winnipeg; G. Weidmann, Weidmann Bros., Winnipeg; D. H. Harmer, Codville Co., Winnipeg; Osmond Marion, John Marion Co., Winnipeg; A. T. Colquhoun, Codville Co., Brandon; F. Wills, Cameron & Heap, Kenora and John Appleton, The "Free Press," Winnipeg.

From the Tree to the Trade



The E. B. Eddy Company of Hull, Canada

The Story of the Lucifer Match

FROM the tinder box of the Eighteenth Century to the latest E. B. Eddy Company match of to-day is a long way. Good matches—Eddy Silent Fives, for instance—are so swiftly and easily handled that the idea of the ancient flint and steel and tinder, with the queer long sulphur tipped "spunks" that were the first-known matches, is almost ludicrous. The glow of the tinder was passed on to the sulphur, and the "spunk" sputtered and stunk, and sometimes lit.

Later on—in 1816—a chemist invented a queer match which he worked with a bottle containing asbestos, and a set of iron splints tipped with sulphur and chlorate of potash. These flamed up when dipped into the bottle, for the asbestos was soaked with sulphuric acid. In 1819 a chemist in Paris managed to make the first phosphorus-tipped matches. They were so dangerous that chemical science was kept busy trying to reduce the risk of them.

By 1816 the phosphorus match had attained the form of a friction match, that is, it didn't have to be plunged into another chemical to ignite it, but the peril of fire from these matches was so bad that in 1823 a match was being used with the ignition chemicals still held in a glass tube. The tube held equal parts of phosphorus and sulphur into which splints were dipped. When withdrawn and waved in the air the matches lit.

In 1827 the first practical friction matches appeared in England. They were called "Congreves." The splints or strips of cardboard were coated with sulphur and tipped with sulphide of antimony, chlorate of potash, and other chemicals. They were sold 84 to the box with a folded paper through which the matches had to be drawn sharply against tight pressure to get them lit. Another remarkable early style of match appeared in 1830 called "Prometheans." It was made of a short roll of paper headed with chlorate of potash, and sugar. In the head was a tiny glass globe filled with strong sulphuric acid. You pinched this hard, and the match fixed up into a flame. Three years later, however, friction matches on a commercial scale of manufacture were being turned out by several different people in several places, notably at Vienna, and in Sweden.

It was in 1861 as you may remember that E. B. Eddy began to manufacture matches at Hull, Canada, and to-day EDDY'S SILENT FIVES improved by the marvellous processes of which you have read lately, represent the perfection of match-making in these modern times.



Eddy's Silent Five Matches

E. B. Eddy Company Limited

October, 1919

Mr. Merchant,
Everywhere in
Canada.

Dear Sir:

You have had pleasure and interest we trust during the past twelve months in spending a few moments "Every Week With The E. B. Eddy Company," and we hope that you have found profit also in the glimpses given you of Eddy products in the making.

To sell a package of matches about which you know something is more interesting, and in the long run much more profitable to you, to your customers, and to your business than to sell matches about which you know and care nothing. We have endeavored in the past year to make everything bearing the name EDDY interesting to you. To the enquiring customer we believe you can now talk interestingly and with confidence about Eddy matches and other products, and to be able to do so is to pass on your interest and confidence to your customers so that they will acquire some of your own enthusiasm for and interest in your goods and your store, and so return to you the oftener.

In this there is profit for you, profit for your customers, and profit also for us, the honest above-board profit that is shared all round, and of which every business may well be proud. We are glad that you know something of the interesting processes by which Eddy products are manufactured. As you may realize from the tribute paid to our plant on the opposite page, by merchants in your own line of business, a visit to our factories is an interesting experience. In sending you through the printed page and the picture a few peeps at the processes these merchants watched, we trust that we have given you also information you can be glad of, and which you can use to good profit every time you handle Eddy goods.

Yours very truly,

THE E. B. EDDY COMPANY, LIMITED,
HULL, Canada.

"The Pink of Perfection"
**CASCADE
 SALMON**



EVERY TIN GUARANTEED

POUNDS AND HALF
 POUNDS

**BRITISH COLUMBIA
 PACKERS' ASSOCIATION**

VANCOUVER, B.C.



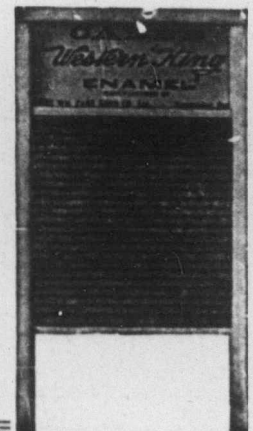
**Do You Wish to Handle
 Thoroughly Reliable
 Washboards?**

If you do, we recommend that you stock **Cane's**. A small display is sure to prompt enquiries. A simple relation of their past and present reputation will be sufficient to close sales.

The "Original Globe" and "Improved Globe" are made of zinc, "Western King" of best grade enamel plate, and feathered, crimped glass is used in our "Diamond King." The frames are of basswood, which means no splinters or splinters.

Begin to display these boards at once.

**The
 Wm. Cane & Sons Co., Ltd.
 Newmarket, Ont.**



COFFEES

COFFEES

A SOLUTION

which will benefit our customers.

We have now installed in our warehouse a most up-to-date roaster.

We are roasting, grinding and packing our own coffees.

We have cars bought direct from countries of production.

Our aim is to supply the trade with the genuine article.

Pure Coffees

ground fine or granulated, and whole roasted.

Ask for samples of our famous

"OWL" Blends

Compare them; we are satisfied they will *please you*.

1919

California Dried Fruits

New Arrivals In Stock

2 carloads 3-Crown Loose Muscatel Raisins, 25-lb. boxes.

1 carload Evaporated Peaches and Apricots, 25-lb. boxes.

1 carload Santa Clara Prunes, 25-lb. boxes—70/80, 80/90.

Due Probably Next Week

2 carloads Santa Clara Prunes, all sizes.

2 carloads Seedless and Seeded Raisins, 15-oz. and 11-oz. packages.

Get our prices and be satisfied with the service.

Our Motto : "Satisfaction"

L. CHAPUT, FILS & CIE., Limitee

Wholesale Grocers, Importers and Manufacturers

2, 4, 6, 8, 12 and 15 DeBresoles St.

MONTREAL

ESTABLISHED IN 1842

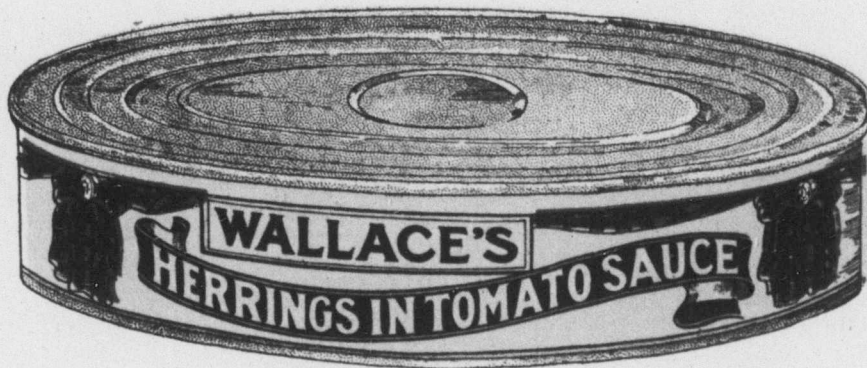


Whenever You See the Wallace

TARTAN



Remember that
The WALLACE FISHERIES, Ltd., Vancouver
stand behind these goods.



There is great satisfaction in recommending to one's
valued customer an article of UNQUESTIONED QUALITY

**WALLACE'S SALMON and WALLACE'S PILCHARDS
WILL ALSO DO YOU CREDIT**

“BLUE SEAL” Products

You can't go wrong when you recommend Maroma — “deliciously different” Salad dressing to your customers. Wherever it is introduced it wins instant favor through its piquant flavor.

“MAROMA” is an active seller and a winner of customer satisfaction. Its attractive jar is packed to the brim with salad goodness.



\$4.25 per doz., 2 doz. to case



4 oz. size, 2 doz. case, \$2.25 per doz.
8 oz. size, 2 doz. case, \$3.50 per doz.

Seldom do you find a product that you can recommend with such sincerity as

Olive Butter

Made from selected olives, spices, pimento and malt vinegar, it has won a host of friends in housewives who desire something “unusually delightful” for sandwiches and salads.

A sample order will prove its popularity.

Other “Blue Seal” Specialties

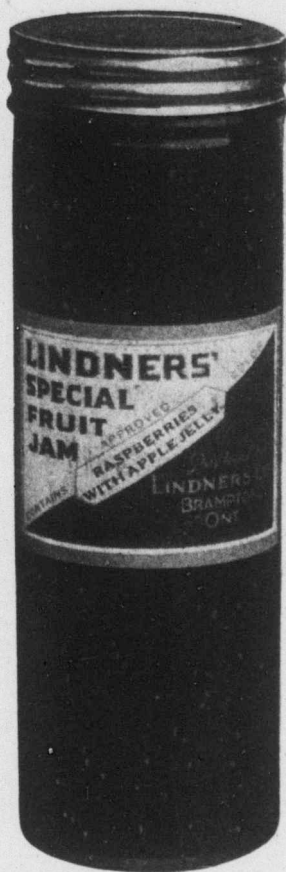
- | | |
|-----------------|------------------|
| ANCHOVY PASTE | CREAM CHEESE |
| MUSHROOM CATSUP | CAMEMBERT CHEESE |
| ORIENTAL SAUCE | ANTIPASTO SALAD |
| FRUIT LAXATIVES | TOMATO BOULLION |
| PIMENTO CHEESE | |

E. W. Jeffress, Limited

Walkerville, Ontario

Distributors

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



Lindners' "Special" Fruit

"The Quality Jam"



Owing to repeated requests from the Wholesale and Retail Grocery Trade for a high class jam at a moderate price to take the place of the abnormally high-priced pure jams, we have placed on the market our new line "**LINDNERS' SPECIAL FRUIT JAM**," which is to all intents and purposes a **PURE JAM**, the only difference being that **OUR SPECIAL** contains a slightly higher proportion of apple jelly than **PURE'S**.

LINDNERS' SPECIAL FRUIT JAM is unsurpassed in flavour and is of the highest possible food value: The most economical, **HIGH GRADE JAM** on the market.

SEE OUR PRICE LIST.

Lindners Limited
Brampton, Ont.

SELLING AGENTS

Ontario—R. S. McIndoe, Wellington St. E., Toronto. Ottawa and Kingston—H. D. Marshall, 39 Mosgrove St., Ottawa. Montreal—H. Whissell, 639 St. Hubert St. Halifax—J. W. Gorham & Co. Sydney, N.S.—D. J. Macdonald. Winnipeg and Western Provinces—W. L. Mackenzie & Co., Ltd.



*Just Pure Fruit and
Granulated Sugar
—That's All*

BLACKWOODS

"Here Since 1876"

During this time we have grown with the West.

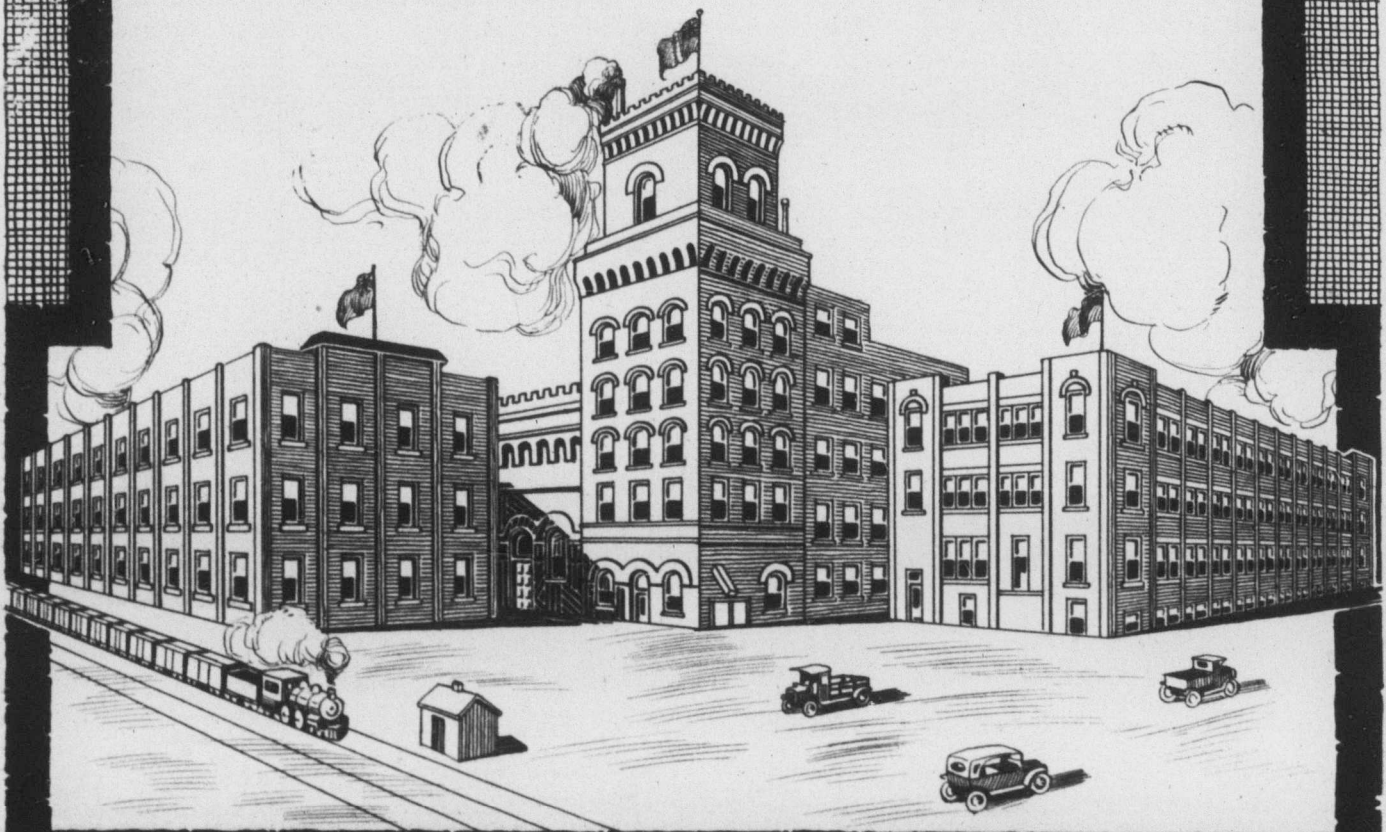
We have developed a line of products that has been a splendid source of supply to dealers in the West. The "B. B" products include—

PICKLES
RELISHES
TEMPERANCE DRINKS
"B.B." SAUCE
BAKING POWDER
EXTRACTS

SAUCES
VINEGAR
VANILLA
LIQUEURS
FOUNTAIN SYRUPS
TEAS, Etc., Etc.

Ask your wholesaler. If he cannot supply you—ask us.

Blackwoods Ltd. Winnipeg, Man.





HE more particular housewives put their OK or stamp of approval on "Royal Acadia Sugar" because they have learned that Royal Acadia stands for the highest quality of Sugar on the continent.

For every sweetening purpose its all round goodness has won unstinted praise from housewives.

"Royal Acadia" is fast replacing the word "sugar" with particular people.



The Sugar that's Always O.K.

To fill your customers' sugar wants with "Royal Acadia" means perfect satisfaction and repeat orders.

"Every grain is pure cane"



Put up in 2 and 5-lb. cartons;
10, 20 and 100-lb. bags; half
barrels and barrels.



The Acadia Sugar Refining Co., Limited

Halifax, Nova Scotia

Like Old Nile



MISSION, B.C.

The
Majestic Fraser

Has Made Its Valley a Garden of Plenty



On the Fraser's bank at Mission, our modern factory takes each fruit as it comes to perfection and preserves it at that time.



Our location gives us the right to say of

King-Beach Jams

"Packed Amid the Gardens while the Bloom is on the Fruit"

THE KING-BEACH MFG. CO., LTD.

Mission City, B.C.

SELLING AGENTS

MASON AND HICKEY

Winnipeg, Regina, Saskatoon, Calgary, Edmonton, Lethbridge, Brandon, Vancouver



Only Good Salt Is Profitable

IT is of vital importance to every dealer that he sell only salt which is pure and good. Poor salt spoils everything it is used in or on and customers are sure to blame the dealer for their losses.

- WINDSOR**
Table Salt
- WINDSOR**
Dairy Salt
- WINDSOR**
Cheese Salt

—are dependable brands with a country-wide reputation for quality and purity.


Satisfy your customers and increase your profits by selling—Windsor Cheese Salt for better cheese—Windsor Dairy Salt for better butter and all dairy purposes—Windsor Table Salt for household use.

Windsor Cheese, Dairy and Table Salt are made in the most modern plant in Canada under conditions which insure a standard of perfection that places them in a class by themselves.

Made in Canada by

The Canadian Salt Company
Limited
Windsor, Ontario





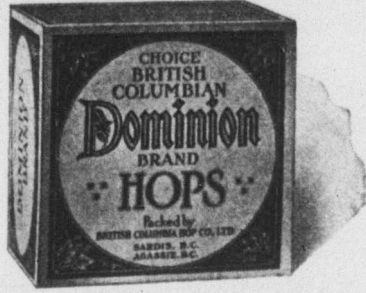
HOPS

In Quarter and Half Pound
Full and Short Weight Packages

BUY DIRECT FROM THE PRODUCER
BRITISH COLUMBIA HOP CO., LTD.

Ranches located at
Sardis, Agassiz,
B. C.

Head Sales Office:
235 Pine Street
San Francisco,
California.



Largest Hop Growers in Canada

Write for Prices—Samples

Agents: for Western Canada, Donald H. Bain Co., Winnipeg, Man.
Ontario: Raymond & Raymond, London, Ontario.
Quebec: Arthur P. Tippett & Co., Montreal, Quebec.

It's Profitable Because—



100% PURE



COSGRAVE'S

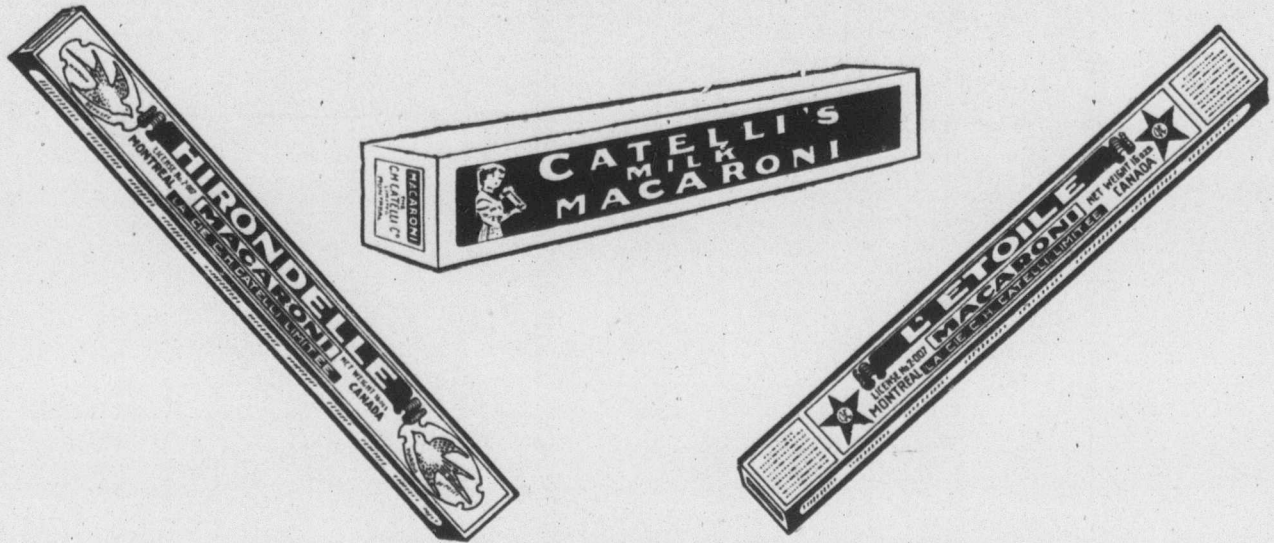
PURE MALT Vinegar

Better to sell this branded, bottled vinegar than the bulk article. No waste—no loss—no deterioration. Easily handled—makes fine display. Quality guaranteed.

RETAILS
15c and 25c

WELL ADVERTISED

Write us or ask your jobber for trade prices.



Good Reasons Why You Should Push

CATELLI'S MACARONI PRODUCTS

—They are made of only the finest Canadian hard wheat—without the use of coloring matter (yellow). They are absolutely pure.

—They possess greater food-value than most other products your customers eat, being nearly twice as nourishing as eggs, cream, chicken and bread.

—They are clean—made in a spotless factory—where the very best machinery known for the purpose is used.

—They come to you and you sell them to your customers in dust-proof cartons, ensuring cleanliness and eliminating waste.

—Your customers want them—our advertisements are running continually in the newspapers, magazines and farm papers. When the people see the Catelli cartons in your store, it is like seeing old friends—and sales are soon made.

Keep well stocked with Catelli's and see that they are well displayed in your windows and on your counters and shelves.

They help to a quick turnover of your capital and produce good profits.

Write us for information and about our free cook book.

The C. H. Catelli Co., Limited

Montreal, Que.

When you say "Gold Dust," does anyone ever ask, "What is it?"



MADE IN CANADA



THE N. K. FAIRBANK COMPANY
LIMITED MONTREAL

Let the GOLD DUST
TWINs do your work.

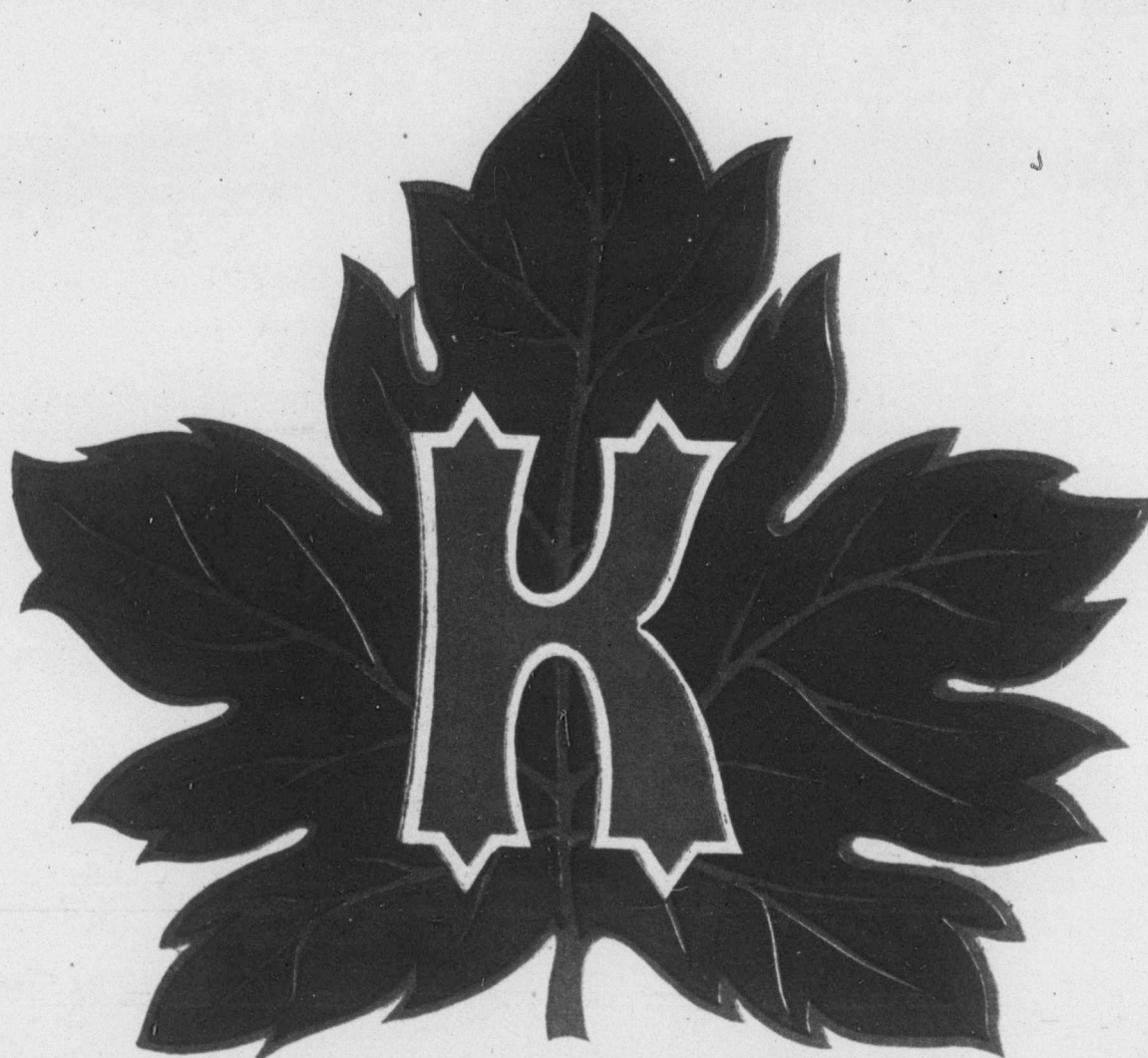
Guaranteed

Ocean Products



Gosse-Millerd Packing Co., Ltd.

Vancouver, Canada



Established 1875

Sole Distributors: "Lacrosse" Sockeye
Salmon, 1-2^s and 1^s for Western Ontario

"Maple Leaf" Seeded Raisins

MAPLE LEAF

TEAS and COFFEES

G. N. Herbert Santa Clara Prunes

We are a House of Service and Reputation

T. KENNY & CO., Limited

WHOLESALE GROCERS

PROMPT DELIVERY

NO CARTAGE

SARNIA

Phones 5, 85

CHATHAM

Phones 154, 155



She'll come again for "Wedding Breakfast" Coffee

Wedding Breakfast Coffee has every good quality likely to commend it to critical people. It is worth your while to get your customers acquainted with "WEDDING BREAKFAST" Coffee because it is a sure repeater.

We also make Arab Brand Extracts, Spices, Baking Powder, etc.

Pioneer Coffee and Spice Mills Company
VICTORIA AND VANCOUVER

ESTABLISHED 1875

"Excelsior,"

when applied to Brooms represents the acme of broom production.

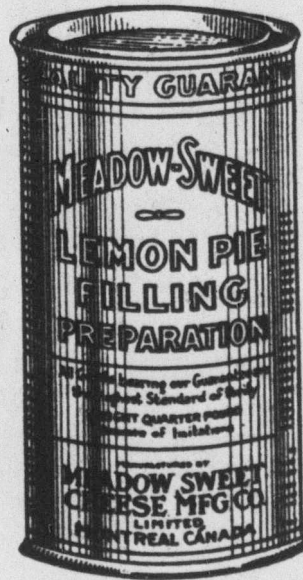


Made in Owen Sound since 1898.

"EXCELSIOR" friends are found from Coast to Coast.

J. C. SLOANE

845 5th Avenue, Owen Sound, Ontario



The New Lemon Pie Filling

It's different from all others

Contains enough filling for

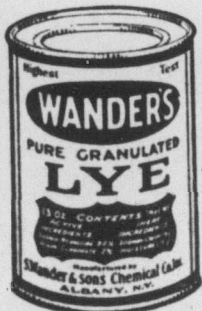
4 Pies

A quick seller. An attractive package. Be the first in your town to stock this new product. Order from your wholesaler.

Or
Dunn-Hortop Toronto Angevine & McLaughlin Eastern Provinces D. M. Doherty Vancouver

"Meadow Sweet" Cheese Mfg. Co. LIMITED
Montreal

HANDY SNAP TOP



A LYE that is TRUE

Sanitary **WANDERS** Products

NOW IS THE TIME

WANDERS CHLORINATED LIME & **WANDERS** HIGHEST TEST LYE

SELL FASTEST

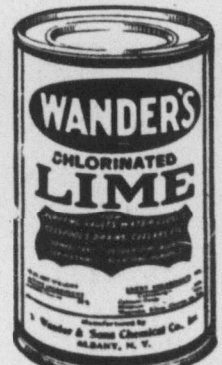
THEIR DAILY USE KEEPS THE HOME SANITARY

S. WANDER & SONS CHEMICAL CO., Inc.

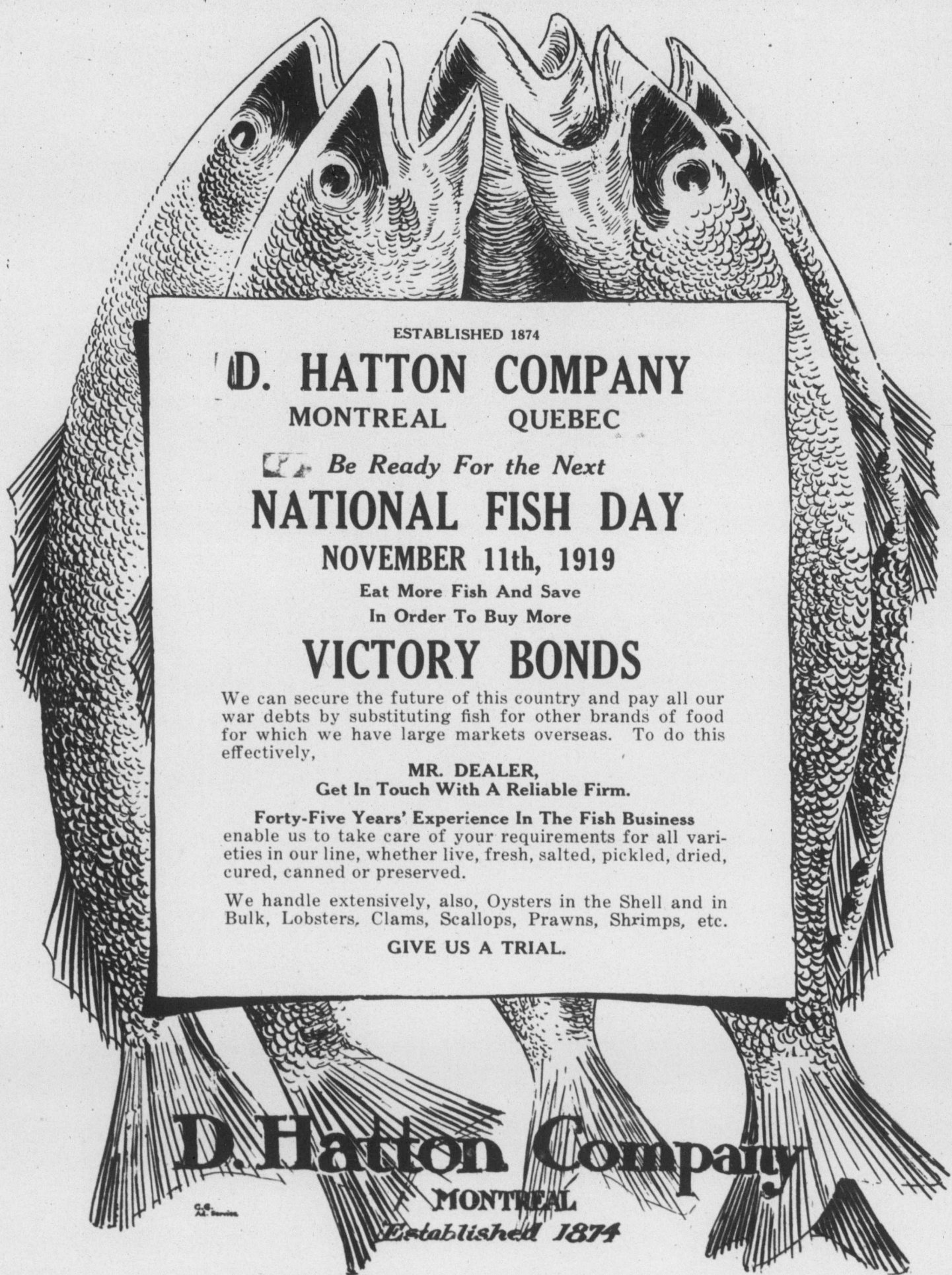
Main Office and Factory : **ALBANY, N.Y.**

Represented by MacDONALD, ADAMS COMPANY, Winnipeg
And C. H. DOUGALL, LTD., Montreal

HANDY SNAP TOP



Kills Germs. Bleaches Destroys Odors



ESTABLISHED 1874

D. HATTON COMPANY
 MONTREAL QUEBEC

Be Ready For the Next

NATIONAL FISH DAY

NOVEMBER 11th, 1919

Eat More Fish And Save
In Order To Buy More

VICTORY BONDS

We can secure the future of this country and pay all our war debts by substituting fish for other brands of food for which we have large markets overseas. To do this effectively,

MR. DEALER,
Get In Touch With A Reliable Firm.

Forty-Five Years' Experience In The Fish Business enable us to take care of your requirements for all varieties in our line, whether live, fresh, salted, pickled, dried, cured, canned or preserved.

We handle extensively, also, Oysters in the Shell and in Bulk, Lobsters, Clams, Scallops, Prawns, Shrimps, etc.

GIVE US A TRIAL.

D. Hatton Company

MONTREAL

Established 1874

C. G. Bennett



“McCormick’s Jersey Cream Sodas, please”

Every merchant knows the steady demand for McCormick’s Jersey Cream Sodas.

The wide-awake merchant will stock up with goods which are in the greatest demand.

The consumer always demands quality. That is why McCormick’s enjoy a national demand.

Always Crisp

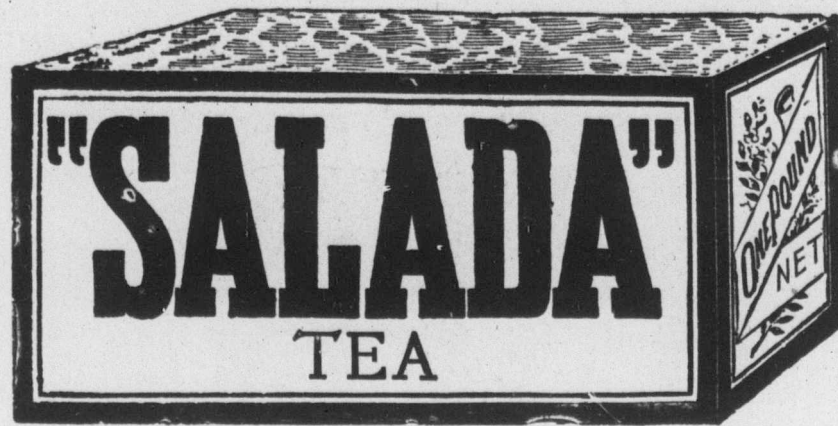
Always Fresh

The sealed package is the secret of that just-out-of-the-oven crispness. Quality goods means bigger sales.

Bigger sales mean bigger profits for the merchant.

The McCormick Manufacturing Co., Limited
LONDON - - CANADA

BRANCHES:—Montreal, Ottawa, Hamilton, Kingston, Winnipeg, Calgary, Port Arthur,
St. John, N. B.



You have doubtless read this announcement before because we have emphasized it for many years. None the less we want you to read it again and realize, if you haven't already done so, what an absolutely ideal proposition it is for you from a merchandising standpoint.

**You Always Win
You Cannot Lose**



OUR GUARANTEE

- ☐ We will gladly take back any 'SALADA' purchased from us, at any time, and
- ☐ We will refund you in full the purchase price.
- ☐ We will do this for any reason you may find necessary.
- ☐ We will pay the freight back on it, and as we paid the freight to you, that would leave you clear of any loss.

SALADA TEA COMPANY

We ask you—could anything be fairer?



GAZELLE

IS

THE FOREMOST BRAND
IN CANADA



Hudon, Hebert & Cie, Limited
MONTREAL

Recommend Red Rose for Economy

Red Rose Tea consists chiefly of Assam teas; the richest and strongest grown. It yields an extra large number of cups to the pound. Its economy will please your customers.

Y & S
STICK LICORICES
in 10c Cartons



Everything in Licorice for all
Industries using
LICORICE
in any form.

Made in Canada by

National Licorice Company
MONTREAL

**Imperial Rice Milling
Co., Ltd.**
VANCOUVER, B.C.



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

WESTERN CANADA

To Manufacturers :

1. We are equipped to handle big lines in a big way.
2. A Live Sales Organization.
3. Detail Specialists.
4. Quick Results.
5. Big Results.
6. Wide Distribution.
7. Responsible Representation.
8. An old-established connection with the Western trade places us in a position to offer unexcelled facilities for marketing your products.
9. We will be pleased to send you full particulars any time. Write us to-day. Your letter will receive prompt attention.

H. P. PENNOCK & CO., LIMITED

WHOLESALE GROCERY BROKERS

MANITOBA SASKATCHEWAN Head Office WINNIPEG, Manitoba ALBERTA WESTERN ONTARIO

Representing The Canadian Salt Co., Limited; Atlantic Sugar Refineries, Limited; Lea & Perrins, etc.

CANADIAN GROCER

Vol. XXXIII.

TORONTO, OCTOBER 31, 1919

No. 44

EVERYTHING considered the progressive merchant looking for some novel ideas in trade-getting to whet the interest of his store's customers, would not be likely to cast his eyes in the direction of the cross-roads store. He would probably figure it out that even with the best intentions in the world the cross-roads store-keeper was naturally so situated that no novel ideas were likely to percolate through to him, and that certainly there wasn't much hope of him starting anything percolating out. And in this careful thinking the progressive merchant would be wrong, as witness the case of community of Forks Road, Ontario, and H. E. Cooke, its general merchant.

Now Forks Road, Ont., is not a large centre of population. The astute folk who say that "population follows the railroad" could use Forks Road as an illustration. The visitor anxious to go there will find that the nearest place they could get by rail would be Perry on the Michigan Central, some three miles away, or Dunnville, on the Grand Trunk, which is some nine miles distant. It is certainly not one of those places that by the convenience of its location fairly clamors for visitors. Moreover, the commercial bulletins, that are usually brightly optimistic on such matters, give its total population as 75. Nor is it, according to information gained from the same source, exactly a hive of industry. There are two stores: Stephen Jonas, the butcher, and H. E. Cooke, the general merchant.

You Never Can Tell

All this is by the way of suggesting that Forks Road is not a likely spot to blossom with ideas. Yet it was the general merchant of this country cross-road, three miles from the nearest railway, and nine miles from the nearest town, who developed the somewhat unique idea of building business with a band.

He suggested the idea to one or two congenial souls in that community of 75. They were kind to him, as people are to those of failing reason—but when the suggestion was spread broadcast, Jeremiahs blossomed among them like flies in summer. Those who did not mourn at these wild ideas breaking out in their midst, were overcome with unseemly merriment at the thought of the ease



BOOSTING BUSINESS with a BAND

When you are tempted to think that there is not much use of stepping out of the beaten track in your locality, consider H. E. Cooke, of Forks Road, Ont.

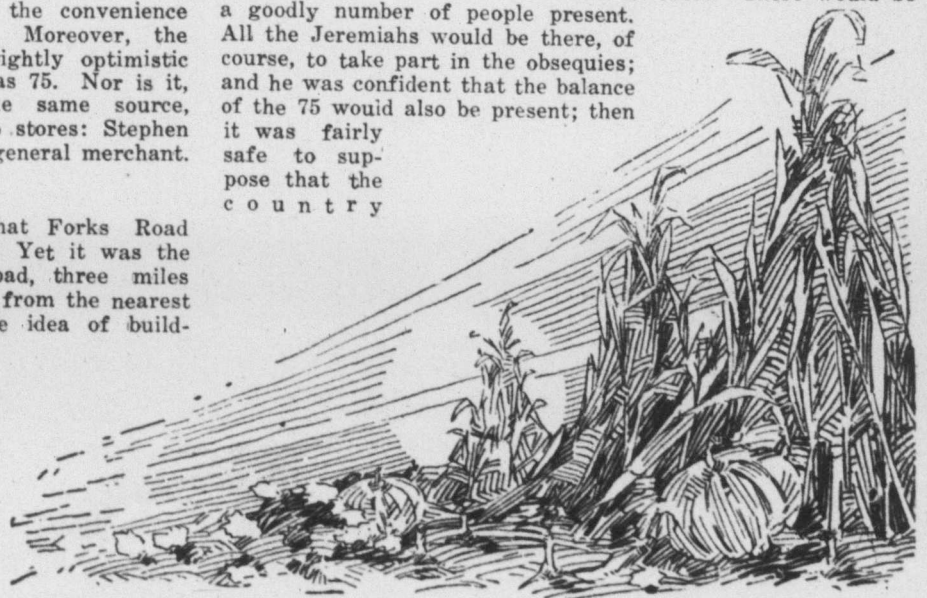
a goodly number of people present. All the Jeremiahs would be there, of course, to take part in the obsequies; and he was confident that the balance of the 75 would also be present; then it was fairly safe to suppose that the country

with which friend Cooke and his doubloons were going to be separated.

Friend Cooke, however, was firm in the conviction that it was a good move. People liked band concerts, and they like an excuse to get together, and he proposed to provide both for them and trust to luck that there would be something left over for himself. So he wrote for terms and sat back to wait with what patience he might. When the terms arrived, however, he was a little shaken, for those 26 red-clad tooters with brass instruments attached, were to stand him one hundred cold dollars for two hours' music.

The Banker Approves

To bolster up his own somewhat shaken confidence he went to town and had a talk with his banker, pointing out to him that advertising was a good thing, and that it was pretty hard for anyone located as he was to toot his own horn through the newspaper, and about the only way he could think of at the moment was to let the band do it for him. It cost a good deal without question, but he had it figured out that he would get part of it back at least. There would be



around would provide its share. As he figured it was safe to count on 300 attending. And he reasoned that it would be a poor crowd if under the blandishments he intended to provide, it was not good for an average of 15 cents per head, which would mean forty-five dollars extra business. Put in this favorable light to the banker, the latter, while endeavoring to maintain an attitude of calm caution that is expected of a banker, thought that it might be a good venture. With this little ray of sunshine in a wilderness of gloom and levity, friend Cooke decided to take the plunge, and before he left the bank he had sent a certified cheque to cover the charges for the band, the first time in the history of this band when it had been one individual.

Making the Countryside Look Like an Epidemic

Once committed to the undertaking, he started to put it across. He had some brilliant red handbills two feet deep and a foot and a half wide with letters four inches deep calling attention to the concert. With these ready he appointed himself a committee of publicity, gave Lizzie a hearty drink of oil and gas and started out to spread the good tidings. He went here, there and everywhere for a radius of nine miles around, tooting his horn like a wildman; and every time that one of the horny-handed toilers of the district hurried out to see that the mad automobile was not pawing down the fences, he pressed one of his red nightmares into the horny palm, pulled down the gas lever till Lizzie reared like a frightened colt, and was off in a torrent of dust and noise, leaving the surprised denizen of the district to dispose of that red poster as best he might. Where no people were to be seen he tacked them with care on trees and telegraph posts and fence rails till the section appeared the centre of quarantined diphtheria epidemic. The more he exerted himself to make the affair public, the more hearty grew the amusement of the humorously minded, and the louder the wailings of the Jeremiahs. The neighborhood took it as a joke or as a folly, according as their digestion was good or bad, but no one had any real confidence that the thing could be pulled off except friend Cooke, who when he had finished adorning the countryside with his red placards, cheerfully set about the erection of a counter 50 feet long at the side of his store that in the days of the late John Barleycorn would have probably been known as a bar. This for the convenience of the expected visitors. Then he went over his stock and gathered together the articles that seemed the most likely to catch the fancy of a rural band concert crowd. After which he sent an order to the city for ice cream and soft drinks and peanuts, that must have made the eyes of the receiver bulge with astonishment.

The Great Day Dawns

At last the day arrived—a day that had been the joke of the neighborhood for weeks past, and all that remained to

BIG BAND CONCERT

I have chartered the famous
19th Battalion Band

OF ST. CATHARINES

To Give a Two-hour Band Concert in
Front of My Store

MARR'S OLD STAND

On Forks Road

Nine Miles East of Dunnville

ON THE EVENING OF

MONDAY, AUGUST 18TH

Beginning at 7 o'clock, old time; 8 o'clock
new time.

Admission Free! Everybody Welcome!

Good Parking Facilities for Automobiles

H. E. COOKE,

General Merchant, Forks Road.

It would take 75 notices such as the above to equal the size of the poster actually used by Mr. Cooke.

be done was to build a bandstand. This Mr. Cooke set about doing, encouraged by the none too subtle jibes of the young farmers of the neighborhood, who had taken a chance on the digestion of price-less hogs by hurrying up their evening meal, so that they might not miss a moment of the pleasant task of baiting the patron of the band. The concentrated optimism of one man, however, was not without its effect, and before long, jesting and perspiring, the baiters were assisting in its erection. It seemed reasonable to them that if a man hired a band he should be able to listen to it playing to him, and the neighborhood daisies from a platform, if he so desired. So in front of the store the bandstand finally took shape, illuminated with some forty lanterns from the store's stock. To add to the festive appearance the counter at the side of the store was illuminated with Chinese lanterns, while his chances for gathering a crowd was jeopardized to the extent of 18 young ladies who had been drawn from the 75 inhabitants to attend to the needs of a crowd that no one believed in but himself.

By degrees a stray automobile or carriage tooted its way into the circle of light made by the yet deserted bandstand, to be followed by others, till finally the arrivals become so frequent that the location began to take on the appearance of a country fair; they came from Stromness, from Lowbanks, from Burnaby, from Wellandport, from Moulton, from Marshville, Cayuga, Dunnville, and a multitude of other places. Some of the visitors had driven 38 miles to be present on the occasion, so far had the rumor of his crimson epidemic spread. Not counting the 75 people whom, ac-



Small dogs carried on a pleasant and sanguinary conflict among the wheels.

ording to the gifted authority of Dun and Bradstreet, reside in the immediate neighborhood, there were 67 rigs and 150 automobiles, by actual count, gathered as close as they could be to that bandstand, a total of 1,200 people, the largest crowd Forks Road had ever seen. It was a gay and cheerful crowd, a favorable omen for the spending of money. Friendly jibes instead of torrid words were the rule when one car backed on another—while small dogs carried on a pleasant and sanguinary conflict among the wheels. The eighteen young ladies who had expected a pleasantly idle evening found that they had plenty to do. Ice cream melted before that crowd, like butter in an iceless refrigerator, and soft drinks disappeared like magic, leaving an army of empty bottles. But figures talk louder than words. Observe then, these figures of the destruction:

47 gallons of ice cream.
65 pounds peanuts.
24 dozen bottles of soft drinks.
500 cigars.
1,000 cigarettes.
150 loaves of bread.

These were but a few of the special lines that had been set apart for sale. There was besides a tremendous sale of things from the store that the visitors bought because they happened to be there: of tea and sugar there was not a pound remaining after the night's gaiety. Altogether, it was a big night, and before the band had tooted its last too, anyone present was willing to admit that he had never for a moment doubted the success of the experiment.

The Practical Results

Well, so much for the social side of the venture. What of its practical results? First and foremost, the receipts from the night's sales showed a profit that paid the expenses of the band, with a margin to the good. In other words, Mr. Cooke had the rare privilege of getting his advertising for nothing. Then there was another factor. Mr. Cooke had a goodly quantity of soft drinks and similar lines that seemed likely to remain with him till next summer. Now profit consists in not carrying such lines indefinitely, and they were not carried. When the last of the automobiles left the Cooke store was as dry as central Sahara.

An Effective Introduction

Thirdly, Mr. Cooke was a comparative stranger to the section, having taken over the store on the previous February. Half, probably more than half the people in that section had never seen or heard of him. Now he is known throughout the section as the man who gave the band concert. Incidents of this nature are not numerous, and the remembrance for that reason will gain an element of permanency. For weeks after people whom he had never formerly seen were dropping in to see the novel form of adventurer who provided concerts for his customers, and many of them have become customers.

"If it had cost one hundred cold dollars out and out," says Mr. Cooke, "it

would have been worth it to me as advertising. As it didn't, I am just that much more in pocket."

Now this gives one sidelight on Mr. Cooke's methods. He is ready to back his own judgment, and his judgment has behind it a courage that enables him to break new trails. Last summer he decided to add an ice cream parlor to his store. Of course, there was much scoffing at the idea, as even suppose that everyone in the neighborhood suddenly acquired an ice cream habit, it would hardly have resulted in brisk business.

Doing What Was Not Done Before

No one had ever done it before, and at Forks Road as at many another place that is a good and sufficient reason why no one should ever do it. Mr. Cooke, however, argued that his store was on the straight road from Fort Erie to Dunnville, and that there were plenty of thirsty travellers who would be glad enough to stop their cars for a moment. Anyway, the ayes had it, and he started in the ice cream business. The outside storehouse was turned into an ice cream parlor, and a sign was hung out on the road to arrest the thirsty, and a quart or so of ice cream was ordered. According to the local prognostications that ice cream should be there yet in a more or less bad state of repair. As a matter of fact it disappeared very shortly after it arrived, and the order was increased, a thing that happened regularly all through the summer. It was a good trade, not only in ice cream and associated lines, but in cigars and cigarettes, and candies as well. Candies, in fact, had a good sale; not cheap stuff either, 70 cents a pound was about the average, and there was a very substantial sale of it.

A Personal Creed

Mr. Cooke has a little creed of his own, and it runs something like this: "I can sell anything that I can afford to get behind and push, but I can't afford to get behind it unless I know it is good."

By way of evidence, he tells this incident, that gives a sidelight on his selling methods.

"I dropped into my wholesalers a little while ago and I noticed some Alaska red salmon. 'I'll have some of that,' I said. 'Better send me five cases.'"

"'You can't sell that in your place,' said the wholesaler. 'Do you know that will have to retail at 60 cents a tin.'"

"'All right,' said I, 'send her along, I'll look after it.'"

"The evening after it arrived there were about twenty men sitting around the store talking, and I suggested that they take home a tin of this salmon."

"'What's the damage?' they said."

"When I said 60 cents, they had a lot to say about me, and very little of it was complimentary."

"'It's good stuff, I said, and you don't have to take my word for it.'"

"I opened a tin and turned the salmon out on a plate, and threw out a box of soda biscuits. Then I put 70 cents in the till."

"'Try it for yourself,' I said."

"Well they tucked in, and before they left the store I had sold a case, and before the week was out I had cleaned out the lot."

Or take another illustration. Mr. Cooke sells two brands of flour, and he believes in them, and sells them with all the emphasis of that belief behind them. On one Monday he sold a ton of flour

with never a cut price, for Mr. Cooke doesn't do his pushing business with cut prices. These instances will give some idea of the merchandising methods to be found in a cross roads' store, proving to a conclusion that wisdom and pep and progressiveness has not necessarily ended with the efforts of the large city stores.



Making the Sale of Soap Show Profits

Hugh Malcolmson, Chatham, Ont., Has Made the Sale of Toilet Soap a Real Factor in the Business

WHAT can be done in the way of developing soap sales has been proved recently by Hugh Malcolmson, of Chatham, Ont. With a great many grocers soap is not an article that is given much attention, and it is Mr. Malcolmson's theory that it is a thing that cannot be disposed of without direct ing some special effort to its sale. For a long time in his own store toilet soaps were not selling in as great a volume as he desired, and he decided that some method had to be devised to get them moving. On the occasion of a recent visit of a representative of CANADIAN GROCER to Chatham, Mr. Malcolmson discussed with him his methods and results in increasing soap business. For some weeks past he has been devoting considerable attention to this matter, and the showing to date is ample evidence of what can be done in this regard.

Soap Must Be Displayed

"Toilet soap is one of the things you cannot sell without displaying," Mr. Malcolmson remarked, "My theory is druggists have no particular monopoly on the sale of soap any more than the grocer. In fact I think the grocer comes in more direct contact with the householder than the druggist and therefore soap should be an active selling line in every grocery store. I decided a few weeks ago that it could be made such, and by the inauguration of special sales every Friday, by way of introduction, I have greatly increased the turnover in soap, and believe I have commenced what is going to be a permanently active business in it."

Stock Should Turn Monthly

It is Mr. Malcolmson's idea that a grocer should turn over his whole stock once a month. He considers it a safe axiom to follow that no grocer should handle anything that he cannot get rid of within a period of thirty days. It is not a policy with the Malcolmson store to keep anything hanging on from month to month. The entire stock must be kept moving if proper methods of progressive business are to be adhered to. Consequently, soap should be no exception to this rule, and, with the aid of these special sales, Mr. Malcolmson sold his entire supply of soaps in the specified time.

As an effective help, he had an attractive window display, and all goods were marked with the price. In his regular space in the daily newspaper he also advertised these sales.

Five Gross in Three Days

Display, advertising and attention to selling, will accomplish a great deal, and in Mr. Malcolmson's particular experience the results were far from disappointing. "I sold five gross of one toilet soap in three days, and on another occasion I disposed of three hundred bars of Castile soap," he told CANADIAN GROCER. These toilet soaps are also displayed in a silent salesman, prominently situated in the store, but Mr. Malcolmson maintains that this is not sufficient to induce people to buy the soap. A special drive, as he termed it, was necessary.

It is not intended that this greatly enhanced sale of toilet soaps shall be
(Continued on page 151)

Going Gunning For Mail Order House Business

THERE is a firm of grocers at Virден, Man., who have solved the problem of combating out of town trade, not only in so far as the mail order houses are concerned, but in connection with certain Winnipeg and Eastern Canada firms who send their representatives into the field to take business away from the legitimate retail trade.

The discovery of how to combat this outside competition resulted in increasing their business 100 per cent. in a few months. It has enabled them to dispose of a car of sugar in a couple of weeks, and a ton of tea since the first of the year. It has also won for them a host of friends, and given a very black eye to the catalogue houses.

The firm which has accomplished these results is that of Markham and Cheavins. They are both young men. Mr. Markham established the business about one year ago, and this spring took Mr. Cheavins into partnership in order that he might be free to carry out his schemes.

Briefly, he takes a car and goes after business with a gun. That is to say, with a determination to attack outside competition in its own field, the home. He goes direct to the farmers in the vicinity, spending on an average four days on the road every week. He carries with him the catalogues of the mail order houses, and he undertakes to demonstrate that he can undersell these houses for cash. He has demonstrated that it pays him to give close prices for quantity orders, and the beauty of it all is that it is a clean business, cash with order, while at the same time he is educating the community to the fact that they do not have to send away for goods, when they can reach for the telephone and get them just as cheap from the home town, and with a great deal more speed.

In taking his orders, Mr. Markham undertakes to pay freight to the nearest railway depot or siding if they are for over \$50, while under that amount the customer pays the freight. In any event the freight would have had to be paid from the mail order house, and at a considerably higher rate.

This live grocer, who by the way is a man of engaging personality, states that he finds no difficulty in securing orders ranging from \$25 to \$60, and this too

Markham & Cheavins, Virден, Man., have increased their business 100 per cent. in a few months. They have done it by going after business with a gun, by attacking outside competition on its own field, the home.

Why the farmer distrusts the town store, why he deals with the mail order house, and how his business can be regained. These are points discussed in this story.



from people who were in the habit of buying small quantities from the stores in town. The bulk order is really one of the benefits of their experience with the Winnipeg firms.

Mr. Markham states that seventy-five per cent. of the people from whom he gets business, were formerly mail order customers.

On the day that the representative of CANADIAN GROCER visited Virден, it was impossible to see Mr. Markham, because he was on one of his daily trips to the country. He arrived home shortly after 9 o'clock, full of vim and enthusiasm after an unusually successful day, and was interviewed in his home.

The Way to Get Business Was to Go After It

"What really started me on my visits to the farmers," he said, "was the feel-

Mr. Markham states that seventy five per cent. of the people from whom he gets business were formerly mail order customers.

ing of exasperation I had at seeing good business taken from right under my nose by these outside firms. I found that I was not only bucking up against the mail order houses, but that an alleged wholesale house in Winnipeg had a canvasser in my territory telling the farmer that he could save him 20 per cent. on his grocery bill by giving him wholesale prices. They offered sugar as a lead, quoting \$10.89, but making up for it on other items. Another Winnipeg firm had maintained an agent in town for upwards

of two years. He too, represented to the farmers that he could quote them wholesale prices, and he too specialized on sugar. I finally came to the conclusion in April this year that the only way to get after this business was to go right out and get it.

Could Talk Better in the Home

"Often I had argued with farmers on the futility of sending away for groceries when they could get them at home for the same prices if they would give the merchant say, a \$60 order the same as sent to Winnipeg. When they were in the store it seemed to be impossible to argue with them, but one of the first important things I discovered was that you could talk with them, and convince them in their own homes. The psychology of this I cannot understand.

"However, I started out one day after business, and before nightfall, had closed up the biggest business I have done in any one day since. I wondered that I had never thought of that before. In the Old Country, where I came from, the great bulk of the business was done by going out after it, and everybody knows that the modern city grocer has his order clerks who go out and solicit among his customers, even going out to distant suburbs, and to summer resorts in season. Why, I am told that in the suburbs of Vancouver, B. C., the order clerks invade the next suburb, or perhaps do their greatest business by taking orders in a near-by town.

Was Well Received

"I felt a little timid about starting out at first, but in fact I found that I received a very pleasant reception everywhere I went. I verily believe that the people out on the lonesome farms like to have a stranger drive up in his car and have a little visit with them. It requires, however, some straight business talk to land an order. In other words, you must 'sell' your customer. You must coax the farm wife along to let you quote her prices, and to give your store a trial. Then the next thing is to get a check from friend husband, who is usually to be found working out in the fields. For this purpose I carry along a portfolio with blank checks on all the local banks.

"In at least five or six cases I have visited homes while the farmer's wife was in the act of making out an order to the mail order house. In every instance I have landed the order. I ran across just such a case to-day, where the order on the Winnipeg store amounted to \$200. About \$60 of that amount was for groceries and I got the order. If I had been conducting a general store I think I could have got the rest of the order.

A Reason for Rural Distrust

"One thing that I have found in my canvassing is that a certain feeling of distrust has been created on the part of the farmers, by a knowledge of the fact that town stores charged them the same prices when they paid CASH as they charged the man who only paid once a year. Then again they feel that they are being made the victims of the credit system by merchants in country towns adding surreptitiously to their bill what he lost in bad accounts.

"By going direct to the farmers I am constantly making new friends, and my campaign is something in the nature of an education to the farmers who were possessed of the idea that the country store could not compete with the big city establishment. We have found that people from whom I have received orders voluntarily telephone future orders to the store, in fact I urge upon them to do this.

"I am one of those who believe that a system of rural delivery will soon be in vogue all over the country, and I am told that Brown's departmental store in Portage la Prairie, already deliver within a radius of 25 miles. And why should not this be? In town if a citizen buys fifty cents' worth of goods we deliver them right to his door, why then should we not deliver \$50 worth to the farmer, especially in his busy season? It is service like this that will enable merchants to combat out of town trade, and it should be no great hardship in these days of automobiles and motor trucks.

The Effect of the Automobile

"And talking about automobiles, a country customer told me something the other day that opened my eyes when he said that motor cars were spoiling the farmer for town trade and giving them the mail order habit. I asked him how this was. 'Well,' he said, 'they get used to rolling into town in their cars in the summer time to do business, and when the snow comes it seems too great a hardship to hitch up to a sleigh and make the

long cold trip to town, so they reach for an order blank on a city house. They become accustomed to order in large quantities and when summer rolls around again, they have acquired the habit of doing this.'

"You can imagine what success I have had with my country canvass when I tell you that I disposed of a carload of sugar in a single week in this manner

And talking about automobiles, a country customer told me something the other day that opened my eyes when he told me that the motor car was spoiling the farmer for town trade and giving him the mail order habit.

They get used to rolling into town in their cars in the summer time to do business, and when the snow comes it seems a great hardship to hitch up a sleigh and make a long cold trip to town, so they reach for an order blank on a city house.

principally. I have proven to my own satisfaction that I can sell sugar retail in carload lots as cheap as I can buy through the jobber. In the case of my first car, which arrived on May 24, I disposed of it to about 200 farmers, most of my orders being taken in advance when I concentrated on sugar. We of course sold considerable quantities to city people.

"I also buy tea in considerable quantities in order to compete with the representative of a tea firm which has been located here for the past 15 years, during which he has constantly canvassed the farmers. I can easily undersell him because he must pay freight charges from the Pacific Coast to Ontario, and then back to Manitoba. I figure that I have

If he only realized it, the country merchant has the inside track. All he requires is a little more speed to give his dust to his friend, the outside trader.

sold about one ton of tea since the first of the year.

"Up to the present time we have kept no check on the amount of business we are doing by the straight canvass method, but in the future we intend to keep separate accounts in order to ascertain just what this business is netting us. All of our operations are conducted on a basis of cash or monthly accounts. I was pre-

viously in the confectionery business in Virden for five years."

In conclusion, Mr. Markham said that the great trouble with Western merchants was that they were content to sit still and let the other fellow take the business away from them. He cited the case of one of the Winnipeg firms personally represented in the district, which pooled the orders it received from individual farmers and sent them in carload lots to the nearest railway depot. Every live method was being adopted to secure the business. The day is past, he believes, when the country merchant can wait for business to come to him. With the increasing population of the West, and increas-

ing competition in business, it behooves him to get right out and get the trade. If he does not do so the chances are that he will drift along and get rusty, whereas the live wire develops enthusiasm and aggressiveness. If he only realized it the country merchant has the inside track; all that he requires is a little more speed to give his dust to his friends the outside traders.

CARING FOR BANANAS

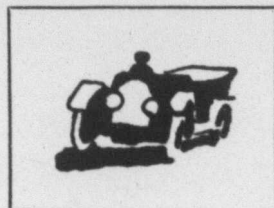
Bananas are delicate. If waste is to be minimized they must be handled with care.

Bananas should never be exposed to cold to a greater degree than 60 above unless they are thoroughly ripened. The reason for this is that the fruit if so exposed would become chilled in the narrow neck that connects the "finger to the hand" on the stem. The effect of this chilling would be to stop the circulation of the life-giving "sap" from the stem to the finger, thereby pre-

venting the proper ripening of the banana. The banana is a tropical fruit and naturally when it is ripening must have warmth.

When the fruit is thoroughly ripened on the stem the "hands" should be cut off close to the stem and be displayed so as to show the smooth inside rather than the bruised outside fruit. If the skin of a banana has not been torn, it is germ proof and therefore entirely sanitary.

So if the fruit is kept warm enough at all times the dealer will have it in the best possible condition regardless of other surrounding circumstances. Where stores are fairly warm during the day and get cold at night it is a good practice to put a paper or burlap bag over the stem as it may be hanging in the store. This also applies to unripe fruit.



Too Many Grocers Are Just Machines

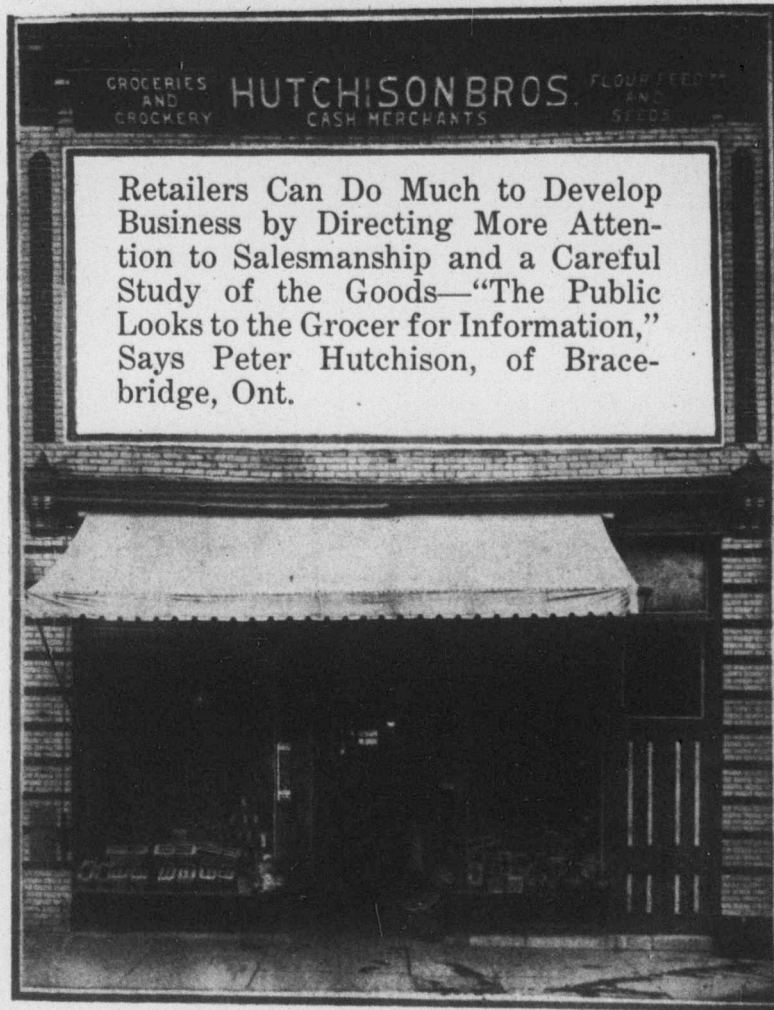
THAT there is a great field for the development of the selling side of the average grocer and grocery clerk, there seems to be no doubt, as there are too many who are content to be simply distributors of goods, without any attempt at really selling articles. "Too many grocers are mere machines," stated Peter Hutchison of Bracebridge, to **CANADIAN GROCER**, in the course of a recent interview. "They are just handing out packages of goods, and the regular lines that are every day asked for, never availing themselves of innumerable opportunities to increase their sales by direct talks to their customers. The public looks to the grocer for information about new lines of foodstuffs, and the various products that are constantly coming on the market. We should be the real educators of the people in this regard, but a great number of retail grocers are obstacles in their own progress, because of their failure to actually sell the public. It is astonishing how readily people will buy goods on the merest suggestion from the grocer. Nine cases out of ten, they will buy when they had no intention of doing so when they entered the store."

Instruct the Clerk

Mr. Hutchison has had long experience in the selling of groceries, and a great deal of success at different times, in getting his public to buy certain lines of goods. He believes that every clerk should be properly instructed as to the merits of various products, as to how they should talk them up to the people, and impressed with just what is expected of them in the way of sales. "The average woman coming into the store looks to the clerk for information," Mr. Hutchison added, "and if she is a regular customer, she has confidence in that salesman. I think there is a great deal of money to be made if the grocer would only give attention to these facts. I have found it in my own experience, that suggesting and talking up an article has invariably meant a sale."

Advertising and Selling Count

Mr. Hutchison has been in business in Bracebridge for a period of thirty



Exterior of the Hutchison Bros. store, Bracebridge, Ont.

years. Last year his turnover was approximately \$78,000. He attributes his success not alone to good service, but to advertising, and strict attention to the development of his own selling ability, and that of his staff. His business shows rapid expansion, and to these factors in the conduct of it, he owes a great deal. "When a traveller comes into my store," he states, "and shows me a new article that he is offering for the first time, I carefully consider it from all angles before I decide to stock it. I weigh all its merits and possibilities of taking with the public. With all a retailer's careful watching of his stock, he is apt, at some time, to get a line that is a very poor seller, and he finds it staying on his shelves. But if a grocer has confidence in that article, even though it is a slow seller at first, he can usually get it moving, by directing some attention to it, and talking it up with his customers. On the other hand, if he has not faith in it, he should have exercised more forethought, at the time of purchase."

Careful Study of Markets

These are ideas that Mr. Hutchinson has given some thought to, in his own

store, and he has found that a careful scrutiny of stock frequently, and sane judgment in buying, will save a grocer a good many dollars. "In these days of rapid price changes, in grocery commodities," Mr. Hutchison added, "I think both the grocer and his staff should know something about both purchasing and selling." Mr. Hutchison studies market conditions very carefully, and because of this fact, during the war, and since, he has been able to give his clients unrivalled values. He carries a stock estimated at \$16,000, and because of his vigilance on market conditions he has now goods that in very few places can be obtained. Just in this regard, Mr. Hutchison remarked to **CANADIAN GROCER** that he believed that the merchants in the grocery trade had treated the public very fairly during the war, and he was sure there was very little advantage taken of the people in the way of unjustly enhancing prices, because of market conditions.

First Prize For Tea Sales

In the way of increasing sales by talking up certain goods to customers, the Hutchison store has had some success of which they are rightly proud. In conjunction with properly conducted salesmanship, Mr. Hutchison also lays great stress on newspaper advertising. Some little time ago a tea firm put on a contest to see which merchant could sell most tea. For two years in succession, the store won the first prize offered, for the largest sales of this particular brand of tea. In the first year that Mr. Hutchison captured the prize, he sold three tons of it. "It was only by advertising and talking it up that I was able to do this," he remarked. "That tea is now permanently a big seller, and every year I have repeat orders from American tourists, for large amounts. They will have no other brand. I created a sale for this tea, when it had no particular call, and in the work of doing so, my clerks and I talked this tea to every customer, who came into the store. This is proof positive of what can be done in the way of selling, and what is true in this instance is only typical of a great many other articles."



Interior of the spacious Hutchison Bros. store, Huntsville, Ont., showing the effective use made of display tables and other means of display.

Letting the Customers Sell Themselves

DO you know why white women are willing to deal with Chinamen?" demanded W. F. Stoffard, Granville Street grocer, Vancouver, when a representative of CANADIAN GROCER called on him. "Well," he said, "it's because for some unaccountable reason women like to handle whatever takes their eye, and the Chinese, knowing their weakness, just let them pick out their own vegetables, sort out for themselves a dozen of pears, and feel the weight of the various cans of milk and have their own way generally. Now you know most white grocers, unlike the Chinese merchants, have their goods neatly arranged on the shelves, or in a certain way in the window or displayed on the counter, and they are inclined to resent any fussy person coming and fussing things up.

Like the Chance to Bargain

"Then besides, although not always the case, a good many housewives rather imagine that they can drive a good bargain, and that the Chinaman will sell for less than he asks at first; he won't. But

they seem to enjoy the haggling with him."

Meeting the Oriental at His Own Game

"Can you meet them and beat them at their game?" Mr. Stoffard was asked.

"Can you also appeal to the thrifty housewife's weakness for pawing around among your groceries?" "Sure," said Mr. Stoffard, "and that's what I've done and it's making increased sales." He drew attention to several tables that were dressed roughly with a varied assortment of mostly fancy grocery specialties. In order to put in these tables Mr. Stoffard had to remove the conventional counter that had formerly kept

the customers in the middle of the store. Besides giving more room, it permitted the customers to wander around more, and gave them chance to give the articles on the tables "the once-over"; it also brought the customer up to the fancy biscuit rack, and Mr. Stoffard said that since the change his biscuit business had more than doubled. He now is a firm believer in the power of suggestion—the best suggestion being the article itself. The Woolworth 15-cent store idea applied to the grocery trade.

Letting the Customers Sell Themselves

"We make it a practice," said Mr. Stoffard, "to not interfere with a customer, ask her questions, or approach her at all, as long as she's cruising around among those tables of silent suggestions; but one can readily see when attention is required, and be ready to take the order.

I have my own bags printed and sell my own teas and coffees—it's a profitable department—it gets the repeats. Anything the grocer is interested in—he finds it easy to increase the volume of sales. He may be interested in the extra profit of some line or he may just be fond of the article himself. For instance—I sell quite a lot of canned trout; I built up the trade for them myself—Why?—because I am very fond of the canned trout myself—and it's easy to recommend it.

"Silence is golden, you know."

"Well, I don't know about silence being golden, but I've heard of people making money out of a still."—Boston Transcript.



Eight Aids to Fruit Sales

The McLean Grocery,
Moose Jaw, Makes Fruit
Sales Mainstay of
Business

THERE is a firm of grocers in Moose Jaw, Sask., located far up the main street and out of the beaten path of trade which has become recognized as the distributor for the greater volume of fruit that comes into this city. It bears out in its system the truth of the old adage which is something to the effect that if you give the public what it wants, even if you are located in a wilderness, it will make a beaten path to your door.

This firm, which is known as the McLean Grocery Company, has educated the public by display advertisements in the newspapers containing the personal note, by window displays and by the faithfulness of its service that it is the fruit centre of Moose Jaw. It has achieved much the same position in this regard as a newspaper which has become the established medium for classified advertising. It announces in the sign over its door that it is a specialist in fruit. Moreover, it does not specialize for a few weeks in midsummer like the ordinary grocery store, but consistently and persistently throughout the year, and furthermore, it handles fruit by the case and half case, even in the winter time, when oranges and grapefruit are sold in large quantities in this manner.

Fruit Can Be Sold in Bulk

The McLean Company has made the discovery that fruit can be sold in bulk just as easily as in small quantities, even as a famous chewing gum company made the same discovery, and increased its sales tremendously by the slogan: "Buy It By the Box."

In midsummer, especially, its "Fruit Bulletins" have come to be watched as closely by the housewife as a farmer watches Foster's weather bulletins. These bulletins, inserted in the form of

The MacLean Grocery, Moose Jaw, Sask., has made a big business for itself out of special emphasis laid on fruit. Here are some of the methods adopted in stressing these sales:

1. Keeping the customer informed on the market.
2. Pooling country orders to save express charges.
3. Visiting the farmer and getting orders in advance.
4. Getting standing orders by developing confidence.
5. Giving clerks a bonus for selling by box.
6. Quoting prices on case and half cases in all ads.
7. Specializing in fruit in all window displays.
8. Using cotton streamers to announce fresh arrivals.

large display advertisements in the local newspapers, have come to be looked upon as absolutely reliable as indicating when preserving fruits of various kinds have reached their lowest prices, or as indicating the opening or close of the season for strawberries, raspberries, etc. For instance, a McLean bulletin last season announced the "Last Call on Plums." Then followed the statement: "Our B. C. shipper has notified us that the last shipment of plums has left, so get busy and do your preserving now" Then followed a schedule of prices with the final announcement: "Our direct to you system enables you to save money on your fruit."

Another announcement read: "Bartlett pears are practically over; a few cases left at per case——. Just received a shipment of Crawford peaches.

Finds That Business Can Be
Built Most Readily By
Using Fruit As
Leader

This is the last shipment we expect at per crate ——.

Here is a specimen of the bulletins advertised on Friday, June 20, this year: "Florida pines are the best for preserving. This is your last chance to get in on this popular fruit. Send us your order for the week-end. Gooseberries for your next week-end pie, pint boxes—\$4.50 for 24 boxes. Our shipper in British Columbia writes: "Am shipping strawberries next week. The prices will be right, as they are direct from the grower."

Tipping Off the Customer

It is this latter intimate touch that goes home. J. W. Hanley, proprietor of the store, has come to assume that his large clientele are depending upon him for reliable information, and he is constantly tipping them off as to what fruit is coming on the market. A woman likes to have this information for she can prepare her plans well in advance. She must plan for additional financial outlay of buying fruit by the case, she must wash and get ready her fruit jars, and plan her work and appointments for the coming week so as to give one day to putting down fruit. Apart from all this a woman likes to have first choice on newly arrived fruit, purchase it while it is fresh from the refrigerator cars, and in this way make the most of her purchase.

Pooling Orders By Farmers

Accordingly when the announcement is made of a new fruit shipment on the way, the McLean telephone is kept ringing with orders not only from city folk but from farmers, many of them living from 20 to 30 miles out of town. Orders come in also from the smaller communities around Moose Jaw. In the case of the farmers and the smaller towns, purchasers are in the habit of pooling their



The McLean Grocery Co. store, Moose Jaw, Sask.



A glimpse in the interior of the McLean Grocery, Moose Jaw, Sask., showing the neat arrangement of the stock, and the effective use made of special display tables to call novelty lines to the attention of the customer.

orders so that they can obtain the lowest express rate. To ship one crate costs 35 cents, while to ship one hundred pounds under the produce rate costs the same amount.

Mr. Hanley says that last year when raspberries was one of the biggest lines he carried, he was always booked ahead. Sometimes he gets in as many as from 15 to 30 cases of raspberries a day in addition to other fruit, but when the market reaches its top form and fruit is most abundant, he urges his customers by advertising, window displays, and by the use of telephone, that the fruit is as cheap as it will be, and that for their benefit he is ordering 50 cases a day for a few days. Mr. Hanley has discovered that people so rely on his judgment that they have come to wait for these announcements, when there is invariably a rush of orders that keeps the store cleared out.

Last year he handled as many as 333 cases of blueberries during a short season. He very modestly admits that it requires a little finesse to measure the local market, but that experience soon solves this problem. Fruit, he says, is a thing that either pushes itself out the front door or out of the back door. It cannot be kept in stock, what must be established, therefore, is the confidence and co-operation of the public.

Going After the Fruit Business

In order to further develop this co-operation, Mr. Hanley jumps into his car when the store closes Wednesday afternoon during the summer months and makes a personal visit to his farmer friends so as to book orders in advance for fruit. Last year he visited Stony

Beach, a summer resort, with such good results that already he is receiving advance orders from this point for strawberries and raspberries. It is remarkable, he says, how an idea spreads. The fact that he assumes himself a specialist in fruit, and uses every means to advertise the fact, has resulted in largely creating the impression that he is the official fruit distributor of Moose Jaw. When by his live methods he invariably delivers fresh, firm fruit into the homes, the housewife is so pleased that she tells her neighbor, and so the system brings its own reward. So great is the confidence of buyers that Mr. Hanley receives every year a number of standing orders for fruit delivery at a time when in his judgment the market is at its best and prices lowest. These customers know from past experience that the prices will be right.

Bonuses Clerks Who Sell Apples by the Box

In the fall of the year when the apple season is on, this firm, true to its all-the-year-round policy, specializes in apples. Last year a carload of apples were brought in at the beginning of the season, and the public was apprised of the fact well in advance by eight column advertisements across the bottom of the local news paper of the home papers. These advertisement read something like this: "On the way, a carload of delicious B. C. apples." Then followed details of varieties and prices, with the added announcement that a discount of five per cent. would be given for purchasers of five boxes or more. In every case Mr. Hanley selected the best sellers and the best sizes, and in order to push

the sale, offered his clerks a bonus of 10 cents for every box they sold.

One of the most effective methods of advertising this sale of apples was to place a cotton sign full across the store announcing that a car of apples had just arrived to be cleared out at prices indicated.

In the first half week over 300 boxes were sold. There followed immediately the ordering of another carload which was advertised in much the same way as the first one, and in the whole season 2,500 boxes of apples were sold. This was the first year that the firm went after the apple business extensively, and Mr. Hanley stated that now having gauged the market, he will have no hesitancy in ordering large quantities this fall.

Advertisers Oranges by Box and Half Box

In the winter months the McLean Grocery Co. handles on the average 10 cases of oranges a week. It also handles large quantities of grape-fruit and lemons, making big window displays, the windows being kept clear of frost by the aid of electric fans. Newspaper advertisements quote prices by the case and half case. Mr. Hanley explained that the most saleable oranges are those coming in the 216 and 176 sizes, while those coming in the 100 and 126 sizes are much harder to dispose of. These are the oranges of larger size, and on one occasion last winter when he was loaded up with them, he disposed of 25 cases by disposing of them at the rate of \$4 per half case. This was done largely by advertising and window displays. Dur-

Fruit Bulletin at the Sanitary Store

Blueberries and Blackberries are at their best now. Book your orders

APRICOT WEEK

Now is the time to buy apricots. They are at their best now. Book your orders

There's a Reason

is Working Overtime to Keep up with demand. Then again our Direct to You, which means Better Service.

Apples: Yes, you will eventually buy your apples from us, but still have a choice today. We have the best selection in the city.

Listen: In our South Wagner, Rome Beauty, Aitken Roma, and other Bananas. At \$3.00.

Over 500 Boxes of Apples in 3 Weeks

That's the way we are selling APPLES, and now our Second Car of APPLES has arrived containing all the Best Varieties. NOTE: We give 5% OFF on Five Boxes. There's a Reason. Quality Counts, that's why we sell APPLES.

No. 1 Spys \$3.65	No. 1 Spitzberg \$3.25	No. 1 Wagner \$3.25	No. 1 Rome Beauty \$3.00	No. 1 Golden Russett \$3.00	No. 1 Delicious \$4.25
No. 2 Spys \$3.45	No. 2 Spitzberg \$3.00	No. 2 Wagner \$3.00	No. 2 Rome Beauty \$2.85	No. 2 Golden Russett \$2.85	A Limited Quantity of No. 3 APPLES Not Wrapped at While They Last \$2.50

to buy: Blackberries, Cherries, Gooseberries. It's Too Hot to Have Hot Dinners. Have a look at our Cooked Meat Dept. Everything to make a really tasty lunch.

Oranges 60c per doz. Grape Fruit 10c

McLEAN GROCERY

The Sanitary Store

632 MAIN ST. N.

Phone 374-511

J. W. Hanley

PHONES 374-511

632 MAIN ST.

THE SANITARY STORE

J. W. HANLEY, Prop.

Apples have advanced in price during the last week. Our price is still the same. Get a box today.

Canadian Food Control License No. 9-3143

Here are five advertisements of the McLean Grocery showing the persistent and emphatic way in which fruit is kept before the buying public.

McLEAN GROCERY

Phone 374-511

632 Main St. N.

J. W. HANLEY, Prop.

ARY STORE



ing the heat of the summer lemons are disposed of at the rate of a case a day.

One must see the McLean windows to realize the pulling power of these displays. Harold Crone is the window dresser for the store, and his ability in this regard is proven by the fact that he won second prize in the window dressing contest staged by CANADIAN GROCER this spring. A photograph of this prize-winning display of fruit appeared in the special spring edition. Fruit is the main thing shown in these windows the year round, and Mr. Crone has found that the most effective method of displaying the fruit is to dress the window with the luscious eatables neatly packed in the tops of cheese boxes. A fine showing can be made in this manner with the use of very little fruit. In these window displays the window dresser utilizes all the posters and designs supplied by the fruit shippers, and in addition he has become by long practice an expert sign writer. A sample of his work is shown in the accompanying picture, which shows the inviting sign over a crate of strawberries.

Fruit is also displayed in the interior of the store by a series of bins running down the left hand side. These are kept constantly filled. A large quantity of small fruits are sold for table use.

Helps Sale of Vegetables

From the handling of fruit Mr. Hanley has developed his business to the handling of vast quantities of vegetables. He had an admirable basement for the storage of vegetables, with the floor and walls of concrete, and here the vegetables are stored in piles with wooden "chimneys" let down into them in order to keep air circulating. There is no fire in this basement, and the temperature is kept close to freezing point. Potatoes are piled in the rear of the basement, but not within 20 feet of the rear wall, where a window is located. A wooden partition is put up at this distance from the rear. The potatoes, by the way, are dropped into this bin through a hole in the floor of the store.

Last year the store laid in 1,500 bushels of potatoes, 3 tons of cabbage, 4 tons of turnips, 4 tons of carrots and 2 tons of parsnips. In no case were these vegetables taken in trade. Instead, they were purchased at a low price for cash and yielded big profits during the winter and spring months. The first movement of these vegetables took place in the fall when special prices were offered in bushel lots and an elaborate window display made. The vegetables came through the winter in excellent shape.

The McLean Grocery Co. has specialized in fruits and vegetables for the past three years, and has made a signal success of the business, despite the fact that it is up against the competition of numerous fruit and confectionery stores,

all of which keep open for every evening in the week.

The business is conducted without a loss, for where there is any danger of fruit spoiling it is at once converted into jam by the store and sells in preference to imported jams during the winter months. Fruits that cannot be made into jam are canned.

Mr. Hanley emphasises the fact that original methods of advertising have been largely responsible for his success. Instead of using the stereotyped style of display announcements, he literally talks to people through his ads the same as if he had them on the telephone. His advertisements are attractive and readable. Moreover, they are convincing and pull the trade.



A N illustration of the way the McLean Grocery gives point to their sales of fruit. Here is a prominent display of fruit used to catch the customers' attention, while a neatly worded card with a telling illustration representing a strawberry short-cake gives point to the suggestion, "Why Not Buy a Case?"

BOOSTING MONDAY'S TRADE



The R. McGregor Co., Ottawa, Offset the Popularity of Cash and Carry by a System of Profit-sharing That Aims to Equalize the Trade of the Week.

THE customer who goes to the store of R. McGregor, Ltd., 225 Bank Street, Ottawa, on Monday, and pays cash for the purchases made, gets a receipt like this:

This Receipt is Worth
5 Per Cent.
Of the Amount
Printed On Other
Side
We Will Pay Cash For It
Any Time You Present It
At the Store

On any other day of the week the cash discount is 2 per cent.

Two Years' Experience

It is just about one year ago since McGregor's began with the 2 per cent. discount, and the idea in adopting it was to meet the cash and carry idea which several grocers in Ottawa had begun to adopt. McGregor's felt that they would rather not adopt the cash and carry system. It meant giving two prices on opposite sides of the store, which they felt would lead to trouble. "So now," they state, "when people ask us 'Is there any discount for cash?' we say, 'Yes, and we also deliver your cash purchases.' We deliver everything anyway, and it does not affect our delivery system much. We found that in the case of heavy goods people could not carry them anyway. Then we have a wholesale business also and have to cover the territory with the delivery. On the whole the cash discount seemed more suitable for us.

Transforming the Quiet Monday

"We made the experiment of increasing it to 5 per cent. on Monday because that was always the quietest day in the week with us. The staff was here, and very often little for them to do but clean up the stock, so we thought out this 5 per cent. scheme. The result has been that it has changed Monday from the quietest day in the week to the second best business day we have in summer and the third best at the present time.

New Trade Pays Discount

"We have found that the new trade secured by this Monday discount more than pays for the advertising and the 5 per cent.; in fact it leaves a good deal to the good. We have held nearly all the new customers thus secured.

Advertising This Feature

"We have prepared a special line of advertising to run in both the daily papers on Saturday night, in which we draw attention to the scheme and explain it. For example:

"NO RED TAPE ATTACHED
We think an explanation is due you.
"Doubtless, in making purchases at

McGregor's you have been the recipient of numerous cash register discount slips. They do not call for value in goods, nor do they entitle you to useless premium prizes.

"They call for cash—good hard cash—and on presentation to any clerk in our store they will be redeemed for such.

"This holds good for 5 per cent. on Mondays.

"Think this over! We buy back these receipts for Cash!"

"We have tried to make this idea worth while and have paid particular attention to the advertising. In this one we explain other features of the idea:

DISCOUNTS THAT COUNT

"Most discount sales are made on only special articles of a limited quantity and for a limited time. Our discounts apply to everything that we have on sale in the store without any exceptions. And they are working all the time.

"Our cash register receipts are the key

Keeping the Merits of Cash Before the Customer

THOS. KELLY, the proprietor of the Broadway Table Supply Co., Vancouver, British Columbia, has made up his mind to operate a strictly cash business. He is thoroughly convinced that the cash system has many real advantages, but it is also necessary to make the customer think the same way, so, every month, every customer on his mailing list receives a pictorial calendar for the month with a few wholesome truths about cash business. The last one read:

"MONEY TALKS"

is an old, old saying. It talks for us—we can buy goods cheaper. It talks for you—you can get them cheaper. Consequently, when you pay cash here for your groceries, you help us and we help YOU. On our side we give you a very great saving over what you would have to pay for the same goods on a credit basis. If you want high-grade groceries at low-grade prices, bring your next order to us.

BROADWAY TABLE SUPPLY
VANCOUVER, B.C.

to the discounts. They are valuable and should be saved.

"The salmon-colored cash register receipts are given out Mondays, and represent a saving of 5 per cent., of 5 cents on every dollar spent.

"White cash register receipts are given out all the other days of the week and are worth 2 per cent., or 2 cents on every dollar spent.

"Cash register receipts are given with all cash and C.O.D. orders. They have a distinct cash value. Save them!"

McGregor's allow the discount on everything, even sugar, and there are a few people who take advantage of this and buy sugar only, but they are very few. The cash trade of the store has increased very considerably as a result of this scheme. Some day, Mr. McGregor says, he may give exact statistics that will prove that this novel way of encouraging Monday shopping has not adversely affected the charge trade. With over 1,000 sales rung up on Saturday it would seem as though trade were not suffering noticeably.

The Seven Deadly Staples

McGregor's find, like so many other grocers, that there is so little margin on the seven deadly staples: Soap, sugar, eggs, ham, bacon and cheese, that they have to a considerable extent to make up by pushing the "frills." It costs them about 17 per cent. to do business, and the profit on the above-mentioned articles will not average much, if any, over 11 per cent.

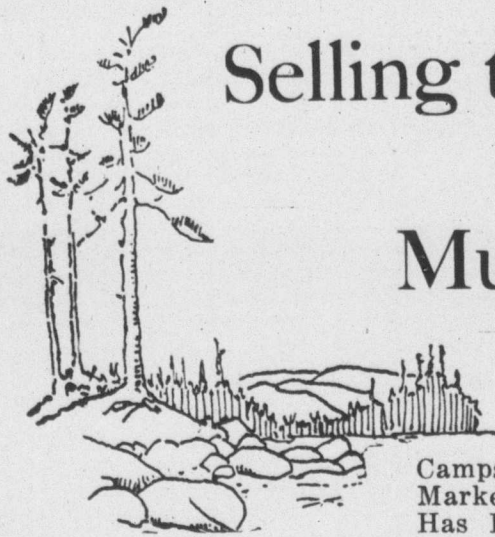
Believing that there is nothing to be gained by trying to cover too great a territory, Mr. Kelly tries to restrict his deliveries to a definite zone. All new families of which he can get word, are put on his mailing list. There is, however, no soliciting of accounts, as this grocer is of the opinion that canvassing custom is courting credit.

Speaking of the circular system, Mr. Kelly has this to say: "I have found that most manufacturers and jobbers will lend a retailer all the assistance that they can if he shows any inclination to push his merchandising in an aggressive way. Since I have organized my circular system I have been supplied with all kinds of advertising matter, printed with my own imprint, address and telephone number, dealing with numerous lines of grocery specialties, from cooking oils to peanut butter; I have just used a lot of peanut butter literature and have had a splendid number of sales as a result of same. I also use the weekly paper that is published in this district—I get results from it, or I shouldn't use it."

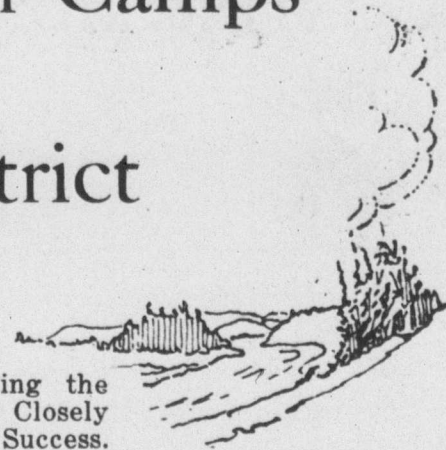
Mr. Kelly stated that he had no idea how much a retail business expert would

(Continued on page 147)

Selling the Lumber Camps in the Muskoka District



G. W. Lankin & Co., of
Utterson, Ont., Have
for Twenty-Eight Years
Supplied the Lumbering
Camps of the District. Watching the
Markets Closely and Buying Closely
Has Been the Secret of Their Success.



By P. A. CRANE

WHEN I started business here twenty-eight years ago, I was told the lumber would be all gone from the district in 3 years," G. W. Lankin, of G. W. Lankin & Co., Utterson, Ont., told CANADIAN GROCER on the occasion of a recent visit. In spite of the prophecy, however, Mr. Lankin is still carrying on business, and on a larger scale than ever. Situated in the heart of the Muskoka district, this general store serves a wide area of country, and one of the chief sources of trade is that supplied by the lumber industry. Six years ago a joint stock company was organized to look after the store, enabling Mr. Lankin to devote more of his time to the extensive lumber business that is carried on. Apart altogether from the large trade that is done in general merchandise, the firm buys lumber, bark, and cordwood. Large contracts for bark are supplied with leading tanning concerns in the country, and lumber and cordwood are bought and sold. Business of this nature runs into large figures, and Mr. Lankin, too, has been the means of helping, in a financial way, many small lumber concerns to get a start. He has played a big part in the development of the lumber industry in the Muskoka district, and from a small beginning has built up an enormous trade. It is 28 years since he bought out the Utterson Lumber Co., and took over the general store, then operated by this concern. It

is in regard, more particularly, to the business of this store that this article deals.

Stock Aggregates \$28,000

Supplying the lumber camps, forms the principal business of the grocery department, although about six miles from the village of Utterson, in the district of Raymond and Three Mile Lake, there is a very good farming community who look to the Lankin Co. to supply their daily needs. In the summer months a heavy trade is done in tourists' supplies, but in the fall and winter months the lumber camps provide the chief source of revenue. Early in the field, when lumbering was in its infancy, as far as the Muskoka district is concerned, Mr. Lankin has captured the bulk of the business in this district, and he has maintained it, by a strict application to his affairs, and by his endeavor to give the best possible service. The store has been twice enlarged to accommodate the growing trade, and just at the present time, Mr. Lankin is contemplating building an addition to provide a place for the sale of fresh meats. The Lankin Company carries a stock of from \$26,000 to \$28,000 the year through, and this is turned over from three to four times in the twelve months.

Watches Markets Carefully

Asked as to what he especially owed, the success of his business, Mr. Lankin told CANADIAN GROCER that close

attention to work, and a careful scrutiny of the markets from week to week had been the secret of his prosperity. Buying to advantage, he believed, counted more than anything else in the successful conduct of a grocery store. Especially in these last few years when markets have fluctuated so rapidly, and so uncertainly, it was absolutely essential for a merchant to watch them closely. A survey of the stock carried by Mr. Lankin by the CANADIAN GROCER representative proved beyond a doubt that the Lankin firm were shrewd buyers, and it was not a difficult matter to understand how it was possible for them to offer exceptional values. The company now employs an experienced buyer who receives the travellers, and whose duty it is to keep a careful watch on conditions, and markets generally.

Store is Distributing Centre

It is a busy place, this general store, situated on the side of the country road, and from it is distributed tons upon tons of provisions to feed the men in the lumber camps. It is a hive of activity, and its staff, varying from six to ten clerks, are kept on the alert from morn until night. It is the centre of interest, and the rendezvous for country folk and shantymen in what is a very sparsely settled village. One cannot fail to associate it in his imagination with all the stories that have been written of lumbering in the Northern part of Old Ontario. One cannot help but feel

A REASON FOR SUCCESS

Close attention to work and a careful scrutiny of the market from week to week is the secret of success.



ONE TYPICAL ORDER

A ton of bacon, 40 bags of flour, 10 bags of shorts, 20 bags pastry flour, 4 boxes raisins, 28 lbs. figs, 7 bags of sugar.

that it has provided a real service in supplying the needs of these men who have laid low the forests and are still carrying on. While much of the picturesque-ness of the old-time shantyman has disappeared with the march of civilization, the Lankin general store is still the distributing point for lumbermen's supplies and the Mecca for many of these woodmen, both going in and coming out of the camps.

Orders Are For Big Quantities

It takes tons of foodstuffs to feed these men in the woods, and sales are on a very large order. Working in the open at hard, physical toil, makes keen appetites, and it is a big problem to feed them. As an indication of the way in which orders for the lumber camps are received, it is interesting to note some of the purchases that are made. One typical order read—a ton of bacon, 40 bags of flour, 10 bags of shorts, 20 bags of pastry flour, four boxes of raisins, 28 pounds of figs, and seven bags of sugar. Another one was for 1,295 pounds of bacon, three bags of granulated sugar, 10 pounds of macaroni, six gallon tins of tomatoes, 122 pounds of tea, and 120 pounds of shortening. It is selling in such large quantities that the Lankin firm does most of its business. The menu of the lumbermen has kept pace with the times, and it is now, Mr. Lankin states, much more varied than it was in the old days, consequently calling for new lines, apart altogether from the real essentials. Accounts with these lumber firms aggregate very large. Their requirements necessitate buying in carlots, and sales are very often made in the same way, resulting in a quick turnover.

Five Simple Rules of Display

AN American mercantile concern has stated its display policy, that has been an outstanding success, in these five simple rules:

First. Luxuries to the fore; necessities in the background, but in view.

This applies both to window display and counter display; and so far as practicable to the arrangement of the store interior itself.

The theory is that customers come in the store anyhow for their necessities. They hunt for them. It is only necessary to make the hunting easy by putting the necessities where they will see them. It is luxuries, on the other hand, which attract them into the store when perhaps they did not intend to come in.

Hence the luxuries and the novelties should be placed in the front of the window, in the front of the counter case and on the counter case. Where possible, the departments of the store which handle these items should be placed closest to the entrance.

Second. Show only a few of each kind.

The manager of a "five and ten" found that when he had an article he wished to push hard he actually slowed up sales by displaying it in too great profusion. Customers got the notion that the store had so much of that article in stock that they could buy them just as well tomorrow or next week. This applies to counter as well as window display. It is only under exceptional circumstances that any good purpose can be served by putting the entire stock in view. Besides this tendency to slow down sales it robs other articles of display space.

Third. Don't make the show window a stock room or a catalogue of all the store offers.

Crowding many things together, unless there is some other feature, such as sweeping price reductions, to hold the shopper's attention, only serves to confuse. A few articles can be displayed to much better advantage than a multitude of things jammed together.

Fourth. Wherever practicable, let cards answer questions.

Prospective buyers see an article and develop a desire for it, but often some question concerning it arises in their minds which they may never give voice to. Cards which answer the questions most likely to arise boost sales strongly; for instance: on electric fans, "It needs no oil"; on vacuum cleaners, "No, it won't clog."

Fifth. Harmony between window and counter displays helps.

When a show window pulls a prospect into a store it is generally a specific article in it that is responsible. Sales are speeded by having the window display articles prominently and within easy reach at the sales counters.


COMPETITION

There were once two cats of Kilkenny,
Each thought there was one cat too many,
So they scratched and they bit,
They fought and they spit,
'Till excepting their nails,
And the tips of their tails,
Instead of two cats there weren't any.



The G. W. Lankin & Co. store at Utterson, Ont.; the building at the left was the old store and is now used as a storehouse.

Interior of the G. W. Lankin & Co. store, Utterson, Ont. Below: A typical scene in the Utterson vicinity, which is the head of a good lumbering trade.



Know Your Business and Customers

First Essential of Grocer is to Know His Own Business—Second is To Secure Confidence of Customer—Ways of Westmount Grocer Who Got His Grounding Across the Pond



ALEX. DAVIDSON, 4907 Sherbrooke Street West, Westmount, Quebec, believes that the grocer should know his business from the first letter of the grocery alphabet to the last. Second to this, he ought to be able to secure the confidence of his customer, and until he has done so he has not mastered the situation of selling.

Mr. Davidson came to Montreal many years ago. For nineteen years he was associated with Fraser, Viger and Co., Ltd., Montreal, but prior to that time he was attached to a leading grocery firm in his native Scotland. Those who have read much or who have discussed the matter, know that a training in the Old Country is thorough. Experience there in a trade is gained through close and consistent application for a period of four to six years. This experience is often gained while the apprentice works without pay, and the training is usually as thorough as could be gained in the best college (if there were any teaching grocery salesmanship), as well as being most practical. Of his own early connection with the trade at home, therefore, Mr. Davidson is very proud, for his tutor he considered a master of the trade, who was painstaking in his training of the men.

The Second Commandment

Knowing one's business is a first consideration, but it is not everything. Mr. Davidson believes that it is quite as important to know one's customers. This involves a great deal. As a first requisite, and before customers are likely to become permanent, confidence must be established. Here again is involved the necessity of confidence being mutual. A case in point will illustrate.

"A young married woman came in for some groceries the other day. She was beginning to worry over the high cost of all lines and frankly said that her husband's earnings would not permit of buying certain goods. She had graduated from a leading college in Domestic Science. They had taught her how to cook alright. "But if I make

a pie the way they taught me to make it, it will cost me \$2 at the prices I have to pay for the ingredients, and I cannot afford this; can you suggest what I should do?"

Here was an instance for the interest of the grocer, and Mr. Davidson felt that he should advise. Being a sensible woman, and realizing the limitations of her husband's income, she suggested that her account should be sent her every two weeks instead of monthly, so that she could control its dimensions.

FEATURES OF ALEX. DAVIDSON'S STORE

1. Note convenient arrangement of meat cutter. This, Mr. Davidson considers one of his best investments. The knife requires sharpening but once in a month.
2. Of great importance is the maintenance of a cool storage for butter, eggs and cooked meats, etc. The refrigerator used is economical on ice, one filling a week being required in the winter season and two in the summer. The greatest of care is exercised to keep the door shut tight. To this end no jamming of doors is tolerated and this means a perfectly tight air compartment, always.
3. The whole arrangement of the stock is made to secure, (1) neatness of appearance; (2) quickness of access by clerks; (3) compactness to insure no loss of space.
4. The store is much deeper than photo reveals. This will enable extensions to be made quickly at any time. In the meantime, splendid dry storage is secured immediately back of the cross partition.
5. All the fixtures are arranged to carry stock to the best advantage and Mr. Davidson is a believer in the use of modern shelving, drawers, bins, etc.

Going Farther, Too

Mr. Davidson, asked as to his experiences with customers when endeavoring to sell them new lines, made an interesting observation.

"If it is a new line I have two or three customers on whom I can depend and send them a sample to try. I ask them their honest opinion about it, and if they are pleased this is a pretty safe guide. Their opinion is valuable."

Of course, Mr. Davidson tries out various products at home, but this additional advice is excellent to have. It might be, for instance, that one's taste was particularly pleased with a given product. The verdict of two outside parties would either confirm or discount the opinion of the grocer, and since it is his customers that he must please, this proviso seems to have been a good one. It has strongly commended itself to Mr. Davidson.

More Canadian Goods

There might be a decided increase in the stocking of Canadian canned goods and other lines, Mr. Davidson thinks. He would welcome an improvement in the pack of certain foods. Canadian manufacturers and canners, he feels, have had a real opportunity to capture home demand in a solid manner. In some cases they have improved their product, but in others they have not, and the grocer who insists on having the best for his trade that the market will afford must buy that higher standard, sometimes from an outside packer. Improvement could be made if the packer was willing to make the outlay and exercise the supervision in packing. In the long run it would certainly pay, for the grocer would purchase it more often.

In speaking to CANADIAN GROCER, Mr. Davidson referred to several lines of manufactured goods. One of these was biscuits. The Canadian manufacturer has made progress in these lines and has indeed improved his qualities on a number of products. He, too, has had a great opportunity, owing to the shutting out of other goods during the war.

But there is still room for improvement. The leading biscuit makers of the Old Country, for instance, had always exercised great care in the selection and blending of flours. They had not limited their use of butter and the results secured in marketing their products had justified the care expended and the capital involved. It had not been considered too costly, on the part of some manufacturers, to retain highly-trained men just to select and combine flours. This had secured excellent returns in the long run, for those following such a plan, and it paid handsomely.

This Caused Losses

There may be culprits in all trades, and probably are. Deception had come to the attention of Mr. Davidson in several respects and two or three instances were cited.

Honey is bought by Mr. Davidson in the fall of the year in sufficient quantities to carry the trade in this commodity for several months. Having a good cellar this is stored there and keeps well. In a recent purchase it had been discovered that each case of 24 sections contained six sections of inferior honey. The boxes had come nailed and the sample from which the honey was bought was the very best. In keeping with his policy to handle the highest quality groceries obtainable, Mr. Davidson buys best clover honey. What was his surprise

and disgust, in this instance, to have a customer draw his attention to the receipt of dark honey of poor quality, where he had expected to get the best clover. Deception had apparently been practised by the apiarist, and this practice would only serve to defeat the increasing sale of such Canadian honey as was put up in this way.

In another case, while indirect, Mr. Davidson noted that Canadian apples were in the discard on a line of boats plying between Canada and the Old Country. They were actually using apples that had come from many thousands of miles distant. Asking the boat's steward the reason for this, it was explained that experience with Canadian apples had revealed an inferior grade of apples in the centre, while the appearance, on opening the box, was excellent. There would have to be an improvement of these shortcomings or Canadian products would continue to suffer.

An Observation

In travelling through parts of the United States, Mr. Davidson states that he had found practically no Canadian merchandise in the shelves of grocers. This, he did not feel to be quite fair. Canadian retail grocers handle considerable of the products put up in the States and there was reason to feel that there should be reciprocation in this respect. It was sufficient to make the Canadian

retailer feel less inclined to stock these goods, for in countries so closely associated as are these two, the thought expressed as above is very important. There are lines of foodstuffs in which the Canadian manufacturer must surely excel, or in which he can offer a superior product.

Of course, Mr. Davidson, in common with other grocers everywhere, has not always been able to procure Canadian goods when they are wanted. This was a condition accentuated greatly during the war. It will gradually grow less, and, as pointed out above, the extent of the retailer's interest in the manufacturer's products depends very materially upon what he, the retailer, finds behind the label. The successful merchant of 1919 wants a high standard of goods, and for these he can find a market, and will, other things being equal.

Mistress Does Buying

Since the commencement of the war, or soon after, a change has come about in the matter of buying, Mr. Davidson states. He began his present business in 1916, and since then, and in increasing numbers, housewives have been attending to their own buying. This is attributed to the fact that people with the wherewithal to purchase what they want, and when they want, have been paring their food outlays. They have adopted a policy of preventing un-



Interior of the Alex. Davidson store, Westmount, Que.

necessary or wanton waste, and as a means to this have begun at the pantry and the kitchen.

Here is an important point. It indicates an opportunity, too, for the retailer to secure advices from the "woman of the house" regarding the merits of various goods, and as referred to above in connection with the opinions secured from the store's customers regarding the advisability of stocking new lines.

Orders are received over the telephone to the extent of nearly 80 per cent. of the sales. Mr. Davidson would prefer to have the percentage less, so that he might meet his customers personally and thus know them more intimately. At the same time, it is possible to cement the telephone customers to the store through a superior service extended by telephone. This has been demonstrated through the failure of some merchants to give the closest care and attention to business offered "over the wire," whereas a pleasing voice and accommodating manner at the store end of this wire will eventually create a goodwill for the merchant, that cannot be taken lightly.

Reference to the accompanying photograph will reveal the good taste of the proprietor in his selection of fixtures. These are of pleasing attractiveness, but are modest in their setting. They are made of good grained material and

finished in dark oak. The provision was made, when the wall cases were installed, to permit of their being removed or added to. In this way the partition at the rear may be removed, quickly, on short notice. Thus, it would be an easy matter to make an extension to the store's capacity by installing the necessary section of wall shelving, overnight, almost.

A splendid refrigerator has been placed in the centre of the store at the rear. This Mr. Davidson considers one of his best investments. He has ice from the ice manufacturer twice a week in the summer time and one filling per week in the winter season. This is considered very economical. Manufactured ice is used, as this is considered to be much purer and thus more sanitary. That the ice may not be subject to the effects of outside air, particular care is taken to close all doors carefully. "We never allow a box or package to get in the way of closing a door of the refrigerator, and do not jam the door shut against a projecting box. It pays to take care."

The meat cutter used is one of the most costly, the present price totaling around \$200 each. This is considered a superior machine, as the knife requires sharpening but once a month, being made of sword steel. It is a time and a money saver, as there is no waste.

Customer Likes This

The thoughtful merchant thinks of his customers first. They are his "bread and butter" after all, and it would seem to be good policy to plan to create and cultivate good-will for oneself from them. With this in view, Mr. Davidson sometimes gives them a chance to buy before prices advance.

"Recently there was an advance in soap," he went on. "I quietly told my customers of this when they were in the store, pointing out that our price would be higher on a certain date. I would allow them up to a dozen bars at the former price. This is one of the little things that they appreciate."

This is not the only consideration extended. Over the telephone they—the customers—may ask for something which is not in stock. It may be a kind of fish which Mr. Davidson does not carry. It is cheerfully procured for them. It may mean a little extra work on the merchant's part, but in the long run it pays.

"Twenty-five per cent. of my customers want me to add a meat department," said Mr. Davidson. "But I do not know anything about meats and would not add this department unless it was handled right. I would want to put in an expert butcher to supervise it, and this requires a great deal of thought and care before doing."



Unusual Lines—Increase Turnover

Osgoode and Sons of Cookshire, Quebec, Cater to Unusual Demands of Farmers—
Not Necessary to Carry Immense Stocks—Little Leaks Are Watched

By A. H. ILLSEY

S. J. OSGOODE AND SONS, Cookshire, Quebec, have sold as much as 50,000 pounds, and more, of fertilizers to the farmers of their district in a single season. The outturn from year to year has varied on account of the poor quality of some of the fertilizer supplied by some firms, but always the sales have amounted to large figures.

This illustrates the ingenious manner followed by the Osgoode firm in selling to the farmers of its district. How few grocers are there who would be impressed with any advantage in selling a line of fertilizers? It is surely good common horse sense to sell that which can be sold at a profit. In doing so it may be necessary to depart from the beaten path. But in this way some even have found wealth, others profitable business at any rate.

Do Not Tie Capital

In selling a commodity of this sort it is not necessary to tie up a lot of

money. True, the selling of this unusual product calls for the sizing up of one's constituency, and the consultation of one's patrons. "How much fertilizer do you want, John—and you, Henry?" may be a necessary question in the investigation before a carlot is ordered. To dispose of a thirty to fifty thousand pound carload, however, is a matter of arithmetic, even before the ordering is done. In this way Mr. Osgoode has been able to arrange so that the necessary capital for the purchase of this quantity should not be tied up unduly long.

Another commodity which has been sold extensively is that of coal. Cookshire is not a large town, but there are many well-to-do folk in it and they like comfort. They buy coal. This Mr. Osgoode sells to them and there is one important thing that he watches closely—and with right good judgment—that of the weighing. He has a large wagon scale immediately at the side of his store and he explained to CANADIAN

GROCER that the operation of accurately checking out a carload of coal was decidedly important. It is quite necessary to check this up oneself and to see that every hundredweight invoiced by the coal company is delivered. This prevents loss and assures one of his profit.

Preventing Leaks

When asked as to how he prevented leaks in his retailing, Mr. Osgoode told CANADIAN GROCER that he did not tolerate leaks—that he did not let them occur, if they could possibly be avoided. To this end, and that results may be assured, he exercises eternal vigilance. That is the price of success in husbanding the earnings of one's business, for if they are not garnered readily they will quickly fade and reduce themselves materially.

Taking the writer into his basement, Mr. Osgoode illustrated his watchfulness. He referred to his heating plant—a hot water furnace. This had been fitted with a heat regulator. It was

worked out in such a manner as to close the drafts when a given heat registered, and thus it became fool proof, and was a real convener of the fuel that fed it and warmed the store almost perfectly. This one provision was considered a good investment, as it saved attention.

All through the store and in the basement as well, the best use of space is made, and cleanliness is insisted upon. This makes for order—it ensures stock being kept in the best of condition and prevents careless leaks.

Forward Under Difficulties

In the course of the past few years difficulties have arisen in connection with catering to the trade—almost en-

tirely a rural one. Some have moved in who speak only one language—French. In some instances they were not considered the best of progressive farmers. Nevertheless the Osgoode firm has pressed forward to bigger turnovers each year, selling unusual lines in part, as already outlined, and bringing forward an odd carload of apples in the fall and winter, large quantities of flour and feed, etc. Aggressiveness has overcome many a difficulty and the turnover has been increased two or three times within the past three years, it is estimated.

Mr. Osgoode figures that his losses from book accounts have been very small. He has sold much on credit. He has had accounts to collect that were

none too easy to get settled. But, in an experience of seventeen years he estimates that actual losses would not total \$500. With a turnover running into hundreds of thousands of dollars this is really a remarkable showing.

Mr. Osgoode, too, is a believer in sound investments for the grocer. To this end he has been a purchaser of Government war bonds. He realizes that other stocks "may" yield bigger returns, but these stocks savor of risk, and with the grocer this is not, he considers, good business. For his own part he prefers to play the safer and saner plan of buying the "sure" thing. Government bonds afford this in a true sense, he has decided.

"Please Your Customers With Coffee And You Can Readily Please Them With Other Things"

MAKING the sale of coffee a real department in a grocery store should be the means of attracting other business, and, as one grocer who specializes in coffee roasting stated, if a grocer sells good coffee, it is an advertisement worth many times its volume to his business. There is nothing, he claims, that will bring custom to a store like a reputation for selling only the best coffee available. A coffee department should provide one of the best profit-producing ends of a properly conducted business. Sugar is possibly the most staple article, but sugar does not hold trade and bring new customers, unless it is that it is offered under the general market figure, in the same way as coffee. The entire trade of many families is held through a satisfactory coffee account.

"Please your customers with coffee, and you will have little difficulty pleasing them with your line of canned goods," E. S. Calder, 201 Wellesley St., Toronto, told CANADIAN GROCER.

Coffee Consumption Growing

While coffee is not consumed to the same extent in Canada as in the United States; yet the consumption is on the increase, and it is good business for a grocer to endeavor to increase his sales. A family of three, drinking coffee every morning for breakfast, will consume a pound in ten days. A grocer can therefore pretty well tell just what his sales should be with his coffee-drinking customers, and endeavor to bring them to

a proper average. Of course, to have a good coffee trade, it is certainly essential to give the customer the very best, and properly roasted. The average housewife rarely complains of a poor flavor to sugar or to salt, but if the coffee is not exactly to her liking, she soon announces the fact, not only to her

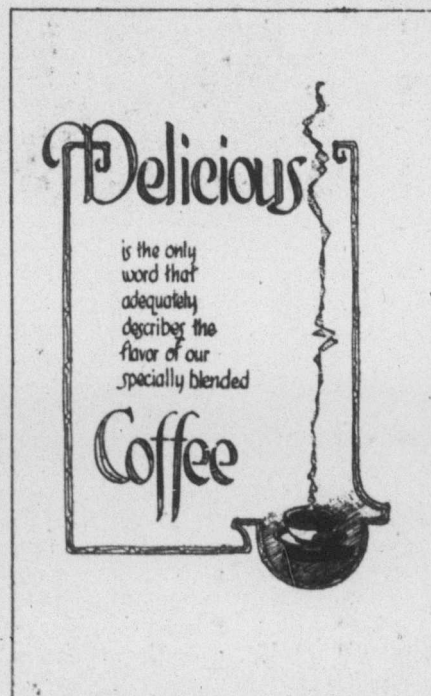
grocer, but also to her friends, and in telling the latter, not forgetting to say where she procured it, she is capable of doing real injury to business. Thus it is evident what a reputation for selling good coffee will do, towards building up a business, and very often the contrary, if attention is not paid to this important commodity in a grocery store.

The Top Quality Article Means Sales

Mr. Calder told CANADIAN GROCER that he was handling more coffee than anyone would have supposed possible, because he was devoting some attention to its sale, and had established a name in his community for a real good coffee. He had found that an established coffee trade also brought other business to his store. After all, he believed the best method of increasing sales was to deliver a top quality article. Mr. Calder purchases his beans from a firm enjoying an enviable reputation for stocking only the finest. He does his own grinding, having an electric grinder, and he keeps it in a conspicuous place in his store. He believes in keeping the beans in airtight tins, until about to be used, as he thinks the atmosphere robs the beans of their strength to a certain extent.

Sense of Smell Stimulates Sales

Having big inquiry for coffee, the grinder is in operation a good part of the day, and Mr. Calder told CANADIAN GROCER that this fact stimulated the sales. It did so in this way. On numerous occasions ladies had entered the store with the purpose of purchasing goods other than coffee, and would make the remark, "That coffee smells good. How much is it a pound?" Invariably they purchased a pound or more. Thus, to the delightful aroma of freshly ground coffee, Mr. Calder attributes some of the success of his coffee department. He has little difficulty in persuading people to buy this particular brand of coffee. Sometimes they ask



A Card Suggestion to Aid Coffee Sales.

for other kinds, but nine cases out of ten he is able to sell them his own special brand, and after the first sale, there is, generally speaking, a demand for it.

Mr. Calder believes that coffee consumption is on the increase. In the past year, in his own experience, he finds

such to be the case. His sales have increased more than twice what they previously were, and they are steadily gaining all the time. The increasing cost of coffee apparently has not been a hindrance to its sale. He is of the opinion that a grocer can materially increase his profits, and build up an at-

tractive trade, on a reputation for fine coffee. On the other hand, he thinks, if a grocer does not give attention to selling the best he can buy, his customers will go elsewhere, and there is a danger that their other grocery requirements will be filled where they get their coffee.

Neatness Has its Selling Value

ONE of the very finest grocery stores in Western Canada is that conducted by A. A. Meneley & Co., proprietors of a large department store in Maple Creek, Sask. It is a model of neatness and artistic display, due to the efforts of its manager, F. W. Cox, who has been in charge of the department since it was opened two years ago. Has spent his whole life in the grocery business, coming to Maple Creek from the Old Country seven



The attractive interior of the A. A. Meneley & Co. store, Maple Creek, Sask. F. W. Cox, the manager of the grocery department, is seen in both photos.

years ago. This spacious store is 65 feet in length and is illuminated at night by the indirect lighting method. It will be noted that the otherwise ugly posts are used advantageously to display goods by means of a series of small semi-circular shelves supported on iron brackets. Centre tables are also used for display purposes.

This big store has an unusual history. Its proprietor was primarily engaged in the lumber business with yards situated about two blocks from the central business district. It was on a portion of this site that he built his departmental store. As a result strong advertising methods are required to bring trade, and the huge volume of business done is ample

evidence that live advertising methods pay. At times an entire page of space is taken in the local newspaper, and Saturday is always made an occasion for special announcements. Dollar days, fifty-cent days, and seventy-five-cent days have proved popular as a special inducement to trade at the week end, and especially is this true of the farmer trade. From time to time letters are sent out to all former customers advising them of special offerings.

It can truly be said of this store, however, that it draws business purely as a result of its attractiveness, and its never-ceasing policy of high-class service. Women like to deal at a store where the clerks are attired in spotless white, and where the mark of cleanliness and quality is everywhere displayed.

Shows Soup in a

Ernest H. Ware, of Huntsville, Ont., Increases Sales of a New Line of Soup in a Novel Way.

MORE and more the value of display in the successful carrying on of a retail grocery store is being proved by the experience of merchants throughout the country. It is evident from the results that have been achieved that this important feature can be utilized by the average retailer to a much greater extent than is at present the case. Sales are undoubtedly developed and increased in this way, and the many instances that have come before the attention of CANADIAN GROCER are sufficiently convincing to make this method of pushing sales worth while to every retailer. It is the most practical means of introducing new articles, and serves to establish a reputation and a sale for new lines, that should appeal to every progressive grocer.

Sales Were Very Slow

Recently a representative of CANADIAN GROCER called on Ernest H. Ware, in Huntsville, Ont. Mr. Ware has had some success in developing sales in new lines. He is also a firm believer in advertising, and lays great stress on the importance of the same in the conduct of his business. For a long time, Mr. Ware told CANADIAN GROCER, he could sell nothing but a certain well-known line of canned soups. "I had stocked another preparation, made by a different concern," he said, "but was not selling it at all. It had been on my shelves for some time, but was moving so slowly that I decided something had to be done in order to get it before my customers, and to get them using it. It was a vegetable soup, and I had taken some home and tried it myself, proving to my own satisfaction that it was an article of merit. I felt I had every confidence in it, and could easily recommend it to the public. I emptied the contents of a tin into a quart sealer, and placed it in a prominent position on the counter. People are so often afraid to test a new foodstuff, especially a canned article, but if they can see what it is, very often they will give it a trial. Every customer who came into my store, I discussed with them the merits of this soup preparation, displayed in the sealer. The results exceeded all expectations. I sold everybody who came into the store.

Sold a Case a Day

I disposed of a case each day for an entire week. It retailed at two tins for 25 cents. People bought a dozen tins

Raise Your Husband's Wages

You can do it if you buy your groceries at this store.

REGULAR PRICE	CASH AND CARRY PRICE
20c Campbells Soups.....	19c
13c Dominion Soups.....	11c
5c Maggi Soups.....	6 for 25c
15c Canned Pumpkin.....	2 for 25c
35c Jars Jam, any kind.....	30c
50c Cans Grapelade.....	47c
75c Cans Grapelade.....	70c
15c Cans Pork and Beans.....	2 for 25c
15c pkg Macaroni.....	2 for 25c
30c Fancy Biscuits per lb.....	25c
20c Bulk Soda Biscuits per lb.....	18c

ERNEST WARE
Cash and Carry Grocer

at a time, and one of the most gratifying features of the whole campaign has been the permanency of the demand. My customers like it, and are still buying it. It took well with the tourists, being a very free seller in the summer months, at a time when soups, as a rule, do not have much demand."

Showed Soup in a Sealer

In the scheme of pushing the sale of this article, Mr. Ware, besides following the novel device of showing the contents of a tin in a sealer on the counter, filled one of his windows with the product, also featuring it in his advertisement in the weekly paper of his town. The campaign was a vigorous one, and so gratifying were the results that Mr. Ware continues to make a practice of displaying new goods on the counter, recommending them to customers. He finds it pays in every instance. In addition to using an advertisement each week in the Huntsville "Forester," Mr. Ware believes that he accomplishes very telling results from utilizing the

Jar on Counter

Advertising Schemes That Are Productive of Results. Conducts Store on Cash and Carry Plan.

picture screen in the movie theatre. "In fact, I think there are a great many people who see my advertisement on the picture screen that never see it in the paper. The insertion in the newspaper is valuable as a means of talking to the housewives in the country, but everyone in town who attends the movies cannot fail to see and read my ad. on the screen. It strikes them more directly, and as I change it three times a week, they are well informed as to what I have to offer." It is not unusual, Mr. Ware added, to have people come into the store and tell him that they saw at the theatre that he was selling such an article at a certain price. He stated that he had many instances where people who had not previously bought from him, came to purchase goods advertised on the screen. In some cases it meant new customers permanently.

Cash and Carry a Success

Mr. Ware has been won over to the cash and carry system of doing business. Up until last April he was connected with his father, L. H. Ware, in the grocery trade in Huntsville, for a period of fifteen years. In April he purchased the business of J. J. Bailey, farther down the street from his father's store. Since then he has conducted a cash and carry trade. "The first six months have been surprisingly good," Mr. Ware remarked to CANADIAN GROCER. Receipts have never been

(Continued on page 165)



Interior of store of Ernest H. Ware, Huntsville, Ont., who states he is making a success of a cash and carry business.



Gets "Show Me" References or the Cash

Westmount Grocer Believes in Cutting Out Dead-Head Accounts by the Simple Method of Not Allowing Customer to Contract Them—Is Strong on Modern Equipment—Good Points on Service

TO save the ultimate worry that would eventually present itself, E. J. Quinn, grocer, of 4201 St. Catherine Street West, Montreal, prevents an accumulating list of "dead beats" upon his ledgers, by getting the cash or what he styles "show me" references. And as Mr. Quinn does not permit his anxiety for new customers to supplant his better judgment in meeting a new patron's request for credit, he finds that this plan goes far in maintaining the above policy. "We have no bad accounts," said Mr. Quinn to **CANADIAN GROCER**—"that is to say, our returns made to the Government showed that we had \$67 worth of poor, and probably uncollectable, accounts."

In view of the fact that this business is fifteen years old, and that its annual turnover is a large one; in view of the fact also that many thirty-day accounts are carried, the record is a remarkably clean one. It shows what "attention to business" will do, and the policy suggests itself as worthy of emulation.

Mr. Quinn has had opportunity of taking on business that would have swelled his turnover, but which might have ended unprofitably. But until a customer has produced the above class of references, or until he has demonstrated, through his own conduct, and in a satisfactory way, his reliability, his cash

is the only medium of barter recognized. Many customers now buying regularly from the Quinn stock were required, at first, to pay spot cash. In course of time, some of them arranged for a thirty-day account, on the strict understanding that it would be a thirty-day basis. This arrangement, obviously, suits many folks who prefer to know what their monthly outgo is for groceries. But it is made clear that this time limit is the store's policy.

SOME FEATURES OF THE GROCERY DEPARTMENT

Note location of telephones for prompt order-taking. Mr. Quinn states that these are a decided improvement over previous plans. The salesmen have only to turn on their heel, thus saving waste motion and their own and customers' time.

Convenience of cash register location is apparent.

Extra wide counter for wrapping up goods.

Silent salesmen with no obstruction, owing to clear glass space.

Experience Has Taught

The Quinn business was established some fifteen years ago. Mr. Quinn evidently had a vision at that time. This section of a metropolitan city like Montreal was bound to grow. Then, too, it was so situated that there would be a tendency to draw to its vicinity a well-to-do, and in large measure, a wealthy type of citizenship. To cater to them is usually profitable, for, while most families want good groceries and plenty of them, they cannot always afford them; but the well-to-do and the wealthy can. Thus, Mr. Quinn has found his location an increasingly valuable one, and his trade is in many respects select, aside from the fact that there are, among the monied class, veritable cranks who are sometimes very hard to please.

It is a real tribute to Mr. Quinn that he has, in his employ, several men who have been with him during the greater part of his Westmount retailing experience. One man has been serving his trade all of this time, while another has been connected with the store for 14 years, others for 12, 10 and so on. It bears out the statement of the owner that it pays to treat men well. Another thing. Mr. Quinn has endeavored to secure married men to assist with his selling. These men are usually more settled in their ideas and habits, and are content to make



The Produce Department of E. J. Quinn, Westmount Avenue.

Believes Centralizing Service Pays

Better to Give a Good Service in a Limited Field Than to Reach Out Too Far—Service and Equipment in Meat Department Helps Trade

a permanent engagement. It has been necessary, in this instance, to probably pay them more than young, single men could be secured for, but it has, in the long run, been a paying policy. One of the attested advantages of having a permanent serving staff is, for instance, that Mrs. Jones, say, calling up for service on a busy morning will ask for a particular clerk—the one with whom she has learned to deal in person, and who knows her needs better than any other one clerk in the store. A bond is established that is strong and likely to hold the trade of that particular individual, indefinitely.

Mr. Quinn has also found it wise not to reach out too far for trade. Better, he says, to concentrate within a smaller radius, to thus ensure a better and speedier service, and to control overhead selling charges.

Strong For Equipment

The Quinn store has at its command, one of the best and most complete refrigerating plants in Montreal. To its purchase and successful installing Mr. Quinn owes himself congratulations, for the plant ensures his big stock that freshness which modern merchandising calls for—yea, almost demands.

The refrigerating plant is located in the basement and is electrically operated, by a five horsepower motor with a 1,100 revolutions per minute speed capacity.

This supplies enough power and to spare, for with a growing business it is well to anticipate what the demands may be two—five—even ten years hence. And in making an investment in a fixture of this kind it is usually possible to obtain a plant, larger than is then required, which will permit the desired expansion to be made at will, at slightly increased cost.

The plant is practically noiseless in operation. It is governed by an electric switch, the starting and stopping are under immediate and instant control of

the operator. Through the application of a little oil, occasionally, and some heavy grease, wear and tear is reduced to the minimum.

The cost of operation is very pleasing to Mr. Quinn, and in a single month, recently, he estimated the cost at \$12, for electric current. Some months the cost would be less, for one of the great advantages is that of not having to run the plant, according to weather, more than perhaps three hours out of the 24. For this operating cost, a huge storage refrigerator in the basement is maintained, this containing bacon, hams, fruits, green vegetables, etc. Another large refrigerator is placed at the rear of the stores and contains butter, cheese, cream, milk, eggs, etc. Then there are two others, these being described more minutely in the following manner:

Two Splendid Cases

There are two entrances to the store— one from the Greene Avenue sidewalk and one from St. Catherine street. Immediately to the right of the former a neat case has been placed, and this contains the cooked and cured meats, bacon, hams, cured and smoked fish, and some of the fresh vegetables always kept on sale. This case is refrigerated, and the three pipes supplying the liquid forced through them from the trunk plant in basement—as already described—take up but little room and are unseen by the

SOME FEATURES OF THE PRODUCE DEPARTMENT

Refrigerated silent salesman for cured fish, bacon, ham, vegetables, with handy scale in centre for quick weighing.

Notice, also, the roomy storage for ham, bacon, etc., on platters, and all refrigerated.

Back of the window case refrigerator is the conducting pipe for freezing fluid, which is always visible. This case fronts on the street.

customer. With the plate glass fronts and top this case afford the best possible display and the showing may be alternated from day to day and thus present a new and varied appeal to the customer.

The accompanying photograph reveals but a front view of this case. At the rear there are four sliding doors—and this affords ready access to any part of the case. The whole base of this special case refrigerator is roomy and contains the various meats on large platters. These meats are cut up with a huge meat slicer, located at the extreme end of the case and not visible in the picture. In spare time bacon and ham may be sliced and made ready for the trade, thus conserving time and avoiding delay in serving.

Above these lower sections, there are small "lift out" doors or panels, and ready access is had to the top display section.

To the extreme right of this case, and at right angles to it—built right in the side window, is another unique refrigerator. This is used for various meats, and vegetables, and it has worked well. In very sunny and hot weather it has been found that some meats, if displayed here too long, will bleach, but the temperature ranges of this window refrigerator are excellent. The advantage in this case is that of keeping on display such perishable fish, meats, fruits and vegetables as could not be successfully exposed in the hot months of the summer without deteriorating very rapidly. The great advantage of the whole system is that it is operated from one plant, and the temperature may be controlled at any desired figure.

Other Equipment Good

The business transacted over the telephone in the Quinn store is estimated at between 65 per cent. and 75 per cent. of the total turnover. This means that the best method of handling orders quickly and with every satisfaction to the customer, and with as little confusion and loss of time to the sales staff as possible, is desired. To this end, Mr. Quinn recently decided upon a plan that has served to overcome previous difficulties. "They may not have improved the appearance of the store," he said, pointing to the location of the four telephones that are placed right in the shelving, "but it was not that which we had in mind. They are there to help out our service plans." Reference to the location of these phones as shown in the accompanying picture will clearly indicate how many steps are saved, and how it is unnecessary to keep customers waiting with their order at the other end.

The shelving of the modern grocery store is an important item. If efficiency is desired, it is imperative to have well-divisioned shelves and plenty of them. The Quinn store is well supplied with these, and the arrangement of the stock is so planned as to make those lines easy of access which are in most regular demand.

Note the meat cases running along the counter line and nearer the front of the store. These are excellent for the dis-

play of glass jar goods, plum puddings, fancy fruits in packages, confectionery, etc. Changed from time to time, they afford a stimulus to the sale of lines that might otherwise prove themselves slow and infrequent sellers.

The serving counter immediately in front of the four telephones is of generous width. In fact, a false counter top has been arranged over the regular counter, and this is found a great convenience for putting up orders on. The width of this counter must be fully three feet. Made of hardwood, there is no slivering to ruffle the temper and pierce the hands when salesmen are in a hurry.

Some Good Points

Mr. Quinn believes in getting good service from the wholesaler. He referred to this in connection with buying fruits, and of which he sells immense quantities.

A consignment of oranges, amounting to 26 cases, had been received from the fruit wholesaler. These, Mr. Quinn stated, were not "up to sample," and they were at once returned. He stated that he did not propose to let anyone palm off anything on him, and it is well, Mr. Quinn believes, to take a firm stand in such matters. If the grocer must maintain a strict care with regard to the service and also with regard to the supplies he forwards to his customers, he is quite

right in demanding the best, and that for which his good money is spent. Fruit and vegetables, when possible, are bought daily.

In connection with his biscuit trade—which is a large one—Mr. Quinn stated that the Canadian manufacturers had made real progress during the past five years, in the quality of their products.

Unreasonable price-cutting has been some handicap of late, it was pointed out, and a great deal of this is altogether uncalled for. It really works to the disadvantage of the trade when this plan prevails, and does the trade no good—not even the merchant who is guilty of it.

In the matter of hours, Mr. Quinn believes that the old plan of keeping one's store open late is a worn out one, and that better service could be secured if the working hours were reduced. Not only does he feel thus, but he has been closing his store for some time at 6.30 p.m. on Saturdays, and when seen by CANADIAN GROCER, he hoped to make the closing hour on Saturdays 1 p.m. This would enable the men to get away for a needed rest and they would then return on Monday, fresh and filled with new ideas and ideals.

For delivery, horses are used—nine of them—with two of this number out on grass—alternately—thus ensuring a rest for all.

MONTHLY CANDY SALES TOTAL \$150

"I SELDOM or never see my customers," said A. Bastien to CANADIAN GROCER. And still, despite this fact, Mr. Bastien disposes of from \$100 to \$150 worth of candy, monthly—a remarkably large amount for a moderate-sized grocery.

Mr. Bastien's store is located at 1145 Laurier Avenue West, Outremont. And Outremont is a select residential city, adjoining Montreal. This very fact affords Mr. Bastien an opportunity, and this has been improved with the results already briefly mentioned.

Realizing that his women customers have a liking for candy, and that all, or nearly all of them possess the proverbial "sweet tooth," it has been the aim of this grocer to prepare for the demand likely to manifest itself for candy, by carrying high-grade boxed chocolates that would result in "repeats." For it is the subsequent business that pays the grocer, and not the first order. And in view of this very fact, it is manifestly more vital, far more important than can be emphasized on the printed page, to take good care of that first order.

Emphasizes the Quality

Mr. Bastien has been particular to select and offer to his trade candy—whether boxed or loose, that would make for repeat sales. To this end he has exercised constant care, and it is worthy of special mention that his trade has developed to that extent which now re-

cords much greater sales of boxed candy than of the loose. The latter sells well, but in one month referred to—an early spring month of the present year, Mr. Bastien stated that his purchases of boxed chocolates were ninety-nine dollars in all, and on the average in fair business periods of the year, the total trade in box and loose chocolates, he stated, would amount to about \$150.

Asked as to his selling methods, Mr. Bastien said that the telephone trade is a very large one, as compared with the counter trade. "Some say: 'Send me a box of candy,' and leave the selection to me—most of them doing this, but a few saying what they prefer." And of course, when a housewife is ordering other goods by telephone, if she knows the store carries candies, it is not unnatural to include a box of candy in the order.

Continue to Come Back

As is natural, some people have to move. This takes some of Mr. Bastien's customers away to other districts. "But they continue to send for us to come and get orders, or telephone them in." This emphasizes the value of "cementing the bond," so to speak, which has begun when the first order was written down on the counter book. It indicates how far reaching is the personality of the grocer—how dependent the customer eventually becomes upon the advice, the judgment and the fairness of the one

(Continued on page 151)

Firm Gives Picnic to Customers

Bothwell, Ont., Firm Employs Novel and Effective Advertising Scheme — Does the Catering and Supplies Prizes—One Thousand Guests—One Hundred Cars Line Up For Drive to Picnic Grounds—Dent Bros. Have Hardware Department in Conjunction With Grocery Business



There were over 1,000 men, women and children in attendance at Dent Bros. successful picnic at Bothwell, Ont. This shows the happy crowd just before starting out for the lake, where a most enjoyable day was spent. Not only were the mothers and fathers pleased, but the children, who are the customers of to-morrow, will long remember these yearly picnics and patronize the Dent Bros. store in the years to come. The "arrows" point to the three Dent brothers—they start from the main entrance of the store.

THERE are Sunday School picnics, lodge picnics, individual firm picnics, but the case of Dent Bros., retail grocery merchants, of Bothwell, Ont., who have instituted the idea of giving a picnic to all of their customers in the town and surrounding country, marks a new era in this summer pastime.

Quite an undertaking one would say, and it is just that, but nevertheless it is one that has been tried out successfully and is rated by this aggressive firm as one of the best advertising expenditures ever to receive their official sanction.

First Picnic

Two years ago the idea was first put into practice. The firm handles a popular line of motor cars and named the picnic after the cars. There was method in this procedure as will be seen from the way the picnic was handled.

First of all invitations were extended to all those who had purchased cars—a record having been kept each year. These invitations were worded so that

the car owner and his whole family were included. Next on the list, or perhaps it might be said of all the others, invitations were sent out to attend Dent Bros.' — picnic. Every customer and prospective customer was invited, whether he was a car owner or not, by personal solicitation and general invitation through the press for fear some individual might be left out.

One Thousand Guests

The response was splendid, and the idea took like an epidemic of measles. Everyone wanted to attend Dent Bros.' picnic (they don't all want measles), and there were over one thousand turned out, including the children, who had one of the best days of their young lives.

The first year the picnic was given the firm supplied all of the lunch, two trucks being required to take the various things down. A fine programme of sports was also arranged, including a baseball match, and the firm provided prizes for the winners of the various events.

One Hundred Cars Line Up

The picnic was held at the Beach, a comparatively short distance from the town, and the only thing incumbent on the guests was that they arrange their own transportation. This was not difficult, and a very imposing sight was that of the 100 cars strung out along the road on the way to the picnic grounds. Besides those that formed in the procession there were over 35 cars brought a full complement of picnickers to this enjoyable event.

In one of the accompanying photographs the cars are seen drawn up on both sides of the road in the block where Dent Bros. conduct their business. The showing is a good one, and the other photo, which shows the crowd with its preponderance of kiddies, gives some idea of the attitude towards this event when the big smiles are noted.

The First Car There

A rather novel point in connection with one of the accompanying photos is the inclusion of the first car sold in Both-

well in 1901. It is still on the go, and, whereas considered somewhat the worse for wear, is still able to cover the ground alright.

Customers In On It

When the picnic was held last year the customers of the store asked that it be made a "basket" picnic, each one bringing their own eatables. The customers felt that the firm, in supplying the prizes and looking after the arrangements, were doing more than their share. They wanted to help. That was the plan which was finally carried out, but this method was not quite as successful as the one where the firm did the catering, with the result that future picnics will be given wholly on the responsibility of the firm.

Money Well Spent

There are three Dent brothers, and they are all very enthusiastic over their picnic. "True it is that it costs some money, but it is money well spent," the members of the firm agree. "We reach all of our customers and many not our customers. This get-together picnic does more to dispel any little differences which may have arisen during the past year than any other method we might adopt," stated John Dent to CANADIAN GROCER. "Differences will

arise at times and a customer is temporarily lost. After the picnic he is usually back again. Enthusiastic over the good time he and his family have had."

Children To-day, Customers To-morrow

Another point which this picnic idea gets over in a most convincing way is the creation of a new list of customers for the years to come. There are hundreds of children in the Bothwell district who now look forward to Dent Bros.' picnic. It will be only a short time before they are the buyers or additional customers for the store. Early impressions usually last, and those who have been responsible for any happy youthful hours will benefit when these children grow up and become purchasers. They will remember Dent Bros. and will be glad to reciprocate.

No Mail-Order Picnic

"What of your mail-order competition, Mr. Dent," asked CANADIAN GROCER at this point. "There is some of this competition in every community, I believe, and ours is not free from it." Mr. Dent replied, "but the mail-order house doesn't give picnics and cannot give the service that we do. People want service to-day and are appreciative of our efforts to give them a

greater community interest through the medium of our picnics. After all, the town is essential to the farm lands around it, and when one treats customers fairly, supplies good goods at fair prices, he is going to get the best of the trade. The mail-order house does not cause us to sit up nights worrying by any means."

Mailing List Effective

Speaking of the firm's method of going after business, Mr. Dent stated that they had a splendid mailing list which they kept right up to date at all times. "We find that our customers like to secure advertising material from us so that they can study at their leisure," Mr. Dent said, "and we get splendid results from the material we send out. It is not our policy to send circulars to a man unless we feel that he would be interested. For instance, why send cream separator literature to a man to whom we have sold one? There are customers we know are interested in securing a new stove, and we arrange that they get material of this nature. With paint, we send in a list of prospects, with class of work they are likely to be interested in, to the manufacturer whose line we handle, and the manufacturer co-operates with us by sending out latest matter pertaining to contemplated work.



The above shows the line-up of cars on both sides of the street photographed at the time of Dent Bros.' successful picnic at Bothwell, Ont. This picnic was the development of an idea emanating from the sale of motor cars, purchasers of automobiles being invited, and in addition, all the other customers of the store. In the "circle" are the three Dent brothers, who are responsible for this novel advertising and get-together event with their customers. The "arrow" points to the first Ford car bought in this district back in 1901—it was right in the vanguard of the procession.

A mailing list can be of distinct value when handled this way, and I know of no other way that would not reveal a large proportion of waste. We feel that every piece of advertising we send out goes direct to a possible customer. There is no overlapping if we can avoid it."

Newspaper Space Used

Space is also used in the local paper every week and Mr. Dent believes that they are getting very satisfactory results therefrom. The firm picks out definite, seasonable lines to advertiser, makes the appeal in a straightforward way, and following this policy, gets the maximum returns from the space they buy.

Good Windows

Linked up with newspaper advertising is that employed in the windows. A splendid store front faces the street and attractive and seasonable merchandise is always on display for customers to see. The displays are changed weekly.

The store arrangements are good, the merchandise being neatly and attractively arranged on shelving or in showcases

or on the floor according to the class of goods.

Sells Automobiles

The firm handles automobiles, and dispose of about fifty every year. They used to handle garage work as well, but Mr. Dent stated that they found that too much was expected of them in the way of fixing up the cars, so turned all their work over to another garage man. The present arrangement works out nicely and they find merchandising the cars a profitable end of the business to take care of.

One Brother on Road

There are three brothers in the business, two of whom are in the store all the time, whereas the other brother is on the road all the time. The brother who looks after the outside work pays particular attention to selling motor cars, farm implements, cream separators, and kindred lines, besides stirring up a great deal of business for the other departments.

While the store was originally only interested in hardware there is now a flourishing grocery departmennt in another wing of the store. Whereas operated almost as a separate business, the grocery end is one which draws a large amount of its trade from customers who have patronized the hardware store for years. The two stores are joined by a door, but each has its separate entrance and display windows on the street.

Altogether the Dent Bros.' business is one of the progressive types. Good service and careful attention to detail are bringing them an increasing volume of business every year.

On Cash Basis

The business is run on a cash basis—the entire town as a matter of fact operating on this principle. Mr. Dent states they can see no falling off in trade since the plan was adopted and most certainly there are no losses through bad accounts.



THE PROPER CARE OF FOOD PRODUCTS

How various food commodities should be handled during the winter months to protect them against loss and deterioration.

THE great danger that faces fruits in the winter weather is that of frost. Most fruits are peculiarly sensitive to frost. Frost will utterly destroy soft fruits such as pineapples, and tomatoes. It will drive in the skin oils of oranges and other deciduous fruits and make them bitter and unsaleable. It will blacken bananas, and while not seriously affecting apples, will lower their keeping quality. Bananas should never be exposed to a cold draft or even to a sharp change of temperature. The same applies of course to pineapples and other fruits of a watery nature. Oranges and lemons should be kept in a cool temperature above freezing, and if used in window displays should never be permitted to come in contact with the glass. Apples can best be kept in a temperature of about freezing. When in barrels the barrels should be on their sides.

Canned Goods

Canned goods are an important part of the grocer's stock, yet little care often is given to their storage. They should be kept where possible in a dry, even temperature, between 40 and 50 degrees. The cases should be piled on their sides and should be clear of the walls, and raised a little from the floor. They should be examined at intervals,

and where there is any indication of a burst can in a case it should be promptly removed.

The Care of Cereals

Cereal products of every description should be kept in cool, dry, light storage. Most cereals, but more particularly flaked, uncooked cereals such as rolled oats, rolled wheat, etc., absorb odors readily, so that they should not be stored near products such as onions, oranges, lemons, etc., as they will absorb the odor. Under no circumstances should cereals be kept in damp, dark storage, as they will become mouldy in that event.

Moisture will cause rolled oats and cereal products to go musty and mouldy, and once they get into this condition it is impossible to bring them back to their original condition.

It is better to display cereal products on a bottom shelf, as there is always some heat close to the ceiling in any room, with the result that if they are placed on the top shelf they are subject to this additional heat. Any place on shelves say up to three-quarters of the distance would be a satisfactory place to display cereal goods. There is no objection to displaying such products as corn flakes at the top of a case as they are not affected by heat. They must

however, be protected against moisture.

Weevils are often a serious cause of loss in cereal products such as flour, meal, rice, peas, beans, and package cereals. Where they are protected against excessive moisture as directed above, weevils will not propagate. Proximity to a heated stove will often cause weevils to appear in winter. Scrupulous cleanliness and kalsomining are preventatives. Care should be taken to inspect incoming goods, as a few weevils in a single package of goods may infect the whole store in a short space of time.

Handling Bottled Goods

Bottled goods should be protected against frost, which in many instances will cause the bottles to burst, or will cause deterioration in the product. Wrappers should not be removed from more bottles than are required for display. These wrappers are not only to keep the labels clean, but to protect the contents against light, which is an enemy of many varieties of bottled goods.

The Care and Handling of Cheese

Cheese should never be subjected to a freezing temperature. If frozen by mistake, the damage may be partially remedied by keeping it in an even temperature of 60 degrees for 10 days. Never store in the same room with onions, kerosene or fish as it will absorb odors. All cheese should be turned over once a week while in storage, and to prevent crumbling when cutting, the cloth bandage should be removed four or five days before it is to be used.

Olive oil should never be exposed to strong light or heat.

Humanizing Advertising to Make it Pull

The Freeze display announcements constitute studies in modern grocery advertising that are worth the consideration of every progressive merchant. They have the art of telling much in comparatively limited space, and telling in an effective and appealing way.



S. G. Freeze, of Calgary.

THE essence of all advertising is to sell goods. There are different ideas on how this can best be done. There are some who hold by a system of large display even in the advertising of the grocery store. There are others who contend that only a few lines can be effectively advertised at a time. But there are others who follow the generally growing policy of repression in the matter of display, who emphasize their selling arguments in a more restrained way, and who are not afraid that the number of lines advertised will destroy the effectiveness of the appeal.

Just such an advertiser is S. G. Freeze, of Calgary, Alta. His display announcements in the local newspaper constitute studies in modern grocery advertising that it would be well for every merchant in Canada to investigate. By the very tone and style of his advertisements he at once achieves all that the conservative metropolitan papers have done, not only in creating confidence, but in making his store a popular place in which to trade. He has gained the respect of the community, and his advertisements, packed to the limit with small type, quiet in style, and showing little open space, are nevertheless so attractive and so suggestive of special values as to be read religiously by the housewives. This form of advertising upsets all precedent, and all the supposedly modern ideas which urge an elaborate use of white space in order to focus and hold public attention.

In order to examine the general detail of the Freeze advertising one must refer to the reproduction of one day's announcement which accompanies this article. It will be observed that a heavy black border is used to give strength and prominence and

contrast to the display. Round corners or "shoulders" are used with this border, being more pleasing to the eye. All Freeze advertisements have this border, and they are also run in the same three-column space, twelve inches in length. Moreover, they are run on one of the local news pages of the paper, usually on the same page for each insertion.

An announcement in the various advertisements such as "This ad, is for Saturday and Monday" indicate that space is taken in the newspapers on only three days a week. By this method the advertiser is able to use larger and more effective display than if his announcements appeared daily.

It will also be observed that instead of taking up a lot of valuable space with headlines across the top of the advertisement, these headlines are confined to 48-point type at the top of the first column, but are made so attractive and original as to command attention. Some of these captions are as follows:

"Aimed at you—This ad is intended to catch your eye for the express purpose of calling your attention to the many fine values."

"Many Real Bargains are offered to mid-month buyers Saturday and Monday. Buy now for the balance of the month."

"We try to do business to-day in such a manner as will inspire confidence to-morrow. We guarantee satisfaction."

"Fruit headquarters—now, any time, or all the time. We carry the largest and most varied stocks of fresh fruits in the West. Call,

phone or write us regarding your requirements."

"Genuine clearance sale of fresh, clean, high-grade groceries. After inventory we find stocks rather heavy. We believe you will find it profitable to lay in supplies at the prices quoted. The quantities on some lines are limited, therefore order early. Goods delivered free to your home."

"To-day's the day, preserving strawberries—We expect about 100 crates of preserving strawberries to arrive from our various growers early this morning. Good strawberries are difficult to obtain this year, and the season will not last much longer except for a few crates coming in from late districts. These are always high. We invite you to come down and select your crate this morning."

"Buying reliable goods is true economy—We guarantee to give you satisfaction in everything you buy from us."

"Purity, freshness—and absolute cleanliness are factors that contribute to the pleasures of trading with us."

"Full weight, full measure—and reasonable prices for first-class, wholesome groceries."

"Quality counts—Especially when the prices are so reasonable as those listed to-day."

To balance these single column captions and give the advertisement the necessary symmetry there is always a box inserted at the opposite top corner announcing in heavy black type "Extra Specials." Usually there are three lines of goods featured as unusual bargains, and these trade "stimulators" have the effect of making the entire advertisement appear a list of special offerings.

One of the prettiest features of this advertising is the successful methods employed to keep it from appearing dull or prosaic, as would otherwise be the case if it was simply packed with endless lists of small items. This is achieved by the use of boxes here and there to break up the heavy formation and rest the eye. These boxes for the most part contain spicy little messages, many of them of a personal nature, written in an unusual and original style. They have a wonderful effect in brightening up the advertisements, and in giving them a "newsy" appearance calculated to catch the eye and hold the attention. They mark this grocery house at the same time as a live

Busy as a Beehive

is what this store usually is, and today's ad. is simply "humming" with good things.

THIS AD IS FOR SATURDAY AND MONDAY

Canada Food Board License No. 2372

Fresh Fruits, Etc.

- Apple - 10 lbs. case \$1.20
- Banana - 10 lbs. case \$1.20
- Orange - 10 lbs. case \$1.20
- Peach - 10 lbs. case \$1.20
- Plum - 10 lbs. case \$1.20
- Raspberry - 10 lbs. case \$1.20
- Strawberry - 10 lbs. case \$1.20
- Watermelon - 10 lbs. case \$1.20
- ... (many more items)

Fresh Vegetables, Etc.

- Asparagus - 10 lbs. case \$1.20
- Bean - 10 lbs. case \$1.20
- Carrot - 10 lbs. case \$1.20
- Celery - 10 lbs. case \$1.20
- ... (many more items)

EXTRA SPECIALS SATURDAY AND MONDAY

- MAPLE SYRUP - 75c
- PURNITURE POLISH, Veric - 37c
- Rubber Rings - 10c
- ... (many more items)

Meats and Provisions

- Limburger Cheese - No. 1 brick for 60c
- ... (many more items)

Canned Fruits, Jams, Etc.

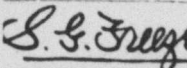
- Apple Jelly - 10c
- ... (many more items)

Seasonable Drinks

- Wine - 10c
- ... (many more items)

Seeds and Spices for Pickling

- Mustard - 10c
- ... (many more items)



GROCERS, TEA BLENDERS AND COFFEE ROASTERS 215 Fifth Ave. East, Phone 2400

HURRY

- APRICOTS, RASPBERRIES, CURRANTS, LOGANBERRIES, PHONES, ETC.
- ... (many more items)

CHERRIES

- Black Cherry - 10c
- ... (many more items)

Fresh Vegetables

- Potatoes - 10c
- ... (many more items)

General Groceries

- Yankee Ketchup - 10c
- ... (many more items)

- Milk - 10c
- ... (many more items)

Extra Specials

- Raspberry Jelly - 69c
- Toilet Paper - 25c
- ... (many more items)

Canned Vegetables

- Peas - 10c
- ... (many more items)

Flour, Cereals, Etc.

- Flour - 10c
- ... (many more items)

Laundry & Toilet Supplies

- Soap - 10c
- ... (many more items)

Canned Meats, Fish, Etc.

- Meat - 10c
- ... (many more items)

- ... (many more items)

Laundry & Toilet Supplies

- ... (many more items)

Canned Meats, Fish, Etc.

- ... (many more items)

Flour, Cereals, Etc.

- ... (many more items)

Laundry & Toilet Supplies

- ... (many more items)

Canned Meats, Fish, Etc.

- ... (many more items)

The effectiveness of the Freeze advertising is strikingly portrayed by these advertisements taken from the Calgary "Daily Herald." Note how the solid black border with rounded corners, the odd signature at the lower right-hand corner, the balanced black headings at the top, the "catch line," the boxes, and the indication of bargains in the closely packed lists of offerings in various lines stand out invitingly to the eye, and impel the reader to examine with care.

institution. Such cheery, attractive messages are infectious. People like to do business in a prosperous, bustling establishment. Some of these box items picked at random are as follows:

Through a mix-up, a shipment of New Green Corn, Celery and Green Peppers failed to reach us, but we have a telegram saying more is being shipped in time to reach us Friday or Saturday morning.

B. C. GRANULATED SUGAR 20-lb. sack \$2.29 With grocery orders of \$1.00 or more.

SOMETHING NEW FROM THE HAWAIIAN ISLANDS Delicious Jams—Mango, Banana or Pineapple; tin 40c

In the list of fresh fruits a single star opposite some items means "Canning Season On," while those preceded by the double star are marked to indicate that the canning season will soon be over. The Calgary public has been educated to these signs. The advertisements of the S. G. Freeze store are different. They have an individuality all their own. It will be observed that it is used on a local news page.

Extra fancy Barbadoes molasses just arrived.

Fruit Jars—We have them when you need them.

OGDEN DELIVERY

We deliver to Ogden every Tuesday morning, leaving store at 8 a.m.

We sell postage stamps and express money orders.

CREDIT ACCOUNTS

Those desiring to open credit accounts kindly call at our office for particulars.

WANTED

We desire to buy some No. 1 beets, turnips, and carrots.

SATURDAY WILL BE HEINZ DAY IN OUR STORE

You are invited to call and sample some of the famous "57" varieties. A special representative will be present to explain why these lines taste so good. You will not be asked to buy.

Our store will be closed all day Saturday, except the Fruit Department, which will be open same as other fruit stores.

A great many of our out-of-town friends have been purchasing their preserving fruit from us for so many years that they now write us as follows: Enclosed please find \$—, for which please send me so and so when you think quality and price is right.

Enough said. All money over is returned.

TO OUT-OF-TOWN CUSTOMERS

We regret there has been delay in getting out our Price List for this month, but we hope to have same mailed about the 15th inst. This issue will cover February and March, but will be mailed monthly thereafter. Orders received meantime will be attended to as usual.

The real force behind this advertising is the extraordinary number of small individual items that go to make it up. In the three column 12-inch space used there are usually from 200 to 250 articles of goods advertised, with the price of each indicated in strong black-face type. There are few advertisers who are able to display this number of items in one whole page of space. An apparent effort is made to get one item to a line wherever possible, but there are occasional items which are very attractively described, as for instance: Barbadoes Molasses, in bulk, extra fancy, lb., 20c; gal., \$2.20. Send us your jar to be filled.

Grapelade—Welch's. A pure, delicious spread made from whole ripe Concord grapes, without skins or seeds. Tin, 25c, 50c, 75c.

These small items in such great abundance make the advertisement look newsy, and convey the impression of a big, busy, well-stocked store. The various items are systematically split up under various departments, with fruit and vegetables almost always heading the list. The various sub-headings include: General groceries, meats and provisions, canned meats, fish, etc., canned fruits, jams, etc., cereals and breakfast foods, laundry and toilet supplies, evaporated fruits, teas, coffees, etc.,

Eggno—Saves eggs in baking. Package for 10c.

Corn on cob—Extra fine; tin containing about six large ears, \$1.00.

Coffee—The "Golden Rule" blends, fresh roasted, fresh ground, always uniform.

From time to time advantage is taken of the opportunity to present seasonable goods as in the case of the Lenten season when fish was advertised in this manner:

FISH! FISH!

For Lenten Season

- Canned — Smoked — Pickled
- Salmon—Alaska Cod, 50c tin.....42c
- Lobster Paste—(For sandwiches), on sale, tin 17c
- Golden Haddies—Reg. 30c tin..... 27c
- Mackerel Roe—Reg. 35c tin..... 30c
- Clam Juice—Large tin 30c
- Sardines—Jutland, 2 tins 25c
- Finnan Haddie, lb. 20c
- Kipperines or Boneless Smoked Herring Strips, 2 lbs. 45c
- Pickled Herrings—Holland style.
- 10-lb. keg\$1.75
- 25-lb. kit\$3.40
- Digby Chicks—Reg. 40c box 34c
- Crab Meat—Extra quality, tin..... 60c
- Shrimps—Wet or dry, tin..... 30c
- Codfish—Acadia, box 55c
- B.C. Herrings—Special, tin 10c
- Spiced Herrings—Each.....5c and 10c
- Fresh Oysters arriving frequently.
- Chicken Haddie—Delicious fish. Reg. 30c tin 27c
- Clams—Finest eastern, tin 25c

In the heat of the summer the following suggestions were made with regard to the purchase of picnic basket supplies and cool drinks:

FOR YOUR PICNIC BASKET

- Ginger Ale—McLaughlin's Dry, doz...\$1.85
- Apple Staff—Dozen\$2.00
- Lemonade or Orangeade—Dalton's, bot. 35c
- Grape Juice, Lime Juice, Ciders.
- Temperance Beer—Silver Spray, doz...\$1.50
- India Pale Ale, doz.....\$1.50
- Potted Meats—3 tins 25c
- Corned Beef—Fray Bentos, 2 tins..... 95c
- Lunch Tongue—Reg. 75c, tin.....69c
- Deviled Ham—Genuine, tin 35c
- Lobster Paste—For sandwiches, tin.... 20c
- Pickles, Olives, Peanut Butter, Salad Dressing, Sardines, Salmon.
- Soda Crackers—Salted or plain; pkg.. 15c
- Cooked Meats, Cream Cheese.

FREE AT FREEZE'S

Free Coffee! Free China!

This week from Tuesday to Saturday, inclusive, we are demonstrating our famous "Golden Rule" Coffee. Are you a Coffee enthusiast? If so, come in and taste it—it's worth while.

Calgary's Great Refresher

Important—We have purchased especially for this demonstration a very pretty China Tea Service, and at the close we will give this away—absolutely free. All coffee customers will have an equal chance of securing it. A sealer containing "Golden Rule" coffee beans will be placed on the counter, and the customer guessing the correct—or nearest correct—number of beans in the jar will receive the tea set. In the event of two or more guesses being correct the set will be awarded to the first correct guess received.

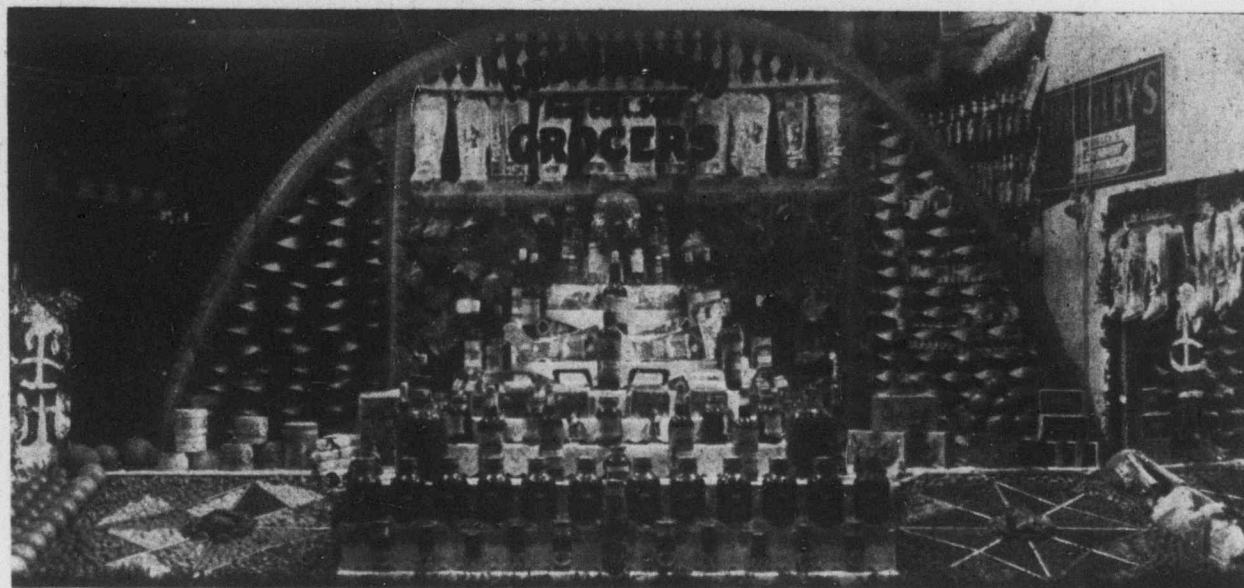
Demonstration daily, 10 to 12 and 3 to 5.

A constant effort is made to build up public confidence, and the use of the words "Golden Rule" comes strongly into play in this respect. In fact, since its inception this store has endeavored to couple this sterling old motto with its name. A specialty is made of blending and roasting coffee. Special blends of tea are also prepared by an expert and these commodities, together with flour sold by the firm, are known as the "Golden Rule" brands.

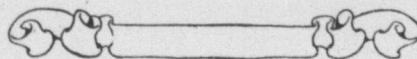
In the sale of practically every line of goods in addition to the regular price for individual articles there is always a quotation for bulk purchases. For instance, potatoes are offered in 100 pounds and in ton lots; apples are sold by the box; fruit by the crate; canned goods by the dozen tins; coffee and tea in three pound packages and flour by the sack. In order to guard against mistakes which may occur in the advertisements, the proprietor runs this brief announcement at the bottom of every insertion: "We reserve the right to alter prices on all lines either up or down without notice, also to limit quantities sold."

Two strong features of this advertising are the placing of the telephone number in the same position every time beneath the brief introductory paragraphs, and the use of the facsimile of the proprietor's signature in strong, bold writing at the bottom of every advertisement. This gives a personal touch to the advertisement and creates confidence in it, even as a personally signed letter takes pre-

A Winning Christmas Display



THE window of C. J. Bamford, Dundas St. West, Toronto, which won the 2nd prize in Class A of the Christmas Window Contest, does not show to best advantage in the photo. It is a window of unusually novel design that demonstrates its ability to sell goods. The window was made up of two designs at each end of window of nuts, currants, raisins, peel, candies of all kinds, a stand in the middle of bottle goods, olives and Xmas novelties. Circular background, filled in with maple leaves, stockings and fancy twisted paper.



cedence over the ordinary type of form letter. Another feature of this store is its system of getting out price lists once a month to be mailed to its out-of-town customers, constituting a mail order business that must bring in very excellent results.

From time to time there are decided innovations tried out in connection with this Calgary store. Recently, the following announcement appeared in the centre of its three column advertisement. It speaks for itself:

Any merchant who is in the habit of preparing advertising copy can see at a glance that these announcements of S. G. Freeze were prepared with great pains and at the expense of considerable time. Here is one merchant who realizes the full value of costly newspaper space, and who

"cashes in" on every inch he uses. But then is it not worth while to put in an hour or two at work on an advertisement that will help to keep business humming during the next couple of days? It is results that count, and this firm appears to be getting results.

KEEPING THE MERITS OF CASH BEFORE THE CUSTOMER

(Continued from page 129)

recommend a small store like his to spend in advertising, but he spends about 65 dollars a month; and he claims that the expenditure is justified and is producing creditably. Mr. Kelly has had his experience in credit business. "There is no doubt you can sell more groceries on the credit plan, to each customer, but until they are all paid for you have no reason to flatter yourself. I can think

of one instance of that. A young lady that used to trade with me here, and ran an account, offered me twenty-five dollars on a seventy-five dollar account one day, and I said that the account could not be carried on on that basis—I told her that she was living beyond her means—that she used more extravagant food than I could afford for myself, and I couldn't afford to carry on. She paid up. Her weekly bill used to be fourteen to fifteen dollars." "Did she leave you?" we asked. "She did not," said Mr. Kelly, "but although she buys practically all her groceries from me now, she pays cash—realizes what things cost, and her weekly bill runs from four to five dollars a week."

H. B. Gardner, for a period of 48 years identified with the cigar manufacturing business in Brantford, Ont., died recently in that city.

Has Built Up Business in Hunters' Supplies

Fred McKey, Dorset, has developed a remunerative line of business by catering to the hunters' needs. Formerly they brought their supplies with them. Now instead they write ahead for Mr. McKey to make up their order. A big business is also done in trappers' supplies.



THEY used to ship their own supplies into their hunting camps, but now they can buy just as well, almost at the gateway of their hunting grounds," stated Fred McKey of Dorset, Ont., in telling CANADIAN GROCER of his methods in catering to hunting parties in the North Country. Dorset, a little village, the terminus of the Lake of Bays steamers, is a busy little centre. It possesses three general stores, all reporting thriving business. In the summer the tourist populace provides considerable trade, for in the district there are many summer hotels and cottages. In the fall the hunters begin to come. In the early part of the season, duck shooting is the sport, and then when the regular deer hunting season opens on November the first, there is a regular influx of hunters. In fact, the district is truly a sportsman's paradise, for when hunting is off the calendar, there is fishery, and old-timers claim it is always good in the Lake of Bays region. With its numerous bays and secluded spots the guides of the North Country know just the place to take you, where the best possible catch can be made.

Mecca For Hundreds of Hunters

The steamers operating on the Lake of Bays out of Huntsville, continue their service until the hunting season is over, and Dorset is the Mecca for hundreds of hunters each year. In this part of Muskoka, the district is well known for its game. Hollow Lake, Fletcher Lake, Lake of Bays, and Ox Tongue River are familiar names to many sportsmen. Here the forest is thick and extended, and there is no limit, it would almost seem, to the territory, in which the hunter may seek his prey. Deer and fish abound, and the sportsman can enjoy to his heart's content all the pleasures of the wild.

From the South and Northwest

"They come from as far south as Georgia, and from

the Canadian Northwest, to hunt up here," Mr. McKey told the CANADIAN GROCER representative on the occasion of a recent visit. "The parties usually vary from five to twelve members. We have been in business here for the past fifteen years, but it is just the last few years that we really have gone after the hunters' business. We have always done a fairly good trade in the fall and winter with lumber camps, but the big business has usually been in the summer with the tourists. Hunters have been coming for a great many years, but they nearly always brought their own supplies for the two weeks that they would be here. But now they are not doing it to any extent. I have made a point to give them the best possible service in the way of supplies, and there is nothing that they can secure in the large centres, in the way of necessaries, that cannot be got in my store."

Saves Hunters Much Trouble

Many of them come long distances, Mr. McKey pointed out, and it is a matter of great convenience to them if they can be saved the trouble of carrying a lot of baggage. "I have established a connection," he added, "with a great man parties who come yearly to Dorset. They write me a couple of weeks ahead of the day of their arrival, and I have their orders filled and packed, ready for transportation to their shanty in the woods. Getting after this hunting trade is a big thing in the fall, and it has provided a remunerative source of business at a time when otherwise, conditions would be a little dull and slow." Mr. McKey does not lose sight of his customers in this regard, and long before the season opens, he gets in touch with them

through the mails, with a view to an early receipt of their orders. He has found that this method has in almost every instance been worth while. It provides a service that is appreciated by the hunter, and facilitates in a very marked degree, the plans and arrangements of the various parties.

Service a First Essential

Long experience in catering to this trade, has taught Mr. McKey just the very things that the hunter will ask for. Canned meats, vegetables and fruits, and canned milk, prepared soups, baked beans, and in fact, almost every thing represented in the grocer's stock, and he makes it a point to always have an exceptionally full stock at this season. Apart from a well stocked grocery store, where all manner of provisions may be had, Mr. McKey will supply guides, canoes, guns and ammunition. He has mackinaw coats, shoe packs and rubbers. In fact that is nothing in the whole category of hunters' needs, that he has not. The sportsmen going to the Muskoka district realize this, and appreciate the service that is provided in this little Northern village. Their supplies are ready for them, when they arrive at the gateway of their camp.

His Best Advertisement

This feature of Mr. McKey's business has grown each year, and he has found that efficient service has been his best advertisement. One party tells another, and so the trade has grown. This department of Mr. McKey's business has been a great boon. This part of the country is very poor for farming. In fact, Mr. McKey remarked to CANADIAN GROCER, "if I depended on the farmers up here I would starve." The district is sparsely settled, as far as farmers are concerned, and the village boasts of a resident population of not many more than one hundred.

Continued on p. 173



Successful Window Dressing in Smaller Towns



The Feeling That is an Opportunity That is Denied the Merchant in the Smaller Centre—Is Hardly Borne Out by the Facts—Some Illustrations Given Herewith Demonstrate That the Small Town is no More Limited in This Regard Than the Large City

THERE is a somewhat general feeling that the selling agency of an attractively dressed window is an advantage that belongs to the city rather than to the smaller town. It is often urged that the dealer in the smaller locality cannot afford the outlay necessary for elaborate window dressing, that his windows are not suitable for display, and that even if he did display goods in an attractive manner, it would not affect his trade, because everyone in the community knows him, and knows that he handles these goods.

A visit to many of the smaller towns and villages mayes it decidedly manifest that whether they make a definite policy of neglect or no, that a very large number of merchants are missing the greatest selling argument they have, that of display.

A Good Window Not Necessarily Difficult

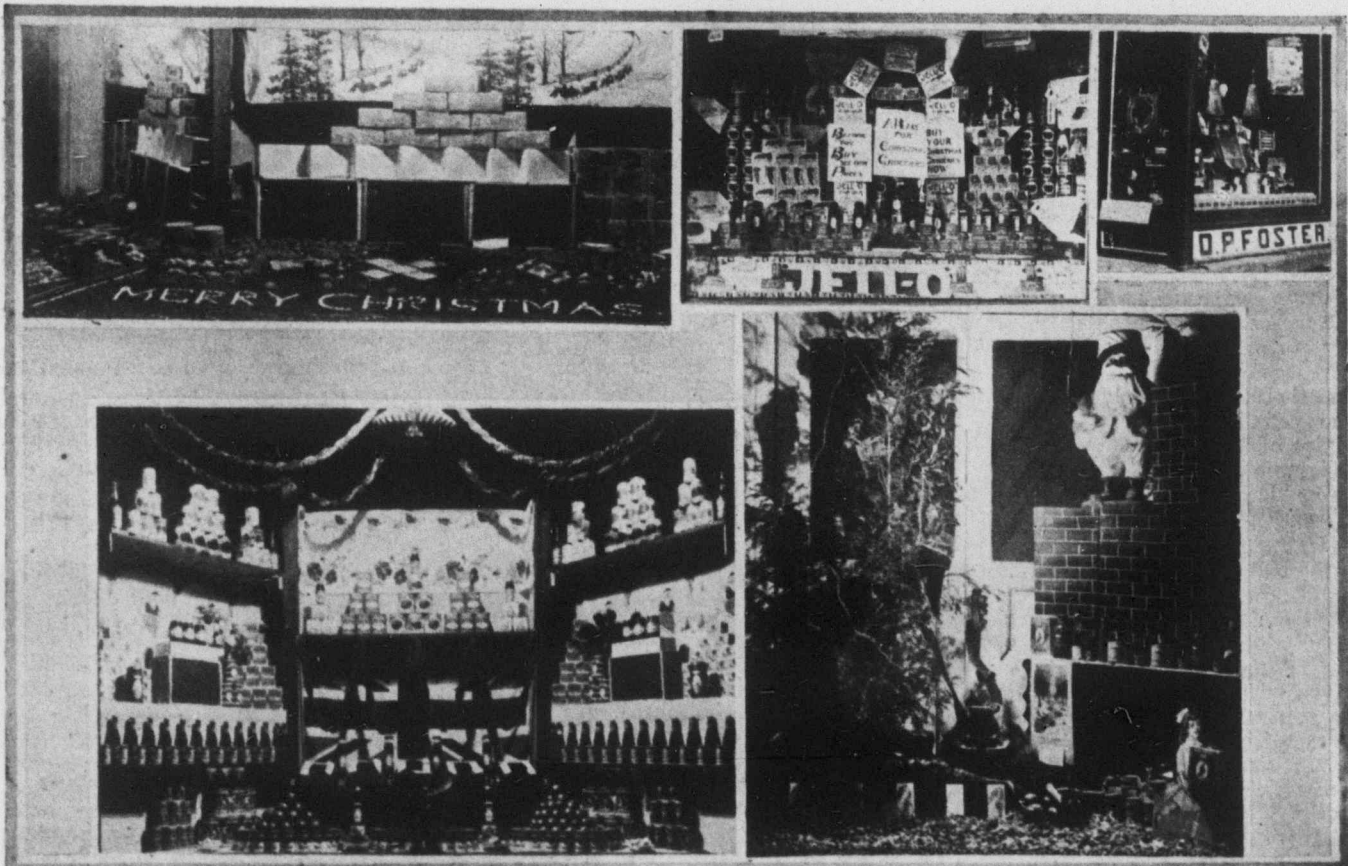
A half-hearted pitching in of a few odds and ends into the window is about all the effort amounts to, an effort that

might just as well be saved. Not that there is any great necessity for elaborate schemes, or complicated array to make a window effective. An Ottawa merchant having received a new shipment of English vinegar in barrels, and having little time to dress his window, adopted the scheme of moving one of the barrels into the window, knocking out the head, and turning the barrel on its side, let the sawdust and bottles pour out on the floor of the window in a natural stream. That could not be called an elaborate window display, nor yet one that was beyond the resources of any merchant, but it sold the goods in a way that the merchant had not dreamed possible. It showed a picture that caught the attention, and suggested quantity, which has been proven time and time again as one of the most effective ways of spurring on sales.

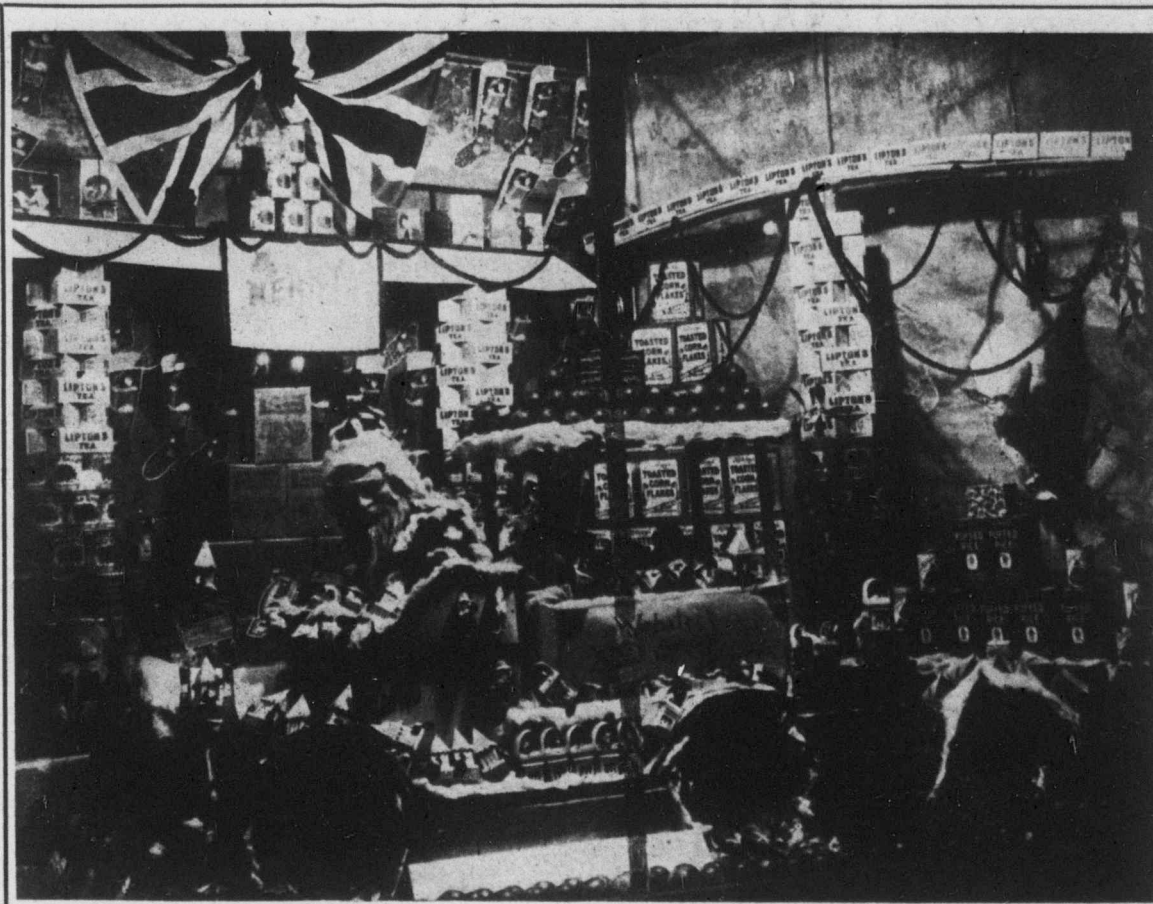
A Mistaken Theory

Of course, the most deadly theory is

that people know that the merchant carries the goods. In a measure of course, everyone understands that when you want food products you go to Jones, the grocer, to get them. But if Jones the grocer is contented to sit still and wait for people to come and buy the thing that their own imperative needs suggest. He will do a good trade in sugar and flour, and a few other of the good old staple lines on which it is fairly generally conceded that he makes no profit, but the trade will end there, and probably the only person to know that he really carried a good stock of goods will be the bailiff. To sell goods, people must be told, and told and told again about them. This may be done by advertising in the local paper, where it catches the eye of many, or by window display, where it may be that it catches the eye of few. But, however few may see the window, if it is effectively used it will be a great drawing card, for it is an established fact that pictures attract



Some effective window displays, the details of which are treated in the article



Trenton, Ont., is a place of something less than 8,000 inhabitants, yet; the display illustrated herewith would do credit, in its artistic conception, attention-getting quality, and actual sales value to the largest city store. The emphasis laid upon the Christmas special delivery, is stressing a point of particular importance at that season.



the attention quicker than anything else, and window displays are just that—pictures.

Pointing A Moral With Pictures

It is simple enough to make a case against the merchant who does not make the best use of his windows, but probably the best way to point the moral is by calling attention to some merchants who do. And it is to be remembered that these merchants do not live in large cities, but in places of varying size, anywhere from 800 population to 8,000.

In the composite photo shown on page 149 the picture in the upper left hand corner and the lower right hand corner were dressed by W. T. O'Neil, Clinton, Ont., a place of something over two thousand population. They are telling examples of the effective use of comparatively small windows.

The plan of the upper window is as follows:

First, a row of currants, with "Merry Christmas" in Scotch peppermints; then a row of light sultana raisins, a row of assorted peels, and a row of dark sultana raisins, then a row of creams. The balance of the bottom of the window is filled in with nuts. In the centre are five sections of comb honey and on top larger raisins, olives, preserved cherries and Christmas cake. The background is made up of prunes, assorted and fancy biscuits in packages and package raisins, with illustrated crepe paper completing the whole display.

The Chimney Window Plan

The leading features of this window

are a fireplace, a Christmas tree and Santa Claus. The fireplace is built of five corn flake boxes covered with red brick crepe paper. The fireplace is made of wooden stubs, macaroni, cans of lobsters, tuna fish and shrimps. It has electric light covered with red tissue paper, making a burning fire all the time. On the mantle are fancy biscuits, olives, olive oil, Christmas cake and candied cherries; ready to descend the chimney is Santa Claus.

The decorated Christmas tree adorned with Christmas stockings is banked with nuts and candies. The front of the window has a layer of nuts, then a layer of delicious candy and creams, with bonbons at the foot of the tree.

There can be little doubt that these windows would catch the public attention, and give to that public a real buying suggestion.

A Window to Sell Goods

Or take the instance of the window in the lower left hand corner, a Christmas window featured by the B. C. Watson store, Leamington, Ont., another town under three thousand. This window was dressed by Ted Locke, who was a winner in CANADIAN GROCER'S Christmas Window Contest. This window shows a very simple, orderly arrangement that could readily be duplicated by any merchant without expense. Yet the window has unquestionably a large selling value. The suggestion of the large variety of goods displayed, the balanced array on both sides of the window, the pyramids of fruit, and the

effective use made of flags, colored tissue paper and greens, all give the window an appeal that would unquestionably arouse the interest of the prospective customer and result in sales, and that, after all, is the final aim of all good window dressing, and where it falls short of this aim, no matter how attractive the window, it is not a success.

The two smaller displays at the right hand top corner are from Norton Fisher and Co., Shelburne, Ont., dressed by Edgar Patterson, and D. P. Foster, Cayuga, Ont., dressed by G. F. Fissette. In each case the store is located in a community of under 1,000 population.

An Elaborate But Inexpensive Display

In the first photo three columns of canned tomatoes were used as a foundation for a shelf on which to display glass goods in jars and bottles. Two large dummy cartons of corn flakes were then placed in each corner, the front of each of them being filled in with Red Rose tissue paper, while behind these an arch made of dummy corn flake boxes went right across the window. The floor was laid nine or ten inches high, sloping toward the window. An arch of Jell-O formed the centre of the window, in front of which was a row of pyramids made of package raisins, bottle olives, pickles and catsups, surmounted in each case by apples or oranges. The bottom of the window was laid out in the form of a race course, oval in shape, with a round centre of raisins, and around it a geometrical design in nuts, raisins and peels. The upper part of the track bore the motto:

"Merry Christmas," done in nuts, while the lower part showed miniature models of contestants in a horse race. This is probably the most elaborate window of all those displayed, but the arrangement, given in detail because the photo was not good enough to bring out all the points, indicates that there was no great expense attached to this display. It took time, but time spent on window display is time well spent.

Seasonable Lines Always a Selling Argument

The window of the D. P. Foster store is a very effectively arranged display for selling house-cleaning lines, a type of window that may be effectively used either in the spring or fall. The display, while small, is clear enough to give a very good idea of its arrangement, the two brooms that carry the attention down to the centre of the window, made of a tub and washboard, while around this centre are arranged a full display of soaps and cleansing powders, brushes, furniture and metal polishes, and the whole array of goods that are in special demand at house-cleaning seasons. Seasonal appeals of this nature are always effective selling arguments.

These displays and certain others shown and described on other pages, are ample evidence of what can be done in the way of effective window displays even in the smaller centres of population.

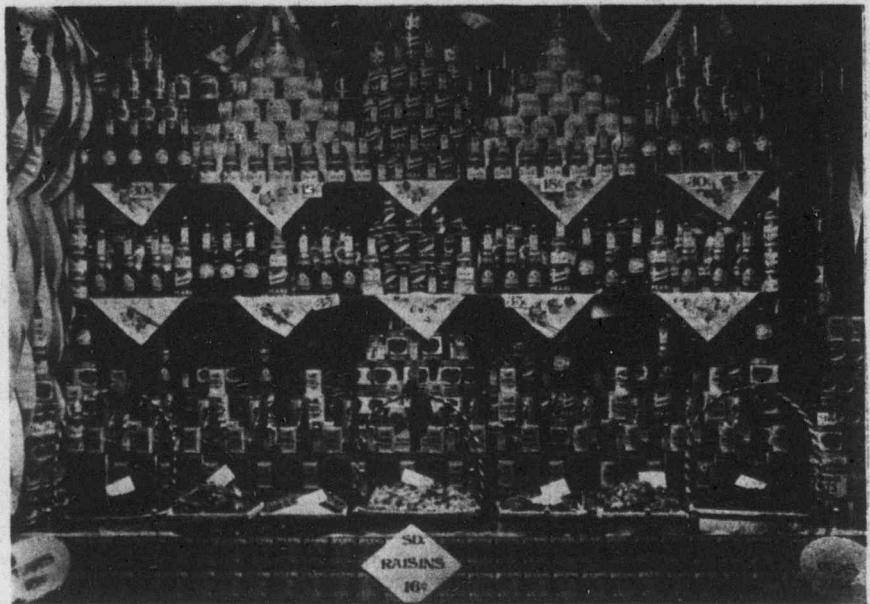
MAKING SALES OF SOAP SHOW PROFIT

Continued from Page 121

only a temporary affair, brought about by special endeavor at a certain period of the year, but rather that these special sales shall be only the beginning of what is hoped will be a very permanent business in soap. "What we have been keen about," Mr. Malcolmson added, "is getting people coming here for their soap. These sales have brought a lot of people who have not been regular customers. While it is a little early to say definitely, our aim is that they will continue to come, and coming here to buy soap, will also purchase other goods." A grocer can handle a lot of things, apart from the absolute essentials, and in Mr. Malcolmson's opinion this is one way of meeting the increased cost of doing business, spreading the overhead over a larger volume.

Too Little Attention to Selling

By reason of the special efforts directed towards the selling of soap, Mr. Malcolmson turned over his stock four times, and on the occasion of the visit of CANADIAN GROCER was awaiting receipt of further orders. "The great trouble with too many grocers," Mr. Malcolmson told the CANADIAN GROCER representative, "is that they direct too little attention to selling. They possibly buy with a great deal of care and caution, but when it comes to actually selling the goods, they are lacking in proper ways and methods. The grocer has to be a



AND here is an effective window dressed by Louis A. Kreig, of "The Business Corner", Preston, Ont., another place of less than 5,000 inhabitants. There can be no question of the selling appeal of this window. Notice how it is built up on shelves, and the effective use made of dainty paper napkins. Note, also, how the appeal is intensified by the use of price cards.

salesman, if he is going to be a success, and by that, I do not mean that he must urge and worry his customers into buying goods. Such a method usually results in driving people away. It is not necessary to ask a woman directly to have a certain article. More direct results are accomplished by evidencing a personal interest in the customer. This point was illustrated in this way. A woman comes into the store and buys certain groceries. You possibly know of some new line, or of some other goods that you are expecting to arrive shortly, say for example, fruit. You tell your customer of it, and nine cases out of ten in the case of the new article, she goes home prepared to give it a trial, or in regard to the expected shipments en route, she invariably leaves her order for delivery on their arrival. This tactful handling of your buying public, shows a real interest in looking after their needs, and at the same time, means increased business in almost every instance.

Selling Soap is Different

Selling the people on soap, Mr. Malcolmson has found, is quite different, to selling them on teas and coffees. People are not so conservative about soap, as in the case of certain other commodities. They are more willing to give a certain new toilet soap a trial, but in the case of coffee or tea, they are inclined to stay with time-honored blends they have long used, and to which they have grown accustomed. But in soap they are more easily convinced, and building up a business in it should not be a difficult task. In his weekly sales that Mr. Malcolmson made such a success, he was prepared at the outset to sell at comparatively small margin, but the turnover was such that in the aggregate, the profits were very

gratifying, and the permanency of the business that it is hoped has been established, is another matter for satisfaction.

MONTHLY SALE OF CANDY TOTALS \$150

Continued from Page 140

who supplies her with food. A strong argument, indeed, for the selling power of the man behind the counter.

Bearing out the last-named feature, Mr. Bastien states that he seldom solicits the return of a customer, or seeks new ones in the way that some do. He prefers to give the best that he possesses to filling each order so that it will be the forerunner of many more—and finally of the whole of their trade.

A considerable trade in chocolates is done with those entering the store, and the location of the silent salesman in which these are displayed—right near the entrance, is very effective in promoting sales. This is kept clean and neat, and is in no small measure a factor in stimulating trade for this line.

A considerable trade has been secured for cigarettes, the demand for these depending upon the population of the district, and sales being made to the young men, largely, who are passing the store.

FIRE-DAMAGED GOODS MAY NOT BE SOLD

In order to prevent foodstuffs damaged in fires from being transported to other premises and there sold, Dr. Hastings, M.O.H. of Toronto, has requested the Fire Department to report to him all fires where there were foodstuffs.

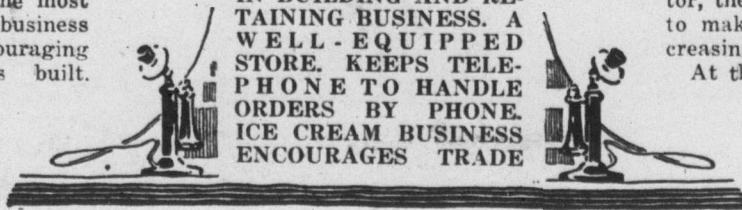
Equipment Gains and Holds Business

EQUIPMENT, according to the opinion of Charles E. Ballantyne of Epworth Centre, Niagara Falls, Ont., is one of the most effective ways of building business and of holding and encouraging that business once it is built. "People like to visit a store," he says, "where the very way the goods are handled gives an evidence of care and modern and sanitary methods. Slipshod methods of handling goods unquestionably suggest to the customer's mind that the goods themselves are perhaps not of the finest quality. For ourselves, we have as far as possible adopted the most modern methods of handling and caring for goods, and we have found that this has been a very large factor in bringing us business."

A Practical Belief

That this is no idle boast is evidenced by a glance around the store. On one end of the counter is a modern bread case, that displays the bread effectively while always keeping it away from dust and flies, an electric coffee mill, modern scales, cash register, and glass candy cases.

CHARLES E. BALLANTYNE, EPWORTH CRESCENT, NIAGARA FALLS, IS A FIRM BELIEVER IN EQUIPMENT AS AN AGENT IN BUILDING AND RETAINING BUSINESS. A WELL-EQUIPPED STORE. KEEPS TELEPHONE TO HANDLE ORDERS BY PHONE. ICE CREAM BUSINESS ENCOURAGES TRADE



The provision counter is a new fixture of marble top design. On it are located a glass-faced cheese box that keeps the cheese always in the best of condition; there is a cheese cutter in connection; a slicing machine is another important part of the equipment. Lard and similar lines in bulk are displayed in oak stands that take a full tub of lard and protected by a glass cover. The shelving and counters are also of modern design.

This list of equipment will be sufficient to show that it is a very practical trust that Mr. Ballantyne places in these aids to business.

Nor are these the only items in the store's arrangement that are worthy of comment. There is the new and mo-

dern refrigerator equipment, the fruit and vegetables in display bins off the floor, the ice cream refrigerator, the display rack for brooms help to make the sales in these lines increasingly active.

At the back of the store is an ample storeroom where excess stock may be kept ready to hand. The cellar is divided into several compartments. There is a large potato bin, and a special room for eggs, and everything is clean and neatly arranged.

Mr. Ballantyne has developed quite a trade for ice cream in the summer, and candy both summer and winter. His store lies near the Collegiate Institute and there is a brisk little trade in these lines at all times.

Catering to Telephone Trade

As Niagara Falls stretches over a wide territory, it is natural that there should be a very brisk telephone trade. He has a young lady clerk whose first work is these telephone orders, which are given more than usual care.

Mr. Ballantyne both buy and sells
Continued on Page 154



A novel view of the C. E. Ballantyne store, Niagara Falls, Ont., showing the display window, and beyond the many fixtures that have helped to build and hold business.

Meeting All the Home's Requirements

The E. J. Coles Store, Woodstock, Ont., Aims to Give This Service—How the Grocery Department Was a Factor in Achieving Success—Its Position in the Store of Importance—Believes in Widening the Scope of Business

FROM a very small beginning, 26 years ago, when he first opened a store in Woodstock, for the sale of crockery, until the present day, with his well-equipped department store, ranking among the finest of its kind in Western Ontario, the business of E. J. Coles represents a story of progress. His business in the town of Woodstock today is the outcome of a steady growth and expansion, down through the years of over a quarter of a century. Mr. Coles has organized a store that is not only known in its immediate vicinity, but a concern that sells to places of much greater size than Woodstock itself, and he has established a reputation for a high-class trade that has meant splendid achievement in the way of business endeavor.

"Everything for the Home"

"Everything for the home" is now the slogan of Coles store. Nothing is carried in the way of wearing apparel nor dress goods, but from a well-stocked grocery department, to furniture, carpets, rugs, housefurnishings of all kinds, wall paper, hardware and stoves, china and crockery, the Coles store has it.

Occupying 3 floors, the business has been enlarged from time to time, to take in some new department, all combining for the complete furnishing of a home, and the supplying of the daily needs in the way of food. The grocery department was the first to be added to the very small commencement, made 26 years ago this fall. It was four years later that Mr. Coles decided to add groceries to his stock of crockery and china; so that this section is one of the oldest in history of the store, and one that has done more than any other to build up the trade in lines that have since been added. "If you have the people coming to your store for groceries, and they know that you have, for example, mattresses or bed springs, and they need the latter, they naturally will buy them in the same place," Mr.



The fine exterior of the E. J. Coles Departmental Store, Woodstock, Ont.

Coles remarked. "People are usually glad to buy them all in the one place. It facilitates shopping and delivery."

Groceries Help Other Lines

Thus the grocery department is looked upon as a magnet in the early and continued growth of the other departments, such as furniture and housefurnishings. While these have now become well established, and in many instances, patrons of these departments are not purchasers of groceries in the Coles store, the grocery connection played a big part in building up the general trade of the store. Mr. Coles has been in his present premises seventeen years, but in that time, and at a comparatively recent date, he has had his store remodelled, and the front, as it now is, presents a modern city place. In re-arrangement of departments some time ago, Mr. Coles moved the grocery

section to the rear of the main floor, but this proved a move in the wrong direction; as a result of so doing, business in groceries began to fall off. The space now allotted to groceries occupies one side of the main floor leading from the front. This change brought more satisfactory results, and is convincing evidence, that to sell groceries, a merchant has to have them cut where people will see them. Mr. Coles believes that such articles as people are buying every day, must be where people have ready access to them. The customers in groceries are steady, Mr. Coles stated and they were a force in developing business for the other departments.

Serves a Wide Area

The Coles store serves a large community. With Woodstock the centre of a rich agricultural district, there is wide scope for the building up of a large clientele, and the Coles store has made the best of the opportunity. The buying public of this department store includes not only Woodstock itself, but extends for a radius of twenty miles in each direction. The towns of Ingersoll, Tilsonburg, and Nor-

wich are within easy distance of Woodstock; every effort is made to reach people in these places. The fact that automobile owners are on the increase has been a stimulus to business, and the extension of the good roads system, is going to be an important factor, Mr. Coles believes, in the enlargement of the territory that he can cover. The majority of farmers have cars, and likewise many of the citizens in these small places. Combining business with pleasure, they come to the larger centres for a drive, and in nine cases out of ten, do their shopping in the bigger towns. The popularizing of the car has meant much in the way of increasing trade for the Coles store.

Mail Order Houses No Worry

Competing with the big city mail order houses is not a matter for worry with Mr. Coles. "I am not a bit afraid of the city

houses," he told the representative of CANADIAN GROCER. "You can't buy goods from a catalogue as well as seeing them at first hand," he added, "and the people in the country are finding they can buy just as good an article and at just as good a price, in the towns, as from the mail order houses. We compare our prices with catalogue quotations, and in nine cases out of ten, our figures are just as low as, if not lower than big mail order houses. The main essential is to have the stock. You can't do business without a fine assortment of goods, and we pay strict attention to the choice and quality of our lines." As indication of the successful way in which this store is meeting competition with larger places, Mr. Coles mentioned the fact that every week, they were selling furniture and other house-furnishings to people in such cities as Hamilton and London.

Changes Ads. Daily

Mr. Coles lays great stress on the importance of his daily advertisements in the Woodstock paper. This advertisement is changed every day, never allowing it to appear the second time. This newspaper enjoys a wide circulation, going to ninety per cent. of the homes in the country, and is a valuable medium in which to talk to the buying public. The matter is usually of a general character embracing all departments, but on Friday, groceries are particularly the feature. In addition to the regular newspaper advertising, Mr. Coles sometimes

circularizes the country with announcements of special offers. He also sends out a wall paper catalogue, but very little mention is made in it of other departments. For the first time in the history of the Coles store, and an innovation as far as Woodstock is concerned, was the presence of an orchestra and singers at the fall openings, this year. The public was invited to visit the various depart-

employees in different departments. For instance, on Saturday we are always very busy in the grocery department, and it is generally quiet on the furniture floor. We transfer our furniture help to the grocery section, and in this way are able to give the very best possible service, without incurring the added expenditure of permanent extra help for the grocery department."

There are many merchants who fear the automobile as a factor in drawing trade away from the home town. That the automobile has been a large factor in the distribution of trade is indisputable, but Mr. Coles is confident that it is a factor that can work for you as well as against you. Woodstock unquestionably draws business from some of the smaller towns around, but it draws also from far larger centres as well. It depends on his methods, whether the merchant finds the automobile a blessing or a curse.

ments, from the attractively arranged grocery section on the ground floor, to the furniture department on the third. This extra feature in the way of a novel opening, bringing hundreds of people from the surrounding country, did a great deal to advertise the Coles store as the correct place to buy "everything for the home."

Departmentizing Important

"In a small town such as Woodstock, and in a store like ours," Mr. Coles stated, "departmentizing is a very important matter. One section helps the other, and customers coming to buy in one department see something they never intended to purchase, in another, and do not go without it. Then in the matter of help, economy can be practised, and a saving of expenses accomplished, by using

sent C.O.D. there is no difficulty, especially as all his customers know that there is absolutely no variation from this rule.

There are a number of rules that Mr. Ballantyne has kept before him in the six years that he has been in business here. Probably the first and foremost is to buy and sell for cash, the next that a cleanly store, courteous treatment and quality goods are things that the customer is entitled to and that care on these matters will prove also of benefit to the merchant. Orders cannot receive too prompt attention is another contention of the store. These and an aggressive belief in the effectiveness of persistent and forceful advertising have been large factors in the development of a brisk and satisfactory business.

EQUIPMENT GAINS AND HOLDS BUSINESS

(Continued from p. 152)

for cash. Buying that way he can buy to advantage, and this his customers have discovered, so that even when their telephone orders are



Grocery Department of the E. J. Coles Store, showing its modern fixtures and generally attractive appearance.

Keeping Credit Safe by Using a Reasonable Order System

By D. COCHRANE

General Merchant, Queen Charlotte, B.C.

Many a merchant running an otherwise sound business practically shipwrecks himself in the matter of injudicious buying. Buying in most stores is a more or less haphazard matter. Here is a merchant, however, who has developed a system that does away with the guesswork in buying, and so protects his credits.

THIS might be called: "How to be Happy Though Broke," but it is more than either of these things; it's a practical system of stock-keeping.

This is in answer to a brother who wrote you a few months ago, asking for a book that would tell him what to order and how much, so as to keep his stock up to date without getting overloaded. Nobody else having answered him, it seems to be up to me.

Because it takes some work to start this system, though after you get it going it runs itself, I want to tell you first what it did for me. It kept me in business, and kept my credit good, for several years, during which I never had enough merchandise on hand to cover my debts. Also, it saves me about a day's time every week, in making out my orders. Also, though I live so far from civilization that the steamboat that brings freight only calls every two weeks, it keeps my stocks complete, and gave me last year 11½ turns of groceries, 3 2 3 of dry goods, 4 of shoes and almost 5 of hardware. If I were in a place where I could get goods every day, I could easily triple these rates.

Systematizing Ordering

The theory is this: In a general store, carrying between one and two thousand items regularly in stock, besides extras, specials and stickers, you haven't time to go over every item every week, calculate how much you have sold during the week, and figure out whether you need more or not. I tried it for a while, but I soon got tired of counting, every week, the dozen different sizes of cap-screws that I keep for gas-boaters, different styles of thread and shoe laces and fifty-seven varieties of soap and washing compounds.

On the other hand, things that run into money and warehouse space, especially flour and sugar, must be watched all the time. So I worked over a year's invoices to find out how much of each thing I was buying, and divided the items into four lists. First, the things that I often sell to the extent of over \$20 a month. My list is: canned milk, coal oil, sugar 20s, flour, apples, oranges, bacon, salt pork, lard 5s, butter, eggs, wheat, shorts, batteries, gasoline. Yours would, of course, be different.

The second list contains all the items

usually selling over \$2 a month. That includes about sixty items of groceries, 14 of hardware, and all the staple shoes and rubbers.

The third list covers all the rest of the standard stock, down to \$1 a year. Anything below that is listed as a sticker, and I get rid of it quick.

Telling of Needs at a Glance

The first page of my order book is ruled into narrow columns, with a heavier line every third column, and the heading O. H., B. S., standing for On Hand, Bought and Sold. The amounts on hand are counted every two weeks, amounts bought entered from the freight bills (why not from the invoices? because the important items come under their own names in the freight bills, while the dozens of small ones that clutter up an invoice so, are lumped as Rep. Groc. or Stpdwr. Nstd.) Sales are figured by adding the amounts bought to the amount on hand two weeks ago, and subtracting the amount on hand now.

Here is a sample:

	April						May					
	OH	B	S	OH	B	S	OH	B	S	OH	B	S
Sugar	12	25	11	26	0	20	6	20	24	2		
Flour	0	20	10	10	12	10	12	52	20	44		

Date	Orders April			May		
	14	28	10	29	11	25
Sugar	4	3	6
Flour	13	3

The problem of how much sugar to order is solved thus: Whatever I don't order now will not come for a month, so the total amount ordered and on hand must be at least a month's supply, or 44 twenty-pound bags. The order column at the other side of the page shows that I have three gunnies of five bags each coming, so if I order six more I will have 45 bags coming, besides the two on hand. As for flour, I have as much on hand as I sold in the last six weeks, so do not need to order any more this time.

What and When to Order

This first list calls for a little thought and judgment, and consideration of seasonal and financial conditions—but only for those few items. The other two lists can be worked through by anyone who can read.

The form of them is like this:

If not	Order	April	May
½ box.	1 box Royal Yeast...	14	28
12.....	1 cs. Tomatoes, 2½s.	10	24
4.....	½ doz. Corned Beef, 1s	✓	✓

The method of ordering is simply to run down the list, and see if there is on hand ½ box of yeast, 12 tomatoes, 4 corned beef, etc.; whenever you come to an item that there is not enough of, put a check mark opposite it, under the date you are working on; then when you have worked through the list, just run down the column and copy out every item that is checked on that date. The check marks in the previous column show that is already ordered. Thus, on May 24, I find myself short of yeast and tomatoes, but as they are checked under May 10 they must be coming. Corned beef is also short, and was not ordered last time, so I check it this time.

The third list has the same form as the second, the difference being that the second list has the important items in it, and has to be gone over every fortnight, which takes about an hour, including writing the orders, while the

third list, containing several hundred less important items, need only be worked through once a month, or when business is slow, once in two or three months.

I would warn my brother merchant that this system is not supposed to do away with the use of brains in ordering. The wise man says: "You can't run a business by averages and have anything but an average business." The real use of ordering systems, adding machines, bookkeepers and all such soulless machinery is to set free the merchant's grey matter for jobs where it is really needed. If he has not got a good thinking box to start with, he is out of luck right there, and the more machinery he buys the less good it will do him.

BIG CHEESE MERGER

The cheese makers of Peterboro' county have formed a company with \$1,000,000 capital and will take over and operate all the cheese factories in Central Ontario, starting with perhaps 150 of them.

CANADIAN GROCER

MEMBER OF THE ASSOCIATED BUSINESS PAPERS

ESTABLISHED 1886

The Only Weekly Grocer Paper Published in Canada

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H. T. HUNTER - - - - - Vice-President.
H. V. TYRRELL - - - - - General Manager

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OFFICES

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UNITED STATES—New York, Mrs. E. C. Gibb, Room 620, 111 Broadway, New York; Telephone 8971 Rector. Chicago—Room 1401, Lytton Bldg., 14 E. Jackson St.; Telephone Harrison 9133. Boston—C. L. Morton, Room 734, Old South Bldg.; Telephone 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.

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HITTING ON ALL SIX CYLINDERS

DID you ever, on a warm July day, notice a perspiring individual with a monkey wrench, his head buried under the cowl of his car, tinkering with his spark plugs?

Have you ever ridden in a car that hacked and coughed its course along the roadway, to die, of course, in the most difficult situation?

If you have, you will realize the need of having all the cylinders working. You may pull along for a while in a coughing, one-lunged kind of business, just as you can with a one-lunged car, but sooner or later both are going to die. Get your business hitting on all six cylinders, sound credits, courteous service, efficient administration, effective window displays, prompt deliveries, and pulling advertising.

Keep the old business humming on all six cylinders during the coming season.

A CREED WORTH KEEPING

DISPLAYED in many parts of the great Marshall Field store, and used as an integral part of much of the printed matter that goes out to prospective customers, there appears the following creed:

"To do the right thing, at the right time, in the right way; to do some things better than they were ever done before; to eliminate

errors; to know both sides of the question; to be courteous; to be an example; to love work; to anticipate requirements; to develop resources; to recognize no impediments; to master circumstances; to act from reason rather than from rule; to be satisfied with nothing short of perfection."

It isn't an easy creed to live up to, few things that bring large results are easy, and no one would doubt the results that would follow the honest adoption of such a policy.

THE RETAILER AS AN ADVERTISING FACTOR

SOMEbody has said that "the world is full of people who want things, and things who want people," and the only trouble is that half the world does not know their own wants or how best to supply them. It is here that the merchant comes in. If people knew exactly what they wanted they could just as well get it from some impersonal sort of bureau; that they don't is the argument and the opportunity for the retail merchant. He is there to tell people of things that they would need if they knew about them. He is there to show them new possibilities of old and well-known things. He is there to show them why this thing is better than that, and to encourage sales by a well-founded appreciation of the product. That is advertising, of course, and the retail merchant is the finest advertising medium in the world, because he has the friendship and respect of his customers, and, therefore, his selling arguments are free from the subtle antagonism with which men approach almost any argument destined to sell them something.

LOOKING FROM THE OUTSIDE IN

HAVE you ever made it a practice to try and get the viewpoint of the fellow who looks from the other side of your store window. Sitting there behind your counter it may look neat enough to you in the half-light. You may overlook the odds and ends that clutter up the floor, the disarranged shelf displays, the untidy store arrangement, the slipshod window, and the almost paintless window frame. It's all familiar ground to you. You know that your goods are of the best and that business is good. That is all quite plain from where you sit, but what of the fellow on the other side of the glass? What will he think? Will he not probably go to a poorer store, though better kept, farther along the street?

There may not be much in this idea, and then again there may. But anyway, it would be worth while to take an afternoon off and go and have a look at the other fellow's store, and then come back and have a glimpse at your own from the unfamiliar ground outside the glass.



What of the Coming Days?



An Editorial by Many Merchants

¶ The eyes of everyone at the present time are turned eagerly toward the future. In the bitter days of the past, the unusual conditions brought in their wake a train of circumstances that made for prosperity for the time, and now that these bitter days are past, the merchant is looking earnestly into the future, and questioning what it may hold for him. The merchant himself should, perhaps, be the best judge of this future and we will let him speak for himself.

¶ "At the moment, trade is not so good as it has been, but then it has been so very good the last few years that what now seems slow would have appeared to be fairly swift a few years ago. The prospects seem to be fairly good. This town has wisely adopted the Federal Housing Plan. This will probably mean the expenditure of \$100,000. The shipyard across the harbor, where a good many of our men are employed, is very busy and likely to continue so. The Imperial Oil Works to the south of us is rapidly expanding and is spending a lot of money. The other manufactories of the town are all busy and the farmers have a good market with good prices for all they have to offer, so it would seem to be poor judgment to predict dull times with such conditions obtaining."—Forsyth, Jr., Dartmouth, N.S.

¶ "My opinion on the future business is, that it will be good right along. Prospects are very good, and promise a healthy advance. The difficulty at the present time is to get the goods. We are running short of many lines, owing to a very general shortage in many lines."—E. Gauthier, Quebec, Que.

¶ "We believe there are still better times in store for the retailer in the days that are to come, if he uses proper judgment in his purchases, so as to make a quick turnover and not be caught with high-priced goods on a declining market."—Q. C. Dionne, of Dionne & Dionne, Montreal, Que.

¶ "Business lately has been far beyond my expectations, and I hope for a continuance of same. The cost of living is high, but I think the high level has been reached. What we want to reduce same, is greater production. The returned man must get busy and produce something. Canada, resuming her peace-time conditions, offers a great future to the many who will flock to her shores. The greatest advantage that any country can now possess is willingness to work. If our Canadian people can only grasp and carry out that idea—then the future is

surely success—to all classes, particularly the merchants."—A. P. Johnson, Ottawa, Ont.

¶ "Business in this section is very good, and the consensus of opinion is, that good times will continue for a year or more at least. I think labor will return to saner methods, realizing that strikes are not paying propositions, and that permanent prosperity can only be based on production.

"In support of my optimism, I believe the Victory Loan will be subscribed in excess of the objective set."—J. B. Kemp, Pembroke, Ont.

¶ "It is our opinion that prospects look particularly bright for a continuance of present good business. From the way fall business is holding up, we look for good trade during the winter months and we have such confidence in the future that we are at present building a large solid brick warehouse so that we may be the better enabled to look after our ever increasing trade."—P. Hutchison, of Hutchison Bros., Huntsville, Ont.

¶ "The past season has been what we consider exceptionally good and we look for large Christmas business, and for coming year, I believe we will see a bumper year, as everybody seems to have ready money and all kinds of work in factory and in building."—R. A. McDonald, Kitchener, Ont.

¶ "Regarding the future prospects of the Border Cities, our opinion of the future, I am pleased to say, is that they never looked brighter for the business in every line of trade.

"I have just completed my twenty-fourth year in the same store and have seen many changes in this community, but never has there been such a rapid growth and increase in business as during the past year."—George H. Nairn, The House of Nairn, Windsor, Ont.

¶ "Prospects seem bright for a continuation of the good business which we think has been general throughout the country.

"We base our conclusions on the condition of our own business. Every fall after the fruit and pickling season is over, there is, of course, a slowing-up, or lull in business for a while. This year this is not so marked. There seems to be a better feeling among the people and as far as our business is concerned it is much better than previous falls. There are lots of people who are always looking for trouble and are prophesying all kinds of bad things, but I fail to see any evidence of it and am quite optimistic as to the future."—E. Guillet, Cobourg, Ont.





Novel Schemes That Have Helped Business

Interesting the Movie Patrons

The Groceria in Swift Current is planning a new advertising stunt in order to further focus public attention on their store. Their premises are so situated that practically all patrons of the largest motion picture house in town must pass their door during the evening. It is planned to place an illuminated night sign in the doorway about three feet in height with announcements changed daily, and bearing on the special values to be offered the following day. While the two large windows of this store are consistently well dressed, the management feels that a little extra display of this kind will achieve the unusual and bring patronage.



If You Want New Customers

A successful grocer in a Middle Western town tells his method of getting new families to trade at his store as follows:

"I go after the business of every new family that comes to town. I secure the names of new families from the newspapers, from real estate agencies, and any other available sources.

"Among my plans for getting these names is an agreement with the pastors of several churches. I say to them, in effect, 'If you will tell me the names of any new families you know of moving into your territory, I shall do the same for you.' Both the pastors and I have blanks that we fill

out once a month. We both benefit by the scheme.

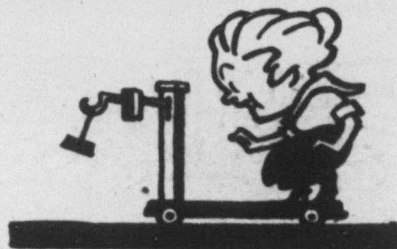
"Then I go to the new family in person, taking with me samples of all the advertised food products of which I have samples at the time. I give them the samples with my compliments and explain that I carry all the well-known brands and can give them the goods they know about. This appeals to them as being better than starting on new and untried food-stuffs. The sample assortment is a gift; constantly their good will and their business frequently come to me. I keep after them with personal letters, until I feel that I have the business permanently."

Four-Hour Sale Held Each Week

Fitzpatrick and Gerahty, successors to Goheen and Matchett, 196 Rubidge Street, Peterborough, Ont., feature in their grocery business, a four-hour special sale each week, and have found this a very successful way in which to increase their sales. Through displays in their window, and newspaper advertising they draw the attention of the public to these sales. With the goods properly ticketed in the window, the people know what they are going to get for their money. During these four-hour sales, they usually make a considerable reduction in price, and so attract a lot of new trade.

Using a Scale To Encourage Custom

A Western Ontario merchant has found that the presence of a scale that people might use was a means of bringing people to his store, who would in all probability make purchases before they left. When this



idea crossed his mind, he brought the scale out from the back store, and gave it a good position in the front of the store facing a table displaying new lines. To the scale he attached a card with the caption: "What is your weight to-day?" It is a small scheme and one that every merchant might try for the scale was merely one of those ordinarily used in the store to weigh incoming goods, but it was an agent in getting customers for the store.



Making a Use For the Odd Window

Many stores, especially those located in small towns or in older sections of large cities, have a small odd window which is not suited to the advertising of a complete line or to any elaborate display. This window can be utilized in a permanent advertising feature, and thus be designated as a "special window."

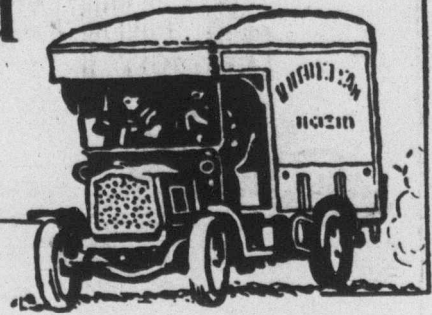
Each day or each week (whatever the judgment of the merchant may be), he can advertise in this window a single article special offering in style, price or quality.

When the fact that this window always contains a real value becomes generally known, he will have built quite a following on the watch for his latest display.

A Novelty in Tea Fixtures

The Beaver Grocery, Vancouver, B.C., have a splendid new fixture. It was made for them in Vancouver. It is made of oak and plate glass. There are several small sample compartments on the top, with plate glass panes, and then several large glass-fronted bins in which to display bulk coffees and teas. Mr. McElroy claims that 75 per cent. of the tea and coffee

Ideas That Have Proved Profitable To Other Grocers



business in the Beaver Grocery is for their own bulk teas and coffee. A department of this kind is very profitable and can show splendid values to the customer.

A Handy Method of Collecting C.O.D.'s

This C.O.D. slip is one which is used by E. J. Quinn, Westmount, Que. It has the advantage of clearness and brevity, enabling the customer to quickly see what the charges are. With the three facts stated: (1) Number; (2) Amount, and (3) Driver, this slip has served the purpose well. The extreme part of slip is perforated for detaching.

C.O.D. No.	C.O.D. No.
Amt.	Please sign here.	Amt.
E. J. QUINN Family Grocer Tel. Mount 1261-1262-1263-4170 WESTMOUNT		Driver....

Saving Costly Price Tickets

The cost of making price tickets is no inconsiderable item these days. In stores where it is absolutely forbidden to have soiled price tickets on the counter, it has become necessary to adopt means to preserve them. The T. Eaton Co. have put into use an idea which other merchants may copy. All their price tickets are enclosed in celluloid envelopes, so that when the clerk handles the ticket, she does not soil the card. This is especially true in the fruit and vegetable department where the hands of the clerks are liable to become soiled.

A Record of the Goods

When a farmer comes in to a country grocer store, and asks the proprietor to make a bid on a bill of goods in competition with other merchants, as they oftentimes do, where does the merchant stand if he is unable to glance at a record of what the various items cost him and figure close in order to secure the big order? J. J. Christopher, a Wetaskiwin,

Alta., grocer has solved the problem by keeping a small loose leaf price book in which every item of goods in his store is recorded, together with its wholesale and retail prices in separate columns. By this method this merchant is not only able to outbid his opposition on most orders, but in addition he is able to keep his stock marked up in keeping with constantly increasing cost prices.

The wholesale prices in this little book are marked in code, but the selling prices are available for the clerks. For their convenience also, certain lines of goods bear price tags.

Making Capital of Human Curiosity

A merchant of Boston, Mass., has a bright idea. He contended that he had observed people for some time, and had found that there were two things that they could not resist looking at, and that, therefore, to put these things in his display window was to assure at least a passing attention. There were few women, he stated, who could pass a looking glass without glancing to see how they looked, while there were few men who could resist comparing their time with any clock showing. So he placed a mirror at the back of one window, and a clock at the rear of the other, and according to his claim, the matter worked out as satisfactorily in practice as in theory.

Telling Them About the Store Service

Every store has something about which they feel a little glow of pride, but not every store has the wisdom to pass this feeling on to the customer of the store. Bradley's Store, St. Catharines, Ont., are believers in re-

gular advertising, and their advertisements are models of effective display. They have made it a policy too, to tell about the service of the store. They use a panel in one corner of their advertisement that calls attention to some feature of their business to which they wish to draw special attention. For instance, the following panel appeared in a recent issue:

BIG LITTLE THINGS

A delivery service that covers the city.

A guarantee that covers every purchase.

Two stores conveniently located.

Three direct telephones, for the benefit of those shopping by phone.

Quality groceries at fair prices.

These are the big little things that make it worth your while to

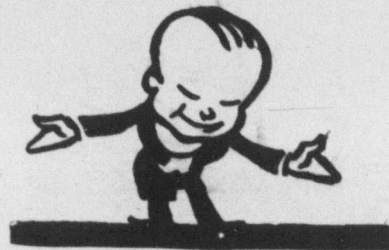
JUST TRY BRADLEY'S WITH YOUR NEXT GROCERY ORDER

Arranging a Profit-Sharing With the Customer

"It pays, but it pays better to pay promptly," might be the trade motto of Akers & Akers, local retailers, of Stafford, Kan., who, by means of a profit-sharing scheme, have increased their business 66 per cent. in a single year.

In explanation of this plan Art B. Akers says:

"We believe in advertising. Our profit-sharing plan is one form of advertising and nothing more. We present what we call a profit-sharing card to each customer. If he pays cash we give him full credit on the card. If he buys on a charge account and pays promptly, we give him one-half credit. If he fails to pay within the specified time, he loses his share in our profits. The plan has proved popular with our





Novel Schemes That Have Helped Business

trade and has added many customers.

"The card has a blank for the name of the customer. Around the edge of the card are stamped figures, ranging from ten cents up to \$29.90. For each purchase the appropriate amount is cancelled. When the entire amount has been scored off the card is worth \$1 to its holder."

A Hint in Selling Eggs

In the centre of a large basket of snow-white eggs placed on display in the window of a grocery store in Medicine Hat, Alta., appears this sign:

**EGGS FROM CON-
TENTED HENS**
With Apologies to Carna-
tion Milk Co.

A Store Fixture That Sells Goods

Beer and Goff, Charlottetown, P.E.I., have a special display fixture in the centre of their store. It opens on both sides, and makes an aisle on either side. The bottom of the fixture is built in the shape of bins, in which are displayed all manner of fruits and vegetables, above are bin fixtures for the display of bulk goods, while the top and a long shelf that forms a pyramid above it are used for the display of special lines. The whole is painted white and makes a very effective selling fixture.

Getting the Paper Rack Out of Sight

If your wrapping paper rack spoils the appearance of your store—if they take up more counter space than you can spare—perhaps you can put them

under the counter out of the way as has a Massachusetts merchant.

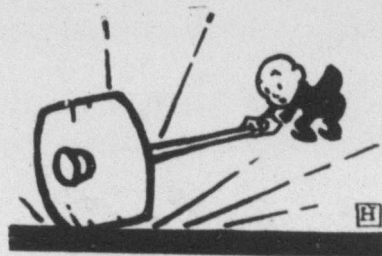
The paper racks are placed under one end of the counter, which is extended over them, in this way giving extra counter space without obstruction. The racks are out of the way and the paper is still easy to get at. Even though your counter-tops do not overlap the local carpenter could readily make the necessary change at little cost.

Convincing the Customer From Missouri

A grocer in Brooklyn, N.Y., has built up a very profitable business in canned goods of a better quality than is usually sold and at a consequently greater net profit to him. His plan is to place a small table near the front of the store, one or two days each week, covered with a fresh, clean table cloth and on which are two or perhaps three dishes of canned peaches, pears, asparagus, etc., and sample cans of each. Customers are requested to try the various fruits or vegetables. The plan has resulted in enough direct sales to more than offset the trifling cost of the sample consumed and has created a very valuable business on high-grade canned goods. It might be a good plan to furnish a recipe or two.

Making a Hit With Customers

A store in Detroit has found it of value to please the customer in a little minor attention that might readily be overlooked. A customer recently purchased a package of gum to get a \$5.00 bill changed. The clerk returned the change with four clean \$1 bills with a neat wrapper round the centre, upon which was printed an



ad. for their coffee. Each clerk in the store is given new \$1 bills each day and has to wrap them as described. They make a point of only handing out change as new and clean as possible. Each bill was separately folded so that counting them was easily done.

Giving a Holiday Appearance to Goods

An Ontario grocer thought that some of the goods he had for sale as Christmas gifts would sell better if they had a more Christmas-like appearance. He thought he could greatly improve the appearance of the



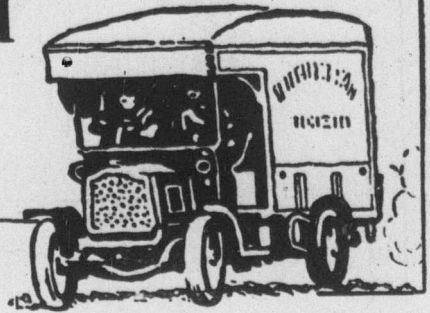
Crepe paper used to make packages of Christmas goods attractive.

packages and he purchased at small cost a couple of rolls of crepe paper with holly decoration. This paper is made up for use during the Christmas season and is inexpensive. He also secured a roll of narrow red ribbon. There was a wonderful difference in the appearance of the packages when wrapped up in the crepe paper and neatly tied with the ribbon. The clerks also have a good talking point to work on in trying to sell such lines as candies, cigars, dried and candied fruits, and various fancy confections and Christmas novelties. The packages were displayed in various parts of the store and served to give it a decidedly Christmas-like appearance.

Keeping a Tab On Your Cheques

Many a merchant has got into troublesome places because he has failed to check over his cheque stubs as they are returned from the bank. F. A. Wilson, St. Catharines, Ont., has adopted the ingenious practice of

Ideas That Have Proved Profitable To Other Grocers



making a scrap book out of his cheque book, and the cancelled cheques, as they are returned from the bank, are pasted back in their position in the book adjoining the stub. It takes a little time, but it may mean a saving in money. For instance, in pasting one of these cheques in he noticed that the amount did not correspond with the amount on the stub. A careful scrutiny of the cheque proved that it had been raised, and because he discovered this promptly Mr. Wilson was able to get after the offender and recover the money, whereas without the conjunction of the cheque and the stub the change would probably not have been noticed.

A Hint for Increasing Christmas Sales

In a Hamilton, Ont., store a large range of goods suitable for Christmas gifts is shown. Each case or article is priced in plain figures and for this purpose small Christmas cards are used. These cards, which measure about 1½ x 3 inches, can be pur-



chased in almost any stationery store and present a very attractive appearance. Each card bears the inscription "A Merry Christmas" or "Christmas Greetings," and in addition a wreath of holly is shown. The blank space on the cards generally used for individual names is used to mark the prices of the goods on sale. The neat appearance of the cards adds greatly to the value of the display as well as giving customers information regarding the prices of the goods shown. The cards may be purchased at small cost in packages containing about one or two dozen.

Making the Weather Work For You

Weather reports offer opportunities for advertising which are not appre-

ciated by most merchants. It is possible, with very little trouble or expense, to post copies of these reports as soon as they are officially received. The merchant could, of course, add to each report a line or two of his own advertising.

If this is done it will not be long before the public will get in the habit of always glancing your way to find out what is about to happen in the way of weather.

No Customer Is Turned Away

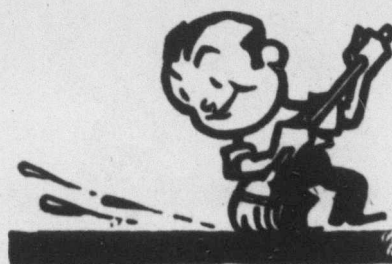
A grocer in an American city has made it a policy to serve lady customers whatever their wants may be. "I keep two want books," he says. "One of them is the usual kind by which I order my goods; the other is taken downtown by myself or by one of my clerks on each trip that anyone makes. All 'wants' of customers which we cannot fill are listed in it.

"For instance, Mrs. McWilliams calls for a specified make of soap. I do not have it; instead of expressing my regret and letting it go at that, I say, 'I'm sorry, but I do not have that brand. I'll have it delivered to your house this very afternoon, though. Count on me.'

"Although the transaction yields no profit, I obtain the soap on my trip downtown and have my boy deliver it to the customer. She appreciates this service, and so do the hundreds of others who know it and who consequently give me all their trade."

Using the Broom To Encourage Custom.

A. M. Peikoff, Grandview, Man., makes a point of keeping the store bright and clean as the day on which it was opened. It must be swept

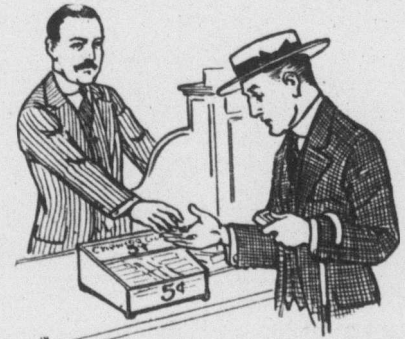


and dusted daily and kept in the pink of condition. He has adopted the policy of making his clerks each responsible for this work for a week at a time, and bonuses the clerk for helping to encourage business in this and other ways.

Speeding Up Gum And Cigarette Sales

Whenever possible, a cashier in a local grocery store has instructions to give every customer a five and ten cent piece in change.

On one side of the wicket is an array of gum over which is the sign "5c per package." On the other side



is a cigarette display and signs "10c" — "15c" — "25c" placed above.

At one time all the change was put together in a little show dish, but now it is spread out so that the customer picks up each coin separately.

Since starting this new plan, the sales of gum and cigarettes have jumped over 150 per cent.

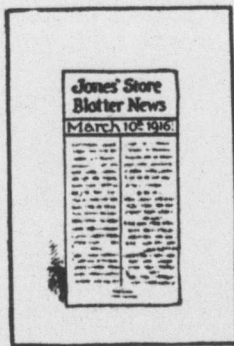
Blotter Advertising is Good When Properly Done

A merchant who has used blotter advertising extensively has this advice to give:—The blotter is a much abused article of advertising, owing to its common use. Nevertheless when used properly the blotter offers an excellent advertising medium for the retail merchant who desires to keep in touch with his customers by mail. When carefully distributed a blotter is always useful to the reci-



Novel Schemes That Have Helped Business

cient and the advertising thereon has a worth during a longer period. In using blotters, avoid the hackneyed or "card" form of copy. Tell something specific about your store, its goods, its policy. An ideal plan is to describe and price a list of special values offered during the month. Another plan is to use the front of blotter for a fac-simile store paper. This can be done by setting the head-



ing across top and dividing the reading matter into two columns with a rule between. Items of interest about your store, its customers, goods and employees should constitute the copy. Change the color of blotters with each printing when you use them for regular mailing. If you exhaust the variety of colors, use different colored inks.

Sells Dye To Every Customer

There are some merchants who are inclined to believe that it is a poor policy to enlarge the scope of their store by selling small lines of sundries. James Hewson, of Oakville, Ont., is certainly not one of these. For instance, he sells two or three lines of dyes. Now there are merchants who say that is a drug store line and a merchant should leave it to these

stores. Mr. Hewson disagrees. Anything is fair game that can be sold across a grocery counter. Can these dyes be sold? Emphatically yes, according to Mr. Hewson's testimony. "I have sold these dyes," he said, "to practically every one of my customers at some time or another. I do it merely by keeping the small display case of them right at the front of the counter where the housewife cannot fail to see them. It may not be a big item, but it is just that much additional to what I would otherwise have received. You don't have to sell them save by giving them a space about a foot square on your counter."

Slogans Used To Speed Sales

Slogans may sometimes be used with good effect in increasing sales. Here are three that have proved effective for other merchants.

A Western store company uses this verse occasionally:

Be quick to kick
If things go wrong;
But kick to us,
And make it strong.
Pleasing our patrons
Gives us delight.
If we are wrong
We make things right.

In its food window a certain food was being shown. This slogan, used in many ways by the store, was on a streamer:

A word to the wives is sufficient.

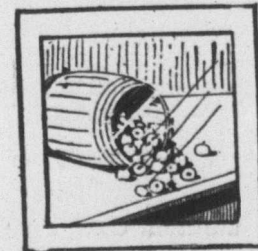
Another store says:

After a trial OUR bread will be YOUR bread.



Putting Real Life Into Displays

A Western merchant has found it to his advantage to put some life into his displays. In displaying some merchandise for instance, he found it advisable to show it in natural surroundings, or as nearly so as possible. As an example in selling apples, he found that the best way to attract attention was by placing a barrel on its side in the window with



apples rolled out from its head onto the floor or window.

Other merchandise offers equally good opportunities for natural display. If the merchandise is especially suited to travel, it may be shown in a suitcase packed with clothing, an open lid flat on floor with the merchandise article placed on lid. This focuses the attention of the onlooker to the article, while the natural surroundings suggest its use and need.

Wheelbarrows, tables, trunks, buckets, baskets, etc., can be used to advantage.

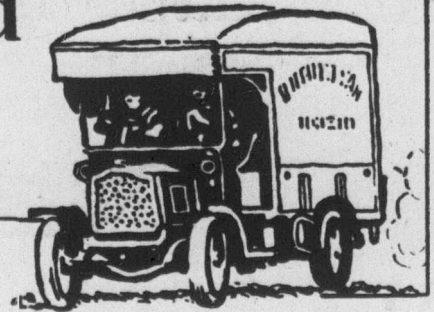
Keeping a Record of Prospects

A store in Kalamazoo, Michigan, has adopted a definite policy of taking advantage of any stray lead that may come their way. It may be a casual remark dropped in the store, or a bit of casual gossip heard outside, but it all goes on record, and forms the basis for a letter selling campaign.

The store in question uses a blank for "Prospects." The blank gives spaces for the following information:

Date _____
Salesman's name _____

Ideas That Have Proved Profitable To Other Grocers



Prospect's name and address, (with a notation that the address must be absolutely correct for the information to be of value.)

Interested in —

Information from (giving the source from which the information was obtained).

Remarks, (for any further comment that may aid the sale).

This blank when filled in goes to the manager, who sends out a series of letters from time to time calling attention to the fact that the firm carries the article in which the customer is interested, and inclosing any literature regarding the product that may be available.

When a sale develops from this source a sales slip is made out, and the salesman who passed in the information that aided the sale is given credit.

Solving the Problem Of Saturday Night

How is the problem of the Saturday night rush to be solved, or is there any solution?

James A. McKenzie, general store keeper at Rivers, Man., suggests the adoption of a Thursday or Friday bargain day by all the stores in town. He believes that if an organized effort was made by the merchants to offer special values on these days, there would be a very strong inducement for at least a great number of farmers to come to town. The logical effect would be that in coming to town for the special offerings they would make their entire week-end purchases at that time. In Rivers, the crowds of farmers who throng to town in automobiles on Saturday night is so great as to congest the business section, and the same condition is true of many other towns in Western Canada. Mr. McKenzie has found it necessary to lock his front door at times until those within the store were served. When the representative of CANADIAN GROCER was in this town the police were placing metal signs in the centre of some of the principal corners

in an endeavor to systematically direct traffic.

A Novel Use For a Display Counter

A Winnipeg grocer whose store furnishings include a modern display counter, has devised an original method of brightening up his store by replacing the sample groceries in the false fronts with the advertising lithographs of various manufactures. These pictures, most of them in bright colors, make a very striking display. It has been necessary in a great many cases to cut them to the proper size without very materially affecting the general design.

An Idea in Building Fruit Sale

"For a small grocery store, we have got away with a large amount of preserving fruit this season," stated Mr. Galloway, Vancouver, B.C. "We have made a practice," he stated, "for several seasons, of booking as many orders from our customers as possible in advance, for various preserving fruits, and then, going out and buying crops on the trees—and having them picked—packed and sent into the store. Any fruit in excess of immediate requirements we have preserved." A fair-sized section of the shelving on one side of the store is devoted to the various preserved fruits that have been "home-made." Mr. Galloway stated that there was a good demand for the preserved fruits, and they showed a good margin. Every grocer is not in a position to launch out in an enterprise of this kind, but it tends to show that the retail grocery business is

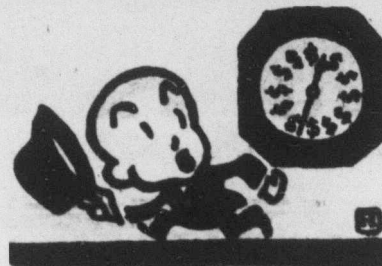
just as broad as your interpretation of it.

A Reminder of Things Forgotten

H. E. Cooke, of Forks Road, Ont., thinks that a lot of people are inclined to go out of a store without having purchased everything they want simply because at the moment they cannot think just what it is that they actually need. To jog the memory of such folk he has a large sign just beside the door that faces the customers as they go out. This sign stands about five feet high with a large lettered heading: "Have you forgotten anything?" and below it a list that comprises a goodly proportion of the goods handled in the average grocery store. This idea has on many occasions resulted in an extra sale, after salesman had reached his selling limit.

Handling Laundry and Kitchen Hardware

J. W. Knight, grocer, at the corner of 11th and Commercial Drive, Vancouver, B.C., found that there was no hardware store in the neighborhood — and on washdays there was often a request for a tub, of some clothes line or a wash board, so he put in a very small stock of laundry and kitchen hardware, and the little department shows a good profit and quite a satisfactory turnover. The store is also right in the "line of march" of the kiddies on their way to school—so an assortment of scribblers, pencils, rulers, rubbers and crayons has been added—and it also helps to keep the cash register ringing. It is sometimes thought that the drug store and the fruit store are the only opposition that the straight candy store has—but from a neat little show case, Mr. Knight keeps nice assortment of dollar a pound chocolates turning over. "They pay," he told CANADIAN GROCER.



Re-Adapting the Store to a New Stock

Emphasis Placed Upon Modern Fixtures—Montreal Grocer Changes Character of His Business—No Consideration, But Cash in Selling



MODERN fixtures play an important part in the store arrangement of Thos. F. Hannan, 751 St. Catherine Street West, Montreal. And in purchasing these, the best have been secured. Mr. Hannan was, until two or three months ago, engaged in selling a line of wines and liquors. Legislation requiring a change, the store was re-adapted to accommodate line of groceries. The character of the goods placed into stock bids fair to ensure the Hannan store of a very fine patronage from the best class of buyers. Located in a thriving section of the city, and not far from one of the best residential parts, it will be possible to cater to a type of patrons who will want substantial orders of "better" groceries.

Makes for Cleanliness

The arrangement of the whole store is conducive to neatness. For instance, the

large refrigerator which may be observed in the accompanying photograph—and which is placed well back—makes a natural division to the store, the width of which is 20 feet, and its depth around 125. This makes excellent proportions, for depth is more to be desired, in many ways, than width. The refrigerator, being very commodious and wide, divides the store into two distinct parts, leaving a wide passage at one end, affording access to the back and the upstairs "mezzanine" office floor, and which will be later referred to.

Arranged as above, Mr. Hamman figures that all the muss and accumulating paper, wrappings, sweepings, etc., can be easily kept at the rear. Should the salesmen be rushed, it will be a matter of two or three minutes only, to use a hair broom and carry the sweepings back. And with a narrow store, this can

be done ever so much more quickly than in a wider store.

Adapting the Space

As will be observed, the store has an excellent height. Advantage is taken of this to make room at the back. Immediately to the rear of the refrigerator a floor has been erected which gives the proprietor an excellent office—roomy and bright. This is, in reality, a mezzanine floor, and through the use of a section of three sky-lights plenty of light is secured.

Immediately to the rear of the office the floor, being continued there, accommodates surplus stock. It is really remarkable how many goods can be accommodated through this arrangement. Then, too, the same plan carried out below on the main floor, and with best use made of varied shelving, a large surplus



The attractive surroundings that greet the customer's eye in the Thomas F. Hannan store, St. Catherine Street West, Montreal.



stock is accommodated. Right back of the big refrigerator, wrapping-up tables are provided for, and this will prove to be a handy idea as the business expands. Access to the back lane is secured without difficulty for delivery.

It is less than three months since Mr. Hannan opened his store for the sale of groceries. "I was told," he said to CANADIAN GROCER, "that I ought to do a credit business, and that I would miss it if I did not. But I told this gentleman—a traveller—that I would either get the cash or that I would not sell, and I am going to stick to this plan."

That outlines the decision of Mr. Hannan to sell for cash only. He has found in the past, as many merchants have to their sorrow, that no matter how careful one may be, there are some who will prove disappointing and who will, in the long run, get ahead of you if they are given credit. He outlined several instances where loss had resulted, eventually, even though the customers had paid up most of their accounts. In the long run these losses run into several thousands of dollars. Give a thousand dollars' worth of these accounts to a lawyer to collect, and very frequently the results will have less than a hundred dollars collected. It is very poor business, indeed, to take unreasonable chances in the matter of credit.

As soon as it can be arranged, a cash carrier system will be used to conduct the cash to the office. In the meantime a cash register is used and is giving good results.

Mr. Hannan has already done some advertising in the daily papers. This will, in all probably, be continued. Some

direct results, he states, are traceable to it.

One of the methods that will be tried out is that of securing a select mailing list and then mailing to these prospects a neat announcement, and pointing out the service which the store will aim to maintain, and drawing particular attention to such special goods as will appeal to "flat dwellers" or apartment house renters. For in this section of the city there are many apartments, and Mr. Hannan will bid for the trade of these newcomers. A new apartment is now being erected at a cost, it is said, of a million dollars, not far from St. Catherine Street. This will be a fruitful source of business for stores in Montreal, and Mr. Hannan will doubtless secure a portion of it, notwithstanding the fact that there are many others in the district.

There is a distinct advantage in providing for reasonably large stocks of butter, eggs, bacon, hams, lard and shortening. Here, in particular, the apartment house trade suggests an extensive sale for these products. Already the sales of butter and of shortening have been quite large.

SHOWS SOUP IN A JAR ON COUNTER

Continued from Page 137
under \$3,000 any month since I started, and in the busy months of July and August, they exceeded \$4,000. I have everything ticketed, and customers can see just what they can save on the cash and carry plan. I urge the people to carry their goods, but they are not compelled to do so, as for a small amount they can be delivered." Mr. Ware has

an arrangement with his father whereby his delivery also renders service when required at the cash and carry store. "But a surprisingly large number of people have fallen in with the new idea," Mr. Ware stated, "and with the exception of very heavy stuff, they are willing to carry their parcels. It is an inducement these days, when grocery commodities are at such high levels, and the saving that can be accomplished in dealing at a cash and carry store, is something to be reckoned with at a time like the present."

Mr. Ware told CANADIAN GROCER that his campaign of advertising had helped very materially to get this idea before the people, and to let them know just what a saving they could make. He believed that naming the prices in the advertisements was one of the biggest factors that made them of real value to the merchant. By specifying the actual prices at which goods can be bought the public was informed in a very direct way, just what was gained by purchasing the goods advertised.

During the fall and winter months, when, as a rule, business is not as brisk in Huntsville as during the summer, when the tourist trade is a big revenue producer, Mr. Ware is planning to even enlarge upon his advertising schemes, and he intends to push the sale of his goods in every way that will legitimately bring business to his store. He is keenly alive to the value of advertising and display, and contends that in the conduct of a progressive business these are features that must figure prominently.

AN ATTRACTIVE MARITIME STORE



The interior of the Murphy and Demont store, Windsor, N.S., gives an idea of the spaciousness and attractive arrangement of one of the stores down by the Atlantic. One thing that will be particularly noticed is the effective use made of glass display cases to keep the stock always looking fresh and attractive while at the same time keeping it always on display. Note the fine confectionery counter arranged in a prominent place at the back of the store.

CURRENT NEWS OF THE WEEK

Canadian Grocer Will Appreciate Items of News from Readers for This Page

MARITIME

The Carona Company, Ltd., St. John, N.B., have added another storey to their chocolate plant on Union street and are planning further additions, with a view to doubling the capacity of their plant.

The Crosby Molasses Co., Ltd., St. John, N.B., have made appreciable progress on their new molasses tank plant alongside the Pettingill wharf. There will be two large steel tanks, 42 feet in diameter, and 29 feet high, with a capacity of 280,000 gallons each.

QUEBEC

J. E. Lemyre, 348 Bourbonnien St., Maisonneuve, has sold out to D. Richard.

A grocery store has been opened by E. Thomas at 834 Lagauchetiere St. E., Montreal.

H. Chavalier has succeeded A. Ladouceur, grocer, 469 Mary Ann Street East, Montreal.

F. X. Picotte, grocer, 1209 Mary Ann Street East, Montreal, has been succeeded by A. Charland.

Brown and Duncan, grocers, 264 Iberman Street, Montreal, have succeeded Manders and Brown.

J. A. Robert, 3150 Verville Street, Montreal, has purchased the interest of his partner, Mr. Pronoveau.

Chas. Chaput, president of the wholesale grocery firm of L. Chaput, Fils and Cie., Ltee., Montreal, was taken suddenly ill this week. It is sincerely hoped that Mr. Chaput may enjoy an early recovery.

ONTARIO

Noad's have opened store No. 3 at 254 Boon Ave., Toronto.

Saul Klengon, grocer, Toronto, has sold to Alex. Rosen.

Howe Bros. have opened a grocery at 118 Hope Ave., Toronto.

Jas. McFarren of J. & W. McFarren, grocers, Toronto, is dead.

C. T. Messick has opened a business at 176 Wallace Ave., Toronto.

Geo. Hesk, groceries and meats, Toronto, is discontinuing business.

S. Adgey will conduct a grocery business at 1823 Gerrard Street, Toronto.

A new grocery has been opened at 1999 Gerrard East by G. Hutton, Toronto.

C. M. Annis of 1185 Dundas Street, has removed to 1186 Dufferin Street, Toronto.

J. W. Tucker has opened a grocery business at 1077 Gerrard street East, Toronto.

D. F. Blackwell has taken over the grocery business at 1890 Dufferin Street, Toronto.

J. H. Paterson, formerly traveller for Telfer Bros., Toronto, has gone into busi-



E. G. HOGARTH.

advertising manager Ford Motor Co., Ford City, Ont., snapped in Algonquin Park, just after he had landed a speckled beauty. He recently returned from a two-weeks' holiday trip to that picturesque district.

ness at 1162 Dufferin Street of that city.

Mrs. A. L. Dufty, who conducted a tobacco business at the corner of Queen and Berkeley streets, has opened a grocery at 744 Gerrard street East, Toronto.

Thrun and Green have opened a grocery and confectionery business at 1956 Gerrard street, Toronto.

C. E. Stone, who has been connected with Michie & Co., Toronto, for 33 years, and is now secretary-treasurer and director of the company, is recovering from a critical operation that he underwent recently. He has been incapacitated for some time, having undergone an operation in December last that unfortunately was not entirely successful. He is expecting to go South shortly for a few weeks' rest and to be back at his duties again early in the New Year.

WESTERN

R. Lane has sold his grocery business to R. J. Watson, Winnipeg.

H. B. Clifford, general merchant, Ridgeville, Man., is dead.

Mr. Reid, Winnipeg, formerly of Kennedy Bros., Ellice Ave., Winnipeg),

has opened a new meat market on St. Matthews Ave.

H. H. House, grocer, Saltcoats, Sask., has sold to J. E. Lawrence.

Mrs. W. Neunan, general merchant, Rosenfeld, Man., has sold to Buhr Bros.,

Cecil Norgate has commenced a new grocery business, St. Boniface, Man.

Baldocks & Hicks, 820 St. Matthews Ave., Winnipeg, has sold to C. Laidlaw.

Mitchell Gordon has bought the grocery business of Dodds & Son, Winnipeg, Man.

P. Strilee, general merchant, Mikado, Sask., has sold to the Mikado Trading Co.

J. B. Borrowman, 232 Tache Ave., Norwood, Man., has sold to M. Rosenblat.

R. La Hay, grocer and butcher, 672 Arlington Street, Winnipeg, has gone out of business.

W. F. Bonter, general merchant, Netherhill, Sask., has sold to H. R. Herron, Ltd.

Baldock & Hicks, 820 Matthews Ave., Winnipeg, have been succeeded by Wm. Laidlaw.

Podolsky & Grobman, general merchants, Hafford, Sask., have sold to Grobman & Co.

J. L. Lowery has purchased the grocery business formerly conducted by H. A. Ball, Winnipeg, Man.

Sene & Gagne, general merchants, have sold to the Viscount Grain Growers' Association, Viscount, Sask.

J. A. McDowell, who operates a grocery and provision store on the corner of Portage Ave. and Sherbrooke Street, Winnipeg, has opened a new store on the corner of Sherbrooke St. and Westminster Ave.

C. F. McGhie, Portage and Aubrey Street, Winnipeg, has sold his store to L. McKay. Mr. McKay formerly operated a store in St. James, Manitoba.

A recent visitor to O'Loane, Kiely Co., Ltd., in Vancouver, was Geo. M. Clune, representing G. Georgeson Co., Stephens Court, Sydney, Australia. The Georgeson Company in Sydney conducts an expert and import business covering a broad range, and Mr. Clune proposes to spend several months among the various business centres in Canada, United States and Europe. He will return via Suez.

PIONEER WINNIPEG MERCHANT DIES

John Gadway of J. Gadway and Co., operating a grocery and provision store corner Portage and Toronto streets, passed away at his home, 756 Broadway Ave., recently. Mr. Gadway was one of the oldest grocers in Winnipeg. The business is still being continued under the same name.

HARGREAVES' HEAD COMING TO CANADA AGAIN

Geo. P. Hargreaves, managing director of Hargreaves Bros., & Co., Ltd., Ocean Works, and Gipsyville, Hull, left England on the "Mauretania" on the 18th instant, en route for New York, where he is spending a few days before coming through to Toronto to give personal attention to the interests of his company's Canadian business. It is 8 years since he first came to this country to establish the business of Hargreaves (Canada), Ltd., and up to the time of the outbreak of war, he came out every year, on one occasion extending his visit to British Columbia.

During the past 5 years the many difficulties occasioned by war conditions in the Old Country, made it impossible for him to be away from headquarters, but now that things are settling down again, he has felt it to be of urgent importance to visit again the Canadian office. He is accompanied by J. W. Medforth, one of his co-directors from England, who has not previously crossed the Atlantic, and who has been associated with him in the development of the parent company's business for 25 years past. Latterly he has resided at Liverpool, where he has had the oversight of 3 factories in that area, and more recently an additional one in Northamptonshire, where boot polish is the principal product.

In spite of the numerous restrictions and other handicaps imposed on manufacturing concerns in England since 1914, the business of Hargreaves Bros. & Co., Ltd., has continued to develop. A majority interest has been acquired in several other companies manufacturing allied products, and the parent company now controls 14 associated companies and in all 9 factories in Great Britain. Benjamin Billesdon is the Canadian sales manager, who has been here since 1915. The principal specialties of the firm are Ocean Blue, Gipsy Grate Gloss, Linoleo Floor Wax, Glosso Metal Polish and Zog.

CANADIAN SALES MANAGER OF SWIFT CANADIAN CO. GOES TO CHICAGO OFFICE

H. C. Herschman, who has been with the Swift Canadian Co., Limited, West Toronto, for a number of years as sales manager, has gone to Chicago to take up more important duties with Swift & Co. there. Mr. Herschman has many friends and acquaintances in Canada who regret his departure but who were very glad to hear of his advancement. He was a member of the Toronto Ad. Club for several years and was the representative of the Swift Canadian Co., Limited, on the Association of Canadian Advertisers, which indicates his close connection and his sympathies with the improving of advertising in Canada.

There are many, in Toronto particularly, who know him as an ardent golf enthusiast. As one of his close friends remarked in this connection, he would sooner play golf than eat.

A. P. Whitlock, who has been "on the

road" for the Swift Canadian Co., Limited for some time and later associated with Mr. Herschman in the office, will succeed him in the sales end of the business. Mr. Whitlock is a young, ener-



H. C. HERSCHMAN, who leaves the Toronto office of the Swift Canadian Co. for the head office.

getic salesman whom many in the trade will remember from his calls on them when travelling for his firm.

BAGS A MOOSE

E. W. Jeffress of E. W. Jeffress & Co., Walkerville, Ont., has just returned from a three months' trip to Western Canada. Mr. Jeffress states that they are in splendid shape judging from the amount of business wholesalers and retailers are doing. On his way back he stopped off in Northern Ontario for a hunt and one of the trophies he has taken home to Walkerville is a fine big moose.

NEW MANUFACTURERS' AGENT FOR WINNIPEG

F. Manley has recently opened a manufacturers' agent's office in Winnipeg, Man., at 354 Main Street. Mr. Manley came to Canada in 1910 from Ireland, where for some time he represented Armour & Co., Ltd., meat packers and later Reckitt & Sons, Ltd., of Hull, England. His first position in Canada was city salesman with the W. J. Boyd Candy Co., Winnipeg. Later he travelled for the Macdonald Consolidated, wholesale grocers, of Winnipeg, and Telfer Bros., Ltd., biscuit manufacturers. In 1915 he enlisted in His Majesty's forces and went overseas with the 44th Battalion in October of that year. When in London on his way back to Canada, he secured a number of British agencies. On account of Mr. Manley's previous

connection in Winnipeg and the West, he is well acquainted with both the wholesale and retail grocers throughout the prairie provinces.

OFFICE OF MONTREAL GROCERS PRESIDENT J. A. DEBIEN MONTREAL R. M. A.

Early closing, the selling of vegetables by weight, and the retail price of beer were the subjects discussed by the Grocers' section of the Retail Merchants' Association at their annual meeting last night. The early closing question was given especial attention, a resolution being passed protesting against the action of the city.

The election of officers for the ensuing year resulted as follows: President, J. A. Debien; 1st vice-president, J. O. Pesant; 2nd vice-president, Emery Leboeuf; secretary, U. Sansregret; treasurer, Ernest Lamarche; auditors, Joseph Dubois; chairman, Raoul Cornelier, and Alexandre Filion.

NEW PLANT FOR PRINCE RUPERT

The Pacific Sea Food Products Company has secured a lease of the plant built more than a year ago by the Lowery interests, near Seal Cove, Prince Rupert, B.C., and which though completed, was not operated.



A NEW SEALSHIPT CONTAINER

The Connecticut Oyster Company, Jarvis Street, Toronto, have recently placed on the market a new container. Their Sealshipt oysters can now be obtained in the glass jars illustrated herewith, which are delivered to the consumer as they are sealed at the oyster grounds. The company claims that this



new container does away entirely with the chance of watering oysters, that some merchants have considered a fair practice in order that they might sell at lower prices, to the detriment of the commodity. The glass jars will be sealed at the ocean and broken only by the consumer, thus guaranteeing their freshness.

WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

THE MARKETS AT A GLANCE

GROCERY markets this week show advances in some lines, but on the whole they are generally steady and strong. The sugar situation is growing less acute, but quotations are inclined to be higher. Teas and coffees show little change as regards conditions and spot prices are firm.

TORONTO—Markets in general groceries continue to show strong tendencies. Changes are few this week and business is very active, with demand strong for practically all lines. Wholesalers report the sugar situation less acute. Canada Sugar Refineries announce an advance of 25c per cwt., making the quotation, Toronto delivery, \$11.46. Corn syrups are steady. Both pearl and pot barley are quoted at a sharp advance. Rolled oats in bulk are selling at \$4.90 for 98 lbs. Canned goods are moving freely at steady prices, and dried fruits available are still confined to few varieties. New raisins are of excellent quality and have a big inquiry. Quotations on the same are very firm. The market in rices and tapioca is very strong and importers state that there is little likelihood of lower values. Teas and coffees, while light in supply, are unchanged as compared with a week ago. All indications point to stronger quotations ruling on spices. Millfeeds are lower, the decline amounting to \$3 on shorts and \$4 on choice middlings and feed flour.

In produce lines fresh meats and provisions continue at fairly easy levels, but in butter, cheese and eggs the tendency is towards higher levels and new advances are reported this week.

WINNIPEG—There is not much change in market conditions this week, prices remaining for the most part steady and strong. Buying of teas and coffees continues to

be good advice as stocks are getting low and new buying is only possible at high prices. Spices, too, are very firm and the situation as regards rice and tapioca shows strength. The reported damage to apples in the Okanagan Valley is likely to be reflected in prices to the trade here. All produce is holding around strong prices. Live hogs are selling at \$17 and pork products show little change as compared with a week ago.

VANCOUVER—Very considerable damage is reported to both the apple and the potato crops in the Yakima and Okanagan districts by heavy frosts. While the markets as yet do not reflect the damage, by way of any drastic advances in prices, it is very strong at present levels and further enhancement of values is not unlikely. General grocery commodities are strong and the trade is very active at the present time.

MONTREAL—An advance of 25c per cwt. was made by Canada Sugar Refineries for refined sugar. This is the only change in the sugar list for the week. Canned goods movement is limited. Molasses is very firm at the advance. Corn syrups are active. New dried fruits are received and prices are firm, with demand active. Boiling peas are scarce and firm. Peanut prices are firmer in United States markets. Package goods are active. Rolled oat prices are erratic and some price-cutting has been manifest, it is stated. Shorts are down \$3 per ton. Barley advanced four cents a bushel. Oranges are easier in the South and may decline here. Cotton twine advanced three cents a pound. Silver polish is higher.

QUEBEC MARKETS

MONTREAL, Oct. 29—Changes of some importance are made this week as will be noted in the summary. There has been much activity in many lines and new crop foodstuffs are being received by the jobbers.

*Cotton Twine Up 3c;
Silver Polish Higher*

Montreal.

TWINES, POLISHES.—Advances are effective for cotton twines. Four-ply is now quoted at 73 to 74 cents per pound,

and three-ply at 70½ to 71 cents in balls. The corresponding prices for cones are 71 to 72 cents and 67½ to 68 cents. Red and white is quoted at 75 to 76 cents. Putz cream is higher, No. 1, per dozen, \$1.25; No. 2, \$2.10; No. 3, \$3.75, and No. 4, \$6.30.

Another 25c Advance On Refined Sugar

Montreal.

SUGAR.—One advance this week, 25c per 100 pounds for Canada Sugar Refineries' granulated, is the increase of the week in this market. Tendencies are upward, and no improvement can be forecast as to supply. Brown sugars have been readily available. Orders are generally cut down by the jobbers.

Atlantic Sugar Company, extra granulated sugar, 100 lbs.	11 00
Acadia Sugar Refinery, extra granulated	11 00
Canada Sugar Refinery	11 25
Dominion Sugar Co., Ltd., crystal granu-	

lated	11 00
St. Lawrence Sugar Refineries	11 25
Leing, barrels	11 20
Leing, 25-lb. boxes	11 60
Leing, 50-lb. boxes	11 40
Do., 1 lb.	12 80
Yellow, No. 1	10 85
Yellow, No. 2 (Golden)	10 25
Yellow, No. 3	10 15
Yellow, No. 4	10 10
Powdered, barrels	11 00
Powdered, 50s	11 30
Powdered, 25s	11 50
Cubes and Dice (asst. tea), 100-lb. boxes	11 85
Do., 50-lb. boxes	11 95
Do., 25-lb. boxes	12 15
Do., 2-lb. pack.	13 25
Paris lumps, barrels	11 60
Paris lumps (100 lbs.)	11 70
Paris lumps (50-lb. boxes)	11 80
Paris lumps (25-lb. boxes)	12 00
Paris lumps (cartons, 5-lb.)	11 70
Do., cartons, 2-lb.	13 50
Do. (cartons, 5-lb.)	12 75
Crystal diamonds, barrels	11 85
Crystal diamonds (100 lb. boxes)	11 95
Crystal diamonds (50-lb. boxes)	12 05
Crystal diamonds (25-lb. boxes)	12 25
Demarara light, per lb.	0 10

Small Tin Blueberries Available At 95c

Montreal.
CANNED GOODS. — Blueberries in "half" tins are available and are selling at 95 cents per dozen. Some delivery is being made of various placed orders, but movement is limited.

Canned Vegetables—

Asparagus (Amer.) mammoth green tips	4 60	4 85
Asparagus, imported (2 1/2 s.)	4 85	5 25
Beans, Golden Wax	1 85	2 00
Beans, Refugee	2 00	2 10
Beets, new sliced, 2-lb.	1 00	1 35
Corn (2s)	1 65	1 70
Carrots (4 feed), 2s	1 45	1 75
Corn (on cob), gallons	7 00	7 50
Spinach, 3s	2 85	
Spinach, Can. (2s)	1 80	
Spinach, California, 2s	3 15	3 50
Do. (wine gals.)	8 00	10 00
Tomatoes, 1s	0 95	1 00
Tomatoes, 2s	1 50	1 50
Tomatoes, 2 1/2 s.	1 85	1 90
Tomatoes, 3s	2 15	2 15
Tomatoes, gallons	6 00	7 02 1/2
Pumpkin, 2 1/2 s (doz.)	1 10	
Pumpkins, gallons (doz.)	3 25	
Peas, standards	1 85	1 90
Peas, early June	1 92 1/2	2 05
Peas, extra fine, 2s	3 00	
Peas, Sw. Wrinkle	2 00	
Do., fancy 20 oz.	1 87 1/2	
Do., 2-lb. tins	2 75	

Canned Fruits—

Apples, 2 1/2 s, doz.	1 40	1 65
Do., 3s, doz.	1 80	1 95
Do., gallons, doz.	5 25	5 25
Blueberries, 1/2 s, doz.	0 95	0 95
Blueberries, 2s	2 25	2 40
Do., 1 lb. talls, doz.	1 85	1 85
Currants, black, 2s, doz.	4 00	4 65
Do., gallons, doz.	16 00	
Cherries, red, pitted, heavy syrup, doz.	4 50	4 75
Cherries, white, pitted	4 50	4 75
Gooseberries, 2s, heavy syrup, doz.	2 75	
Peaches, 20 oz., doz.	3 00	3 75
Do., No. 2	4 00	4 75
Do., 2 1/2 s, (light syrup)	4 25	4 75
Pears, 2s	5 25	5 40
Do., 2 1/2 s (light syrup)	1 90	
Pineapples (grated and sliced), Do., 1 lb. flat, doz.	1 90	2 30
Do., 2 lb. talls, doz.	4 00	4 50
Do., 2 1/2 s	2 00	2 20
Plums—Lombard	2 45	2 45
Gages, Green, 2s	2 00	2 00
Do. (light syrup, 2s)	4 70	4 70
Raspberries, 2s, black or red, heavy syrup	4 65	4 65
Strawberry, 2s, heavy syrup		

CANNED FISH

Salmon—	
Chums, 1-lb. talls	2 00
Do., 1/2 s, flat	1 20
Do., 48, 1s, doz.	4 75
Do., 96, 1/2 s, doz.	2 50
Red Springs, 1 lb. tall	4 00
Do., 1/2 lb.	4 30
Cohoos, 1 lb. tall	3 75
Do., 1/2 lb. flat	1 90
Pinks, 1 lb.	2 55
Do., 1/2 lb.	1 30
White Springs, 1s	2 40

Chums, 1 lb. talls	2 00
Do., 1/2 s, flat	1 10
Salmon, Gussie, Niobe Brand (case of 4 doz.), per doz.	2 25
Labrador salmon, 1-lb. flat	3 60
Alaska, red, 1-lb. tall	4 25
runards, 1-lb. talls	2 90
White Steak, 1-lb. flat	1 90
Herrings, imported, tomato sauce	3 25
Do., kippered	2 85
Do., tomato sauce, 1/2 s.	1 85
Do., kipp., Canadian, 48 ls.	1 90
Do., 1/2 s	1 65
Haddies (lunch) (1/2-lb.)	1 90
Haddies, chicken (4 doz. to case), doz.	2 25
Canadian sardines (case)	6 25
Norwegian sardines, per case of 100 (1/4 s)	24 00
Oysters (Canned)—	
5 oz., doz.	2 60
10 oz., doz.	4 20
Lobsters, 1/2-lb. doz.	3 00
Do., 1/2-lb. tins, doz.	5 50
Do., 1-lb. talls	8 25
Do., 1/2-lb., doz.	6 00
Do., 1-lb. flats	8 25
Lobster paste, 1/2-lb. tins	3 50
Sardines (Amer. Norweg'n style)	14 50
Sardines (gen. Norwegian)	25 00
Sardines—Canadian brands (as to quality), case	6 25
Sardines, French	32 00
Do., Portuguese, case	24 00
Scallops, 1-lb. doz.	3 25
Do., Eastern trade	2 65
Do., Winnipeg and Western	2 85
Scotch Snack, No. 2, doz.	4 50
Shrimps, No. 1	2 40
Do., 1 1/2 s	4 50
Crabs, No. 1 (cs 4 doz.)	6 75
Crab meat (Japanese), doz.	6 50
Clams (river) (1 lb.), doz.	1 90
Scotch Snack, No. 1, dz., Montreal	2 50

Best Beans Selling On Steadied Basis

Montreal.
BEANS.—Prices on best quality beans are unchanged, although the Japanese variety is affording stiff competition. Boiling peas are scarce and are quoted at \$8 to \$8.50 per bushel.

BEANS—

Canadian, hand-picked, bush	5 50	5 75
British Columbia	5 00	5 00
Brown Beans	3 50	4 00
Japanese	5 25	
Yellow Eyes	5 00	
Japanese Lima, per lb. (as to quality)	0 10	0 12
Lima, California	0 15	0 15
Kidney beans	6 00	6 50
Peas, white soup, per bushel	4 00	4 00
Peas, split, new crop (98 lbs.)	7 00	7 25
Peas, boiling, bushel	8 00	8 50
Peas, Japanese, green, lb.	0 10 1/2	0 11

Looks Like Higher Peanut Prices Here

Montreal.

NUTS.—Prices have been under revision on Virginia peanuts, which effect was the result of reported shortage of Spanish. The results may reach here later. Grenoble and Marbot walnuts are arriving here.

Almonds, Tarragona, per lb.	0 28	0 30
Almonds (shelled)	0 62	0 62
Almonds (Jordan)	0 75	0 75
Brazil nuts (new)	0 26	0 26
Brazil nuts (medium)	0 15	0 17
Chestnuts (Canadian)	0 20	0 20
Filberts, (Sicily), per lb.	0 28	0 30
Filberts, Barcelona	0 25	0 26
Hickory nuts, (large and small), lb.	0 10	0 15
Pecans, No. 4 Jumbo	0 40	0 40
Peanuts—		
Jumbo	0 23	0 25
"G"	0 18	0 18
Coons	0 14	0 14
Shelled, No. 1, Spanish	0 25	0 26
Salted Spanish, per lb.	0 29	0 30
Shelled, No. 1, Virginia	0 16 1/2	0 18
Do., No. 2	0 14	0 14
Peanuts (salted)—		
Fancy wholes, per lb.	0 36	0 36
Fancy splits, per lb.	0 33	0 33
Pecans (new Jumbo), per lb.	0 32	0 35
Pecans, large, No. 2, polished	0 32	0 35
Pecans, New Orleans, No. 2	0 21	0 24
Pecans, "paper shell," extra large		

Jumbo	0 60
Walnuts (Grenoble)	0 29
Walnuts (new Naples)	0 25
Walnuts (shelled)	0 80
Walnuts (Chilean), bags, per lb.	0 33

Note—Jobbers sometimes make an added charge to above prices for broken lots.

Evaporated Fruits Are Now Arriving

Montreal.

DRIED FRUITS.—It is welcome news that new dried fruits are arriving, and more are expected next week, among them table raisins. Evaporated apples are quoted a trifle lower at 23 1/2 to 24 cents, but have been firmer of late. Demand is brisk.

Apricots, fancy	0 32
Do., choice	0 28
Do., slabs	0 26
Apples (evaporated)	0 23 1/2
Peaches (fancy)	0 26
Faced	0 19
Choice	0 20
Extra choice	0 21
12 oz., per pkg.	0 16
Pears, choice	0 26
Drained Peels—	
Lemon	0 46
Orange	0 47
Citron	0 62
Raisins—	
Bulk, 25-lb. boxes, lb.	0 18
Muscatsels, 2 crown	0 16
Do., 1 Crown	0 14
Do., 3 crown	0 18
Cal. seedless, cartons, 16 oz.	0 23
Choice, seeded, 12 oz.	0 14 1/2
Fancy seeded	0 14
15 oz.	0 16 1/2
11 oz.	0 13 1/2
Choice seeded, 15 oz.	0 13
Seedless, 15 oz. pkg.	0 23
Currants, Greek, 15 oz.	0 24
Currants (Amarites), loose	0 27 1/2
Dates, Excelsior, per case (36-10s)	6 25
Fard, 12-lb. boxes	3 25
Package only	0 19
Do., Dromedary (36-10 oz.)	7 25
Package only, Excelsior	0 20
Do., Dromedary	0 22
Figs (layer), 10-lb. boxes	2 60
Figs, white (70 4-oz. boxes)	5 40
Figs, Spanish (cooking), 23-lb. boxes	0 14
Do. (28 8-oz. boxes)	3 50
Do. (12 10-oz. boxes)	2 20
Prunes (25-lb. boxes)—	
30-40s	0 32
40-50s	0 30
50-60s	0 25
60-70s	0 22
70-80s (25-lb. box)	0 20
80-90s	0 17
90-100s	0 16
100-120s	0 14
Peels—	
Orange	0 45
Lemon	0 42
Citron	0 62
Mixed, 1/2-lb. cartons, doz.	2 75

No Low Prices For Fancy Molasses

Montreal.

MOLASSES, SYRUPS.—The outlook is for higher molasses prices, the market being decidedly firm under limited prospective supplies. Corn syrups are decidedly active and prices unchanged.

Corn Syrups—

Barrels, about 700 lbs., per lb.	0 08 1/2
Half bbls.	0 08 1/2
Kegs	0 08 1/2
2-lb. tins, 2 doz. in case, case	5 45
5-lb. tins, 1 doz. in case, case	6 05
10-lb. tins, 1/2 doz. in case, case	5 75
20-lb. tins, 1/4 doz. in case, case	5 70
2-gal. 25-lb. pails, each	2 60
3-gal. 38 1/2-lb. pails, each	3 85
5-gal. 65-lb. pails, each	6 25
White Corn Syrup—	
2-lb. tins, 3 doz. in case, case	5 95
5-lb. tins, 1 doz. in case, case	6 55
10-lb. tins, 1/2 doz. in case, case	6 25
20-lb. tins, 1/4 doz. in case, case	6 20
Cane Syrup (Crystal) Diamond—	
2-lb. tins, 2 doz. in case, per cs.	7 50
Barrels, per 100 lbs.	10 25
Half barrels, per 100 lbs.	10 50
Glucose, 5-lb. cans (case)	4 80

Prices for Island of Montreal	
Barbadoes Molasses—	
Punchoons	1 03
Barrels	1 06
Half barrels	1 08
Antigua Molasses—	
Punchoons	1 03
Barrels	1 06
Half barrels	1 08

Note—Prices on molasses to outside points average about 3c per gallon less.

Steady Rice Sales With Price Holding

Montreal.
RICE, TAPIOCA.—A fairly steady movement of rice obtains, and prices are steadily held without change. Tapiocas are also fair sellers at unchanged prices.

RICE—	
Carolina, fancy	17 00 18 00
Siam No. 2	12 50
Siam (fancy)	16 00
Rangoon "B"	11 75 13 00
Rangoon CC	11 75 12 90
Mandarin	13 75
Sparkling	15 75
Patna	0 14½ 0 15½
Broken rice, fine	7 00
Do., coarse	8 50 9 00
Tapioca, per lb. (seed)	0 15 0 16
Tapioca (pearl)	0 13½ 0 14
Tapioca (flake)	0 12 0 13

Note.—The rice market is subject to frequent change and the price basis is quite nominal.

Some Teas Received; Still Firm Market

Montreal.
TEAS.—The jobbers have been receiving a few teas shipped some months ago. Undertone is still very firm and only high or higher prices are looked for on most grades.

Japan Teas—	
Choice (to medium)	0 65 0 75
Early picking	0 65 0 70
Finest grades	0 80 1 00
Javas—	
Pekoes	0 40 0 42
Orange Pekoes	0 44 0 47
Broken Orange Pekoes	0 40 0 43

Inferior grades of broken teas may be had from jobbers on request at favorable prices.

Strikes Have Held Coffee Supply Back

Montreal.
COFFEE, COCOA.—A strong coffee market obtains, without price change, however, and with movement continuing active. The New York strike held stocks back. Cocoa is firm, and under the sugar influence, sweetened may be inclined upward.

Enough Spice Here But Strike a Factor

Montreal.
SPICES.—Despite the fact that the longshoremen's strike at New York impeded movement, there has been no reported distress in this market, supplies being ample. Movement is very active.

Allspice	0 20 0 22
Cassia (pure)	0 33 0 35
Cinnamon—	
Rolls	0 55
Pure ground	0 35 0 40
Cloves	0 65 0 70
Cream of tartar (French pure)	0 75 0 80
Chickory, Canadian	0 20
American high test	0 80 0 85
Ginger	0 29
Ginger (Cochin or Jamaica)	0 31
Mace, pure, 1-lb. tins	1 00
Mixed spice	0 30 0 32
Do., 2½ shaker tins, doz.	1 15
Nutmegs, whole	0 60 0 70
64, lb.	0 45
80, lb.	0 48
100, lb.	0 40
Nutmegs, ground, 1-lb. tins	0 65
Pepper, black	0 38 0 40

Do., special	0 32
Do., white	0 50
Pepper (Cayenne)	0 35 0 37
Pickling spice	0 28 0 30
Paprika	0 65 0 70
Turmeric	0 28 0 30
Tartaric acid, per lb. (crystals or p-wdered)	1 00 1 10
Cardamom seed, per lb., bulk	2 00
Caraway (nominal)	0 30 0 35
Cinnamon, China, lb.	0 30
Cinnamon, per lb.	0 35
Mustard seed, bulk	0 35 0 40
Celery seed, bulk (nominal)	0 75 0 80
Shredded cocoanut, in pails	0 21 0 23
Pimento, whole	0 20 0 22

For spices packed in cartons add 4½ cents a lb. and for spices packed in tin containers add 10 cents per lb.

Is Active Sale For Package Goods

Montreal.
PACKAGE GOODS.—A continued movement of cereals in packages is reported by the trade. No changes are announced this week, although bulk oat prices have been easier and might affect the package oats.

PACKAGE GOODS	
Corn Flakes, 3¼s, case	3 75 3 90 4 15
Rolled oats, 20s	5 60
Do., 18s	2 00
Do., large, doz.	3 00
Oatmeal, fine cut, pkgs., case	4 60
Oat Flakes, 20s	5 40
Puffed rice	5 25
Puffed wheat	4 25
Farina, case	2 35
Scotch Pearl Barley, case	2 35
Pancake Flour, case	3 60
Pancake flour, self-raising, doz.	1 50
Buckwheat Flour, case	3 60
Wheat food, 18-1¼s	3 25
Porridge wheat, 36s	6 45
Do., 20s	6 25
Self-Raising Flour (3-lb. pack.) doz.	2 90
Do. (6-lb. pack.), doz.	5 70
Corn starch (prepared)	0 11½
Potato flour	0 16½
Starch (laundry)	0 12
Flour, Tapioca	0 15 0 16

CEREALS.—The tendency of the bulk rolled oat market is unsettled and prices have been quoted which suggest price-cutting. The market is actually ruling at around \$5. Cornmeal is selling more actively and is unchanged.

Cornmeal, Gold Dust	5 75 6 00
Barley, pearl	6 00 6 25
Barley, Pot. 98 lbs.	5 00 5 50
Barley (roasted)	7 50
Buckwheat flour, 98 lbs.	5 50 6 00
Hominy grits, 98 lbs.	6 00 6 50
Hominy, pearl, 98 lbs.	6 45
Graham flour	5 75 5 90
Oatmeal (standard - granulated and fine)	5 65 6 00
Peas, Canadian, boiling, bush	4 80 5 50
Split peas (per 98 lbs.)	6 50 7 25
Rolled oats, 90-lb. bags	5 00 5 25
Rolled wheat (100-lb. bbls.)	7 10

Onions Hold High; Variety Reduced

Montreal.
VEGETABLES.—The price of tomatoes has soared since the supply is much less. Many lines are now discontinued. Onions hold high. Potatoes are plentiful and prices unchanged.

Beans, new string (imported) hamper	4 00
Beets, new, bag (Montreal)	1 90
Cucumbers (hothouse), doz.	2 00
Chickory, doz.	0 75
Cauliflower (Montreal), doz.	1 50 2 00
Cabbage (Montreal), doz.	0 50 0 75
Carrots, bag	1 00
Celery, doz.	0 50 1 00
Garlic, lb.	0 50
Lettuce, Boston (2 doz. crate), crate	2 75
Lettuce (Montreal), head	9 50
Leeks	1 50
Mint	0 30
Marrows, Vegetables, doz.	1 00 1 50
Mushrooms, lb.	1 25
Basket (about 3 lbs.)	3 50

Onions, yellow, 75-lb. sack	3 25
Do., red, 75 lbs.	3 25 3 50
Do., Spanish, case	8 00
Parsley (Canadian)	0 20
Peppers, green, doz.	0 10
Do., red, doz.	0 10
Parasnips, bag	1 25
Potatoes, Montreal (90-lb. bag)	1 50 1 60
Do., sweet, hamper	2 50
Radishes, doz.	1 00
Spinach, box	1 25
Squash, Huber, doz.	1 50 2 00
Turnips, Quebec, bag	1 50
Do., Montreal	1 25
Tomatoes (Montreal), 30-lb. box	2 00
Do., green	1 00

Three Dollars Less Charged For Shorts

Montreal.
FEEDS.—A reduction of \$3 per ton was made in the price of shorts this week. This was considered by the millers as necessary as there was too wide a spread in the differential between this and bran. There has also been more supply available with export milling orders in hand.

Shorts—	
Mixed cars	52 00
Bran—	
Mixed cars	45 00
Crushed oats	60 00 68 00
Barley chop	64 00 70 00
Special, middlings	64 00
Feed flour (98 lb. sack)	3 75
Gluten Feed (22% Protein)—	
F.O.B. Cardinal	64 00
F.O.B. Fort William	62 00

Farmers' Hay Prices Too High; Barley Up

Montreal.
HAY AND GRAIN.—The farmers are asking too high prices for their hay, and movement is very limited. No change of price has been made. Barley is up 4c per bushel, and oats unchanged.

Hay—	
Good, No. 1, per 2,000-lb. ton	23 00
Do., No. 2	22 00
Do., No. 3	20 00
Straw	11 00
Oats—	
No. 2 C.W. (34 lbs.)	0 96
No. 3 C.W.	0 95
Extra feed	0 95
No. 1 feed	0 94
No. 2 feed	0 92
Barley—	
No. 3 C.W.	1 53
No. 3	1 52
No. 4 C.W.	1 50

Oranges Are Weaker; Fruit Variety Less

Montreal.
FRUITS.—A weaker feeling has developed in oranges and lemons in the U. S. market. Peaches are off the market. Grapes are still available in fair quantities. St. Lawrence apples are finished.

Apples—	
Fameuse	8 00
Gravenstein	5 00 6 50
Alexander, No. 1	7 00 7 50
Wenatchy	7 00 8 00
Bananas (as to grade), bunch	5 00
Cranberries, bbl.	12 00
Do., gal.	0 75
Grapes, Tokay (box), 90 lbs.	2 75
Grapes, basket	0 50
Grapefruit, Jamaican, 64, 80, 96	5 50
Do., Florida, 54, 64, 80, 96	6 00
Lemons, Messina	7 00
Plums, blue prunes	2 75
Pears, California	6 50
Keiffer Pears (box)	3 00
Do., bbl.	8 50
Oranges, Cal., Valencia	6 50
288-324	4 50
250	6 00
176, 200, 216	6 25

ONTARIO MARKETS

TORONTO, Oct. 31—The sugar situation is less acute, dealers report, and the Canada Refinery has announced an advance of 25c per cwt. Sharp advances have taken place in barley and peas. Millfeeds are easier. There is a strong tendency in spices and advances in the near future are not unlikely. Canned goods and dried fruits are for the most part steady.

Sugar Scarcity is Less Acute

Toronto.
SUGAR.—The sugar situation is gradually becoming less acute. There is a freer movement of supplies. The feature of the week in the sugar market is the advance in the price of Redpath's sugar to \$11.46 per cwt., the same quotation as that of St. Lawrence. These two refineries are supplying this market. Quotations from the other refineries are steady at \$11.21, but as far as the Atlantic and Acadia refineries are concerned the figure is merely nominal.

St. Lawrence, extra granulated 11 46
 Atlantic, extra granulated 11 21
 Acadia Sugar Refinery, extra granulated 11 21
 Can. Sugar Refinery, extra granulated... 11 46
 Dom. Sugar Refinery, extra granulated. 11 21
 Differentials: Canada Sugar, Atlantic, St. Lawrence, Dominion: Granulated, advance over basis: 50-lb. sacks, 10c; barrels, 5c; gunnies, 5/20s, 25c; gunnies, 10/10s, 40c; cartons, 20/5s, 45c; cartons, 50/2s, 55c.

Differentials on yellow sugars: Under basis, bags 100 lbs., No. 1, 40c; No. 2, 50c; No. 3, 60c; barrels, No. 1, 35c; No. 2, 45c; No. 3, 55c.

Acadia granulated, advance over basis: gunnies, 5/20s, 40c; gunnies, 10/10s, 50c; cartons, 20/5s, 60c; cartons, 50/2s, 70c. Yellows same as above.

Corn Syrups Sell Unchanged

Toronto.
MOLASSES, CORN SYRUPS.—There is an active demand for corn syrups at the present time. The market is steady but some wholesalers state that there is a tendency to higher prices. The market for corn is fluctuating so much, however, that it is difficult to say just what the trend in corn products is.

Package Goods Steady and Strong

Toronto.
PACKAGE GOODS.—No changes are reported in quotations on package goods. The market is strong and steady. Rolled oats are selling at from \$5.10 to \$5.60 for the square cases, and at \$5.60 for 20s round. Other lines are unchanged.

Sharp Advances Barley and Peas

Toronto.
CEREALS.—Sharp advances have taken place in both pearl and pot barley. Pearl barley in 98s is selling at \$7.50, and pot barley at \$6. A number of wholesalers are still offering rolled oats in 90s at \$4.90, while others are quoting the former figure of \$5. Golden cornmeal is selling at from \$5.75 to \$6.

Single Bag Lots	
F.o.b. Toronto	
Barley, pearl, 98s	7 50
Barley, pot, 98s	6 09
Barley flour, 98s	4 50

Buckwheat Flour, 98s	5 75	6 50
Cornmeal, Golden, 98s	5 00	5 50
Do., fancy yellow, 98s	5 50	6 00
Hominy grits, 98s	5 25	5 75
Hominy, pearl, 98s	5 70	6 00
Oatmeal, 98s	4 90	5 00
Oat Flour	7 00	7 00
Roller Oats, 90s	6 15	6 15
Round Wheat, 100-lb. bag	10 00	10 00
Breakfast Food No. 1	6 75	6 75
Do. No. 2	7 00	7 50
Rice flour, 100 lbs.	0 10	0 11
Linseed meal, 98s		
Peas, split, 98s		
Blue peas, lb.		

Canned Goods Are Moving Freely

Toronto.
CANNED GOODS.—All lines of canned goods are moving to the retail trade in good supply, and quotations on the same are very firm. Canned vegetables are strong at the opening figures in most instances. Canadian corn is selling at \$1.85 per case, and tomatoes are from \$2 to \$2.50. Both sliced and shredded pineapple are in demand, selling at from \$4.50 to \$4.75 per dozen for 2s.

Salmon—		
Sockeye, 1s. doz.	4 75	
Sockeye, 1/2s. doz.	2 95	
Alaska reds, 1s. doz.	4 25	4 50
Do., 1/2s. doz.	2 50	
Chums, 1-lb. talls	2 35	2 60
Do., 1/2s. doz.	1 35	1 45
Pinks, 1-lb. talls	2 35	2 60
Do., 1/2s. doz.	1 35	1 50
Cohoos, 1/2-lb. tins	2 00	2 10
Cohoos, 1-lb. tins	3 75	3 90
Red Springs, 1-lb. talls	3 75	4 25
White Springs, 1s. dozen	2 30	2 35
Lobsters, 1/2 lb., doz.		6 00
Do., 1/4-lb. tins		
Whale Steak, 1s flat doz.	1 75	1 90
Pilehards, 1-lb. talls, doz.	1 75	2 10

Canned Vegetables—		
Beets, 2s. dozen	1 45	
Tomatoes, 2 1/2s. doz.	2 00	2 05
Peas, standard, doz.		2 00
Do., Early June, doz.	2 17 1/2	2 22 1/2
Do., Sweet Wrinkle, doz.	2 45	2 50
Do., extra sifted, doz.	2 77 1/2	2 82 1/2
Beans, golden wax, doz.		2 00
Asparagus, tins, doz.	3 85	4 25
Asparagus butts, 2 1/2s. doz.		2 50
Canadian corn		1 85
Pumpkins, 2 1/2s. doz.		1 25
Spinach, 2s. doz.		1 90
Do., 2 1/2s. doz.	2 52 1/2	2 80
Do., 10s. doz.		10 00
Pineapples, sliced, 2s. doz.	4 50	4 75
Do., shredded, 2s. doz.	4 50	4 75
Rhubarb, preserved, 2s. doz.	2 07 1/2	2 10
Do., preserved, 2 1/2s. doz.	2 65	4 52 1/2
Do., standard, 10s. doz.		5 00
Apples, gal. doz.		
Peaches, 2s. doz.	3 60	3 70
Pears, 2s. doz.	4 00	4 05
Plums, Lombard, 2s. doz.	3 10	3 25
Do., Green Gage	3 25	3 40
Cherries, pitted, H. S.	4 35	4 40
Blueberries, 2s	2 25	2 40
Strawberries, 2s, H.S.		5 25
Blueberries, 2s	2 10	2 35

Jams—		
Apricot, 4s. each	0 90	
Black Currants, 16 oz., doz.	4 00	4 50
Do., 4s. each		1 10
Gooseberry, 4s. each		0 84
Peach, 4s. each		0 88
Red currants, 16 oz., doz.	3 45	
Raspberries, 16 oz., doz.	4 50	
Do., 4s. each		1 10
Strawberries, 16 oz., doz.	4 50	
Do., 4s. each		1 15

New Crop Raisins Selling Freely

Toronto.
DRIED FRUITS.—The new crop raisins that are being sold on the market are of splendid quality, and are selling very freely, even at prices higher than opening quotations a year ago. Thompson's seedless in 15-ounce packets are selling at 20 1/2 cents, while the seeded in 15-ounce packets are selling at from 18 to 18 1/2 cents. Thompson's seedless in bulk are selling at 19 1/2 cents. New Californian dried peaches are quoted by some dealers this week. Opening prices are inclined to be high. Standards are quoted at from 26 to 28 cents, and quotations for extra fancy stuff go as high as 38 cents.

Apricots, unpitted		
Do., fancy, 25s		
Do., choice, 25s		
Do., standard, 25s		
Canned Peas, American—		
Lemon	0 42	
Orange	0 44	
Citron	0 60	
Currants—		
Grecian, per lb.	0 25	0 25
Australians, 3 Crown, lb.	0 22	0 28
Dates—		
Excelsior, pkgs., 3 doz. in case		5 75
Dromendary, 3 doz. in case		7 00
Figs—		
Taps, lb.		
Malagas, lb.		
Comadre figs, mats, lb.		
Smyrna figs, in bags	0 18	0 19
Cal., 4 oz. pkgs., 70s. case		5 00
Cal., 8 oz., 30s. case		3 25
Cal., 10 oz., 12s. case		2 25
Prunes—		
30-40s, per lb.		
40-50s, per lb.		
50-60s, per lb.		
60-70s, per lb.		0 26 1/2
70-80s, per lb.		
80-90s, per lb.		
90-100s, per lb.		
100-120s, per lb.		0 16 1/2
Peaches—		
Standard, 25-lb. box, peeled	0 26	0 28
Choice, 25-lb. box, peeled	0 27	0 30
Fancy, 25-lb. boxes	0 30	0 33
Extra fancy, 25-lb. box, peeled	0 35	0 38
Raisins—		
California bleached, lb.		
Extra fancy sulphur, blech., 25s		
Seedless, 16-oz. packets		0 20 1/2
Seeded, fancy, 1-lb. packets		
Seeded, 15-oz. packets	0 18	0 18 1/2
Seedless, Thompson's, bulk		0 19 1/2
Seedless, 16-oz. packets		0 20 1/2
Crown Muscatels, 25s	0 15 1/2	0 17
Greek Sultanas	0 25	0 27

Higher Prices For Spices Likely

Toronto.
SPICES.—The market for spices is extremely strong, and dealers look for higher prices on ginger, cinnamon and peppers, in the very near future. The spot market in New York has been pretty well cleaned up, and difficulty is being experienced in securing new supplies. In fact all spices show very strong tendencies. Supplies of cream of tartar are not at all heavy among the dealers, and it is stated that advances at an early date are not unlikely. Prices on French cream of tartar are being quoted at high levels.

Allspice	0 19	0 21
Cassia	0 33	0 40
Cinnamon	0 36	0 50
Cloves	0 70	0 75
Cayenne	0 33	0 37
Ginger	0 28	0 35
Herbs — sage, thyme, parsley, mint, savory, Marjoram		
	0 40	0 70
Pastry	0 32	0 30
Pickling spices	0 22	0 30
Mace	0 90	1 10
Peppers, black	0 40	0 43

Peppers, white	0 48	0 51
Paprika, lb.	0 60	0 70
Nutmeg, select, whole, 100s.	0 45	0 50
Do., 80s		0 55
Do., 64s	0 60	0 65
Mustard seed, whole		0 36
Celery seed, whole		0 75
Coriander, whole	0 25	0 30
Caraway seed, whole	0 35	0 45
Tumeric, whole	0 26	0 27
Cream of Tartar—		
French, pure		0 75
American high test, bulk	0 75	0 80
2-oz. packages, doz.		1 75
4-oz. packages, doz.	2 75	3 00
8-oz. tins, doz.		6 50

Growing Scarcity of Coffee Supplies

Toronto.
COFFEES.—The feature in the coffee market as far as it concerns Toronto, is the growing scarcity of supplies for immediate delivery. Stocks with some dealers are in very narrow range. Prices to the trade are unchanged. One buyer for a large wholesale house told CANADIAN GROCER that it would cost 31 cents per pound to import Rios laid down in Toronto. Rios are quoted to the trade at the present time at from 35 to 27 cents. The strike in Santos and also of the dockhands at New York has also contributed to the scarcity of supplies.

Java, Private Estate	0 51	0 58
Java, Old Government, lb.	0 49	0 50
Bogotas, lb.	0 49	0 50
Guatemala, lb.	0 48	0 52
Mexican, lb.		0 50
Maracaibo, lb.	0 47	0 48
Jamaica, lb.	0 45	0 46
Blue Mountain Jamaica		0 53
Mocha, lb.		0 49
Rio, lb.	0 35	0 37
Santos, Bourbon, lb.	0 46	0 47 1/2
Ceylon, Plantation, lb.		0 51
Chicory, lb.		0 30
Cocoa—		
Pure, lb.		0 31
Sweet, lb.		0 31

Tea Stocks on Spot Not Heavy

Toronto.
TEAS.—The market for teas is steady at unchanged figures as far as the spot market is concerned. Prices on new importations are firm, but importers state that the tendency continues to be towards higher levels. Difficulties in transportation enter largely into the present condition of the market and interfere very considerably with the importation of supplies. In fact there is very little tea in importers' hands at the present time.

Ceylons and Indians—		
Pekoe Souchongs	0 46	0 48
Pekoes	0 48	0 56
Broken Pekoes	0 56	0 58
Broken Orange Pekoes	0 58	0 60
Javas—		
Broken Orange Pekoe	0 58	0 65
Broken Pekoes	0 42	0 45
Japans and Chinas—		
Early pickings, Japans	0 63	0 65
Do., seconds	0 50	0 55
Hyson thirds	0 45	0 50
Do., pts.	0 58	0 67
Do., sifted	0 67	0 72

Above prices give range of quotations to the retail trade.

Active Demand For All Nuts

Toronto.
NUTS.—Quotations on nuts are steady and strong. Supplies bought for delivery next month, and up to the first of the year, will sell at fairly easy prices, but stock now being purchased is on a rising market, and is quoted at higher

levels for later delivery. Shelled Brazil nuts that are now selling to the trade at 88 cents per pound, are costing 86 1/2 cents to import, laid down in Toronto. Spanish peanuts are selling at 25 cents, and Chinese peanuts at from 18 to 19 cents. Coconut, both the sweetened and unsweetened kinds, are very strong. Unsweetened coconut is selling to the trade at 40 cents per pound, and the sweetened at 45 cents.

Almonds, Tarragonas, lb.	0 28	0 32
Butternuts, Canadian, lb.		0 08
Walnuts, California, lb.	0 40	0 42
Walnuts, Grenobles, lb.	0 34	0 35
Walnuts, Bordeaux, lb.	0 28	0 30
Filberts, lb.	0 23	0 24
Pecans, lb.		0 30
Cocoanuts, Jamaica, sack		10 00
Cocoanut, unsweetened, lb.		0 37
Do., sweetened, lb.		0 45
Peanuts, Jumbo, roasted	0 18	0 19
Brazil nuts, lb.	0 21	0 22
Shelled—		
Almonds, lb.	0 62	0 65
Filberts, lb.	0 50	0 55
Walnuts, lb.	0 88	0 90
Peanuts, Spanish, lb.		0 25
Do., Chinese, 30-32 to oz.	0 18	0 19
Brazil nuts, lb.		0 88

Firmer Market Prevails in Rices

Toronto.
RICES.—The market for rices is a lot firmer than a fortnight ago. The tendency is towards higher levels, largely due to the fact that crops in Texas have been damaged by rainstorms. Blue Rose Texas rice is selling at 16 cents per pound to the trade. There is a very heavy demand for rices, and importers state that the market is likely to continue strong.

Honduras, fancy, per 100 lbs.		
Siam, fancy, per 100 lbs.	15 00	16 00
Siam, second, per 100 lbs.	13 50	14 50
Japans, fancy, per 100 lbs.		17 00
Do., seconds, per 100 lbs.	13 00	14 00
Chinese, XX., per 100 lbs.	13 00	14 00
Do., Simiu		16 00
Do., Mujin, No. 1		16 00
Do., Pakling		14 00
White Sago		0 14
Tapioca, per lb.		0 15

Prices of Honey Are Steady

Toronto
HONEY, MAPLE SYRUPS.—The market for honey is steady at unchanged figures. There is an active demand for honey. Maple syrup is getting in small supply, and prices are strong at present levels.

Honey, Clover—		
5-lb. tins		0 25
2 1/2-lb. tins		0 26
10-lb. tins		0 24
60-lb. tins		0 24
Buckwheat, 50-lb. tins, lb.		0 18
Comb, No. 1, fancy, doz.		
Do., No. 2, doz.		
Maple Syrup—		
8 1/2-lb. tins, 10 to case, case		18 00
Wine qt. tins, 24 to case, case		17 00
Wine 1/2 gal. tins, 12 to case, case		16 00
Wine 1 gal. tins, 6 to case, case		15 00
Imp. 5 gal. cans, 1 to case, case		15 00
Maple Sugar—		
50 1-lb. blocks to case, lb.		0 29

Prices Strong on Canadian Beans

Toronto.
BEANS.—The market is very strong in beans at the present time. There is a good demand and prices are at high levels. The new Canadian bean is of exceptionally fine quality but quantity available is not as large as a year ago.

Ontario, 1-lb. to 2-lb. pickers, bus.	5 00	5 50
Do., hand-picked, bus.		5 75
Marrowfats, bush.	6 00	6 50
Japanese Kotonashi, per bush.		4 00
Rangoons, per bushel		3 00
Limas, per lb.		0 15

Apple Receipts Are Heavy

Toronto
FRUITS.—Apples are arriving freely on the Toronto market, and offerings among the wholesale dealers are plentiful. Ontario Kings, of No. 1 quality are selling around \$8 per barrel. Ontario Spies are selling at from \$5.50 to \$8, and Blenheims at from \$5.50 to \$6. Box apples, including McIntosh Reds, Jonathans and Kings, are selling at \$3.25 per box. Emperor grapes in tugs are quoted at from \$4.75 to \$5, and in drums at \$7.50, and in barrels, \$8. California pears are \$5.25 per box.

Bananas, Port Limons		0 08
Valencia Oranges—		
176s, 200s, 216s		7 25
150s and 126s	6 25	6 75
96s, 100s, 250s, 288s, 324s	4 75	6 50
Lemons, Cal., 300s, 360s		8 50
Grapefruit, 54s, 64s, 70s, 80s, 126s	4 50	5 50
Apples—		
No. 1 Ontario Kings		8 00
No. 1, Ontario Spies	5 50	8 00
Blenheims	5 50	6 00
McIntosh Reds, box	3 25	3 35
Jonathans, box	3 25	3 35
Kings, box		3 25
Nova Scotia Kings, bbl.	5 00	7 00
Cal. Pears		5 25
Grapes, Cal., Emperor, tugs	4 75	5 00
Do., drums		7 50
Cranberry, Cape Cod, bbl.		12 00
Do., half bbl.		6 00
Do., boxes		4 50
Can. Chestnut, lb.		0 20

Ont. Potatoes Are Now \$1.75 Bag

Toronto.
VEGETABLES.—There is an active demand for all vegetables. Potatoes are arriving on the market freely. Ontarios are selling to the trade at \$1.75, and New Brunswicks are bringing \$2 per barrel. Jersey sweet potatoes in hampers are \$2.25 and \$7.50 in barrels. Turnips are \$1 per bag. Thedford celery is selling at \$5 per case, and cauliflower is from \$2 to \$2.50 per dozen heads.

Beets, bag	1 00	1 25
Cabbage, bbl.	2 00	2 25
Carrots, per bag		1 00
Lettuce, basket, imported		3 50
Onions, Yellow Danvers, 100-lb. sacks		4 75
Onions, 50-bag lots		4 50
Spanish Onions, large cases		6 25
Do., medium crates		3 50
Onions, white, large sacks		5 00
Celery, Thedford, case		5 00
Cauliflower, box 12	2 00	2 50
Potatoes—		
Ontario, 90-lb. bags		1 75
Ontario, No. 2s		1 75
New Brunswick		2 00
Jersey Sweet Potatoes, hamper		2 25
Do., bbl., double headers		7 50
Turnips, bag		1 00
Mushrooms, 4-lb. basket		3 50

Steady Prices Rule on Flour

Toronto.
FLOUR.—The demand for flour for domestic account is not at all heavy. There is considerable moving for export. Prices to the trade are steady.

Flour—		
Government standard, 74 per cent. extraction.		
Ontario winter wheat flour, in carload shipments, on track, in cotton bags		11 15
In jute bags		11 00

Millfeeds Show Sharp Declines

Toronto.
MILLFEEDS.—Shorts have declined

WINNIPEG MARKETS

Teas Show Little Change

Winnipeg.
TEAS.—There is very little change in the tea market. The tendency perhaps is towards higher prices on the finer qualities. Jobbers report that retailers are buying very freely their supplies for the next three months at present prices.

Heavy Buying of All Coffees

Winnipeg.
COFFEES.—There is very heavy buying by the roasters of all grades of green coffee. Many cars have been delivered the past two weeks and many more are in transit for Western points.

Santos, per lb.	\$0 36	\$0 36½
Bourbon, per lb.	0 38	
Maracaibo, per lb.	0 42½	0 43
Mexican, per lb.	0 44	0 45

Advance Likely in Confectionery

Winnipeg.
CONFECTIONERY.—Confectionery lines of all kinds are due for a further advance. Manufacturers report that the cost of sugar and raw materials make this necessary. Retailers are advised to protect themselves for as long a time as possible.

Prices of Cigars May Go Higher

Winnipeg.
CIGARS.—Even at the advance already made Western cigar manufacturers are still below Eastern prices of like qualities. This situation cannot last long as the labor question is a very serious factor in Western made cigars. Manufacturers report that prices will have to advance again.

Brazil Nuts 28c in Shell

Winnipeg.
NUTS.—New stocks of Brazil nuts in the shell quoted at 28 cents per pound. Filberts are 26½ cents per pound, and whole walnuts 23 cents. Peanuts are 19 cents.

Evaporated Apples High in Price

Winnipeg.
DRIED FRUITS.—Evaporated apples are inclined to be high in price, 50 lb. boxes selling at 25 cents per pound, and 25 pound boxes at 25¼ cents. New prunes are quoted all the way from 16 to

\$3 per ton, the new price being \$52.25. Choice middlings are \$4 per ton cheaper at \$60.25, and feed flour is quoted at \$64.25.

Bran, per ton	45 25
Shorts, per ton	65 25

19½ cents, according to sizes. Figs range from \$2.35 to \$3 per box.

Evaporated Apples—	
50-lb. boxes, per lb.	0 25
25-lb. boxes, per lb.	0 25½
Filatias, in 50-lb. cases, lb.	0 26½
Figs, 6-row layer figs, 10-lb. boxes, per box	2 35
Do., 5-row layer figs, 10-lb. boxes, per box	3 00
Do., 20 8-oz. pkgs.	2 70
Choice Black, 25-lb. boxes, per lb.	0 20
Choice White, 25-lb. boxes, per lb.	0 22
Prunes, 100 to 120 in 25-lb. boxes, per lb.	0 16
Do., 90 to 100 in 25-lb. boxes, per lb.	0 17
Do., 80 to 90 in 25-lb. boxes, per lb.	0 19½
Loose Muscatis, Three Crowns, un-graded, 25-lb. boxes, per lb.	0 12½
California Seeded, 10-oz. pkgs., 48 to case, per pkg.	0 14
Do., 12-oz. pkgs., Maximus Fancy, per pkg.	0 12½
Do., 16-oz. pkgs., Sun Maid, 36 to case, per pkg.	0 19½

Rice and Tapioca at Firm Prices

Winnipeg.
RICES.—Spot rice and tapioca are held at very firm prices. Very little of

the better grades of rice are being offered. Samples of American rice are very poor and prices very high.

TAPIOCA—	
Pearl, sack lots, lb.	0 14
Do., broken sacks, lb.	0 14½
RICE—	
Saigon, 50-lb. bags, lb.	0 10½ 0 11
Siam, 100-lb. bags, lb.	0 11 0 11½
Elephant Siam, 100-lb. bags, lb.	0 12 0 12½
Japan, 100-lb. bag, lb.	0 13½ 0 14
Patna, 100-lb. bag, lb.	0 11½ 0 12
Chinese, 48-lb. bag, per cwt.	7 70
Sago, Singapore, 150-lb. bag, lb.	0 12

Millfeeds Are Selling Well

Winnipeg.
MILLFEEDS.—Bran and shorts are quoted at easier levels, at \$40 per ton for bran, and at \$50 per ton for shorts.

Potatoes Are Now Easier

Winnipeg.
VEGETABLES.—Potatoes are quoted easier this week at \$1.10 per bag. Turnips are \$3 per cwt., and carrots are \$4.

Potatoes, per bag	1 10
Turnips, per cwt.	3 00
Carrots, per cwt.	4 00
Beets, per cwt.	2 00
Cabbage, per cwt.	2 00
Manitoba celery, per doz.	0 90
Cauliflower, per doz.	2 50
Manitoba onions, cwt.	4 00
B. C. Onions, cwt.	5 00
Cucumbers, doz.	2 00

BRITISH COLUMBIA MARKETS

Sugar Stringency is Improving

Vancouver.
SUGAR.—The situation in sugar has improved very considerably of late, and the stringency as regards supplies is not being so keenly felt by the trade. Prices are on the whole steady and very strong.

Frosts Do Much Damage in B. C.

Vancouver.
FRUITS AND VEGETABLES.—The temperature dropped to 17 degrees in the Yakima and the Okanagan, the damage to apples being variously estimated up to 500 car loads in the Yakima and 350 boxes in the Okanagan. Many hundreds of tons of potatoes have also been frozen in the ground. Ashcroft also had a destructive frost, damaging, it is said, about 50 per cent. of the yield. The market does not yet reflect the effect of this loss. Ashcroft potatoes are selling at \$40 and local potatoes at from \$25 to \$30. Apples are selling at \$1.40 for cookers, and \$3 for Gravensteins and Snows.

Oranges	\$7 00	\$7 50
Lemons	8 50	9 00
Sweet Potatoes, lb.	0 07	0 08
Cranberries, 17c, by bbl.		0 16
Sack Vegetables—		
Carrots	1 25	
Turnips	1 25	
Beets	2 00	
Parsnips	2 25	
Cabbage, lb.	0 04	
Cauliflower, doz.	3 00	
Apples—		
McIntosh, box	2 50	

Wealthies, box	2 25
Jeffries, box	2 25
Jonathan, box	2 75
Spitz, box	3 25
Windsor Banana, box	3 25
No. 3 Cooking, box	1 50

New Pack Tomatoes Selling Freely

Vancouver.
CANNED VEGETABLES.—New pack tomatoes, solid pack, are selling at \$2.15 per dozen, a reduction of 10 cents on the former price. The growing of the canning variety of peas in B. C. is practically a new venture. Broder having packed a few last year which were everything that one would wish. This year a more extensive acreage was planted.

Peas, Standard, per doz., 2s.	\$2 30
Early June	2 45
Sweet Wrinkled	2 70
Corn, 2s, doz.	1 95
Blueberries, 2s, per doz.	2 75
Do., gallons	10 75

Stocks of Dried Fruits Very Low

Vancouver.
DRIED FRUITS.—Stocks are very low. Deliveries of new crop have been held up with the strikes in California.

Shortage of Pastry Flour

Vancouver.
FLOUR.—There has been and still is a shortage of pastry flour. There are small deliveries made, but supplies are entirely inadequate to meet the demand.

WEEKLY MARKET REPORTS BY WIRE

Statements from Buying Centres, East and West

New Brunswick Markets

FROM ST. JOHN, BY WIRE.

St. John, N.B., October 28.—An easier tone is noted in many staples. Business is going well. The sugar situation is not much easier. Granulated cornmeal is lower at \$6 to \$6.19, and ordinary is from \$3.80 to \$3.90. Rolled oats are \$11.25. Molasses is higher at \$95. Ontario cheese is selling at from 30 to 31 cents. Eggs are very scarce and will go higher. Fresh eggs are 65 cents, and case eggs 60 cents. Breakfast bacon is 50 cents. Pure lard is from 35 to 35½ cents, and compound lard is from 30 to 30½ cents. American pork is from 58 to 63 cents. Canadian onions are from \$5.25 to \$5.50. Malaga grapes are from \$10 to \$12.

Flour, No. 1 patents, bbls., Man.	\$12 50
Cornmeal, gran., bags	6 19
Cornmeal, ordinary	3 80
3 90	
Rolled oats	11 25
Rice, Siam, per 100 lbs.	13 75
14 00	
Molasses	95 00
Sugar —	
Standard, granulated	11 10
No. 1, yellow	10 60
Cheese, New Brunswick	0 30
0 31	
Cheese, Ont., twins	0 30
0 31	
Eggs, fresh, doz.	0 65
0 60	
Eggs, case	0 60
0 50	
Breakfast bacon	0 56
0 50	
Butter, creamery, per lb.	0 48
0 50	
Butter, dairy, per lb.	0 35
0 35½	
Lard, pure, lb.	0 30
0 30½	
Lard, compound	65 00
67 00	
American clear pork	4 55
4 90	
Beef, corned, 1s	4 20
4 20	
Tomatoes, 2½s, standard case	3 70
3 75	
Raspberries, 2s, Ont., case	4 10
5 00	
Peaches, 2s, standard case	5 00
5 00	
Corn, 2s, standard case	11 00
11 50	
Peas, standard case	14 50
15 00	
Apples, gal., N.B., doz.	8 50
8 50	
Strawberries, 2s, Ont., case
Salmon, Red, spring, cases
Pinks
Cohoos
Chums
Evaporated apples, per lb.
Peaches, per lb.
Potatoes —
Potatoes, Natives, per bbl.	3 25
5 25	
Onions, Can., 100-lb. bags	5 50
10 00	
Lemons, Cal.	11 00
6 00	
Pears, Cal., box	6 50
7 50	
Oranges, Cal., case	8 00
6 50	
Grapefruit, Cal., case	7 50
3 50	
Apples, Gravensteins, bbl.	6 00
3 50	
Apples, N.B.	4 50
0 00	
Bananas, per lb.	0 10
10 00	
Grapes, Malaga, box	12 00

Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, Alta., October 28.—Creamery butter has advanced 2 cents. Dairy is now bringing from 45 to 50 cents for the choicest. Although there is no reduction

in oat values, rolled oats in 80s can be bought for \$4.15. A new shipment of package dates in Dromedary is quoted at \$7.60, and Excelsiors at 16 cents. Bulk Hallowee dates are expected early in December and will sell at from 21 to 23 cents per pound. Baker's cocoa has advanced to 52 cents, and unsweetened chocolate to 47 cents. New evaporated fruits are arriving. Choice pears are 33½ cents and choice peaches are 25½ cents. The supplies of new laid eggs are light. Demand is good. A small shipment of dried pineapples in 2s has arrived and is quoted at \$7. Sago and tapioca are scarce. Bulk mincemeat, standard, is quoted at from 15 to 20 cents.

Beans, Limas	0 12	0 15
Beans, B.C.	7 50	9 00
Beans, Kootenashi	8 00	8 25
Flour, 96s, per bbl.	10 70	10 70
Rolled oats, 80s	4 15	4 15
Rice, Siam	13 50	14 50
Japan, No. 1	17 00	18 00
Tapioca, lb.	0 14	0 14
Sago, lb.	0 15	0 15
Sugar, pure cane, granulated, cwt
Honey, 5s, doz.	18 00	18 00
Cheese, No. 1, Ontario, large	0 30	0 31
Butter, creamery, lb.	0 58	0 58
Do., dairy, lb.	0 45	0 50
Lard, pure, 3s, per case	20 70	21 30
Eggs, new-laid, local	18 50	19 00
Do., candied, storage	17 50	17 50
Tomatoes, 2½s, standard, case	4 30	4 60
Corn, 2s, case	4 20	4 80
Peas, 2s, standard, case	4 10	4 10
Strawberries, 2s, Ontario, case	9 35	10 25
Raspberries, 2s, Ontario, case	10 00	10 50
Cherries, 2s, red, pitted	9 00	9 50
Apples, evaporated	0 24	0 25
Do., 25s, lb.	0 26½	0 26½
Apricots, evaporated, 25s	0 40	0 40
Peaches, evaporated, lb.	0 25½	0 25½
Do., canned, 2s	7 50	7 50
Prunes, 90-100s	0 21½	0 21½
Do., 70-80s	0 22½	0 22½
Do., 50-60s	0 23½	0 23½
Salmon, pink tail, case	10 25	10 25

Do., Sockeye, tall, case	17 50
Do., halves	18 00
Potatoes, per ton	33 00
Oranges	7 00
Lemons	10 00
Grapefruit	8 00
Dates—	
Dromedary, case	7 60
Excelsiors, lb.	0 16
Hallowee, lb.	0 21
0 23	
Pears, evaporated, lb.	0 33½
Pineapples, dried, 2s	7 00
Mincemeat, standard, bulk	0 15
0 20	

HAS BUILT UP BUSINESS IN HUNTERS' SUPPLIES

Buy and Sells Skins
(Continued from page 148)

Supplementing his general grocery trade, Mr. McKey has done a big business in buying skins from the trappers, and disposing of them in Montreal. Last year he sold \$6,000 worth of skins to Montreal firms. These consisted of beaver, mink, fisher, otter and muskrat. Buying these skins from the trappers, he states, has stimulated his other business, for the reason that many of the trappers take their pay in supplies. Special trappers' effects are carried in stock, and trappers find the McKey store the place where all their requirements may be met. In the fall and winter months lumbering operations are a source of revenue. J. D. Shier Lumber Co. has its limits in this district, and are buyers on a fairly big scale at the McKey general store. The hunters, trappers and lumber campers replace active tourist trade in the fall and winter months, and are the means of enabling the merchant in the small places in the north to carry on, when without these sources of revenue, business would be very dull.

Will Not Probe Charge of Combine by Ontario Wholesalers

W. F. O'CONNOR, K. C., of the Board of Commerce, has given his decision in the application of the York Trading Company, Limited, of Toronto, refusing the request for an investigation into an alleged combine of manufacturers and wholesale grocers.

Application was made for an order directing investigation into an alleged combine on the part of the manufacturers, or the association known as "The Wholesale Grocers of Ontario," whereby the complainant company has been unable to purchase goods from certain manufacturers.

The same complain was made before the Parliamentary committee on the cost of living, which rejected it as being one reared by a set of individuals in their own interest as distinguished from the interest of the public generally.

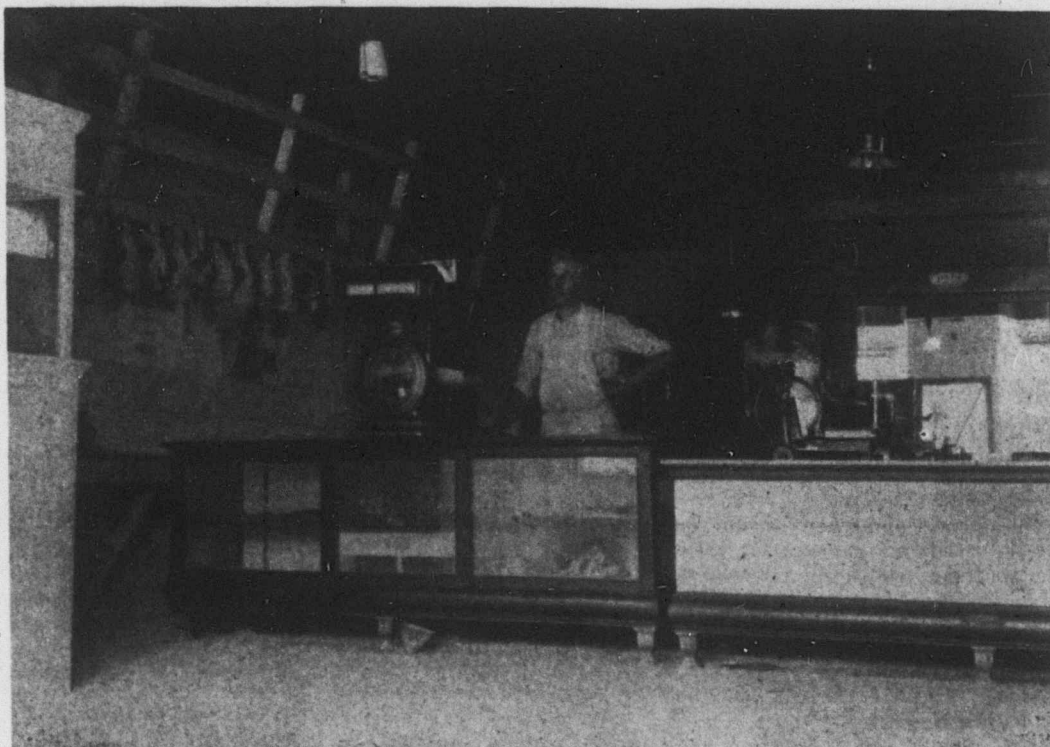
Mr. O'Connor finds that the finding of the committee was correct. He declares:

"(1) I am of the opinion that the complainants' application for a hearing under part one of the Combines Act should be refused, because the granting thereof would not be in the interest of the public.

"(2) I am of the opinion that the existing system of distribution of groceries, the commodity in question on this application, is, as existing, not against the interest of the public.

"(3) That constant supervision on the part of the State of the costs and profits of manufacturers, wholesalers, jobbers, retailers and others will enable the affording of adequate relief in cases where it may be required."

PRODUCE AND PROVISIONS



A COOL APPEARANCE MEANS SALES

THE sanitary provision market conducted by A. Junget at Cabri, Sask., has the reputation of being one of the finest in Western Canada, despite the fact that it is located in this little town. Mr. Junget was formerly in business in Chicago and brought with him modern ideas of equipping a shop of this kind. The picture does not commence to give an impression of how this market appeals to the customer. It is always cool, fresh and clean, sanitary in appearance and thoroughly inviting. The dark green blinds are always drawn on hot days, the floor is covered with fresh cut sawdust. The counter is constructed of pure white marble. The great refrigerator in the rear, 10 x 12 in size, and the show case adjoining the counter are kept highly polished. The computing scale, meat cutter and cash register are likewise kept brightly shining. The store is painted white inside and out. The cash office to the left is only used in the fall of the year when business is exceptionally brisk. This firm uses a one-ton truck for making deliveries, and this truck is used in canvassing threshing outfits in the fall and in delivering their orders. It has travelled 6,000 miles over all kinds of roads, and has proved economical and trustworthy.

Modern Methods Demand Changed Conditions

FRED F. Daley, Cannon Street, Hamilton, Ont. is a firm believer in the proposition that if you want to make a meat department pay, you must help it out with some of the mechanical conveniences that have come so much to the fore of late. It

was all right, he contended, for instance, to slice bacon and cooked meats by hand in the good old days when bacon was about 16 cents a pound. Then it didn't very much matter whether one slice was thin as paper, and the next like a section of beaver board or not, people bought bacon in quantities, and they did not notice these little matters. Anyway, they had not been educated to expect the bacon to be cut in most instances. They took it home in the piece and operated on it with the kitchen knife, and this experience developed a greater leniency of feeling toward the efforts of the butcher.

But with the dawn of the days when bacon sold around 70 cents it figured out at about 5 cents an ounce, and when the customer came in to buy 25 cents' worth of bacon they not unnaturally preferred to have their purchase money spread over several slices rather than have it in one ponderous slice of varying thicknesses.

Once a Luxury, Now a Necessity

Under the old regime a meat slicer was a luxury that most grocers felt they could very well do without, without feeling that the world had dealt too hardly with them. With the dawn of the 70-cent bacon days, however, there has been a marked change in this feeling. The slicer has moved from the luxury class into that of the necessities. People when they buy bacon like to see something for their money, and as in the nature of things, they get comparatively little, it is somewhat essential to cut that little thin.

People Demand the Service

More than that, the growing prevalence of slicers has brought about a very decided preference for slicer cut meat. "It isn't everyone that tells you that they come to the store because you use a slicer," Mr. Daley states, "but when a customer comes in and asks that the bacon or cold meat be cut as thin as possible it is a pretty safe guess that she has come to the store because she knows that she can get her order filled here just as she wants it, and not in the good old hit or miss fashion peculiar to the

In these modern times conditions are forcing a change in methods. With the growing cost of commodities must come a greater care in their sale. Fred. F. Daley, of Hamilton, Ont., instances some ways in which the use of equipment has saved him money and improved his business.

hand-cutting era." Brings Customers to the Store

Figuring it out this way Mr. Daley is quite convinced that the cutter is not only a wonderful time saver in his business, which in itself means money, but it actually brings customers to the store.

They come because they like, too, this method of service. "Any way you look at it," according to Mr. Daley, "the meat slicer is earning you money." It is bringing you customers, as has been stated. It is a saver of time, and Mr. Daley has found that this and one or two other mechanical conveniences represent about the work of an extra man, and that, therefore, the saving of that extra man's wages should be chalked down on the credit side of the ledger. And last but not least is the fact that the element of waste is eliminated." Harking back to the good old days referred to some little time ago, it might be remembered that if you lost a few slices at the end it was no great moment. The wily merchant had probably figured that in on the price, or else he let it go out of pure goodness of heart, in the open handed way that they used to tuck in a hunk of liver for the cat into the family purchase in those days. It was only a matter of a few cents anyway.

But now all these things are changed.

With bacon and cooked ham selling at present figures, that little two-pound residue on the end of the cooked ham represents about all that the most optimistic merchant could hope for in the way of profit. If he doesn't sell it, he doesn't profit, and more or less expeditiously he retires from the business horizon. "You can't look after these ends," stated Mr. Daley, "if you are cutting by hand. If you do you will either slice off an arm, or find that you have devoted the best part of an afternoon to slicing a pound or two of ham. The chances are that you will relegate it to the waste box under the counter, and trust to making what profit you can in turning it into sausage. No way you look at it can you see any profit in this business unless you look after it scientifically. There is little enough profit anyway, but with good equipment and reasonable care, this profit may be made sure."

Mr. Daley also uses an electric sausage machine. Here again he has somewhat of an edge on the former days. In those good old days there were many evenings painfully grinding sausage meat by hand. It was a task that was never done, and one that had a tendency to make every muscle ache, and made one feel like greeting the rising sun of the following day with anything but song.

Now observe the contrast. A small boy, whose rent is merely nominal, can feed the meat into the machine, and in short order turn out 75 pounds of sausages that in the old days would be a task of half a strenuous day, or even more. Mr. Daley figures it this way: "These mechanical conveniences cost money, of that there can be no doubt, but in the element of saving of labor alone they would pay for themselves in a year



MERELY OBLIGING CUSTOMERS

To try and handle a cooked meat business without a slicer is merely a matter of doing business for someone else's convenience, believes F. McDougall, Ingersoll, Ont.



YOU can't make any money cutting meats with a knife." F. McDougall, of F. McDougall and Sons, Ingersoll, Ont., recently told a CANADIAN GROCER representative in the course of a conversation. Mr. McDougall believes that it is merely obliging customers to carry meats in a grocery store, unless one has installed a slicer. He said that before installing the slicer it was impossible to cut the meats to the customer's liking all the time. He either got them too thick or too thin, and in cooked meats there was considerable waste. Then from the customer's point of view, they were inclined to go where there was a slicer. "My sales

have doubled since I put in the slicer." Mr. McDougall remarked, "and the waste that it has eliminated has made the meat department of the store profitable, whereas before it wasn't." Mr. McDougall, of course, does not handle fresh meats, only bacon and cooked hams. With the slicer he can always have a quantity of bacon cut up, in preparation for a busy day. The slicer makes this easy in the shortest possible time, making not only for economy, but for prompt service, being a great labor saving device. "I sell more than twice the bacon on a Saturday now, than I did before I installed the slicer, about two years ago," Mr. McDougall added.

Selling Bacon and Ham by the Ton

David Hamilton, 71 Fairmount Avenue, Montreal, sells immense quantities of ham. In fact Mr. Hamilton stated to a representative of CANADIAN GROCER that his sales of ham and bacon alone would total about two and one-half tons per month. In Easter month this year they were three and one-quarter tons, Mr. Hamilton said. This is some bulk for a retailer to turn out each month, and particularly so when opposition surrounds him on every hand, and reaching out, on their part, for a share of the business that is placed within the district.

This department is in charge of one of the assistants in the store, who is entrusted with the work of selling hams. It is considered best to have some one clerk responsible for the work, and progress can be better made in this way and uniformity maintained. Once used to the operation, a man performing it right along can also make better speed.

Importance of Flavor

In building up so large a trade for smoked ham, one of the most outstanding facts pointed out by Mr. Hamilton was that he had for a long time procured a grade and quality of ham that was uniform in flavor. This was the result of the curing and smoking pro-

The D. Hamilton Store, Montreal, has no monopoly on the sale of bacon and ham. There are probably as many stores to the block in their vicinity, as in any similar locality in the country, yet the store averages sales of two and a half tons monthly. They have built this trade by a method of specialization. They maintain the flavor of their product with scrupulous care, suggesting to the housewife how to achieve the best results from her purchase. Window displays are an important factor also in encouraging this trade.

By A. H. ILLSEY

cesses, and it has been gratifying to watch how well the business has developed. An interesting observation was made by Mr. Hamilton when he said:

"Some of our customers we have never seen. They were out for dinner, perhaps, to a friend's house. This friend was probably one of our customers, who had some of our ham for dinner. Remarking the excellent flavor, they would learn where it was bought, and in some

cases we have had accounts come to us by telephone in just this way. Some of the new customers were miles away, but with the telephone so handy they were able to do business with us, and we give them good delivery service. Often our man will call them up the day before delivery is being made, and secure their order."

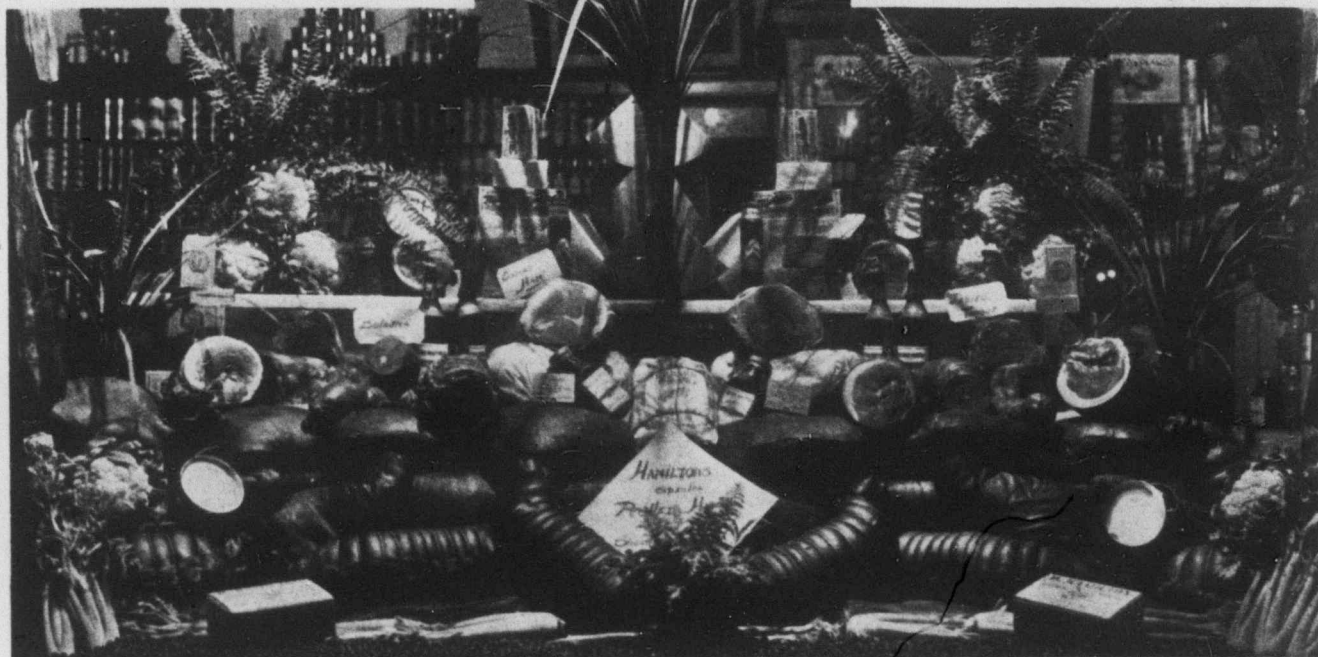
Here's Important Point

A most interesting observation was made by Mr. Hamilton. It was that of telling the woman of the house how to cook and prepare a ham so that it would have that different taste so much appreciated by anyone liking good ham.

"We tell them to leave the ham in the water after it has been thoroughly cooked," said Mr. Hamilton. "This allows the ham to absorb all the flavor. We also advise the addition of a small quantity of sherry wine and a small quantity of molasses. This is a suggestion appreciated by the customer."

Mr. Hamilton has served a good share of time in camp cooking. It is his good fortune now that he is in the grocery business to turn this knowledge to good account. It is really a strong asset.

Sells 500 Pounds Sausages a Week
In addition to the large sales of bacon



Ernest Ward, who dresses the display windows for D. Hamilton, 71 Fairmount avenue west, Montreal, has succeeded in making a most tempting display. Mr. Ward has secured a wide reputation for winning displays and his windows are always good.

and ham, Mr. Hamilton has been successful in selling much sausage and cooked meats. Of the former about 500 pounds weekly are disposed of and some Saturdays alone will require 150 pounds to be provided for the store's customers. In addition about \$400 to \$500 worth of cooked ham is sold weekly.

Other Big Sales

Of course, the sale of one line in large quantities often helps the other. Thus, in selling provisions, Mr. Hamilton has secured a large sale for butter. This is purchased in boxes and cut into prints as wanted. Experience has revealed this to be a good plan, and only creamery butter is sold. Asked if this was not a handicap in curtailing sales, Mr. Hamilton thought not. He believes, personally, that every customer should use good butter, even though less costly things are bought in other lines of goods. And, when it is considered that from 20 to 25 boxes of butter of 56

pounds each are sold weekly, the proprietor ought to have little anxiety about losing butter trade. For this makes a total of from 60,000 to 70,000 pounds yearly.

Eggs, too, have had a heavy sale. It has been a very strong point with Mr. Hamilton to secure and sell only choice stock. He has sold many customers eggs who had been disappointed with what they bought elsewhere, and this was because he had exercised care to sell only select stock. For, when a grocer sells fresh eggs, he should doubtless strive to sell really fresh eggs, in all that the term implies. From 25 to 28 cases, or from 750 to over 800 dozen eggs are sold weekly.

In like manner, the sale of lard and shortening are stimulated.

Window Displays

Of window displays, the Hamilton store can boast many excellent ones. The dresser, Ernest Ward, has had a wide experience in this work and in

many different parts of the country, as well as in England. He has won several prizes in large nation-wide contests.

Winning Touches These

Mr. Hamilton related an experience in connection with his Easter trade this year that might be of value at any holiday season. This was regarding his purchase of plants for sale to the trade, and which proved a success. "We sold about three loads of these plants, and there were probably 150 plants in all. It was not our intention to make a big profit, but we added what we thought fair—in some cases ten cents on a plant. They sold quickly and this was our idea."

The advantage of having these plants on the day or two preceding Easter was that of making the store attractive and bright and assisting in the general display. The results were most satisfactory, and the customers well pleased, Mr. Hamilton concluded.



WHEN I came here four years ago, I sold about 25 pounds of filleted fish daily; now I sell about 500 pounds on the average, and on Fridays sometimes fully 1,500 pounds."

The story of this growth is the story of H. Marshall's fish store, located at 1441 Verdun avenue, Verdun, Quebec, and the methods described herewith may be of value to those who would make their business a growing affair—and, therefore, a money maker.

Made a Beginning

"We really built our business up from the cooked fish idea," said Mr. Marshall, as the writer referred, on entering the store, to a large battery of cooking vats, in which cooking oils are contained for preparing the cutlets or fried fish that are sold every day of the week, excepting Monday and Sunday.

It was on this wise: Folk like fish—everyone likes it when it is appetizingly

prepared and when there is no work to do. Cleaned and cooked in this wholesome oil, and with accompanying "French

Forced to Move to Side Street, Verdun Fish Retailer Builds Bigger Business and is Still Going Strong—His Methods Worthy of Emulation

Frieds," who is there who would not acquire a growing appetite for the "brainy" food used so extensively by the many who know what's good to eat—good for body and brain? Just striking this idea and sticking to it, Mr. Marshall has toiled on from his humble be-

ginning when 25 pounds of fish sufficed to supply his customers' wants, daily, until an average of 500 pounds is now required. And, mind you, the end is not yet. There is going to be greater growth—a great big growth, Mr. Marshall says.

Ousted, But Hopeful

"As soon as my landlord saw that I was making good," Mr. Marshall continued, "he thought he would let one of his friends in on my location. I had to move. Looking about I could not find a store without paying a big rent for it. This place," he continued, "was a house with four rooms where you see this one. I just took the partitions down and made the place into a store."

Mr. Marshall wears an optimistic smile that does not wear. It stays with him, and he with it. Be it said to his credit that he has not been downcast because of the opposition that confronted him. Moving off one of the business streets—

when required for the above reason to vacate his first store—he accepted what some men would have felt a decided handicap—that of a poor location. But, as events have since proven, and without question, he made his customers follow. With few, if any exceptions, these customers are still his and sales to them, as well as to others, have increased. And the trade has expanded until orders are shipped outside the province—one received a few days ago being from a Toronto citizen who liked the "Marshall Service" so well that he wanted it continued, even though a space of over two hundred miles separated buyer and seller.

It Requires Energy

"The fish business is no place for a lazy man," said Mr. Marshall. "And if he cannot clean and fillet a fish for his customer, he will not succeed."

This statement was the result of a question by the writer regarding the filleting of fish. "I have a good man who can fillet fish quickly and who does it well." A large platter of tempting haddock fillets that had been dressed and prepared in a very few minutes, demonstrated the process. This plan has worked so well here that Mr. Marshall sells by far the largest percentage of his fish in filleted form.

"I see a great future for the fish business," continued Mr. Marshall, "here in Montreal. When I started, people would only buy fish on certain days. Now I sell it every day. Monday is the only quiet day in the week."

Cement Base Windows

You, Mr. Grocer, who, it may be, are discouraged from handling fish, would be as interested as was the writer in viewing the window arrangements of this store. The windows—that is, the base of them, are made of Portland cem-

ent, sloped toward the back, with a marble slab used in the centre, also placed in a sloping position toward the glass. This cement floor idea is part of a principle carried out throughout the store and in fact in the big cooling room at the back, in the cleaning room, in the garage at the rear—everywhere that fish are handled.

As before mentioned, crushed ice is employed on which to place the fish. Keep fish fresh and wholesome without ice? No sir. Might as well try to keep eggs fresh without it in summer's melting days of July and August. "I never stint on ice—we always use lots of it," stated Mr. Marshall.

This cement base is rounded at the back and its height at the rear is a foot or 15 inches higher than the front. In the centre it is built with a horizontal level, oblong section, so that a vase of flowers or a box of vegetables could be placed there. Near the glass, an opening is provided to carry off the accumulating water from melting ice. And a whole cart load of crushed ice can be accommodated, ensuring a supply which lasts, according to weather temperature, from one to two or three days. This ice is bought at \$1 per load, and is considered a good investment at that. Displays are made right on this crushed ice, and one window has a small fountain, which may be utilized at will. Incidentally, Mr. Marshall estimates his windows to have developed sales fully 25 per cent. above normal.

This Original, Too

A very unusual and unique arrangement has been carried out just back of the plate glass window. Half inch gas pipe has been placed across the window behind the top of the glass sash, and this pipe is an extension from the city water service. "In the summer we have a stream of running water forced

through this pipe and running right down the inside of the glass. It helps to keep the window cool and draws people to the window. And it also keeps the flies away from the display," said Mr. Marshall. Certainly this is an ingenious arrangement and it has taken but a little while to carry out the plan, with practically no cost for upkeep.

In the other window, as already stated, a small fountain has been placed right in the centre of the cement base. This affords excellent opportunity for showing vegetables, enabling the merchant to retain these vegetables quite fresh even in hot weather.

"Last winter someone had been out fishing and brought us some live fish. We had a small refrigerator case empty and put water in this. Then the fish were placed in this and the kiddies were greatly interested. They called the attention of their parents to this, too. The children are greatly interested in these things, and they are good advertisers," stated Mr. Marshall.

This Proved a Winner

Mr. Marshall also considers his auto delivery truck one of the best investments he has made, in that it has proved itself to be an effective advertisement for his business. The photograph will indicate what a splendid impression is made upon the customer, and upon prospective customers, even far away—many miles from the store in some instances. It lends an air of distinction. It denotes speed in the dispatch of orders placed with a store using one of these for delivery. "And while it does not pay us to make delivery of an order this way, always, it gets people in the habit of coming to the store, and then they generally take their parcels with them," was Mr. Marshall's explanation of one of the advantages of using this truck.

One of the principal benefits derived

When a man can carry his smile with him under adverse conditions, he can turn it to good account in making trade conditions better. Here you see Mr. Marshall ready for serving his patrons and his fish supply, resting on a solid body of crushed ice, will not last long. When a store can dispose of anywhere from 500 to 1,500 and even 2,000 pounds of fish in a single day to consumers it denotes some unusual qualities in the salesman.



is that of the speed with which fish are secured on the arrivals of trains. "Sometimes the trains are late and with this auto truck we can go and bring our fish quickly when the train comes in. We can place four barrels of fish inside the delivery and any extra supplies that we may have bought can follow later. It is a great help in this way.

"Then, again, we can make deliveries anywhere in the city without having to secure an extra cartage license, for the license for the auto delivery is a provincial one. Of course, for some deliveries we use the light rig and single horse." The lettering on the body of the delivery car is a standing and an excellent advertisement in itself, and wherever it goes. One customer—a restaurateur—buys about 300 lbs. weekly.

A Believer in Concrete

Taking the writer to the rear of the store, Mr. Marshall pointed to the excellent cooling chamber he has provided for storing fish. This is constructed of cement blocks, cemented over smoothly afterward, and making an unbroken wall. This chamber is dark and of large proportions, being about eight by 16 feet, and eight feet or more high. With cement floor there is provided a room that will readily pay for itself.

To the rear of this is the garage. This is of ample proportions and the same construction is used here. All told, the outlay for these two excellent and permanent rooms was in the neighborhood of \$700. The garage opens right into the lane at the side.

A small cleaning and filleting room is provided at one side of the store and here the floor is of cement, also. It has proved to be an excellent idea—this plan of having cement everywhere that fish may be stored or treated. It makes for cleanliness and water can be used on it freely.

Cash Business Best

Asked as to whether any credit was given, Mr. Marshall replied that it was not. "I had one customer who used to buy about \$4 worth of fish from me every week. She paid cash, too. Then they had the 'flu' there and they wanted fish and I did not feel like refusing to send it. It was charged. They ran up a bill of \$8 or \$9, and when they got better they stopped buying altogether, and I never see them any more. I lost both account and further business."

One of the plans that is followed is that of cultivating new customers, and this is a paying thing. Calling personally, Mr. Marshall says, is a good thing and this brings in new patrons.

WINNIPEG GROCERY BROKERS TO HANDLE COFFEE ACCOUNT

Nicholson & Rankin have secured control of coffee lines of the well-known J. Aron & Company, Inc., of New York, for Western Canada from the Great Lakes to the Pacific coast.

Mr. Nicholson, who personally looked after the coffee end of his former busi-

ness, will now devote considerable time to this line.

R. J. Drolet, of J. Aron Co., Inc., is now calling upon the local trade with Mr. Nicholson. He will then proceed West to look over conditions of interest to his firm and Messrs. Nicholson and Rankin.

Mr. Drolet is an old Montreal boy and has a large connection in Canada. He at one time was salesman with the Quaker Oats Co., of Peterboro' and is renewing old acquaintances with many old friends here.

PECULIAR POISONING CASE IN DETROIT

Ripe Olives Accused of Doing the Damage. Other Medical Men are Inclined to Disbelieve This Contention

The death of five persons in Detroit recently, due, it is claimed, to eating tainted ripe olives, and the consequent ban on certain varieties of olives and canned food in that city, has brought the matter sharply to the public attention. The deaths, it is stated, were a result of infection by bacillus botulinus, a germ formerly thought dangerous to animals only.

This is another of those instances where the blame is perhaps somewhat too readily laid at the door of a well-known food commodity.

Till quite recent date, there was hardly ever a case of ptomaine poisoning that blame was not laid to canned food, till the public became quite convinced that death lurked in many a tin can. Recent exhaustive investigations by Dr. M. J. Rosneau, of Harvard University, have proved the fallacy of these contentions. In very many instances investigated the diagnosis was incorrect, while in no single instance of thousands investigated where canned goods were charged with being the cause of the trouble, did a scientific investigation prove the charge correct.

Dr. Nasmith, a well-known Toronto pathologist, is inclined to look askance at the diagnosis of the cause for the Detroit tragedy. He is confident that there is no real danger. It is very probable that systematic investigations of the Detroit case will show that there was no foundation for the assumption that olives were the cause of the infection.

WILSON & CO., CHICAGO, TAKE OVER CHATHAM PACKING COMPANY'S PLANT

Negotiations which have been on the way for some time with Wilson and Company, packers, of Chicago, with regard to the taking over of the Chatham Packing Co., Chatham, Ont., have been completed, and a delegation arrived recently to formally take possession.

It is understood that the Wilson Company intend enlarging the present plant with a view to increased output. Arrangements are being made for immediate operations, and it is confidently expected killing and curing will be under way in two or three weeks' time. In the

meantime the construction is going ahead.

W. W. Bowers, of Wilson and Co., stated at a luncheon given by the directors of the Chamber of Commerce, that at the present time the company plans to open the plant on hogs, and will extend it just as rapidly as conditions will permit. It is planned to extend the operation of the plant to include sheep and cattle.

DO THE RETAILERS PAY FOR FREE MILK BOTTLES?

Question Discussed at Meeting of Grocers' Section of Retail Merchants' Association

At a meeting of the grocers' section of the Retail Merchants' Association this week, the question of the dairies giving out free milk bottles to the consumers was discussed. It was the consensus of opinion that the retailers were paying for these free bottles by paying half a cent more per pint for milk. A resolution was passed asking the dairies to pack quart bottles in cases of one dozen each. The matter of asking the civic authorities to strictly enforce the closing of all stores on statutory holidays and those ordered by proclamation, was also taken up, but action was deferred until the next meeting. The early closing by-law petition is in the hands of a committee of the Board of Control, and a report on the recent police census that was taken to verify the grocers' list, is soon expected.

A municipal committee has been formed consisting of Messrs. Dowson, Clark, Nichol, McLean and Burns, who in turn will appoint sub-committees to act in conjunction in the different sections of the city.

The powers of the Board of Commerce were also discussed to some extent, but on account of lack of time, along with other questions, was left until another meeting.

ARE YOU GOING TO DO IT?

It has been rumored that some grocers in Canada have been letting certain quantities of sugar reach buyers that have come in from the United States. There is, of course, a shortage of necessary quantities of sugar there, and the consumer will naturally seek a supply wherever he may be able to secure it. There are many points at which autos may cross the line and their owners secure a few pounds of sugar. CANADIAN GROCER is not aware of actual cases where this condition has been proven, but it has been asserted that considerable sugar was secured by buyers as above. In view of the fact that refiners can hold out little prospect of the Canadian market improving for some time to come, either as to price or quantity, it would seem to be well to guard one's own established trade, and supply it as regularly as possible with the commodities it is bound to need.



You know

**Robinson's
"Patent" Groats
and
Robinson's
"Patent" Barley**

The best foods for Infants and Invalids—
nearly 100 years' reputation. So we just
need to remind you that your stock may be
getting low. If so, order at once through
the Canadian representatives—

MAGOR, SON & CO., LIMITED

191 St. Paul Street, W., MONTREAL
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Known and asked for the world over

KEATING'S

The Universal Insecticide

Are you profiting by the constant demand for this proven insecti-
cide? Keating's never fails to destroy all insect life with which it
comes in contact. Every private home and public building is a prospect for you.
Keating's kills

**Flies Fleas Mosquitoes Ants Wasps Beetles
Bugs Cockroaches or Moths**

and is a steady seller all the year round. Keep your stock well supplied.

Made by THOMAS KEATING, London, England ——— Established 1788

SOLE AGENTS FOR CANADA

HAROLD F. RITCHIE & CO., LIMITED

10 McCaul Street, TORONTO

Produce, Provision and Fish Markets

QUEBEC MARKETS

MONTREAL, Oct. 28—An advance of two cents has been made for butter and the tendencies are higher still. Eggs, too, are up one to two cents per dozen. Cheese, new, is advanced in some quarters half a cent. Lard is up one cent and shortening half a cent. Hogs are down half a cent from the basis of a week ago. Trade is fairly active.

Slight Decline on Hogs; Cattle Hold

FRESH MEATS.—The hog market has been quite irregular, although the local price basis has been less affected than outside markets. Prices paid for select weights here this week range from \$17.50 to \$18 per cwt.

FRESH MEATS—			
Hogs, live	17 50	18 00	
Hogs, dressed—			
Abattoir killed, small (heads off), 65-90 lbs		27 00	
Sows (heavy)	23 50	25 00	
Fresh Pork—			
Leg of Pork (trimmed) (foot on)		0 33	
Loins (trimmed)		0 37	
Loins (untrimmed)		0 38	
Pork sausage (pure)		0 25	
Farmer sausages		0 18	
Bone trimmings and trimming	0 20	0 25	
Trimmed shoulders		0 29	
Fresh Beef—			
(Cows)		(Steers)	
\$0 20	\$0 22	\$0 24	\$0 25
0 12	0 13	0 14	0 15
0 27	0 27	0 35	0 35
0 22	0 22	0 25	0 25
0 11	0 11	0 14	0 14
0 18	0 18	0 22	0 22
Calves (as to grade)		0 22	0 28
Lambs, 25-40 lbs. (whole carcass), lb.			0 28
No. 1 Mutton (whole carcass), lb.			0 16

Fair Sale For Cured Meat

CURED MEATS.—With a fair demand obtaining, and with practically no change in the market basis, cured meat supplies are ample.

Hams—			
Medium, smoked, per lb.— (Weights), 12-14 lbs.		0 38	
14-20 lbs.		0 37	
20-25 lbs.		0 35	
25-35 lbs.		0 29	
Over 35 lbs.		0 27	
Bacon—			
Breakfast	0 43	0 52	
Windsor		0 51	
Cottage rolls		0 34	
Picnic hams	0 25	0 27	
Barrel Pork			
Canadian short cut (bbl.) 30-40 pieces		54 00	
Clear fat backs (bbl.) 40-50 pieces		56 00	
Heavy mess pork (bbl.)		47 00	
Plate Beef		32 00	
Mess Beef		28 00	
Bean Pork		48 00	

Good Demand For Cooked Meats

COOKED MEATS.—There is a fairly large demand for cooked hams and for tongue, etc., and prices are without quotable change of any kind.

Head Cheese	0 13½	
Choice jellied ox tongue	0 59	
Jellied pork tongues	0 48	
Ham and tongue, lb.	0 30	

Veal and tongue	0 23	
Hams, roast	0 57	
Hams, cooked	0 56	
Shoulders, roast	0 45	
Shoulders, boiled	0 44	
Pork pies (doz.)	0 80	
Blood pudding, lb.	0 12	
Mince meat, lb.	0 15	0 19

One Cent Higher Asked For Lard

LARD.—Some have advanced their prices 1 cent, and there is a general firmness of undertone which may continue for a week or two.

LARD, pure—			
Tierces, 400 lbs., per lb.	0 31½	0 32	
Tubs, 50 lbs., per lb.	0 32	0 32½	
Pails, 20 lbs., per lb.	0 32¼	0 32½	
Bricks, 1 lb., per lb.	0 34	0 35	

Firmer Undertone For Shortening

SHORTENING.—Under the influence of the lard market's strength, shortening is marked up in some quarters ½ cent per pound. The sale is quite satisfactory.

SHORTENING—			
Tierces, 400 lbs., per lb.	0 29½	0 30	
Tubs, 50 lbs., per lb.	0 29½	0 30	
Pails, 20 lbs., per lb.	0 30	0 30½	
Bricks, 1 lb., per lb.	0 32	0 32½	

Margarine No Higher Though Butter is Up

MARGARINE.—Notwithstanding the fact that butter has firmed so materially within the past two weeks, margarine, while steady, is unchanged. Retailers are buying what they need for a few days only.

MARGARINE—			
Prints, according to quality, lb.	0 35	0 39	
Tubs, according to quality, lb.	0 31	0 34	

Half-cent Increase For New Cheese

CHEESE.—While the announcement made about a week ago to the effect that the British Government had effected an agreement with the Belgian Government that both should retain a parity of price for cheese purchases had an unsettling effect here, the market has held quite steadily for the most part, and new cheese is quoted up 1 cent—at 30 cents per pound.

CHEESE—			
New, large, per lb.	0 29½	0 30	
Twins, per lb.	0 29½	0 30	
Triplets, per lb.	0 30	0 30	
Stilton, per lb.	0 34	0 34	
Fancy, old cheese, per lb.	0 33	0 33	

Two Cent Advance For Creamery Butter

BUTTER.—A 2 cent increase in the price of creamery butter has been effected, and the market undertone is decidedly strong. This is the result of higher markets for the product in New York, and the exports have been also very heavy.

BUTTER—			
Creamery, prints, fresh made	0 63	0 63	
Creamery, solids, fresh made	0 62	0 62	
Dairy, in tubs, choice	0 52	0 52	
Dairy prints	0 52	0 52	
Bakers'	0 45	0 47	

All Grades Eggs Again Advance

EGGS.—An advance for eggs all around has been effected and new laids are quoted at 72 cents. These are scarce. No. 1s are up 2 cents, and selects 1 cent.

EGGS—			
No. 2	0 50	0 50	
No. 1	0 58	0 58	
Selects	0 64	0 64	
New laids	0 72	0 78	

No Price Changes For Poultry Here

POULTRY.—The market is continuing active, and steady prices are maintained on all varieties. The receipts are heavy of live birds, weather conditions permitting steady shipments to be made.

Many Oysters Lost; Big Fish Movement

FISH.—Many heavy shipments of oysters have been lost owing to the New York strike. This, in some instances, worked great hardship on the Canadian buyer, the loss being all or partly sustained by the consignee. A heavy movement of fish is expected within a few weeks, and already business is improving.

FRESH FISH			
Carp, per lb.	0 11	0 12	
Dore	0 20	0 20	
Eels, lb.	0 12	0 12	
Bullheads (dressed)	0 13	0 13	
Gaspereaux, each	0 08	0 08	
Haddies	0 12	0 13	
Fillet Haddies	0 20	0 20	
Haddock	0 08	0 09	
Halibut, Eastern	0 24	0 24	
Halibut, Western	0 23	0 24	
Steak, cod	0 10	0 12	
Market cod	0 07	0 08	
Flounders	0 08	0 10	
Prawns	0 35	0 35	
Pike, per lb.	0 13	0 13	
Live lobsters	0 35	0 35	
Boiled lobsters	0 25	0 26	
Salmon (B.C.), per lb., Red	0 25	0 26	
Salmon Gaspe	0 28	0 30	
Shad	0 20	0 20	
Skate	0 10	0 10	
Lake Trout	0 19	0 20	
Mackerel	0 14	0 15	
Shrimps	0 35	0 40	
Whitefish	0 17	0 18	
Trout, brook	0 38	0 40	
Swordfish	0 25	0 25	
FROZEN FISH			
Gaspereaux, per lb.	0 06½	0 07	
Halibut, large and chicken	0 19	0 20	
Halibut, Western	0 20	0 21	
Halibut, medium	0 21	0 22	
Haddock	0 06½	0 07	



"As famous as its namesake"

Black Watch

CHEWING

TOBACCO

Get your share of this good paying
business by stocking and pushing this
famous brand.

Handled by all the wholesale trade.

"There is Nothing Like It"

TIZ-HOT

An absolutely distinctive beverage that won instant favor when first introduced. **It is different**, and in its individuality lies the secret of its popularity.

Fruits and herbs, skilfully blended and compounded, give it a flavor that "nips" and a warmth that makes the body "glow." It is an excellent appetizer and aid to digestion. A drink that wins in the first glass.



TIZ-HOT

It is enjoyed by many people in your community and those to whom its acquaintance is a new delight will appreciate your recommending it. Like all Drewry lines it is widely and effectively advertised.

The growing tendency to make the soft drink trade a year round profit-maker led us to prepare a line of beverages that are specially suitable for the colder weather. The list herewith includes many drinks that are popular, quick-moving and profitable.

We have folders, hangers and other dealer helps that would prove of assistance to you in developing this trade. Among other means they suggest a wide variety of uses to which our beverages lend themselves.

A Few Suggestions For Its Use

A small quantity, say two or more teaspoonfuls (according to taste) makes a welcome addition to Grape or other Fruit Juices, Fruit Wines, Ciders and all Aerated Waters. In Ginger Ale and Ginger Beer a smaller quantity may be used. Two tablespoonfuls added to a tumbler of hot or cold water, sweetened to taste makes a warming and comfortable winter beverage.

Used as a Cocktail before meals, it acts as a splendid digestive and is highly recommended as a stomachic. Three teaspoonfuls in a wine glass of water and a little sugar, or with any other drink as a base, is suggested—More Tiz-Hot may be used if desired, it being largely a matter of taste.

Seasonable Specialties

(Unfermented)

Cordials
Hot Toddy
Maltum
Ale
Maltum Stout
Dry Ginger Ale
Tomato Nectar
Imperial Beef Cordial
Johnston's Beef Cordial
Bovril Cordial
Ginger Stout
Oyster Cocktails
Fruit Wines
Lemon Squash
Ginger Wine
Creme de Menthe
Grapeine Squash
Grape Juice
Ginger Beer
Tripure Water
Natura Water
Aerated Waters
Jersey Creme
Dry Lemon
John Collins
Lemon Frappe
Grapeine Frappe
Grape Juice
Raspberry Vinegar
Syrups—Extra Heavy
Lemon Juice
Lime Juice Cordial
Lime Juice
Ciders
Lemon Beer

E. L. DREWRY, LIMITED
WINNIPEG, MANITOBA

Mackerel	0 13	0 13
Dore	0 14	0 15
Smeets, No. 1, per lb.	0 12	0 13
Smeets, No. 2, per lb.	0 07	0 08
Pike, Headless and Dressed	0 10	0 11
Market Cod	0 05½	0 06
Whitefish, Small	0 11	0 12
Sea Herrings	0 07½	0 08
Steak Cod	0 08	0 08½
Gaspe Salmon, per lb.	0 24	0 25
Salmon Cohoes, round	0 17½	0 18
Salmon, Qualla, Hd. and Dd.	0 13	0 14
Whitefish	0 15	0 16
Smeets, extra large	0 22	0 23
Lake Trout	0 19	0 20
Lake Herrings, bag, 100 lbs.	6 00	6 00
Alewives	0 05½	0 06

SALTED FISH

Codfish—		
Codfish, large bbl., 200 lbs.	21 00	21 00
Codfish, No. 1, medium, bbl., 200 lbs.	20 00	20 00
Codfish, No. 2, 200 lb. barrel	18 00	18 00
Pollock, No. 1, 200 lb. barrel	15 00	15 00
Codfish, strip boneless (30-lb. boxes), lb.	0 20	0 20
Codfish (boneless) (24 1-lb. cartons)	0 20	0 20
Codfish (Ivory) (2-lb. blocks, 20-lb. bx)	0 18	0 18
Boneless cod (2-lb.)	0 23	0 23
Shredded codfish (12-lb. box)	2 40	2 50
Dried codfish 100-lb. bbl.)	13 00	13 00

PICKLED FISH

Herrings (Scotch cured), barrel	11 25	12 00
Scotia, barrel		12 00
Do., half barrel		6 25
Mackerel, barrel		25 00
Salmon, Labrador (200 lbs.)	26 00	27 50
Salmon, B.C. (200 lbs.)		24 50
Sea Trout (200-lb. bbis.)		25 00
Turbot (200 lbs.)		17 00
Codfish, tongues and sound, lb.		0 15
Eels, lb.	0 16	0 17

SMOKED FISH

Haddies, BXs, per lb.	0 12	0 13
Fillets		0 18
Bloaters, box		2 00
Kippers		2 25

OYSTERS

Cape Cod, per barrel	16 00	16 00
Batouche, per barrel	15 00	15 00
Scallops, gallon	4 50	4 50
Can No. 1 (Solids)	2 40	2 40
Can No. 3 (Solids)	7 50	7 50
Can No. 5 (Solids)	12 50	12 50
Can No. 1 (Selects)	2 50	3 00
Can No. 3 (Selects)		9 00

SUNDRIES

Paper Oyster Pails ¼ per 100	1 75	1 75
Crushed Oysters Shell, 100-lbs.	1 50	1 50
Paper Oyster Pails, ¼-lb. per 100	2 25	2 25

Jellied Pork Tongue 0 50
 Above prices subject to daily fluctuations of the market.

Butter Shows Sharp Advances

Toronto.
BUTTER.—The market for butter has again advanced. There is a strong upward tendency in values, and the creamery prints are selling at from 60 to 63 cents per pound. Fresh dairy prints are selling at 52 and 53 cents per pound.

Creamery prints (fresh made)	0 60	0 63
Dairy prints, fresh, lb.	0 52	0 53
Dairy prints, No. 1, lb.		0 50

Cheese Prices Again Higher

Toronto.
CHEESE.—Cheese is also very strong in price, and the tendency is decidedly upward. Large cheese are selling to the trade at 30½ cents, and Stiltons at 34 cents.

Cheese—		
Large	0 29	0 30½
Stilton		0 34
Twins 1c lb. higher than large cheese.		Triplets 1½c higher than large cheese.

Margarine Has Moderate Demand

Toronto.
MARGARINE.—There is a moderate demand for margarine. Number one pound prints are selling at from 35 to 36 cents per pound, and number two pound prints at from 32 to 34 cents.

Margarine—		
1 lb. prints, No. 1	0 35	0 36
Do., No. 2	0 32	0 34
Do., No. 3	0 28	0 29

Receipts of Fresh Eggs Are Light

Toronto.
EGGS.—Receipts of fresh eggs from the country are very light these days, and quotations on them to the trade are higher, at from 70 to 75 cents per dozen. Storage selects are from 62 to 63 cents per dozen.

Eggs—		
No. 1 storage, doz.	0 60	0 61
Selects	0 62	0 63
Special new lays, in cartons, dz.	0 70	0 75

Prices shown are subject to daily fluctuations of the market.

Lard Selling Unchanged

Toronto.
LARD.—Lard is selling steady this week, the price being unchanged at from 30½ to 31 cents per pound.

Lard, tierces, 400 lbs., lb.	0 30½	0 31
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In 60-lb. tubs, ½c higher than tierces, pails ¾c higher than tierces, and 1-lb. prints, 2c higher than tierces.

Fish Quotations Show Little Change

Toronto.
FISH.—There is a brisk demand for fish of all kinds. Receipts of lake fish are a little uncertain, but prices are for the most part steady. Red spring salmon is selling at 25 cents per pound, and Cohoe salmon at 20 cents per pound. Dressed whitefish and pickerel are selling at 14 cents per pound.

ONTARIO MARKETS

TORONTO, Oct. 31—Fresh meats and provisions are for the most part steady. Live hogs are still ruling around \$17.50 on the fed and watered basis. Both the cheese and butter markets are very strong and sharp advances have taken place this week. Fish and poultry are selling freely.

Fresh Meats Steady At Lower Prices

Toronto.
FRESH MEATS.—There is an inquiry for fresh meats, but prices continue to rule at the lower figures. Live hogs on the Toronto market are bringing \$17.50 per cwt. on the fed and watered plan. Fresh legs of pork are quoted easier again this week at from 30 to 33 cents per pound. Tenderloins are 48 cents per pound. Hind quarters of beef are selling at from 15 to 23 cents per pound. Spring lamb is steady at 20 cents per pound, and calves are from 22 to 27 cents per pound.

FRESH MEATS

Hogs—		
Dressed, 70-100 lbs., per cwt.	\$28 00	
Live on cars, per cwt.	17 25	
Live, fed and watered, per cwt.	17 50	
Live, f.o.b., per cwt.	16 25	
Fresh Pork		
Legs of pork, up to 18 lbs.	0 30	0 33
Loins of pork, lb.	0 37	0 38
Tenderloins, lb.	0 48	0 48
Spare ribs, lb.	0 14	0 18
Picnics, lb.	0 23	0 23
New York shoulders, lb.	0 32	0 34
Montreal shoulders, lb.	0 28	0 28
Boston butts, lb.	0 32	0 32
Fresh Beef—from Steers and Heifers—		
Hind quarters, lb.	0 15	0 23
Front quarters, lb.		0 14
Ribs, lb.	0 12	0 22
Chucks, lb.	0 14	0 17
Loins, whole, lb.	0 22	0 32
Hips, lb.	0 15	0 20
Cow beef quotations about 2c per pound below above quotations.		
Calves, lb.	0 22	0 27
Lambs, whole, yearling, lb.	0 15	0 15
Spring lamb, lb.	0 20	0 20
Sheep, whole, lb.	0 10	0 14

Above prices subject to daily fluctuations of the market.

Hams and Bacon Steady and Firm

Toronto.
PROVISIONS.—There is a good de-

mand for bacon and hams, with prices ruling at practically steady figures. In hams the skinned backs, rib in, are slightly firmer at from 50 to 51 cents, and the boneless backs at from 53 to 55 cents per pound. Breakfast bacon is steady at from 40 to 45 cents for ordinary, and at from 48 to 52 cents for fancy.

Hams—

Medium	0 38	0 40
Large, per lb.	0 32	0 35
Heavy	0 30	0 33

Bacon—

Skinned, rib, lb.	0 50	0 51
Boneless, per lb.	0 53	0 55
Breakfast, ordinary, per lb.	0 40	0 45
Breakfast, fancy, per lb.	0 48	0 52
Roll, per lb.	0 32	0 33
Wiltshire (smoked sides), lb.	0 37	0 38

Dry Salt Meats—

Long, clear bacon, av. 50-70 lbs.	0 30	0 31
Do., av. 70-90 lbs.		0 30
Clear Bellies, 15-30 lb.	0 30	0 31
Sausages in brine, keg, 35 lbs.		7 35
Fat backs, 16-20 lbs.	0 31	0 32

Out of pickle, prices range about 2c per pound below corresponding cuts above.

Berrel Pork—

Meat pork, 200 lbs.	45 00	46 00
Short cut backs, bbl. 200 lbs.		60 00
Pickled rolls, bbl., 200 lbs.—		
Heavy		56 00
Lightweight	60 00	61 00

Above prices subject to daily fluctuations of the market.

Cooked Meats Are Unchanged

Toronto.
COOKED MEATS.—No changes are reported in prices of cooked meats this week. The market is steady and firm. Boiled and roast hams are selling at from 57 to 58 cents per pound.

Boiled hams, lb.	0 57	0 58
Hams, roast, without dressing, lb.		0 58
Shoulders, roast, without dressing, per lb.		0 44
Head Cheese, 6s, lb.	0 12	0 14
Meat Loaf with Macaroni and Cheese, lb.	0 26	0 27
Choice jellied ox tongue, lb.		0 58

FRESH SEA FISH	
Cod Steak, lb.	\$0 13
Do., market, lb.	0 09
Haddock, heads off, lb.	0 11
Do., heads on, lb.	0 10
Halibut, chicken	0 20
Do., medium	0 22
Flounders, lb.	0 07
Salmon, Red Spring	0 25
Coho Salmon	0 20
Oysters, No. 1 can	3 40
Do., No. 3 can	9 50
Do., No. 5 can	16 00
Blue Point oysters, 800s	15 75
Do., 1000s	14 00
FROZEN SEA FISH	
Salmon	0 24
Herring	0 03
Mackerel	0 11
Flounders	0 11
FRESH LAKE FISH	
Lake herring, round lb.	0 10
Do., dressed, lb.	0 11
Trout, lb.	0 14
Whitefish, lb.	0 13
Whitefish, dressed	0 14
Pickered, dressed	0 14
Mullets, lb.	0 05

Fresh pickered	0 20
Ciscoes	0 16
Pike	0 09
Fresh mackerel	0 15

Active Demand For Shortening

Toronto. SHORTENING.—There is an active inquiry for shortening at steady prices. It is selling to the trade at 28 cents per pound.

SHORTENING—		
Tierces, 40 lbs.	0 28	0 28 1/2

Poultry Prices Are Easier

Toronto. POULTRY.—Poultry is selling very

freely, and prices in some instances are slightly easier this week. Turkeys, dressed, are selling to the trade at 45 cents per pound, geese at 30 cents, and ducklings at 33 cents.

Prices paid by commission men at Toronto:		
	Live	Dressed
Turkeys, old, lb.	\$0 25	\$0 30
Do., young, lb.	0 30	0 35
Roosters, lb.	0 14	0 19
Fowl, over 5 lbs.	0 23	0 27
Fowl, under 3 1/2-5 lbs.	0 18	0 23-0 28
Ducklings, 3 1/2 lbs. up	0 21	0 28
Geese	0 16	0 20
Guinea hens, pair	1 25	1 50
Spring chickens, live	0 24	0 27

Prices quoted to retail trade:—		
	Dressed	
Hens, heavy	0 30	
Do., light	0 25	
Chickens, spring	0 32	0 33
Ducklings	0 33	
Geese	0 30	
Turkeys	0 45	

WINNIPEG MARKETS

Hog Receipts Heavy But Pork Steady

Winnipeg, Man. FRESH MEATS.—Pork is very steady at present. Receipts are reported heavy.

Chicago markets are reported 25 to 40 cents higher.

HOGS—	
Selects	\$17 00
Heavies	\$14 00
Lights	16 00
Sows	13 00
Stags	10 00

Provisions Are Holding Firm

Winnipeg, Man. PROVISIONS.—The market for provisions is steady. Bacon is selling from 43 1/2 to 53 1/2 cents, according to weight of sides.

BACON—	
Choice light, per lb.	0 53 1/2
Heavy, per lb.	0 43 1/2
Bellies, per lb.	0 38 1/2
Back, light, per lb.	0 50
Cooked Ham, skinned, per lb.	0 59 1/2

Cheese Market is Very Firm

Winnipeg, Man. CHEESE.—The cheese market is very firm. Ontario large cheese is selling at 30 cents per pound, and twins at 30 1/2 cents.

CHEESE—	
Ontario, large, per lb.	0 30
Ontario, twins	0 30 1/2
Ontario, triplets, per lb.	0 30 3/4
Manitoba, large, per lb.	0 29 1/2
Manitoba, twins	0 30

Butter is in Heavy Demand

Winnipeg, Man. BUTTER.—Butter is very firm. Prices are unchanged. Demand is heavy for the better grades.

BUTTER—	
Creamery, bricks	\$0 58
Dairy	0 44

Active Demand For Lard and Shortening

Winnipeg. LARD.—Prices for lard are steady,

LARD—	
1-lb. bricks	0 34 1/2
3-lb. tins	0 32 1/2
5-lb. tins	0 32 1/4
10-lb. tins	0 32 1/4
20-lb. pails	0 32

SHORTENING—

1-lb. bricks	0 28 1/2
20-lb. pails	0 28

VANCOUVER MARKETS

Fresh Meats Steady to the Trade

Vancouver. FRESH MEATS.—There is not much change in prices of fresh meats to the trade. Beef, No. 1 steers, are quoted at from 18 to 19 cents, and beef cows at from 15 to 16 cents.

FRESH MEATS—	
Beef, No. 1 steers, lb.	0 18
Beef, cows, lb.	0 15
Lamb, lb.	0 26
Mutton, breakers, lb.	0 22
Pork, block hogs, lb.	0 29 1/2

Bacon Selling at Lower Figure

Vancouver. PROVISIONS.—Bacon is selling to the trade at 48 1/2 cents per pound, a decline of 6 cents on previous quotations. Heavy bacon is selling at 45 cents per pound. Smoked backs and hams are selling at 44 cents per pound.

SMOKED MEATS—	
Bacon, No. 1, med., lb.	0 48 1/2
Bacon, No. 1, heavy, lb.	0 45
Smoked backs, lb.	0 44
Hams, No. 1, lb.	0 44
Ayrshire rolls, lb.	0 50
Cooked rolled shoulders, lb.	0 48
Hams, cooked	0 60

Crisco Quoted at \$13.40 Per Cwt.

Vancouver. SHORTENING.—Crisco is quoted here at \$13.40. This represents an advance of 65 cents.

B. C. Fresh Eggs 93 Cents per Dozen

Vancouver. EGGS.—British Columbia fresh eggs in cartons are quoted at 93 to 95 cents per dozen, and Alberta, case lots, extra,

Eggs Have an Active Inquiry

Winnipeg, Man. EGGS.—Eggs are in brisk demand with demand active. Shortening too, is selling freely.

EGGS—	
Strictly fresh, cartons	\$0 58
Seconds	0 44

are quoted at 66 cents, and No. 1s at 60 cents.

EGGS—	
B. C., fresh, car lots	0 93
Alberta, case lots, extra	0 66
Do., No. 1	0 60
Cooking, case lots	0 54
Petalumas	0 85

Grocers Will Do Well to Buy Cheese

Vancouver. CHEESE.—There is a good export demand. Grocers will do well to watch their stocks as advances are expected.

CHEESE—	
B. C. Cheese, lb.	0 31
Finest Ontario solids, lb.	0 32
Finest Ontario, twins, lb.	0 32 1/2
Stiltons, lb.	0 37

Lard Selling at 29 Cents

Vancouver. LARD.—Compound lard on the tierce basis is selling at 29 cents, and pure lard on the same basis is bringing 36 cents.

LARD—	
Compound, tierce basis, lb.	0 29
Pure, tierce basis, lb.	0 36

Prairie Butter is 5 Cents Higher

Vancouver. BUTTER.—Butter prices on the Prairie have advanced 5 cents, but present wholesale prices in Vancouver do not reflect the advance as yet.

BUTTER AND MARGARINE—	
Government grade, spec., prints	0 62
Do., solid	0 61
No. 1 brick	0 59
Do., solid	0 58
No. 2, prints	0 56
Do., solid	0 55
Margarine	0 36

WE SERVE NORTHERN ONTARIO ONLY

In the development of this Great North Country we are doing our part.

It is no longer necessary for Northern Ontario Grocers to look to Old Ontario for their requirements.

They have discovered, because "Down East Houses" go far afield in search of business, "Down East prices" are higher than ours due to the higher selling cost.

We offer, in addition to low prices and adequate stocks, unrivalled delivery service, a saving of cartage charges, minimum freight rates and liberal treatment.

Are you using the advantages we offer?

Phone free to buyers

NATIONAL GROCERS LIMITED

COCHRANE NORTH BAY SUDBURY SAULT STE. MARIE



Your Customers Depend on Your Good Judgment

No longer does the housewife demand a particular brand of sausages or hams. She now realizes that the grocer may have got in something just a little better than she thinks is best. For that reason she almost invariably leaves the decision to the grocer's judgment which is backed by many years of experience.

When the housewife wants sausages or hams she seldom mentions a brand, but simply asks for what you consider to be the **best**.

Have you, Mr. Grocer, given Schneider Brand Sausages and Hams a chance to prove their worth? Their appearance, quality and taste are sure guarantees of customer approval. She will always be pleased with your recommendation of these products. The fact that they afford a good margin of profit on sales should be a big appeal considering that quality is guaranteed.

J. M. SCHNEIDER & SONS, LIMITED
KITCHENER - ONTARIO

Drop us a card for Sausage and Smoked Meat quotations. Satisfaction guaranteed on all mail orders.

Do You Need Anything?

If so, Turn to *Page 202* and Look it Over

The opportunity you are looking for may not be there. Then create your opportunity by advertising. It is easily done. Write a concise description of what you need. Count the words. The rate is small, 2 cents per word for first insertion and one cent for each subsequent insertion. If you want your replies directed in our care the charge for Box is 5 cents per insertion extra.

CANADIAN GROCER
143 University Ave. Toronto, Ont.

ESTABLISHED 1849

BRADSTREET'S

Offices Throughout the Civilized World
OFFICES IN CANADA:

Calgary, Alta.	Vancouver, B.C.
Edmonton, Alta.	Hamilton, Ont.
Halifax, N.S.	Montreal, Que.
London, Ont.	Quebec, Que.
Ottawa, Ont.	Toronto, Ont.
St. John, N.B.	Winnipeg, Man.
Victoria, B.C.	Sydney, N.S.

Reputation gained by long years of
vigorous, conscientious and successful
work.

Thomas C. Irving General Manager
Western Canada
TORONTO

Swift's Premium Oleomargarine

Featured in Leading Canadian Magazines and Newspapers for November

IN their November issues every magazine of general circulation in Canada will carry a page advertisement in full colors featuring Swift's Premium Oleomargarine.

The advertisement will also appear in black-and-white about November 15th, in over 100 newspapers throughout Ontario, Quebec and the Maritime Provinces.

Profit By This Advertising

The opportunity is yours to vastly increase your sales by taking full advantage of this effective publicity. You will benefit in exact proportion to the co-operation you give.



This is a reproduction of Swift's Premium Oleomargarine advertisement for November. Watch the magazines for this copy in full colors, clip it out and paste it up in your store window.

By featuring Swift's Premium Oleomargarine in an attractive counter or window display you will definitely remind your customers to buy this appetizing, economical spread for bread.

Order from our Salesman or Direct.

Swift Canadian Co.
LIMITED

Toronto Winnipeg Edmonton

Pork Packers

Beaver Brand

HAMS, BACON and LARD

These are all superior quality products which you can suggest with every assurance to your very best customers. Feature them in your provision department and you are sure to get repeat business.

Ingersoll Packing Co., Limited
Ingersoll, Ont.

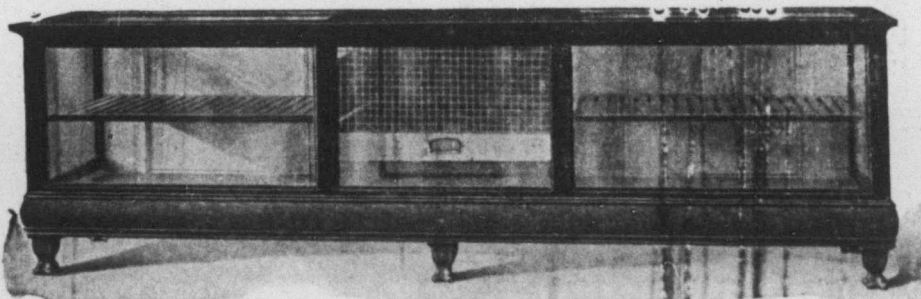
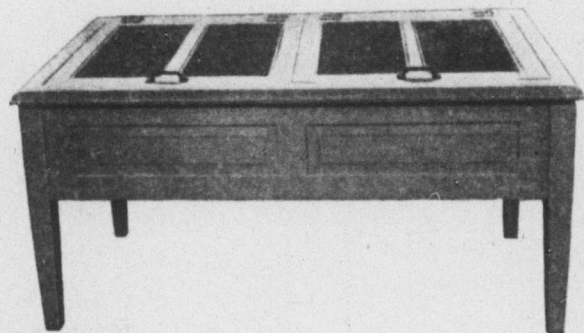
ARCTIC

Year round equipment—

These two handsome all-year necessities should be in **every store**.

The combined perfect refrigeration and "tempting" display features of "Arctic" equipment increases sales, eliminates waste and makes your customers buy more and oftener.

Their ability to add delicious freshness to display impels sales.



ARCTIC COUNTER REFRIGERATOR—MADE IN TWO SIZES.

Write for Free Catalogue and Prices.

JOHN HILLOCK & CO., LIMITED, Office, Showrooms and Factory:
154 GEORGE ST., TORONTO

AGENCIES:—A. Tilley, 54 McGill College Ave., Montreal; Geo. Cameron, Sparks St., Ottawa; J. McMillan, 200 Main St., Winnipeg; Western Butchers Supply Co., Regina, Sask.; M. E. Watt, 572 Knox St., Vancouver, B.C.

The Arctic Fish Case will display your fish stock to best advantage and increase your fish profits immensely. It is handsomely finished and odorless—just the case you need.



The Shortening of "No Regrets"

"No regrets" to the housewife—it is pure, delightful to use, sure in results.

"No regrets" to her family—it makes delicious, healthful, digestible cookery.

"No regrets" to the dealer—its quality is known, its favor is great, the selling effort it needs from the dealer stands at zero.

Put a few cartons and a few cans in the window. Watch the way they move.

Gunns
 Limited
 West Toronto, Ont.

Display



ROSE BRAND PORK SAUSAGE

THEY WILL SELL THEMSELVES

Few things tempt the appetite more than pork sausages, and once your customers see these neatly-packed cartons of Rose Brand Sausages before them—the temptation to buy is irresistible.

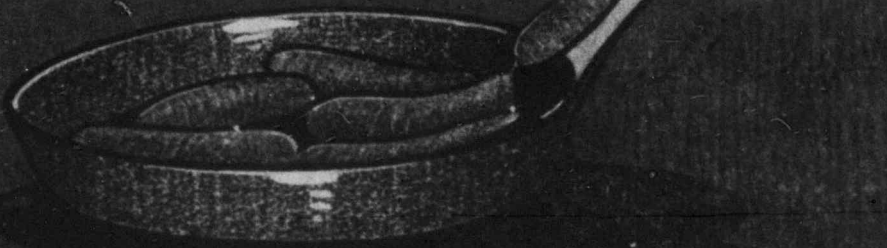
Rose Brand Sausages are made from the choicest pork, lean and fat proportionately mixed, and have a delicious flavor distinctly different.

Supplied fresh every day. Sold in 1 lb. boxes and also in bulk.

Canadian Packing Co. Ltd.

Successors to
MATTHEWS - BLACKWELL, LIMITED
ESTABLISHED 1852

Plants at
Toronto Montreal Hull
Peterboro Brantford
Branch Houses
Winnipeg Fort William Ottawa
Sydney Halifax





Armour's

**Oval Label "Takes the
Guess-work Out of Buying"**

Our branch houses—each in the heart of a thickly populated territory, each capable of assuring its territory of many days' supply of goods—form the backbone of Armour distribution. Modern cars, scientifically refrigerated and constantly watched and cared for, carry Armour foods to the branch houses.

From our nearest branch house each retail grocer can obtain his stock of Oval Label Foods always fresh, always dependable.



**Popular on Both Sides
of the Counter**

products the turnover is always much more rapid than on goods of an unknown quality; and it is on the "turnover" that "profit" is made.

A pleased customer always comes back. The name Armour on any product sold is a guarantee of a pleased and satisfied customer. The dealer who sells Armour Oval Label Products is building for permanency in his business. Good merchants display the Oval Label because many buyers of food products use it as a dependable guide.

It is a matter of economy for the retailer to handle products nationally advertised. On such

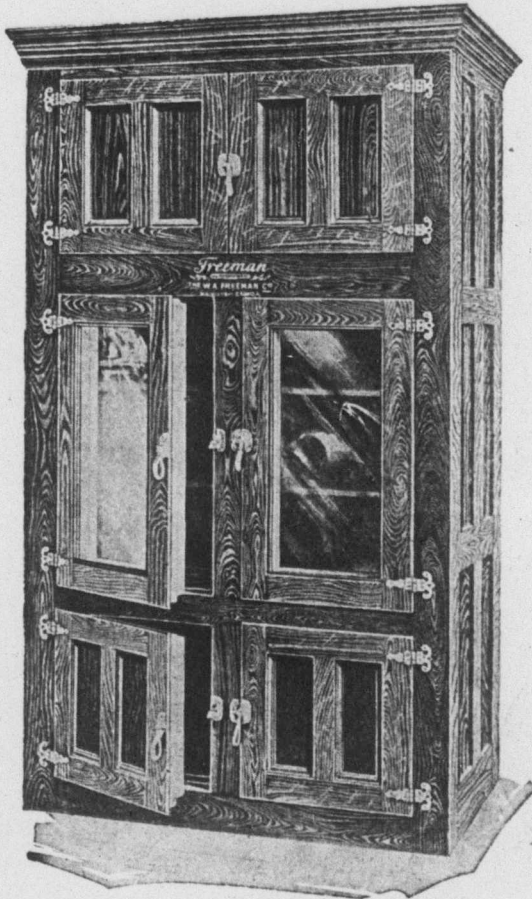
ARMOUR  COMPANY

Head Office and Plant:
HAMILTON,
ONTARIO

Branch Houses:
TORONTO
SYDNEY, N.S.

MONTREAL
ST. JOHN, N.B.

FREEMAN'S STANDARD FOR GROCERS, CONFECTIONERS



All butcher refrigerators are built in sections and will pass through any ordinary door.

Every refrigerator is set up complete in the factory before it is shipped. Each piece is numbered, and it will go together again without any cutting or fitting whatever. Plans and printed directions for erecting are sent with each refrigerator. Anybody can set up a Freeman Refrigerator. It does not require a carpenter or other mechanic.

Cold storage type of door and windows used on all butcher refrigerators.

FREEMAN DRY AIR CIRCULATING SYSTEM

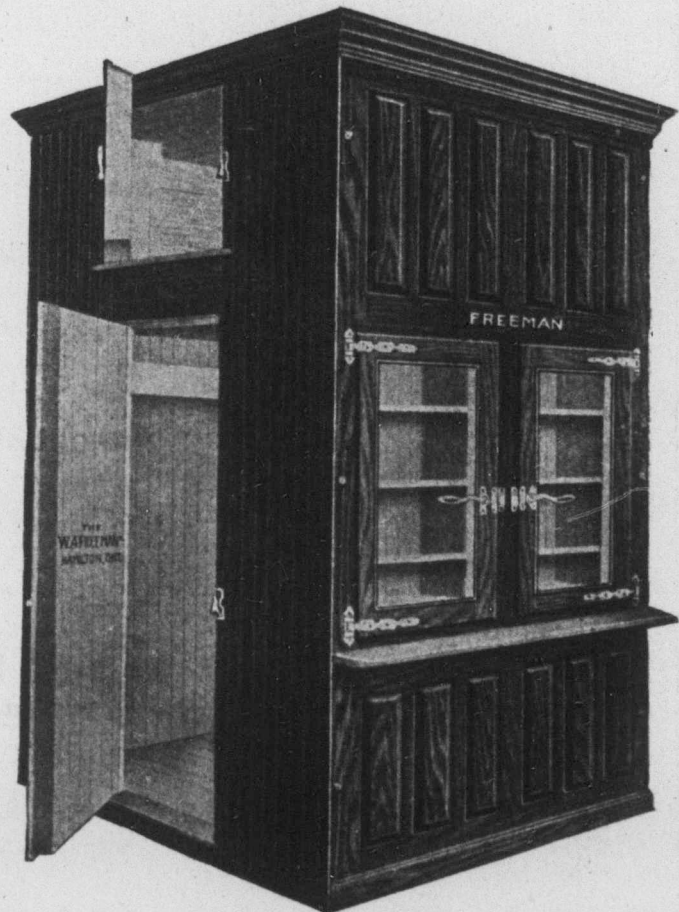
Is Fully Guaranteed. Absolutely Dry and Pure.

The Dry Air Circulating System in Freeman Refrigerators keeps them absolutely dry and pure.

A Freeman Refrigerator uses the minimum amount of ice.

Closely fitting doors and windows guaranteed not to warp or leak.

The workmanship being the best, their good appearance is lasting.



W. A. FREEMAN CO., LIMITED

Grocers', Confectioners' and Butchers' Supplies

HAMILTON

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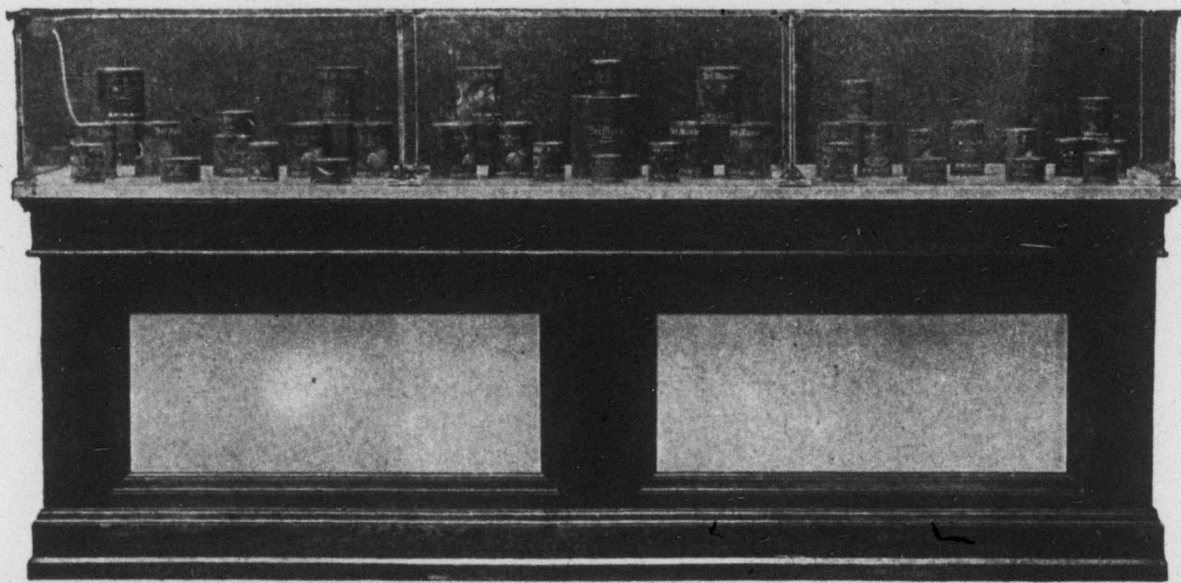
CANADA

SANITARY EQUIPMENT FOR GROCERS AND BUTCHERS

DOSI

The New Method of Display

Appetite and desire are created largely through the eye. The space in your store is only valuable to the extent to which it is used. Displaying your goods will certainly create the desire for them. This display must be made in attractive surroundings.



Food lines, such as Meats, Pastry, Candies and Fruits, when displayed under sanitary conditions, often sell themselves.

The above Display Counters made in all lengths and heights.

W. A. FREEMAN CO., LIMITED

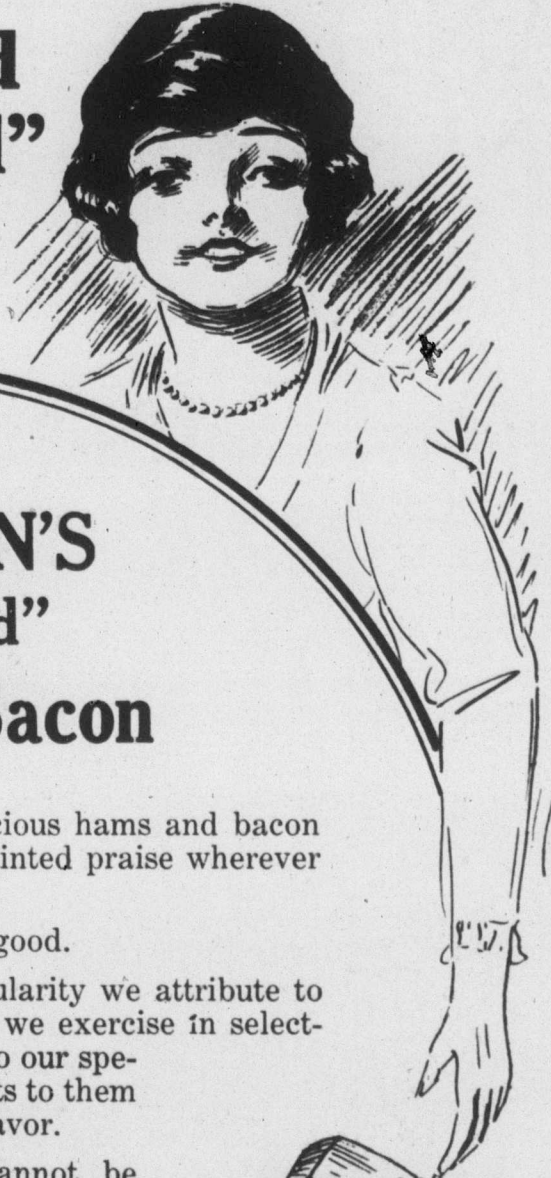
Grocers', Confectioners' and Butchers' Supplies

HAMILTON

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CANADA

She'll be pleased
with "Star Brand"



FEARMAN'S "Star Brand" Hams and Bacon

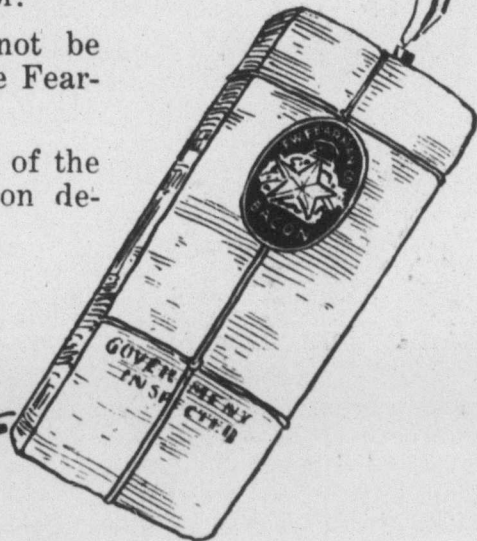
The outstanding feature of these delicious hams and bacon is the captivating flavor that wins unstinted praise wherever introduced.

They're exceptionally appetizing and good.

"Star" Brand's great success and popularity we attribute to the extreme care and rigid inspection we exercise in selecting only the finest stock and to our special curing process that imparts to them such a tempting, satisfying flavor.

"Star" Brand Pure Lard cannot be beaten. Let your next order be Fearman's "Star" Brand.

All made under the supervision of the Dominion Government inspection department.



F. W. Fearman Co., Ltd.

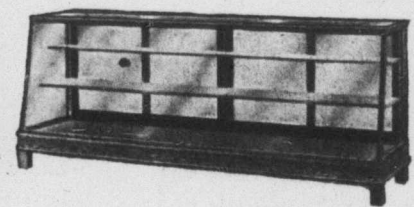
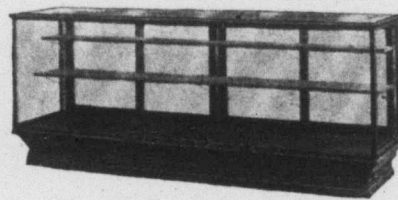
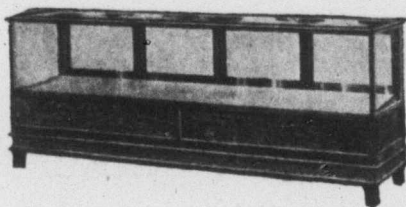
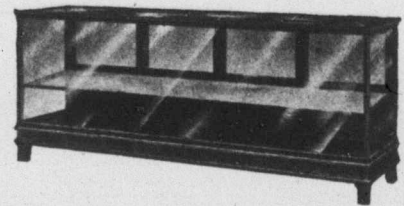
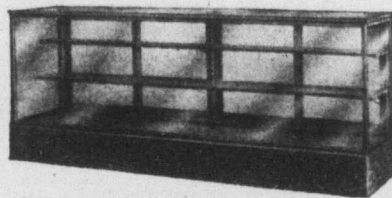
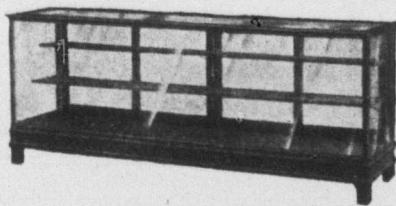
HAMILTON, CANADA

Established 1854

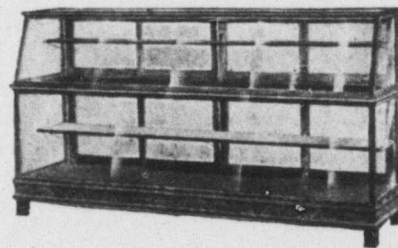
Bigger Profits for You!

If You Let Arnett Cases Sell Your Goods

Customers like to see your goods and select without asking questions. This is just why Arnett Showcases are used by so many modern merchants in preference to the old-fashioned kind. Arnett Cases are sanitary, they keep goods in fine condition, and **most important of all**, they sell the goods!



Ask us for the catalogue showing a full range of cases to meet every requirement.



"It costs no more to Arnettize your store."

Let our experts lay out your store for efficient selling. This valuable service is yours without charge. Decide to-day! Modernize your store with Arnett Showcases—they pay big dividends.

THOMAS LEWIS ARNETT

SOURIS, MAN.

Many Ontario Grocers tell us that their bulk tea trade has grown steadily larger since they started selling our blended teas. Quality kept uniformly the same by careful attention to tea cup tests.

ONE OF OUR BEST BLENDS:

"FLOWERDALE"

IS OUR BEST SELLER.

Write for Sample.

R. B. HAYHOE & CO.

Importers

47 Colborne Street

Toronto, Canada

Established in 1872

Still Canada's Premier Barrel Makers



For the last forty-seven years the Chas. Mueller Co., Ltd., have supplied the Canadian market with a superior quality barrel. Here is a list of the types of barrels and kegs we are offering at present. Your inquiry will receive prompt attention.

Pork Barrels and Half Barrels	Beer Kegs
Lard, Oleo and Compound Tierces	Cider Barrels and Kegs
Hardwood Fish Barrels and Kegs	Vinegar Barrels and Kegs
Oil Barrels	Pickle Barrels and Kegs
	Glucose, Syrup and Molasses Barrels and Kegs

The Charles Muller Co., Limited
Waterloo - Ontario

Eastern Representatives: B. C. Woodworth, Halifax, N.S.

Western Representatives: W. H. Escott Co., Ltd. British Columbia Representatives: Oppenheimer Bros.
Winnipeg, Fort William, Regina, Saskatoon, Calgary, Edmonton Vancouver, Victoria, Prince Rupert



WETHEY'S MINCE MEAT

*For Thirty-Six Years the
Housewife's Favorite*

Every Package Has the Quality that Satisfies.

Your wholesaler has it.

How is your stock?

J. H. WETHEY, LIMITED

ST. CATHARINES, CANADA

SIFTO SALT IT FLOWS BEST FOR TABLE USE

Two Salt brands that speed up your Salt Sales. They're well advertised and hundreds more housewives every month are coming to learn that SIFTO is "the Salt that flows," a delight to the table. And that Century Salt—pure and dazzling and economical—is the best all round household salt. Stock them both.

CENTURY TABLE SALT BEST FOR GENERAL USE

THE DOMINION SALT CO. LIMITED
SARNIA, ONTARIO

If your jobber cannot supply you we invite your enquiry, when price lists and full information will be promptly sent you.

DOMINION SALT CO., Limited, SARNIA, CANADA
Manufacturers and Shippers

We manufacture all kinds of

Box Shooks

And Can Guarantee Prompt Delivery

Write or Wire for Prices

W. C. Edwards & Co., Limited
Ottawa, Ontario

GEORGIAN BAY APPLES

We Invite Correspondence for Fall and Winter Supplies.

LEMON BROS.

Owen Sound, Ont.

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS \$83.20 PER INCH PER YEAR

JAMS
DOMINION CANNERS, LTD.
Hamilton, Ont.

"Aylmer" Pure Jams and Jellies.
Guaranteed Fresh Fruit and Pure Sugar Only.

Screw Va. top Glass Jars, 16 oz. glass, 2 doz. case.	Per doz.
Strawberry	\$4 60
Currant, Black	4 50
Pear	3 90
Peach	3 90
Plum	3 70
Raspberry, Red	4 50
Apricot	4 00
Cherry	4 30
Gooseberry	4 00

"AYLMER" PURE ORANGE MARMALADE

Tumblers, Vacuum Top, 2 doz. in case	\$2 30
12 oz. Glass, Screw Top, 2 doz. in case	2 55
16 oz. Glass, Screw Top, 2 doz. in case	3 25
16 oz., Glass, Tall, Vacuum, 2 doz. in case	3 25
2's Tin, 2 doz. per case	4 80
4's Tins, 12 pails in crate, per pail	0 78
5's Tin, 8 pails in crate, per pail	0 97
7's Tin or Wood, 6 pails in crate	1 36
30's Tin or Wood, one pail in crate, per lb.	0 20

PORK AND BEANS "DOMINION BRAND"

Individual Pork and Beans, Plain, 75c. or with Sauce, 4 doz. to case	\$0 85
1's Pork and Beans, Flat, Plain, 4 doz. to case	0 92 1/2
1's Pork and Beans, Flat, Tom. Sauce, 4 doz. to case	0 95
1's Pork and Beans, Tall, Plain, 4 doz. to case	0 95
1's Pork and Beans, Tall, Tomato or Chili Sauce, 4 doz. to case	0 97 1/2
1 1/2's (20 oz.) Plain, per doz.	1 25
Tomato or Chili Sauce	1 27 1/2
2's Pork and Beans, Plain, 2 doz. to case	1 50
2's Pork and Beans, Tomato or Chili Sauce, Tall, 2 doz. to case	1 52 1/2
2 1/2's Tall, Plain, per doz.	2 00
Tomato or Chili Sauce	2 35
Family, Plain, \$1.75 doz.; Family, Tomato Sauce, \$1.95 doz.; Family, Chili Sauce, \$1.95 doz. The above 2 doz. to the case.	

CATSUPS—In Glass Bottles

1/2 Pts., Aylmer Quality	\$1 90
12 oz., Aylmer Quality	2 35
Gallon Jugs, Aylmer Quality 1 62 1/2	
Pints, Delhi Epicure	2 70
1/2 Pints, Red Seal	1 45
Pints, Red Seal	1 90
Qts., Red Seal	2 45
Gallons, Red Seal	6 45

BORDEN MILK CO., LTD.,
180 St. Paul St. West, Montreal, Can.

CONDENSED MILK
Terms, net, 30 days.

Eagle Brand, each, 48 cans	\$9 60
Reindeer Brand, each 48 cans	9 15
Silver Cow, each 48 cans	8 40
Gold Seal, Purity, each 48 cans	8 25
W. A. Sawyer Brand, each 48 cans	8 25
Challenge Clover Brand, each 48 cans	7 75

EVAPORATED MILK

St. Charles Brand, Hotel, each 24 cans	\$6 90
Jersey Brand, Hotel, each 24 Cans	7 00
Peerless Brand, small, each 24 cans	3 15
St. Charles Brand, Tall, each 48 cans	6 90
Jersey Brand, Tall, each 48 cans	6 90
Peerless Brand, Tall, each 48 cans	6 90
St. Charles Brand, Family, 48 cans	6 50
Jersey Brand, Family, each 48 cans	5 75
Peerless Brand, Family, each 48 cans	5 75
St. Charles Brand, small, each 48 cans	2 90
Jersey Brand, small, each 48 cans	2 90
Peerless Brand, small, each 48 cans	2 90

CONDENSED COFFEE

Reindeer Brand, large, each 24 cans	\$6 50
Reindeer Brand, small, each 48 cans	6 50
Regal Brand, each 24 cans	5 90
Cocoa, Reindeer Brand, large, each 24 cans	6 25
Reindeer Brand, small, 48 cans	6 50

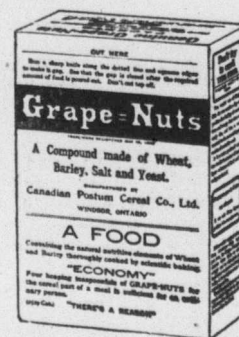
W. CLARK, LIMITED, MONTREAL

Compressed Corn Beef—1/4s, \$2.90; 1s, \$4.80; 2s, \$8.95; 6s, \$31.75.	
Lunch Ham—1s, \$6.95; 2s, \$13.85.	
Ready Lunch Beef—1s, \$4.80; 2s, \$8.95.	
English Brawn — 1/2s, \$2.85; 1s, \$4.35; 2s, \$8.80.	
Boneless Pig's Feet—1/4s, \$2.85; 1s, \$4.35; 2s, \$8.80.	
Ready Lunch Veal Loaf—1/4s, \$2.45; 1s, \$4.45.	
Ready Lunch Beef-Ham Loaf—1/4s, \$2.45; 1s, \$4.45.	
Ready Lunch Beef Loaf—1/4s, \$2.45; 1s, \$4.45.	
Ready Lunch Asst. Loaves — 1/4s, \$2.50; 1s, \$4.50.	
Geneva Sausage—1s, \$4.45; 2s, \$8.75.	
Roast Beef—1/4s, \$2.90; 1s, \$4.80; 2s, \$8.95; 6s, \$31.75.	
Roast Mutton—1s, \$6.25; 2s, \$11.75; square cans, \$42.	
Boiled Mutton—1s, \$6.25; 2s, \$11.75; 6s, \$42.	
Jellied Veal—1/4s, \$3.35; 1s, \$4.80; 2s, \$9.25.	
Cooked Tripe—1s, \$2.95; 2s, \$4.95.	
Stewed Ox Tail—1s, \$2.35; 2s, \$4.45.	
Stewed Kidneys—1s, \$4.45; 2s, \$8.45.	
Mince Collops—1/4s, \$1.95; 1s, \$3.85; 2s, \$6.75.	
Sausage Meat—1s, \$3.95; 2s, \$7.95.	
Corn Beef Hash — 1/4s, \$1.90; 1s, \$3.20; 2s, \$6.80.	
Beef Steak and Onions—1/4s, \$2.90; 1s, \$4.80; 2s, \$8.90.	
Jellied Hocks—2s, \$9.35; 6s, \$30.	
Irish Stew—1s, \$2.90; 2s, \$5.80.	
Cambridge Sausage—1s, \$4.45; 2s, \$8.75.	
Boneless Chicken—1/4s, \$6.95; 1s, \$11.45.	
Boneless Turkey — 1/4s, \$6.95; 1s, \$11.45.	
Ox Tongue—1/4s, \$4.95; 1s, \$12.00; 1 1/2s, \$18.50; 2s, \$23.95; 3 1/2s, \$44.00; 6s, \$60.00.	
Lunch Tongue—1/4s, \$4.90; 1s, \$10.45.	
Mince Meat (Tins)—1s, \$3.45; 2s, \$5.45; 6s, \$15.95.	
Mince Meat (bulk)—6s, 28c; 10s, 27c; 25s, 26c; 50s, 26c.	
Chateau Brand Pork and Beans,	

The Constant Call For Grape-Nuts

makes it a most desirable staple for the grocer who values "repeat" trade

Grape-Nuts customers are regular customers and the profit is good as well as constant.



"There's a Reason"

We have arriving shortly a car of new pack

ALLIGATOR BRAND SHRIMP

We can recommend these as first-class quality.

We have limited spot stock of Canned Mackerel—Kippered Herring—Clams—Salmon—Finnan Haddie.

Prices gladly given on application.

J. W. WINDSOR LIMITED

MONTREAL

Wanted

Classified Advertising

Advertisements under this heading 2c per word for first insertion. 1c for each subsequent.

Where copies 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 remittance to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittances cannot be acknowledged.

POSITIONS WANTED

POSITION WANTED BY EXPERIENCED wholesale grocery shipper. Apply H. Bassett, Lennoxville, Que.

HELP WANTED

WE HAVE AN OPENING FOR AN EXPERIENCED butcher, one speaking French and English preferred. Apply stating salary and references. Box 96, Ford, Ont.

WHOLESALE TEA HOUSE HAS AN OPENING for two live, experienced travellers, one for Ontario territory immediately north of Toronto and the other for territory immediately east. Good opportunity for traveller with wholesale grocery experience. Enquiries treated as strictly confidential. Box 750, Canadian Grocer, 143 University Ave., Toronto, Ont.

GROCERY SALESMAN

Must be a high-class man not over thirty years of age for north-eastern Saskatchewan Territory. State experience and salary wanted. Amateurs, save your postage. Box 752, Canadian Grocer, 153 University Ave., Toronto.

SITUATIONS WANTED

WANTED — STEADY, RELIABLE MARRIED man experienced in grocery business desires position. Address Box 27, Port Dover, Ont.

AGENCIES WANTED

AGENCIES WANTED — PRODUCTS FOR wholesale distribution and mail order articles of merit desired. Send full particulars. L. E. Ruel, manufacturers' agent, 8 Couillard St., Quebec.

BY A WESTERN COMMERCIAL TRAVELLER (now residing in Halifax) with an excellent connection throughout the three Maritime Provinces and covering same four times a year; good lines to sell on commission. Address Rolph, P.O. Box 1027, Halifax, N.S.

WANTED

WANTED—TO RENT WITH THE OPTION OF buying, a general store. Situated between Fort Erie, Ont., and Port Rowan, Ont. Box 740, Canadian Grocer, 143 University Ave., Toronto, Ont.

WANTED—A THREE DRAWER CASH REGISTER, cheese cutter (computing), Bowser oil pump and a grocer's refrigerator. J. W. Shier, Jr., Tamworth, Ont.

FOR SALE

FIRST-CLASS STOCK OF GENERAL MERCHANDISE for sale. Stock \$15,000 can be reduced. Fixtures \$1,550. Buildings \$2,800. Annual turnover \$60,000. Net profits over \$7,000 per annum. Post Office in connection brings over \$700 a year. Town in the centre of a mixed farming district. \$8,000 cash required. Apply to C. H. Clerkson, Swanson, Sask.

If you have a business to dispose of, or are in need of efficient help, try a Want Ad. in Canadian Grocer, and let it assist you in filling your needs.

FIXTURES FOR SALE

EVERY MERCHANT WHO SEEKS MAXIMUM efficiency should ask himself whether a Gipe-Hazard Cash Carrier, as a time and labor saver, is not worth more than the high-priced labor which it liberates. Are you willing to learn more about our carriers? If so, send for our new Catalogue J. Gipe-Hazard Store Service Co., Limited, 113 Sumach St., Toronto.

TRANSLATIONS

ENGLISH INTO FRENCH—COMMERCIAL, Financial and Technical Literature. Advertising booklets, catalogues, circulars, posters. Private correspondence. Manufacturers and Manufacturers' Agents desiring English to French translations will secure expert service at a moderate rate by addressing Leon A. Archambault, P.O. Box 135, Station B, Montreal.

WHEN WRITING TO ADVERTISERS

KINDLY MENTION THIS PAPER

WANTED

IN ANY SIZE QUANTITY
JUTE - SUGAR

BAGS

AND COTTON LINERS.

E. PULLAN
TORONTO



CHOCOLATTA

Your business profits through the handling of goods of real merit.

CHOCOLATTA will be a business-builder for you. If you are not already selling CHOCOLATTA, write to-day for our attractive terms and prices.

THE NUTRIENT FOOD CO., LIMITED

1266 Queen St. W., Toronto

Genest & Genest Limitee

Importers and Exporters

We offer subject to being unsold :

700 Cases Pure Spanish Olive Oil, 26 Gals. to Case.
140 Bbls. Pure Spanish Cream Olive Oil.

The Famous La Meridionale Brand

This shipment has arrived in New York port and was a delayed shipment from Spain. Now the Spanish Government have placed restrictions on the export of oils from Spain and no more Olive Oil will be available till the new crop.

We are also sole agents for the following :

Climax Brand, Egg Noodles, Maccaroni, Spaghetti, Etc.

One trial order will mean a regular customer.

Morris' Extra Oleomargarine.

Fowler's Wantmore Peanut Butter, etc.

We will appoint agents in every province. Write or wire us for information.

GENEST & GENEST, LIMITEE

COURTIERS-BROKERS

FARINE, GRAINS, MOUTURE, PROVISIONS, SPECIALITE D'EPICERIES
FLOUR, GRAIN, FEED, PROVISIONS, GROCERS' SPECIALTIES

Edifice: Board of Trade Building
MONTREAL, Can.

Adresse Telegraphique:

Cable Address:
"RIOGENE"

Code:

A.B.C. 5th Edition, 5ieme
Dowlings & Robinson

Members
Montreal Board of Trade
Montreal Corn Exchange

Nippy Mornings
usher in the pancake season and pancakes call for syrup.

Mapleine
makes delicious "maple" tasting syrup and costs but \$1.02 a gallon. Customers will be glad to learn of this saving—recipe with every bottle. Suggest it when selling pancake flour and make two sales in one.

It is an irresistible flavoring, too—in all sweets and desserts.

Order of your jobber or
Mason & Hickey, Box 2949, Winnipeg
F. E. Robson, 25 Front St., Toronto M-452



Make Your Show Windows Pay Your Rent
Many Sales are made on the Sidewalk
Window Display Fixtures

A Wonderful set of Patented Interchangeable Window Display Fixtures for displaying Dry Goods, Shirt-Waists, Hats and Women Furnishings. Set will give 10 Year Good Service in effective trade pulling window trims.

The Fixtures you see above are only a very few of the designs that can be set up with the full set, besides hundreds of standard fixtures that can be made of Oak, either Golden, Antique or Weathered Finish. Set a put up in a Hardwood Hinged Lid Storage Chest, a good place to keep the extra Younits not in use. There are thousands of sets in daily use.

No. 102 Set has 222 Interchangeable Younits For Large Store Windows, \$41.25
No. 102½ Set has 122 Interchangeable Younits For Small Store Windows, \$20.35

Stock carried in Hamilton, Ont. Order direct - thru your jobber. Send for catalog. Patented and made in Canada.

The Oscar Onken Co. 3850 Fourth Street Cincinnati, Ohio, U.S.A.



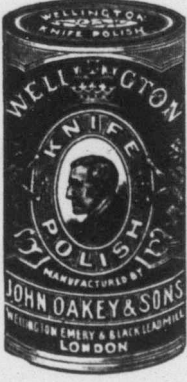
Oakey's "WELLINGTON" KNIFE POLISH

The original and only reliable preparation for Cleaning and Polishing Cutlery, etc.

John Oakey & Sons, Ltd.
Manufacturers of Emery Cloth, Black Lead, Glass Paper, &c.

LONDON, S.E., ENGLAND

AGENTS:
Manley & Baker, 21 Empress Offices, 354 Main Street, Winnipeg.
Sankey & Manson, 839 Beatty Street, Vancouver.



PURE OLIVE OIL
"PURITY" GENUINE ITALIAN OLIVE OIL

in gal., ½-gal., ¼-gal. attractive tins—the first and only shipment to arrive since the war in original containers. Owing to scarcity

We advise the trade to order immediately

"PASCO" SPANISH OLIVE OIL

in gallon, ½-gal., ¼-gal., ⅛-gal. tins. Also in 5-gal. plain tins, especially imported for trade desiring to bottle under own private labels.

P. PASTENE & CO., LIMITED
Importers and Exporters.
340 ST. ANTOINE STREET - - - MONTREAL, QUE.

with Tomato Sauce—Ind., \$1.05; 1s, \$1.65; 2s, \$2.35; 3s, \$3.50.
With Plain Sauce—Ind., 95c; 1s, \$1.60; 2s, \$2.30; 3s, \$3.30.

Chateau Brand Concentrated Soups
—Celery, \$1.25; Consomme, \$1.25; Green Peas, \$1.25; Julienne, \$1.25; Mutton Broth, \$1.25; Ox Tail, \$1.25; Pea, \$1.25; Scotch Broth, \$1.25; Chicken, \$1.60; Mock Turtle, \$1.25; Tomato, \$1.45; Vermicelli Tomato, \$1.30; Mulligatawny, \$1.30; Soups and Bouilli, 6s, \$14.45.

Clark's Pork and Beans, Tomato Sauce, Blue Label—Ind., 95c; 1s, \$1.10; 1½s, \$1.45; 2s, \$1.90; 3s, 2s, \$2.75; 6s, \$8; 12s, \$16.
Plain Sauce, Pink Label—Ind., 95c; 1s, \$1.10; 1½s, \$1.45; 2s, \$1.90; 3s (talis), \$2.75; 6s, \$8; 12s, \$15.

Chili Sauce (red and gold label)—Ind., 95c; 1s, \$1.10; 1½s, \$1.45; 2s, \$1.90; 3s, \$2.75.

Vegetarian Baked Beans and Tomato Sauce—2s, \$1.90.
Shoed Smoked Beef—½s, \$2.45; 1s, \$3.45; 4s, \$24.

Canadian Boiled Dinner—1s, \$2.45; 2s, \$4.95.

Army Rations—Beef and Vegetables, 1s, \$2.45; 2s, \$4.95.

Spaghetti with Tomato Sauce with Cheese—½s, \$1.40; 1s, \$1.90; 3s, \$3.35.

Tongue, Ham and Veal Pates—½s, \$2.25.
Ham and Veal Pates—½s, \$2.35.
Smoked Vienna Style Sausage—½s, \$2.75.

Pate De Foie—¼s, 80c; ½s, \$1.40.
Plum Pudding—¼s, \$2.45; 1s, \$4.35.
Potted Beef Ham—¼s, 80c; ½s, \$1.45.

Potted Beef—¼s, 80c; ½s, \$1.45.
Potted Tongue—¼s, 80c; ½s, \$1.45.
Potted Game (Venison)—¼s, 80c; ½s, \$1.45.
Potted Veal—¼s, 80c; ½s, \$1.45.
Potted Meats (Assorted)—¼s, 85c; ½s, \$1.50.

Devilled Beef Ham—¼s, 80c; ½s, \$1.45.
Beef—¼s, 80c; ½s, \$1.45.
Devilled Tongue—¼s, 80c; ½s, \$1.45.
Veal—¼s, 80c; ½s, \$1.45.
Devilled Meats (Assorted)—¼s, 85c; ½s, \$1.50.

In Glass Goods
Fluid Beef Cordial—20 oz. bottles, 10 oz.,
Ox Tongue—¼s, \$20.00; 2s, \$24.95.
Lunch Tongue (in glass)—1s, \$11.95
Sliced Smoked Beef (in glass)—¼s, \$1.80; ½s, \$2.80; 1s, \$3.90.
Mincement (in glass)—1s, \$3.95.
Potted Chicken (in glass)—¼s, \$2.90.
Ham (in glass)—¼s, \$2.90.
Tongue (in glass)—¼s, \$2.90.
Venison (in glass)—¼s, \$2.90.
Meats, Assorted (in glass)—\$2.90.
Chicken Breast (in glass)—¼s,
Tomato Ketchup—8s, \$1.95; 12s, \$2.45; 16s, \$3.40.
Chili Sauce—10 oz., \$3.25.
Peanut Butter—¼s, \$1.45; ½s, \$1.95; 1s, \$2.45; in pails, 5s, 31c; 12s, 29c; 24s, 28c; 50s, 28c.

B.C. HOPS
Dominion Brand, quarters, per short weight pound 0.30
Dominion Brand, halves, per short weight pound 0.29
Maple Leaf Brand, ¼ lb. packages, per full weight pound. 0.40
Maple Leaf Brand, ½ lb. packages, per full weight pound. 0.39

COLMAN'S OR KEEN'S MUSTARD

Per doz. tins
D.S.F. ¼-lb. \$2.80
D.S.F. ½-lb. 5.80
D.S.F. 1-lb. 10.40
F.D. ¼-lb.

Per jar
Durham, 1-lb. jar, each . . . \$0.66
Durham, 4-lb. jar, each . . . 2.25

CANADIAN MILK PRODUCTS, LIMITED,
Toronto and Montreal
KLIM

Hotel \$20.00
Household size 9.00
P.o.b. Ontario jobbing points, east of and including Fort William.
Freight allowance not to exceed 50c per 100 lbs., to other points, on 5-case lots or more.

THE CANADA STARCH CO., LTD.
Manufacturers of the
Edwardsburg Brands Starches
Laundry Starches—

Boxes Cents
40 lbs., Canada Laundry . . . 0.10
40 lbs., 1-lb. pkg., Canada White or Acme Gloss . . . 0.10½
48 lbs., No. 1 White or Blue Starch, 3-lb. cartons . . . 0.11
100-lb. kegs, No. 1 white . . . 0.10½
200-lb. bbls., No. 1 white . . . 0.10½
30 lbs., Edwardsburg Silver Gloss, 1-lb. chromo pkgs. 0.12
48 lbs., Silver Gloss, in 6-lb. tin canisters 0.13½
36 lbs. Silver Gloss, in 6-lb. draw lid boxes 0.13½
100 lbs., kegs, Silver Gloss, large crystals 0.11½
40 lbs., Benson's Enamel, (cold water), per case . . . 3.25
Celluloid, 45 cartons, case . . 4.50
Culinary Starch
40 lbs., W. T. Benson & Co.'s Celebrated Prepared 0.11½
40 lbs. Canada Pure or Challenge Corn 0.10½
20-lb. Cases Refined Potato Flour, 1-lb. pkgs. 0.16½
(20-lb. boxes, ¼c higher, unexp. potato flour)

GELATINE
Cox's Instant Powdered Gelatine (2-qt. size), per doz. . . 1.50
Knox Plain Sparkling Gelatine (makes 4 pints), per doz. . . \$2.00
Knox Acidulated Gelatine (Lemon Flavor), makes 4 pints, per doz. 2.10

SYRUP
THE CANADA STARCH CO., LTD., CROWN BRAND CORN SYRUP

2-lb. tins, 2 doz. in case . . . 5.45
5-lb. tins, 1 doz. in case . . . 6.05
10-lb. tins, ½ doz. in case . . 6.25
20-lb. tins, ¼ doz. in case . . 6.20
(Prices in Maritime Provinces 10c per case higher.)

Barrels, about 700 lbs. \$0.08½
Half bbls., about 350 lbs. . . . 0.08½
¼ bbls., about 175 lbs. 0.08½
2-gal. wooden pails, 25 lbs. . . 2.60
3-gal. wooden pails, 39½ lbs. . . 3.85
5-gal. wooden pails, 65 lbs. . . 6.25

LILY WHITE CORN SYRUP
2-lb. tins, 2 doz. in case . . . \$5.95
5-lb. tins, 1 doz. in case . . . 6.55
10-lb. tins, ½ doz. in case . . 6.95
20-lb. tins, ¼ doz. in case . . 6.25
(5, 10, and 20-lb. tins have wire handles.)

MOZOLA COOKING OIL

Per case
No. 1, 24 tins 11.00
No. 2, 12 tins 10.50
No. 3, 6 tins, 7½ lbs. each 19.00
No. 5, 2 tins, 37½ lbs. each 26.00

INFANTS' FOOD
MAGOR, SON & CO., LTD.
Robinson's Patent Barley—Doz. 1 lb. \$4.00
½ lb. 2.00
Robinson's Patent Groats—
1 lb. 4.00
½ lb. 2.00

NUGGET POLISHES Doz.
Polish, Black, Tan, Toney Red and Dark Brown \$1.15
Card Outfits, Black and Tan . . 4.15
Metal Outfits, Black and Tan . . 4.85
Creams, Black and Tan 1.25
White Cleaner 1.25

IMPERIAL TOBACCO CO. OF CANADA, LIMITED
EMPIRE BRANCH

Black Watch, 10s. lb. \$1.20
Bobs, 12s 1.00
Currency, 12s 1.00
Stag Bar, 9s, boxes, 6 lbs. . . . 1.00
Pay Roll, thick bars 1.25
Pay Roll, plugs, 10s, 6-lb. ¼ caddies 1.25
Shamrock, 9s, ½ cadd., 12 lbs., ¼ cadd., 6 lbs. 1.00
Great West Pouches, 9s, 3-lb. boxes, ½ and 1-lb. lunch boxes 1.80
Forest and Stream, tins, 9s, 2-lb. cartons 1.44
Forest and Stream, ¼s, ½s, and 1-lb. tins 1.50
Forest and Stream, 1-lb. glass humidors 1.75
Master Workman, 2 lbs. 1.12
Master Workman, 4 lbs. 1.12
Derby, 9s, 4-lb. boxes 1.08
Old Virginia, 12s 1.50

Escoffier



MONSIEUR A. ESCOFFIER, of the Carlton Hotel, London, is the world's most eminent food expert, personally supervising the manufacture of **all** his wonderful creations, which are prepared from the finest ingredients obtainable, regardless of cost and exquisitely blended in silver vessels, under conditions of spotless cleanliness.

SIX DAINTRIES FROM ENGLAND

The ESCOFFIER

**SAUCE
DIABLE**

For Grilled Soles and
Fish dishes.

The ESCOFFIER

**SAUCE
ROBERT**

For Chops and Steaks.

The ESCOFFIER

**SAUCE
MELBA**

For Sweet Puddings and
Fruit dishes.

The ESCOFFIER

PICKLES

Delightfully mild and
appetising.

The ESCOFFIER

CHUTNEY

Mons. Escoffier's own
blending.

The ESCOFFIER

**MEAT and
FISH
PASTES**

For prices of these and other Escoffier specialties, write:
ARGYLL BUTE LTD., 357 St. Catherine St. W., Montreal

ESCOFFIER LIMITED, 6 Ridgmount St., LONDON, ENG.

A.B.C. Code, 5th Edition.

SILVERWOODS, LIMITED

Manufacturers of

High Grade Ice Cream

and

Creamery Butter

LONDON

ONTARIO

We are especially well equipped to supply the wants of the grocer and confectioner in Eggs, Cheese, Poultry, Dairy Butter and Creamery Butter. Write us for prices.

If you handle ice cream and live within 300 miles of London, we would be pleased to be permitted to send trial shipment. It will most certainly please you and your customers, and together with the advertising we do will materially increase your business in this profitable line.

As [a] Guarantee of Quality Specify "WEST'S" When Ordering From Your Jobber

HOUSEHOLD REMEDIES, such as Syrup of White Pine and Tar, Headache Powders, Health Salts.

Package Goods, such as Epsom Salts, Sulphur, Borax, Senna, Boracic Acid.

Bottled Goods, such as Spirits Camphor, Camphorated Oil, Castor Oil, Turpentine, Ammonia, Carbolic Acid, Spirits of Nitre, Petrolatum.

SUNDRIES, such as Water Bottles, Syringes, Nipples, Tooth Brushes, Combs, Mirrors.

TOILET ARTICLES, such as Perfume, Cologne, Tooth Paste, Face Creams, Massage Creams, Hair Restorers, Campana's Italian Balm.

PATENT AND PROPRIETARY MEDICINES SURGICAL DRESSINGS AND COTTONS

SPECIALTIES, such as West's Par-Oil, a pure heavy mineral or paraffin oil used for constipation and bowel troubles.

West's Lemon and Ammonia, for baking.

Westco Disinfectant—turns white in water; for all offensive odours.

Catalogue mailed on request.

E. G. WEST & CO.

Wholesale Druggists and Manufacturing Chemists
80 George St., Toronto

Keep this for reference.

What's Wanted

Almost every week you want something which you could quite easily secure by consulting with your fellow Grocers.

Perhaps you need a clerk: The best of them read Canadian Grocer and watch the "Wanted" page for new opportunities.

Possibly you want to buy or sell a grocery business. Canadian Grocer's subscribers are the best prospects in Canada. Talk to them through our columns with a want ad.

Or do you want to sell or exchange some surplus stock? Here again the Want Advertisement can help you.

Cost: 2 cents per word for first insertion; 1 cent per word for subsequent insertions of the same ad. Box Number 5 cents extra.

Old Kentucky (bars), 8s.
boxes, 5 lbs. 1 25
WM. H. DUNN, LTD., Montreal
BABBITS
Soap Powder, case 100 pkgs. \$5 95
Cleanser, case 50 pkgs. 3 10
Cleanser (Kosher), cs. 50 pkgs. 3 10
Pure Lye, case of 4 doz. 5 60

JELL-O
Made in Canada
Assorted case, contains 4 doz. \$5 40
Lemons, 2 doz. 2 70
Orange, 2 doz. 2 70
Raspberry, 2 doz. 2 70
Strawberry, 2 doz. 2 70
Chocolate, 2 doz. 2 70
Cherry, 2 doz. 2 70
Vanilla, 2 doz. 2 70
Weight, 8 lbs. to case. Freight rate second class.

JELL-O ICE CREAM POWDERS
Made in Canada
Assorted case, contains 2 doz. \$2 70
Chocolate, 2 doz. 2 70
Vanilla, 2 doz. 2 70
Strawberry, 2 doz. 2 70
Unflavored, 2 doz. 2 70
Weight, 11 lbs. to case. Freight rate second class

BLUE
Keen's Oxford, per lb. \$0 24
In cases 12-12 lb. boxes to case 0 25

COCOA AND CHOCOLATE
THE COWAN CO. LTD.
Stirling Road, Toronto, Ont.
Cocoa

Perfection Cocoa, lbs., 1 and 2 doz. in box, per doz. \$5 25
Perfection, 1/2-lb. tins, doz. 2 75
Perfection, 1/4-lb. tins, doz. 1 45
Perfection, 10s size, doz. 1 10
Perfection, 5-lb. tins, per lb. 0 42

Supreme Breakfast Cocoa, 1/4-lb. jars, 1 and 2 doz. in box, doz. 3 00

Soluble Cocoa Mixture (Sweetened) 5 and 10-lb. tins, per lb. 0 28

(Unsweetened Chocolate)
Supreme Chocolate, 12-lb. boxes, per lb. 0 41
Supreme Chocolate, 10c size, 2 doz. in box, per box. 1 60

Perfection Chocolate, 10c size, 2 doz. in box, per box. 1 90

SWEET CHOCOLATE—Per lb.
Eagle Chocolate, 1/4s. 6-lb. boxes 0 32

Eagle Chocolate, 1/2s. 6-lb. boxes, 28 boxes in case. 0 31
Diamond Chocolate, 1/4s. 6 and 12-lb. boxes, 144 lbs., in case 0 32

Diamond Chocolate, 8s. 6 and 12-lb. boxes, 144 lbs. in case 0 33
Diamond Crown Chocolate, 28 cakes in box 1 10

CHOCOLATE CONFECTIONS
Maple Buds, 5-lb. boxes, 30 boxes in case, per lb. \$0 45

Milk Medallions, 5-lb. boxes, 30 boxes in case, per lb. 0 45
Lunch Bars, 5-lb. boxes, 30 boxes in case, per lb. 0 45

Coffee Drops, 5-lb. boxes, 30 boxes in case, per lb. 0 45
Chocolate Tulips, 5-lb. boxes, 30 boxes in case, per lb. 0 45

Milk Croquettes, 5-lb. boxes, 30 boxes in case, per lb. 0 45
No. 1 Milk Wafers, 5-lb. boxes, 30 boxes in case, per lb. 0 45

Chocolate Beans, 5-lb. boxes, 30 boxes in case, per lb. 0 41
Chocolate Emblems, 5-lb. boxes, 30 boxes in case, per lb. 0 41

No. 2 Milk Wafers, 5-lb. boxes, 30 boxes in case, per lb. 0 41
No. 1 Vanilla Wafers, 5-lb. box, 30 boxes in case, per lb. 0 41

No. 2 Vanilla Wafers, 5-lb. box, 30 boxes in case, per lb. 0 36
No. 1 Nonpareil Wafers, 5-lb. boxes, 30 boxes in case, lb. 0 41

No. 2 Nonpareil Wafers, 5-lb. boxes, 30 boxes in case, lb. 0 36
Chocolate Ginger, 5-lb. boxes, 30 boxes in case, per lb. 0 60

Crystallized Ginger, 5-lb. boxes, 30 boxes in case, per lb. 0 60
NUT MILK CHOCOLATE, Etc.

Nut Milk Chocolate, 1/4s. wrapped, 4-lb. box, 36 boxes in case, per lb. 0 46
Nut Milk Chocolate, 1/2s. wrapped, 4-lb. box, 36 boxes in case, per lb. 0 47

Fruit and Nut or Nut Milk Milk Chocolates, lbs., unwrapped, 6-lb. box, 5 div. to cake, 32 boxes to case, lb. 0 43
Nut Milk Chocolates, 8s squares, 20 squares to cake, packed 3 cakes to box, 24

boxes to case, per box. 2 36
Fruit and Nut Milk Chocolate, 2-lb. cakes, each 20 divisions, 8 cakes to box, 32 boxes to case, per box. 2 50
Fruit and Nut Milk Chocolate Slabs, per lb. 0 42
Milk Chocolate Slabs, with Assorted Nuts, per lb. 0 43
Plain Milk Chocolate Slabs, per lb. 0 42

MISCELLANEOUS
Maple Buds, fancy, nearly 1 lb., 1/2 doz. in box, per doz. \$5 50
Maple Buds, fancy, 1/2 lb., 1 doz. in box, per doz. 2 75
Assorted Chocolate, 1 lb., 1/2 doz. in box, per doz. 5 50

Assorted Chocolate, 1/2 lb., 1 doz. in box, per doz. 2 75
Chocolate Ginger, full 1/2 lb., 1 doz. in box, per doz. 4 35
Crystallized Ginger, full 1/2 lb., 1 doz. in box, per doz. 4 35

Active Service Chocolate, 1/2s. 4-lb. box, 24 boxes in case, per lb. 0 46
Triumph Chocolate, 1/4's. 4-lb. boxes, 35 boxes in case, per box 0 47

Triumph Chocolate, 1/2-lb. cakes, 4 lb., 35 boxes in case, per lb. 0 16
Chocolate Cent Sticks, 1/2 gr. boxes, 30 gr. in case, per gross 1 15

120-1c. Milk Chocolate Sticks, 60 boxes in case. 0 80

5c LINES
Toronto Prices Per box

Filbert Nut Bars, 24 in box, 60 boxes in case \$0 95
Almond Nut Bars, 24 in box, 60 boxes in case 0 95

Puffed Rice Bars, 24 in box, 60 boxes in case 0 95
Ginger Bars, 24 in box, 50 boxes in case 0 95

Fruit Bars, 24 in box, 50 boxes in case 0 95
Active Service Bars, 24 in box, 50 boxes in case 0 95

Victory Bar, 24 in box, 60 boxes in case 0 95
Queen's Dessert Bar, 24 in box, 50 boxes in case 0 95

Regal Milk Chocolate Bar, 24 in box, 50 boxes in case 0 95
Royal Milk Cakes, 24 in box, 50 boxes in case 0 95

Cream Bars, 24 in box, 50 boxes in case, per box. 1 00
Maple Buds, 6c display boxes, 6c pyramid packages, 6c glassine envelopes, 4 doz. in box 1 90

10c LINES
Maple Buds, 10c, 1 doz. in box, 50 boxes in case, per doz. \$0 95

Medallions, 10c, 1 doz. in box, 50 boxes in case, per doz. 0 95
Lunch Bar, 10c, 1 doz. in box, 50 boxes in case, per doz. 0 95

Coffee Drops, 10c, 1 doz. in box, 50 boxes in case, per doz. 0 95
Milk Wafers, 10c, 1 doz. in box, 50 boxes in case, per doz. 0 95

Chocolate Beans, 10c, 1 doz. in box, 50 boxes in case, per doz. 0 95
Chocolate Emblems, 10c, 1 doz. in box, 50 boxes in case, per doz. 0 95

Chocolate Wafers, 10c, 1 doz. in box, 50 boxes in case, per doz. 0 95
Circus Wagons, 10c, 1 doz. in box, 50 boxes in case, per doz. 0 95

Queen's Dessert, 10c cakes, 24 in box, per box 1 90
W. K. KELLOGG CEREAL CO.

Kellogg's Toasted Corn Flakes, Waxtite 4 16
Kellogg's Toasted Corn Flakes, Ind. 2 00

Kellogg's Dominion Corn Flakes, Indv. 4 15
Kellogg's Dominion Corn Flakes, Indv. 2 00

Kellogg's Shredded Krumbles, Kellogg's Shredded Krumbles, Ind. 2 00
Kellogg's Krumbled Bran 1 95

BRODIE AND HARVIES
XXX Self-Raising Flour, 6 lb. packages, doz. \$5 70

Do., 3 lb. 2 90
Superb Self-Raising Flour, 6 lb. 5 50

Do., 3 lb. 2 90
Crescent Self-Raising Flour, 6 lb. 5 60

Do., 3 lb. 2 85
Perfection rolled oats (56 oz.) 3 00

Brodie's Self-Raising Pancake Flour, 1 1/2 lb. pack, doz. 1 50

A Purely Vegetable Product

*To Sell
is
to Satisfy*



*To Satisfy
is
to Profit*

A Guarantee in Every Package

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Every one pound carton in every case that leaves our warehouse contains a written, money-back-if-not-satisfied guarantee. This cannot fail to inspire confidence in your customers and will make sales easy for you. Attractive display cards and cut-outs supplied free.

SEND US AN ORDER FOR A 30 LB. CASE

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WHOLESALE DISTRIBUTORS

Christmas Stockings

to retail at

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GOOD LOOKING

GOOD VALUE

Quantity Limited

Fine Chocolates *and* Cent Goods

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Direct Representatives:

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California Walnut Growers' Association.
California Bean Growers.
California Lima Bean Growers.

California Honey Producers' Exchange,
E. Y. Foley, Fresno.
Pratt-Low Preserving Co.
North Ontario Packing Co., Los Angeles,
Cal.



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510 Confederation Life Bldg.

STOCKHOLM, SWEDEN
Smolanagatan 20
MONTREAL
116 St. Nicholas Bldg.

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24 Poplar Street
LONDON, ENGLAND
3 Cannon St.

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EVEN the staunchest advocates of temperance do not object to such real tonic beverages as O'Keefe's—for O'Keefe's cannot possibly be harmful either to old or young. O'Keefe's are brewed to meet the provisions of the Ontario Temperance Act. They contain nothing but the extracted goodness of selected malt and hops. Sanitation and inflexible adherence to cleanliness in every particular characterize the manufacture of these delicious thirst-quenching beverages.

O'Keefe's ALE, LAGER OR STOUT

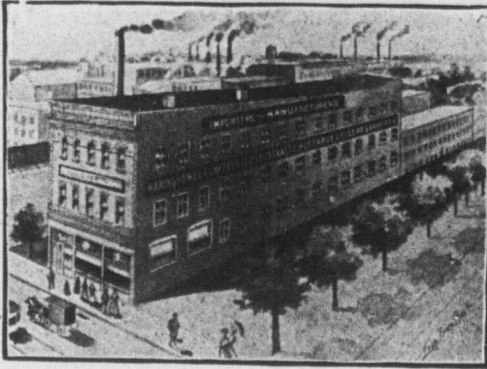
are the body-building tonic beverages you should recommend to your customers for home consumption or on any occasion when a real thirst-satisfying drink is required. O'Keefe's make no enemies—their goodness insures satisfied customers and repeat orders.

Place your orders for immediate delivery.

O'KEEFE'S

TORONTO

PHONE—MAIN 4202



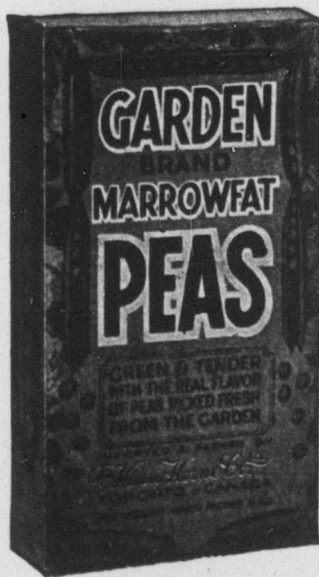
BAKING POWDER

One that will please your customers.
 One that your customer will stand by.
 One that cost you less money and gives you better profit.

We will make and pack for you:

12 doz. 1 lb. Tins of Extra Fine Baking Powder for the sum of \$25.00 F.O.B. Toronto and with a beautiful lithographed label, under your name and address.

Someone else may tell you they will meet our price, but they will not and cannot give you a baking powder to equal our standard.



MARROWFAT PEAS IN PACKAGES

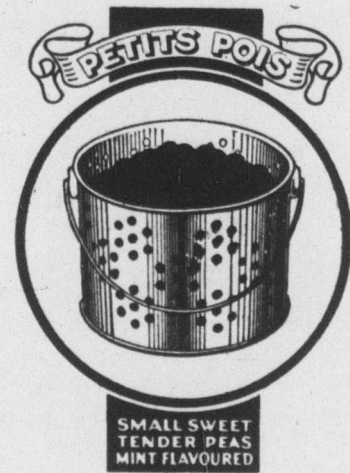
WE ARE THE LARGEST PACKERS IN CANADA

PRICES—New Crop 1919

GARDEN BRAND \$4.20 per case of 5 doz.

COOKER BRAND \$4.20 per case of 3 doz.
(PETITS POIS)

COOKER BRAND \$4.20 per case of 3 doz.
(POPPING CORN)



We have sold over one-quarter million tins of this famous Double Cream Custard in Canada during the present year and many times this amount has been sold throughout the States. The best stores sell it, for they appreciate the fact that it is the Richest, Smoothest and most Wholesome Custard on this market. It is without a doubt the Cream of them all and far superior in every way to all ordinary Custards.

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- 3 oz. Tins.....\$0.95 doz.
- 5 oz. Tins..... 1.40 doz.
- 1 lb. Tins..... 3.25 doz.
- 10 lb. Tins..... 2.25 each

These are Ontario prices. Western and Maritime prices have freight charges added.

Mail in your orders. 3% discount special allowance if your order comes in by mail with this advertisement pinned to it.

THE HARRY HORNE CO., LIMITED

1297-99 QUEEN ST. W., TORONTO, CANADA

Manufacturers and Importers of Food Products, Confectionery and good things to eat.



The Biscuits in the Striped Package

IF your customer just asks for "Biscuits," suggest "Som-Mor" Biscuits or the biscuits in the "Striped Package" and you will then have a steady customer because they will appreciate the quality and tasty crispness of the North-West Biscuit Co.'s products.

We are giving retailers every possible co-operation. Our advertising is appearing in every newspaper of any importance in Western Canada. Our story

is being told to over 350,000 people. We are advertising in **your** territory. Back our advertising with a good display and suggestive selling. We are with you.

The North-West Biscuit Co., Limited

Edmonton

Alberta

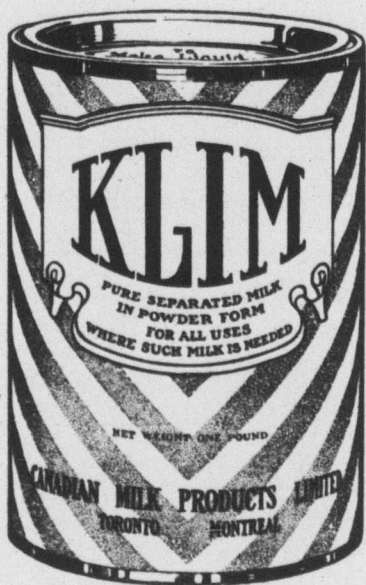
REGINA

SASKATOON

CALGARY

VANCOUVER

Make your Customers' Milk Dollars go farther



Remember to always emphasize the flavor of Klim. It is the feature that makes this pure powdered separated milk distinct from every other milk product you sell. It is a positive selling point that is backed up by every tin that goes out of your store

A dollar buys fewer milk tickets to-day than it did a year ago. No woman wants to reduce her family's allowance of milk, but she is very anxious to reduce the growing milk bill.

In this state of mind, she will certainly appreciate Klim. Klim will give her an ever-ready supply of pure separated milk at the least cost.

Klim is economical because there is no waste. It will not turn sour; it will not freeze; and every bit can be used down to the last fine particle in the tin.

Help reduce milk bills by recommending the use of Klim. You will be well paid in satisfaction and sales.

Sell the ten-pound tin in preference to the one-pound. It is more economical for your customers and more profitable for you.

Order from your regular
wholesale house

**CANADIAN MILK
PRODUCTS, Limited**

TORONTO

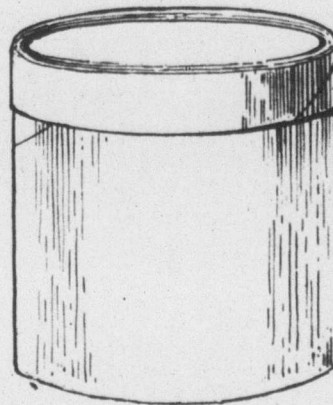
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MONTREAL

ST. JOHN

There It Is!

A Paper Container Sanitary, Odorless, Germproof



An ideal
container for
bulk sales of
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pickles,
peanut butter,
mince meat.

Putting up products attractively is an important part of successful merchandising. It "pays to please" in these days of stiff competition and this is one reason why you'll find it good policy to consider our

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They simplify the selling of bulk goods. They look neat and they eliminate leaking, lost flavor, etc. In short, they are just the sort of thing you need every day the year round.

Containers are made in $\frac{1}{2}$ pint, pint and quart sizes (exact capacity) and are not affected by climatic conditions.

Premier Paper Products, Limited

SARNIA, ONT.

GROCERS:

It Will Pay You

to arrange with us now for eggs, as well as selected storage eggs for the winter. We have the best quality to be found anywhere.

Fancy Dressed Poultry

Killed to Order

Our dressed poultry is all graded carefully and nothing but the best used in filling orders for our grocery trade. Remember, the best is none too good and order MANN'S POULTRY. Also oleomargarine, shortening, choice creamery and dairy butter.

C. A. MANN & CO.

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We will again market the entire crop of the Thedford Celery Co., consisting of about 20 cars.

The quality is exceptionally fine. Any size orders — single crates up to carloads.

Pomegranates—Grapes
Fancy Boxed Apples.

White & Co.

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Toronto

Wholesale Quality Fruits

First Quality

APPLES

Prompt Service

In Boxes or Barrels

ORANGES

PEARS

LEMONS

GRAPE FRUIT

CRANBERRIES

In Barrels or Cases

SWEET POTATOES

We have built up our reputation by handling first quality fruits and by giving our customers prompt and courteous service.

We are in the market to buy or sell Potatoes or Apples in car lots.

Try our commission department. We will get you highest market prices and prompt returns. If you have Potatoes, Apples, Vegetables, etc., to sell, consign to us.

W. J. McCART & CO., LTD.

78 & 80 COLBORNE STREET

TORONTO, CANADA

Norcanner Brand

represents the highest standard of quality in Norwegian sardines. It is the leading brand of Norway's largest packing organization. The label signifies that only the choicest smoked summer Brisling in purest olive oil are packed in the tin. Over one hundred and thirty modern sanitary canneries produce it.

THE NORCANNER BRAND OF

Kippered Herring Herring in Tomato Baby Mackerel in Tomato

and numerous Norwegian canned fish delicacies is a guarantee of their quality. These products are supplied to the best trade of the United States and Canada.

Bravo Brand Sild Sardines Winter Packed Herrings

and other varieties are the highest grade products of their class that come from Norway. Both of these brands are packed under universal regulations and rigid inspection, with quality paramount to all else.

Your jobber can supply you.

NORCANNERS, LIMITED
STAVANGER, NORWAY

American Headquarters: 105 Hudson Street, New York

Something new and different in dainty confections for the 5c trade



DEALERS as well as jobbers throughout Canada will be interested to know that we are now in a position to supply them promptly and in large quantities with Aromints and Repetti's Tabs—two of the most popular and most widely advertised package confections on the market.

Aromints are put up in rolled packages of dainty spiced candies. They come in five flavors: peppermint, wintergreen, cinnamon, cloves and licorice. They have a novel tempting appearance that attracts attention at once. Customers find them irresistible. They simply can't help reaching out to take the appetizing package

so temptingly displayed—and there's another nickel to ring up.

Repetti's Tabs, while new to Canada, have long enjoyed a high-class reputation in the metropolitan centres of the United States. Like Aromints, they are put up in novel appetizing packages, and are square, thick candy tablets flavored with pure fruit juices. Who doesn't like acid drops—well, that's just what Repetti's are. You'll like them and so will your trade. We show illustrations of both Aromints and Repetti's Tabs here, so that you may know what they are like.

Order a sample assortment. Display Aromints on your counter and you'll be surprised at how fast they'll sell.

Oliver-Lee Limited
Selling Service Corporation
95-97 King Street East, Toronto

DO YOU KEEP A BUSINESS SCRAP-BOOK?

If you do you will be interested in getting news about your line of business. You will want to keep posted up to the minute as well as have on record all items for handy reference.

If you are a manufacturer and a new store is being built or a rival firm makes an assignment or has a fire you should know about it. You would also be glad to see retail advertisements featuring your products.

If you are a wholesaler you should know of new openings for your goods, comparative prices and display space given to your goods. You should have all articles on imports, exports and tariffs affecting your trade.

If you are a manufacturers' agent you would be glad to be advised of new lines of goods, new branded goods, etc., and any new stores opening up.

If you are a retailer you would want to keep in your scrap-book other good retail advertisements in order to get ideas and compare prices. All articles affecting the retailer should be of value to you.

NOW IS THE TIME TO START

We read and clip the newspapers as a business and can collect for you all important items covering any of the following subjects. Underline the ones you are interested in, tear out the page and send to us and we will be glad to give you rates and details of the service.

**NEW GROCERY STORES
NEW GENERAL STORES
NEW FRUIT STORES
NEW CONFECTIONERY STORES
NEW BUTCHER SHOPS**

**NEW DRUG STORES
NEW RESTAURANTS
NEW HOTELS
NEW FOOD PRODUCTS
NEW DEPTS. OPENING**

**ITEMS ON MANUFACTURING
ITEMS ON RETAIL TRADE
ITEMS ON TARIFF, EXPORTS, IMPORTS
RETAIL GROCERY ADS.
NEWS ON SPECIAL LINES**

CANADIAN PRESS CLIPPING SERVICE

143-153 UNIVERSITY AVENUE, TORONTO

TEAS

In all our experience we cannot remember the market having developed such strength and made such a heavy advance in so short a time. It's quite true that when the submarine activity was at its height two years ago last Spring teas made a heavy jump, but it was more local and only for teas which were then in America or well on the way, while the present advance is based altogether on the primary markets and also some for increase in freight.

It may be hard to realize but it is a fact that the advance runs all the way from ten to fifteen cents on laid down costs and there does not seem to be much chance of a decline in values for silver keeps on going up and this is the main reason for the high level to which teas have attained.

The consequence of all this is that we are again compelled to advance the price of our famous blends.

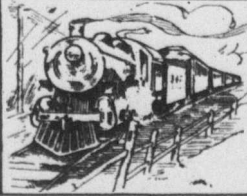
Chests Camp Blend	37	Chests Monarch Blend	57
“ Hursley “	40	“ Imperial “	62
“ Regal “	44	“ Golden Tip “	68
“ 35 “	50		

Write for Samples or, better still, send us a Trial Order.

H. P. ECKARDT & CO

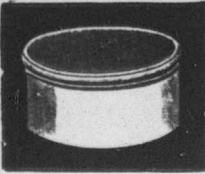
WHOLESALE GROCERS

CHURCH STREET & ESPLANADE TORONTO



BUYERS' MARKET GUIDE

Latest Editorial Market News



STONEWARE

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Dominion Bank Bldg.
TORONTO

We are now located in our new and more spacious warehouse at

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GEO. J. CLIFF

WHITE-COTTELL'S

Best English Malt Vinegar

QUALITY VINEGAR

White, Cottell & Co., Camberwell, London, Eng.

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Manufactured by

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London, England

An English Delicacy of High Repute

Magor, Son & Co., Ltd., 403 St. Paul St. (Place Royale), Montreal.

Order from your jobber to-day.

"SOCLEAN"

the dustless sweeping compound

SOCLEAN, LIMITED

Manufacturers TORONTO, Ontario

SPICES ADVANCED

Importers and dealers look for an advance in spices at an early date, and the trade will be well advised to buy supplies now. Both black and white pepper, ginger and cinnamon are very strong and higher prices are likely to be named on these articles within the next fortnight. There has been a very heavy demand for practically all varieties of spices and spot stocks at New York are reported to be very light. Cream of tartar, too, is very strong and supplies difficult to obtain.



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ALL STEEL—FIREPROOF

"Turns Waste into Profit"

12 SIZES

Send for Catalogue.

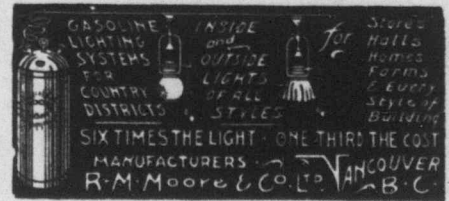
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FOR SALE

Selected eggs, creamery butter, fancy dressed poultry. It will pay you to buy your supplies from

C. A. MANN & CO.
LONDON, ONT.

Phone 1577



The SARNIA PAPER BOX CO., Ltd.

SARNIA, ONT.

Manufacturers of:

- Ice Cream Cartons, Parafined.
- Butter Cartons, Parafined.
- Egg Cartons: Special Egg Fillers.
- Folding Candy Boxes; also handy Parafine boxes for bulk Pickles, Mince Meat, etc.

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Handpicked or Screened in car lots

Ask for quotations

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- ONE DOZ. CARTON FILLERS
- 3/4-INCH CUSHION FILLERS
- CORRUGATED FLATS

The TRENT MFG. CO., LTD.

TRENTON - - ONTARIO

SALT

All Grades—Carloads

THE DOMINION SALT CO., LTD.

Manufacturers and Shippers

SARNIA :: :: ONTARIO

These one-inch spaces only \$1.60 per insertion if used each issue in the year.

"Member Associated Business Papers"
"Member Audit Bureau Circulation"

CANADIAN GROCER

CANADA'S NATIONAL GROCERY PAPER

Vol. XXXIII.

TORONTO, OCT. 31, 1919

No. 44

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JOHN BAYNE MACLEAN, *President.*H. T. HUNTER, *Vice-President.*H. V. TYRRELL, *General Manager.*

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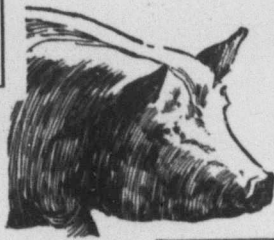
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