CONVENTION NUMBER

THIRTEENTH YEAR

JULY, 1921

THE BRITISH COLUMBIA RETAILER

Dry Goods - Groceries - Hardware - General Merchandise

20c Per Copy; $2.00 Per Year. Vol: XII, No. 11. VANCOUVER, B.C.

WHEN SELLING YOUR CUSTOMERS

OGILVIE'S

Royal Household Flour

YOU KNOW AND THEY KNOW

That it is not merely a question of making better bread, but the Best Bread. There is a world of satisfaction in knowing this, and a steady and high-class business for you in pushing a **Flour** which has always been recognized as

CANADA'S BEST

Ogilvie Oats

Have just the right flavor which, coupled with an absolute freedom from hulls, has put them in the front rank.
Ogilvie Oats are now the people's choice.

THE

Ogilvie Flour Mills Co., Ltd.

Vancouver, B. C.

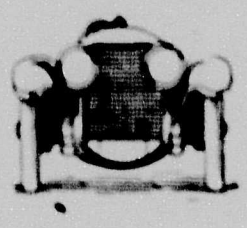
307-308 Carter-Cotton Bldg. Phone Sey. 6891

B.C. District Telegraph & Delivery Co., Limited

Operating in Connection with Great North Western Telegraph Co. 516 HASTINGS STREET WEST
With which is amalgamated FIRE PATOLS LIMITED

Seymour 651

ELECTRIC PROTECTION AGAINST BURGLARY MANUAL FIRE ALARMS
CENTRAL STATION SYSTEM OF NIGHT WATCH SIGNALS
ELECTRIC SUPERVISION OF AUTOMATIC SPRINKLER SYSTEMS



During the Past Year Our Patrols Reported and Attended to:

403 DOORS LEFT OPEN.
190 WINDOWS LEFT OPEN or BROKEN.
454 LIGHTS Left ON by Accident.
87 LIGHTS Left OFF by Accident.
17 SAFES Left OPEN by Accident.

FIRE PROTECTION ADVISORY DEPT.
WATCHMAN'S PATROL.
MERCHANTS' POLICE.
SPECIAL SALVAGE.
LIGHT CONTROL.
UNIFORMED MESSENGER SERVICE.

We Work in Co-operation with the City Fire and Police Departments.
We Answered 207 FIRE CALLS Threatening Our Clients
Phone or Write for Further Information.

ROYAL CITY BRAND

CANNED FRUITS, VEGETABLES & JAMS

"From the Gardens of the Fraser Valley"

WHY

Send your money outside of B. C.

WHEN

Royal City Brand canned fruits and vegetables are grown and packed right in B.C.

Buy carefully
But buy

Keep B. C.'s factories busy and there will be work for all.

B. C. FRUITS AND VEGETABLES are recognized all over **CANADA** as the finest in flavour that are grown.

NO

We don't pack them all

BUT

We do pack the best of them

Ask for **ROYAL CITY** brand **PURE** jams, packed in a beautiful new lithograph tin.

Boost made in B. C. goods.

Give a receipt
and get all your money

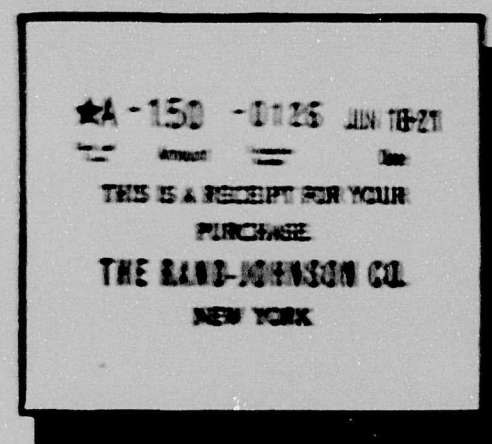
The right way to handle a sale

1. Collect the goods at the wrapping counter beside the register.
2. Tell the customer the price and get the money.
3. Register the sale.
4. Wrap the receipt in the parcel.
5. Give parcel and change to the customer.

The customer gets quick service.

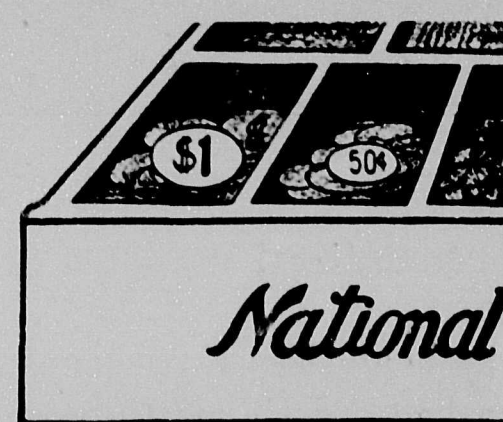
The clerk gets credit for making the sale.

The merchant gets all of his profits.



Wrap this receipt in the parcel

Get this receipt inside the register

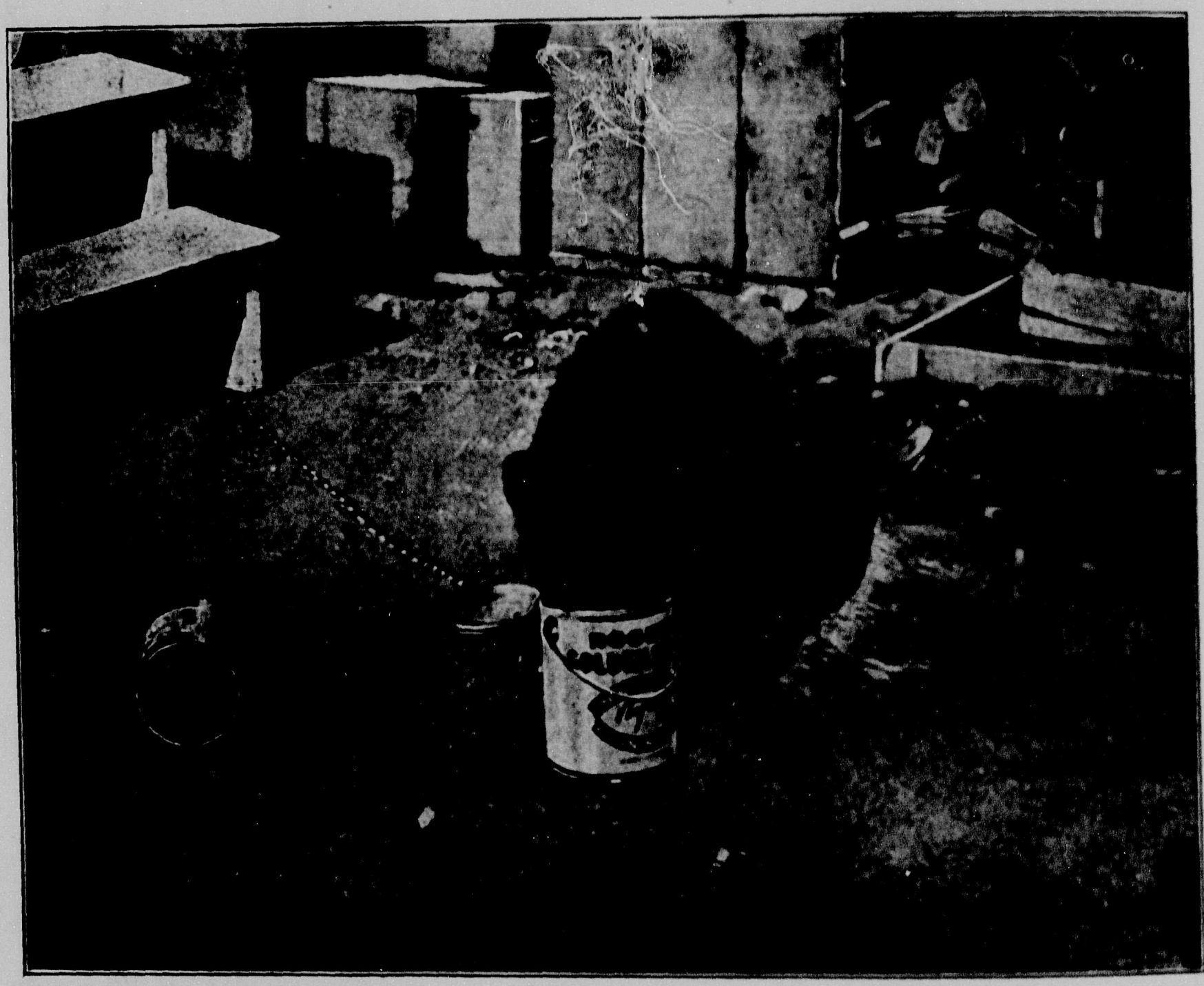


And get all your money

We make cash registers for every line of business

NATIONAL
CASH REGISTER CO.
OF CANADA LIMITED

ROGERS' GOLDEN SYRUP



"The End of a Perfect Day"

¶Made from finest flavoured cane sugar, a special grade of which is imported for the purpose.

¶Put up in all sizes of packages to suit your customers' requirements.

¶In packages designed to beautify your store.

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

The British Columbia Sugar Refining Co. Ltd.

VANCOUVER, B.C.

Restmore Manufacturing Co. Ltd.

VANCOUVER, B.C.

WHOLESALE MANUFACTURERS

OF THE

FAMOUS

RESTMORE MATTRESS

ALSO

WOVEN WIRE and COIL SPRINGS

STEEL BEDS

SANITARY COUCHES

And All Kinds of

FURNITURE FOR THE HOME

Patronize Home Industry

BUY

COLUMBIA BRAND

Writing Tablets

— and —

School Supplies

Made in B.C.

Wrapping Paper, Twine, St. Lawrence Paper Bags, Toilet Paper, Picnic Sundries and Stationery

Columbia Paper Co., Ltd.

VANCOUVER and VICTORIA, B.C.

Lake of the Woods Milling Company

LIMITED

Makers of

FIVE ROSES FLOUR

The World's Best

Daily Capacity 14,200 Bbls.

B.C. Offices and Warehouses:

1300 Richards Street VANCOUVER

1614 Store Street VICTORIA

Selling Products Your Customers Know

EDDY'S MATCHES—30 to40 different brands of them—are known to everybody everywhere in Canada.

EDDY'S Indurated Fibreware utensils are equally well known and equally popular.

An Eddy display will link you up with the nation wide demand Just show EDDY products in your store—they sell themselves.

Made in Canada, by Canadians, for Canadians.

THE E. B. EDDY CO., LIMITED

HULL, CANADA.

Brings You Business—

Do It Every Day

Boost the
MADE-IN-B.C.
Campaign

Your store has standing according to the class of goods you offer. Goods of the better class attract desirable customers.

People know ROYAL STANDARD PRODUCTS are the best in their line. Order

Royal Standard Flour — Wild Rose Pastry Flour
Royal Standard Whole Wheat and Graham Flour
Royal Standard Poultry Feeds

Vancouver Milling & Grain Co., Limited

OFFICES AND MILLS
VANCOUVER, B.C.

Branches: Victoria, Nanaimo, New Westminster, Mission City
Duncan, Courtenay, Langley Prairie, Cloverdale, Ladner

VANCOUVER EXHIBITION

August 13th to 20th, 1921

Special Attractions For Seven Big Days

ENTRIES CLOSE AUGUST 2nd

H. S. ROLSTON, Secretary.
130 Hastings Street West. VANCOUVER, B. C.

Let Us Help British Columbia

It is admitted that Ocean Falls Kraft and Manilla Papers are equal to any on this market—and superior to many.

As a matter of practical home industrial policy it is advisable for dealers to insist upon these papers. Th s keeps our citizens busy—and money circulating.

Smith, Davidson & Wright, Ltd.

Manufacturers and Wholesale Paper Dealers
VANCOUVER and VICTORIA, B.C.

The BRITISH COLUMBIA RETAILER

Published Monthly. THIRTEENTH YEAR

GROCERIES, DRYGOODS, HARDWARE, GENERAL MERCHANDISE.

OFFICIAL ORGAN OF B.C. BOARD RETAIL MERCHANTS' ASSOCIATION OF CANADA.

A MONTHLY JOURNAL published in the interest of Retail Merchandising and the Development of Commerce in Western Canada.

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EDITORIAL

Whilst in normal times the price movement of every commodity is primarily determined by conditions prevailing in its own and immediately related markets, during boom periods or violent depressions, prices are affected more by general movement than by individual factors. It does not signify that because many prices have been stabilized that no further declines will eventuate. They may be looked for in a number of lines and while we may feel confident that the violent general decline in raw materials and related products is over, this will not prevent a slow but orderly decline over a period of years. Such a decline would be no menace to sound business; it is quite practical to make business plans to meet slow price changes. The violent fluctuations and almost total absence of a market at any price have been the distressing factors in business circles. Prices that fall gradually over a period of years would not materially affect the price movement of commodities over such periods as are usually necessary for manufacturing and distributing operations. It must be remembered that rising prices are not essential to prosperity and to reckless speculative activities alone is a slow downward movement discouraging.

A NOVEL ELEMENT OF LOSS

This 1920-21 price collapse and the universal consumers' strike produced startling changes in assets throughout business generally. A large portion of these, while being absolutely good at face value under anything like normal conditions, rapidly depreciated, and in some cases disappeared altogether, through shrinkage of inventories and the cancellation of orders. In addition to this, the necessity of giving more attention to commitments has been realized, which in some cases and under certain conditions are equal to direct liabilities. A manufacturer, for instance, may have committed himself to the purchase of a large volume of raw material, on the strength of contracts from his customers to take the resulting finished product.

When the general public, by its antipathy to purchase goods at any price stopped the movement of the finished product, many of the manufacturer's customers cancelled orders. In most cases the manufacturer could not cancel if he would, and these commitments for raw materials contracted for at high prices, without the offset of his own customers' commitments to him, developed into a very definite liability. Thus a novel element of loss was brought into the balance sheet under a peculiar set of contingencies.

It became evident that the condition of a firm as shown in the balance sheet was not merely based on the apparent current condition of a firm as shown in the balance sheet, or even in its balance sheet plus a full knowledge of the concern's contingent liabilities—but full consideration must be given to all possible changes that may occur in assets in respect to the commodity values represented there and also in respect to the firm's orders on its books, the standing and responsibility of its customers, and the related contingencies involved in its own commitments.

It is not unusual for a reaction to be followed by a temporary spurt of prosperity, or at least a seeming revival of business that often beguiles business men into a re-expansion of their activities beyond fundamental requirements. Prudence must continue to control business plans until the readjustment of all phases of industry have been consumated.

The price drop was particularly destructive because it began from unprecedented peaks, established by an unequalled world-wide advance in commodity prices. These prices became so high, gradually bringing on the great consumers' strike that swept the entire world, following a period of apparently unbridled extravagance. Extraordinary as it may seem, many business men considered that the same rate of purchasing by the public at these high price levels would go on indefinitely. Many others apprehended a revulsion, but they placed it at some indefinite point in the future and did not prepare for it.

When the reaction came, inventory values melted away and the commitments of customers became countless through the wholesale cancellation of orders that ran to unheard-of lengths. This resulted in many cases to profits being proved to be nothing more than normal physical inventories carried at abnormal prices, and in many cases the shrinkage of these prices not only wiped out profits, but also produced a serious impairment of capital. The cancellation of orders also converted the physical volume into over-supply, converting an asset into a liability. These conditions naturally became worse as goods for which a concern was committed continued to move into its inventory.

Educational Ideas for the Retail Merchant

Executives' Relation to Their Salesforce.

It is surprising how little thought the average person gives to the simple things in life, and there is a vast amount of satisfaction to be derived from your sales force by making them think.

To arouse thought in a right direction, even though sometimes such thinking is irrevelant to the subject discussed, tends to broaden and strengthen the quality of the human mind.

Example is greater than precept, and it is quite possible to mould the mind of the average sales boy or girl into a splendidly teachable, pliable and receptive organ when properly approached, but a training which is all head and no heart must result in a stubborn, dull, and resisting unit detrimental to any merchant's business. It is natural to suppose that all salesfolk will reflect the examples set by those above them. A tyrannical store owner, merchandise manager, or buyer, will have "snippy," insolent salespeople in his store or department—the inevitable result of the law that "like attracts like." A dishonest, put-it-over type of store owner or buyer should not be surprised to find an excessive amount of stealing going on, with a very noticeable precentage of what is called shrinkage at the end of the year. There is surely no one so short-sighted as to refute the statement that dishonesty is the most expensive thing on earth, whilst honesty, justice, fidelity and similar qualities constitute true economy.

What is a Successful Sale.

There is perhaps no thought that [illegible]erns mankind which is capable [illegible]ore varied interpretations than the thought of human success. Success will always be a matter of point of view; and when people are discussing the elements which contributed to a success, they will get nowhere unless they are both standing at the same point on the horizon.

No one should think of a successful salesman or woman merely as one who runs a big book or makes a good tally, for a sale that is made at the cost of weakening the moral fibre of a business, which leaves after it a trail of doubt, suspicion, and a weakening of confidence, is not a successful sale.

Every activity of a retail store, financial, advertising, merchandising, or management, find their ultimate expression in those busy young people behind the counter. The statement has been made that "salesmen are born, not made"; this is incorrect, as every normal mind is a storehouse of activities, and education, as the very word implies, is not a matter of cramming, but of bringing out the inherent qualities waiting only to be stirred into activity. Go around one or two mornings each week among your sales boys and girls and talk about efficiency, about their own interests, their own success, the increased wages possible through better methods, the importance of progress, and you will get from them a reasonable response. Then speak to them about the grand rewards for doing good, for serving and helping others without any thought of profit or of self, and you will quickly find the inherent love of the ideal manifest in their rapt attention. From such material as this good salespeople are made.

An educational system in a department store, based on the so-called laws of efficiency in selling, however rigid, carefully planned, and intensively applied it may be, is a travesty unless it is founded upon the premise that anything which is not as good for the sales person as it is for the store, or anything which is not as good for the customer as it is for either the store or the sales person, is morally wrong.

It sounds a far cry to say that the excessive cost of doing business in a retail store is largely due to a failure on the part of store owners to grasp the significance of this idea. Have store owners ever stopped to realize the terrific cost of paying wages to an unhappy, dissatisfied, disloyal sales person, and the awful economic waste of "fear"?

Education merely tending to improve the so-called ability of a mortal to sell more goods in a given time, or to sell higher priced goods, or to make one person buy more than he intended to buy, or to make another buy something he neither wants or needs, is a dangerous thing, unless it is tempered by a distinction between what is efficient and what is right.

Most sales people are brought into the average department store in some such way as this: Usually after standing in line, poring over in their own minds the hopes and fears of getting the job, or not getting it, and subjected to the embarrassment of being seen looking for work, followed by the conventional list of questions regarding their honesty, past experience, etc., and the other intricacies of the machinery of a store's employment department, they are then put through a short course on how to make out sales checks, the penalties for gum chewing, the terrible crime of wearing a colored shirtwaist, and then dumped precipitately into a department, with a book in one hand, and a bundle of fears and uncertainties in the other.

Where there is the right spirit, the right love for the store, and a feeling of confidence in the justice of the men back of the store, there you will find your most successful selling people; not only because that kind of a store attracts the best material, but because so-called store educational work thrives so much more in the fertile mind of a happy, hopeful human being.

RETAILERS WILL BOOST BIG FAIR.

The Retail Merchants' Association will give its support to this year's Exhibition, August 13 to 20, one of the features already arranged by the association being a window display competition for local stores, in which the attention of the public will be directed to the big gathering at Hastings Park as well as to the merchandise being handled by each competing store. The Vancouver Exhibition Association has donated $100 toward the prizes, and a similar amount has been put up by the R. M. A.

Possibly as a means of cementing goodwill between England and the United States, an eminent professor of the Northwestern University, Chicago, has produced a red, white and blue corn!

The Fourth Annual Convention of the Provincial Board R.M.A.

Ignorant Criticism Not Harmful to Organized Activities.

An opportunity to come together in order to discuss matters of moment, and to report upon progress made in connection with the multitudinous details confronting all organized bodies, is vitally necesary if such bodies, or organizations are to function with any degree of efficiency.

The Retail Merchants' Association of Canada has, in the past, been subject to much adverse criticism, chiefly by those who did not trouble to make themselves acquainted with its objects and who went so far as to rebuke the Association's efforts and describe them as a body who were "feathering their nests" at the expense of the retail merchants of the Dominion.

Thirty-fve years ago a few jewellers in Montreal originated the idea of self-preservation against unfair measures provided in the legislation of that period, and from such a beginning has grown a formidable and influential body with a Dominion charter, recognized today as a factor justly entitled to a very important position in the world of commerce.

There is still, and probably ever will be adverse criticisms levelled against the R. M. A., but such a solid structure is being established that criticism of a detrimental nature does little else than enhance the value of the benefits which the Association is bestowing upon, not only its members, but upon the retail merchant of every community.

It is true of all organized bodies, and more especially of an association functioning for the benefit of retail merchants who, as a class, are possibly the most difficult to organize, that enormous difficulties will o'ershadow their endeavors; but provided that measures adopted are always formulated upon a basis of fairness, not only to members of that Association but also to the activities of other branches of industry, so long will they continue to enjoy public confidence.

Retail merchants throughout this continent have been accused of the most nefarious acts since the signing of the Armistice, and the public have been only too eager to lay the blame for the continued high prices of almost every commodity handled in a retail store, upon the retailer himself, and have not realized the problems which confront the retail merchant and which are becoming more complex every day. Indeed, the public generally are not inclined to give the retailer credit for

M. A. MACDONALD, K.C., M.L.A.

Who is addressing the delegates at the Forthcoming Convention on the Subject of "Pacific Problems."

straightforward dealing, claiming that he has not, and is not yet making the necessary sacrifice in reducing the figures of merchandise bought long since in a rising market, whereas the manufacturer, they claim, has made every effort to stimulate business by taking positively enormous losses. This attitude of the public mind seems to reflect upon the R. M. A. who, are certainly not responsible for the methods retail merchants may adopt in conducting their business. The Association is primarily functioning to defend members against all such unfavorable, and in the majority of cases, provedly unjust criticism, against legislation detrimental to their business, and against encroachment by other branches of trade upon the retail merchants sphere of action. This task is made the more difficult owing to the fact that anyone is permitted to operate a retail store without any previous knowledge of merchandising ethics, and who will consider himself capable of standing alone, declining to recognize the necessity of co-operation. The usual result is that after a short period of practices, which only served to undermine public confidence and lower the prestige of the retail community, the self-styled "merchant" fails disastrously. Such problems as these among hundreds of others have the R. M. A. to contend with.

When a review is taken of the recent amendments made in legislation through the efforts of the Association, legislation which was considered unfair to the retail merchants, it is obvious that any "nest feathering" which the executives of the R. M. A. may have been accused of was not indulged in at the expense of the retail merchant.

PRINTERS NOT REQUIRED TO COLLECT SALES TAX

Dominion Secretary E. M. Trowern of the Retail Merchants' Association has written the local office stating that the association's offer to appoint an advisory committee to confer with the customs and inland revenue department on all matters relating to tax collections has been gladly accepted by the department.

Ottawa officials asked especially for a committee of the printers and publishers' section, and Mr. Trowern says that a strong committee of nationally known houses, embracing general commercial printing, photo-engraving, lithographing, bookbinding, embossing, rubber stamp making, and printing plates was named.

The Dominion secretary states that retail businesses are not entitled to pay the sales tax on account of special clause in the Special Revenue Act as follows: "The excise taxes specified in this section shall not be payable on the sales of goods made to the order of each customer by a business which sells exclusively by retail." Mr. Trowern adds that many printers are paying a sales tax when they are not required to do so.

Successful Convention of the Saskatchewan Branch of the R.M.A.

The eighth annual convention of the Saskatchewan branch of the Retail Merchants Association offered its members an excellent record of accomplishments at the three days' conference held recently in Saskatoon, Sask.

The official welcome to the delegates was tendered by Mayor Young, who mentioned in his address the disadvantages under which the retailers had been laboring during the unsettling conditions following the war, and hoped that the convention would tend to solve their many problems.

President McMicken, whilst offering no formal address, alluded to a recent meeting with the wholesalers of Saskatoon which, he said, was most satisfactory, and he remarked that it was the endeavor of the retail association in the three prairie provinces to work together with the wholesalers, whom he jocularly remarked were "not so black as they were painted."

Provincial Secretary F. E. Raymond characterized the year as one filled with more notable achievement than any other year in the history of the organization, and one in which the value of co-operation had been brought home in a most forceful manner.

President Banfield Reviews Work of Dominion Board.

As always ,has been the case when J. A. Banfield, President of the Dominion Board addresses a meeting of merchants he knows just what he wants to say, and he says it without any frills or waste of time. In his address at the Tuesday session of the convention, President Banfield stated that few retailers had any idea of the vast amount of work that had been accomplished by the R. M. A., during the past twelve months.

Briefly sketching the origin of the Association and the progress it had made since that day, thirty-five years ago when the Association idea had sprung from a meeting of several jewellers, until now when there was a head office in every province and branch offices in most of the larger cities of Canada, the speaker made an eloquent plea for more co-operation on the part of merchants in creating a greater organization.

President Banfield stated that the retail merchant has a mission; it is to serve the community better; for he was the one in actual touch with the consumer. The largest manufacturing concerns passed their products to the people through retail channels as the most economical and efficient method of distribution.

TRAFFIC DEPARTMENT—This section was geatly appreciated by members and it was estimated that it secured settlement of overcharges and claims to the extent of $4,000 a year which would in all probability have been otherwise lost.

THE COLLLECTION DEPARTMENT During the year something like $10,500 had been collected and had financial conditions been more favorable this total would doubtless have been much greater. In any case it showed that merchants could profitably belong to the organization if only to take advantage of this service.

PUBLICITY DEPARTMENT—Now in charge of R. B. Evans this section has made great progress. Not only was the Western Retailer considerably improved, but a constant flow of circulars was issued to members in order to keep them in touch with important matters that arose from time to time.

IMPLEMENT AND AUTOMOBILE SECTION—This has made notable progress in the year under the direction of H. T. Pizzey. Approximately 50 per cent increase in membership in this section alone was proof that there was need of such a service.

OUTSTANDING FEATURES OF THE CONVENTION

Debate on "Cash vs Credit" by prominent merchants.

Wholesale selling to other than the retail trade.

Preferential treatment being given to chain stores and mail order houses by certain manufacturers.

Convention supports "Made in Canada" Movement.

Exhibition of Western made merchandise.

Extending the trade section movement provincially.

Regina to have the 1922 Convention.

Moving pictures of Canadian industries.

District meetings to be arranged.

Election of Officers for the year.

ADJUSTING DIFFERENCES

One of the main services rendered by the provincial office was in effecting settlement of the disputes that arose between members and wholesale and manufacturing firms. Many letters of appreciation had been received not only from merchants but from the supply houses with which the retailers may have been in difficulty showing that this was a valuable feature to all parties concerned.

During the year eight provincial executive meetings had been held. Perhaps the most important of these was the conference, to which representatives merchants were invited, to interview the Board of Commerce. A considerable amount of good had resulted from this meeting with the members of the Board which was eventually discontinued.

DISTRICT MEETINGS

One important phase of organization work this year will be arranging meetings at certain points to which merchants from adjoining towns may come. The Executive will address these meetings as will outside speakers who may be available.

Mr. Raymond, in commenting upon the work done by the Dominion Board remarked upon the endless confusion brought about by the impossible conditions created under the luxury tax and gave as his views that it was the vigorous work done by the Ottawa office that had made this regulation more workable.

GROCERS MEET WHOLESALERS

A meeting of the utmost importance to the grocery trade of the three provinces had been arranged with the wholesalers from which had sprung a much closer co-operation between the two branches of trade.

Copies of the resolutions passed had been sent to the Manitoba and Alberta organizations with the request that the endorsement of the wholesale houses in those provinces be obtained.

Concerning the resolutions passed at the last convention, Mr. Raymond explained how they had all been dealt with and the results that had ensued from them.

AUTOMOTIVE

The provincial secretary of the Retail Merchants' Association returned from Victoria recently where he addressed a well attended meeting of the automotive section of Vancouver Island.

The secretary submitted a draft of proposed legislation for the purpose of protecting the public against misrepresentation in connection with the sale of "seconds" from which the manufacturers' guarantee has been removed, but which have been privately guaranteed by irresponsible dealers. This draft was endorsed and will now be submitted to the provincial R. M. A. convention which will be held in Duncan on July 27 and 28. If endorsed there, it will be taken before the Dominion convention in Winnipeg next month.

R. M. A. TAKES EXCEPTION AT BANKER'S STATEMENT

"Supply and prices are becoming broadly co-ordinated to demand, though it must be said that retail prices are not keeping step with wholesale in the downward movement."

Such wording appearing in the annual statement of a well known banking institution occasioned the officials of the R. M. A. headquarters at Ottawa to protest vigorously to the general manager of the bank, on the grounds that such comments on the trading situation expressed by officers of an important financial institution were liable to aggravate the misunderstanding already existing in the various communities and prove exceedingly detrimental to the retailers' business.

In his reply to the Dominion secretary's correspondence, the bank manager stated that the remarks made in this connection were of general application and were not intended to apply to individual retailers, and that while he was not desirous of entering into an argument on the subject, he was nevertheless open to conviction, and if figures were obtainable covering a fairly wide range of the various lines, showing that retail prices have been reduced in the same proportion as the wholesale, the error in the bank's statement would be gladly admitted.

Carefully prepared questionnaires have been forwarded from Ottawa to the secretaries of the various provincial boards, seeking reliable statistics on price reduction in foodstuffs, etc., obtaining in retail establishments, and when the desired information is secured a report will be published and presented to the bank in question.

This report will undoubtedly be awaited with interest, not only by the banking community, but also by the consumer.

CALIFORNIAN COMING TO ADDRESS AUTOMOBILE DEALERS OF PROVINCE

The arrangements were completed for the appearance in Victoria and Vancouver on August 3 and 4 respectively of Mr. R. W. Martland, secretary of the California Automobile Trade Association, an organization, which has the distinction of being the most aggressive in the United States, has been successful in having its insignia adopted in eighteen states of the Union, and it is now being taken over by New Zealand.

J. T. CROWDER

President, Vancouver Branch B. C. Board, who is Speaking at the Provincial Convention at Duncan July 27.

STORING APPLES IN GAS.

In storing apples there is a very interesting alternative to cold storage, known as "gas storage." The apples are placed in an air-tight chamber filled with the gas produced by the respiration of the apples themselves. An electrical instrument is used to determine whether at any time the proportion of carbon dioxide in this gas becomes excessive, and when that condition occurs air is admitted to dilute the gas. The air is kept in slow circulation by its own temperature variations and means are taken to remove excess of moisture. It is stated that this system doubles the time during which apples can be kept in good condition, and that the cost of working is very much below that of any kind of cold storage. The merits of the system are being closely studied by the British Investigation Board.

Even if the future be shrouded in mist, as a prominent statesman has declared, the only mist that need trouble anyone is the pessimist.

ANNOUNCEMENT

A. P. Slade and Company, Ltd., of 114 Water Street, Vancouver, who for a number of years have been engaged in the wholesale fruit and produce business, are now in a position to supply all lines of groceries to the retail trade. In addition to the well known "Meadowbrook" butter, peanut butter, etc., it is the intention of the firm to manufacture jams and jellies of all descriptions and these products will also bear the "Meadowbrook" label.

That the venture will succeed under the capable management of Mr. A. P. Slade, there is little reason to doubt, and the firm have the good wishes of the community in this undertaking.

Mr. Geo. S. Kellaway, formerly in the grocery business in Calgary, Alta., is in charge of that end of the business of A. P. Slade & Co., Ltd., on Water Street.

PRACTICAL IDEAS FOR RETAILERS.

For Attaching Signs.

Use large circular gummed stickers of colors to fasten cardboard signs or paper announcements—to bulletin boards, walls or exterior of windows.

The contrast in color and design between the stickers and signs creates a pleasing effect. This method is much more satisfactory than the use of paste or tacks. Suitable gummed stickers are carried in stock by stationers.

To attach a note or memorandum to photographs for display purposes, use rubber cement. After use the paper can be removed, and the cement rubbed off the photograph with an eraser. If good rubber cement is used the photograph will not be harmed.

A Novelty—That's All.

Sometime when you are tired of the monotonous appearance of your windows, or if you need an idea for a display, try the following:

Use one window for articles for use in cooking, another window for articles of use in cleaning house. Label one window with a large sign: "Of interest to good cooks only." The other window: "Of interest to good housekeepers only." Although the arrangement is simple, it does not call for unusual skill, and will be found effective because it appeals to the curious interest of the passersby.

Fourth Annual Convention

of the B.C. Board of the Retail Merchants' Association, of Canada, inc. At Duncan, B.C., Wednesday and Thursday, July 27th and 28th, 1921

:: *PROGRAMME* ::

WEDNESDAY, JULY 27th, 1921.

9.30 a.m. to 12.00 a.m.—Registration and Reception.
12.00 a.m.—Reading of Notices calling meeting.
12.15 p.m.—Address of Welcome, Mayor Thos. Pitt.
Reply to Address, M. J. Phillips, Pres. B. C. Board, R. M. A. of Canada.
Chairman, S. R. Kirkham, Pres. Duncan Branch, R. M. A. of Canada.
12.30 p.m.—Luncheon at Leyland's Restaurant.
Speaker, Walter Paterson, Mgr., Cowichan Creamery Assoc.
Subject, Co-operation between the Farmer and the Retailer.

Afternoon Session.

2.00 p.m.—Convention called to order. Report of Committee on Credentials. The President will appoint the following committees:
Finance.
Legislation and Constitution.
Association Welfare.
Resolutions.
Nominations for Executive, 1921-22.
2.15 p.m.—Reading of proceedings of last Provincial Convention. Proceed with regular order of business.
2.20 p.m.—President's Report.
2.30 p.m.—Secretary's Report.
3.00 p.m.—Treasurer's Report.
3.15 p.m.—Organizer's Report.
3.20 p.m.—Reports referred to Committees.
3.30 p.m.—Address, J. T. Crowder, President, Vancouver Branch B. C. Board, R. M. A. of Canada.
Subject, What Should a Grocer Know About the Grocery Business?
4.00 p.m.—Questions and Discussion.
4.15 p.m.—Address, G. H. McRobbie, Vice-President, Dominion Executive Council, R. M. A. of Canada, Inc.
4.30 p.m.—Questions and Discussion.
4.45 p.m.—Scenic Drive, Courtesy of Members of Duncan Branch, B. C. Board, R. M. A. of Canada.
6.15 p.m.—Dinner at Leyland's Restaurant.
Speaker, M. A. MacDonald, K.C., M.L.A.
Subject, Pacific Problems.

THURSDAY, JULY 28th, 1921.

9.00 a.m.—Call meeting to order. Roll call of delegates. Report of convention committees. Dealing with recommendations of same.
12.15 p.m.—Luncheon at Leyland's Restaurant.
Speaker, Hugh Savage, Editor, Cowichan Leader, Duncan, B. C.
Subject, The Country Newspaper and the Retailer.

Afternoon Session.

2.15 p.m.—Address, Mr. Howard Seabury, Vice-President, Northwestern Mutual Fire Ass'n.
Subject, Fire Insurance Pit-Falls.
2.45 p.m.—Questions and Discussion.
3.00 p.m.—Address and Demonstration, David Hall, Secretary, Vancouver Signcraft Ass'n.
Subject, The Selling Value of the Show Card.
3.20 p.m.—Questions and Discussion.
3.30 p.m.—Resumption of Business Session, dealing with resolutions, etc.
4.15 p.m.—New Business.
5.00 p.m.—Election of Officers. Election of Delegates and Alternatives, Dominion Board and Dominion Executive Council.
5.30 p.m.—Appointment of Auditor and arranging date and place of next meeting.
5.45 p.m.—Adjournment.
6.15 p.m.—Association official dinner at Leyland's Restaurant.
Speaker, J. Y. Copeman, President, Cowichan District, United Farmers' of B. C.
Subject, The Significance of the United Farmers' Movement.
8.15 p.m.—Orchestral Concert by Cowichan Amateur Orchestral Society, to be followed by a dance. Courtesy of members of Duncan Branch of B. C. Board, R. M. A. of Canada.

GOD SAVE THE KING.

PERSONALS

Mr. I. Claman of Claman's Ltd., has just returned from an extended trip during which he visited the leading manufacturing centres of England and the continent. He stated that his was purely a business trip to familiarize and satisfy himself as to the true market conditions relating to that merchandise in which Claman's Ltd., deal. He expressed himself as being greatly pleased with the result.

Mr. Claman states that merchandizing conditions in Europe have not yet returned to their former solid basis. He also states that in England, in particular, there is no set standard of values for staple merchandise as in pre-war days. He is of the opinion that this is due to the fact that English manufacturers trade with the entire world. As a result, they are affected by world wide conditions, such as have never before been experienced. Cancellations made by foreign buyers of British merchandise threw this merchandise back on the hands of the manufacturer.

Mr. R. C. Sharpe, sales manager of the Pyrene Manufacturing Company of Montreal and Winnipeg, recently left for the East, after appointing Crandall, Carpenter & Read, of 1052 Homer street, as the firm's representatives for Vancouver and the province of British Columbia.

NOTICE

The sessions of the R. M. A. Convention which takes place at Duncan, B. C. July 27-28 will be held in the Oddfellows Hall, where delegates are requested to register from 9:30 to 12 o'clock noon, July 27th.

A registration fee of $5.00 entitles delegates to all association features, including meals (luncheon and dinner on both days); also an official badge and programme, together with tickets of admission to all events.

Delegates travelling via Nanaimo on Wednesday, July 27th, leave Vancouver at 10 o'clock, arriving Nanaimo at noon. The journey will be completed by automobile from Nanaimo to Duncan, this service being provided through the courtesy of the Nanaimo Branch of the Association.

After practically all hope of finding him alive had been abandoned, the relatives and friends of Fred Howse were greatly surprised and relieved when he made his appearance at his home after wandering without food in the wild country around Princeton. On June 21 his auto plunged over an embankment and Mr. Howse sustained a concussion that is believed to have resulted in a temporary asphasia, causing him to wander aimlessly into the hills. Search parties were organized, but no trace could be found of the missing man, and hope had been practically abandoned when he returned to his home after an absence of three days. Mr. Fred Howse is the eldest son of Mr. A. E. Howse, well known as a pioneer merchant in Princeton and also in Nicola and Merritt, and has for many years been manager of the Princeton business.

James S. Braidwood and J. M. Gibson have recently been appointed assistant stores commissioners of the Hudson's Bay Co., with headquarters in Winnipeg, and will carry on the administration of the company, while the selection of a new stores commissioner is left in abeyance.

Mr. Gibson joined the company in the year 1915 as manager of the H. B. store at Nelson, B. C., and in 1918 was appointed merchandise superintendent. In 1918 he was made general manager of the Calgary store. Having only served the company for six years, this is the quickest promotion made in the service of the Hudson's Bay Co. Mr. Gibson was educated at Kilmarnock Academy, on the west coast of Scotland.

Mr. J. S. Braidwood has been inspecting officer of the company since the year 1905. He came from Scotland in 1903, where he had graduated as chartered accountant at the University of Glasgow. On his arrival in Canada he was made assistant controller at Winnipeg. In 1905 he was made inspecting officer, and since 1915 he has been chief inspecting officer and practically assistant commissioner.

Alex. Macdonald, millionaire wholesale grocer, has sold his home in Winnipeg, Man., and contemplates moving to the Pacific coast.

NEW INCORPORATIONS.

Women's Apparel Importers of Canada, Ltd., 1004 Standard Bank Building, Vancouver; $20,000; general mercantile business.

Musicmaster Sales, Ltd., 511 Rogers Bldg., Vancouver; $25,000; acting agents for phonograph companies and products of The Musicmaster Phonograph Co., Ltd.

Volma Products Ltd., 1022 Standard Bank Building, Vancouver; $10,000; manufacturing al kinds of polishes, soaps, grease dissolver, etc.

Perth Trading Co., Ltd., 506 London Building, Vancouver; $10,000; warehousemen, manufacturers and merchants.

Dominion Poultry Experts, Ltd., Kelowna, B. C.; $10,000; dealers in poultry supplies.

A. J. Peck Co., Ltd., 1227 Standard Bank Building, Vancouver; $20,000; general grocery, hardware, supply business.

D. J. Elmer Co., Ltd., 27 Pender St. West, Vancouver; $100,000; wholesale and retail tobacconists.

John McAllister & Sons, Ltd., 2409 Main St., Vancouver; $25,000; taking over the general boot, shoe and gentlemen's outfitting business now carried on by John McAllister.

Lister Trading & Supply Co., Ltd., Camp Lister, B. C.; $10,000; general merchants, grocers and warehousemen.

Corrie, Matheson Co., Ltd., 1924 Fir St., Vancouver; $10,000; chemists, druggists.

Port Haney Poultry Farms, Ltd., Port Haney, B. C.; $40,000; dairymen, cheese, butter, egg merchants.

NEW PARTNERSHIPS

Veteran Rotary Bread Shop — Hilda Victoria Perkin, at Vancouver

Burnaby Trading Co.—G. T. Hughes and Minnie Hughes, at Burnaby, B. C.

Campers Supply and Post Office Store—Frederick C. Phelp and Percy Cyril Hardy, at White Rock, B. C.

Kerrisdale Grocery Co.—John L. McLeod, at Kerrisdale.

Victoria Food Packers—Samuel H. Robins and John W. Buckler, at Victoria.

Electric Store—C. M. F. Planta, at Nanaimo, B. C.

Fair and Nudd—Clifford W. Fair and Frederick Geo. Nudd, at Burnaby, B. C.

Granville Furniture Co.—J. Gorosh and J. H. Narob, at Vancouver, B. C.

Waters, The R Tire Co.—Reginald Waters and E. M. M. Studd, at Vancouver, B. C.

AMONG THE RETAILERS.

The Island Supply Co. general store at Bevan, B. C., is sold out to George Beattie.

Philip Oben, grocer, of Central Park, Vancouver, reported sold out.

The McKay Trading Co., at McKay, B. C., is now known as the Burnaby Trading Co.

H. Lohman, grocer, of South Vancouver, is reported to have sold out to S. G. Walters.

T. H. Jones & Co., of Vancouver, (baby carriages, etc.), have sold out to W. J. Richards.

Nixon & Co., Ltd., wholesale dry goods, Vancouver, applying for change of name to Nixons Ltd.

Gordons Ltd., of Victoria, B. C. dress goods—change of ownership effected.

The Pembroke St. Grocery at Victoria, has removed to new location at Burnside Road.

The English & Scotch Woolen Co. of Vancouver and Montreal, has assigned.

D. M. Coulter, of Fort Langley, sustained painful injuries as a result of falling from the main floor of his store into the basement, through a trapdoor which had been left open.

M. Forrest, milliner, of Ladysmith, B. C., reported to have discontinued business.

Grant & Crist have sold their general store at Matsqui to Moffatt & Parker.

Fox & Smith are the new proprietors of Milner General Store, Milner, B. C., formerly operated by Mufford Bros.

Elliott's Grocery, located at 3282 Main Street, Vancouver, has been sold to Mr. George W. Bell, of Revelstoke.

Mr. James Woodman has opened a new plant at 1067 Richards St., Vancouver, under the title of the Vancouver Art Metal Works.

S. T. Elliott, Ltd., of Kelowna, B. C., is applying for change of name to Kerr Ltd.

Gillis Grocery, South Vancouver, is reported burned out.

A. Tanzman, cloaks and suits, of Vancouver, is reported to be offering to compromise 35c. on the $.

Paul Massari, general store, of Port Clements, B. C., has assigned.

O. B. Allen, jeweller, of Vancouver, —incorporated.

A new cooperative store has been opened at Arrowhead, B. C. with A. Vars, of Trout Lake, in charge.

The stock and fixtures of the Bargain Bazaar, 301 Hastings St. W., were recently destroyed by fire.

Favorite Dairy Product

Your trade—your profits—can be increased by sale of the leading milk product of the day.

Creamo

as the Milk Supreme is rapidly becoming more popular. Delicatessen stores, Grocery stores and Bakeries can create a steady trade by bringing this splendid product to the attention of their patrons.

Fraser Valley Dairies, Ltd.

8th Ave. and Yukon St. Phone Fairmont 1000 VANCOUVER, B.C.

Sixth Ave. and Sixth St. Telephone 1445 NEW WESTMINSTER, B.C.

MORE and more people are asking for SHELLY'S 4X BREAD. It is advertised everywhere, outdoor and in the public press. Just now, we are showing housewives how to use more Bread. And they'll ask for SHELLY'S. Have it in your store. SHELLY'S 4X BREAD is scientifically baked under model conditions. Well risen, with golden brown, crisp crust, light, fine textured, tender crumb. It makes return sales—because its standard never varies.

It Makes "Come Again" Customers for YOU

Shelly Bros. Ltd.

VANCOUVER VICTORIA
NEW WESTMINSTER NANAIMO

Mr. Retailer:—

How're your Figures to-day?

Pretty slow, eh — Business much more of a picnic without 'em—We'll say so.

BUT this little fellow will keep all your figures in the pink of condition every time and all the time.

Price only $185

Terms if desired

And You'll Never Get the "FIGURATION BLUES."

Let Us Show You—We'll Be Pleased to Do So.

BURROUGHS

Adding - Bookkeeping - Calculating Machines

E. C. COLEMAN, Manager for B.C.

119 Pender W. VANCOUVER, B.C.

GOOD TRADE :: FOR YOU ::

HOME-MADE SCOTCH JAMS

There is a ready sale for the best Scotch Jams. They are finer and fuller flavoured than other Jams. Baxter's Scotch Preserves are without equal—your customers will be delighted with them.

Strawberry Raspberry
Black Currant Wild Bramble Jelly

In 4, 7, 14 and 28 lb. tins. Write to the agents for British Columbia.

Manufactured by

W. A. BAXTER, NORTHERN JAM WORKS FOCHABERS, SCOTLAND

Telegraphic and Cable Address, "Jam Fochabers, Morayshire." Code used: ABC (5th Edition).

Agents: S. F. Mackenzie & Co., Vancouver, B.C.

Abernethy & Lougheed, Ltd., of Port Haney, B. C., will in future be known as The Stave Falls Logging Co., Ltd.

T. Bennett, grocer, of Port Haney, has been succeeded by F. Powell.

Simpson & Gowans have succeeded the Summerland Supply Co., Ltd., Summerland, B. C.

T. G. Bertram, of 2243 Main St., Vancouver, has been succeeded by J. Tong & Co.

A. E. Smith is now running the grocery store formerly known as R. C. Miller & Smith, 908 43rd Ave. W.

H. C. Lee, grocer, of 1996 2nd Ave. W., Vancouver, has moved to 164 28th Ave. E.

J. Mummery, formerly of 2200 Arbutus St., is now located at 2300 Granville West, Vancouver.

Curtiss & Goddard are now operating the store formerly run by C. H. Knight, 1802 4th Ave. W.

O. Bisaillon, grocer, of 1007 Odlum Drive, Vancouver, has sold out to J. W. Manson.

T. S. Morton, grocer, formerly of 1749 Vancess, is now located at 4910 Hastings E., Vancouver.

Carver & Steeves, grocers, of 2615 Hastings St. E., Vancouver, have been succeeded by Hobson & Hobson.

Ferris Grocery, of Drake and Homer Streets, Vancouver, has been bought by Mrs. Brown.

J. Wilson is operating a commercial meat business at Horseshoe Bay, B. C.

J. W. Graham, of Pender St. W., Vancouver, has sold out to G. W. Devlin.

T. C. Lee, general store, Alexis Creek, reported extension granted.

W. S. Buller, grocer, of Keating, B. C., has sold out his business to Sam Caldwell.

Robt. Pyper, general storekeeper, of Hanceville, B. C.,—creditors' meeting held.

Jno. Berg, of Palling, B. C., general store, reported discontinued.

It is reported that extensions have been granted to P. Garrigan & F. C. Parks, who are conducting general stores in Pavilion, B. C.

The death of Chas. Greer, auto dealer, of Princeton, occurred recently.

It is reported that the Princeton Co-operative Association has assigned to G. E. Winters.

H. Anno Co., clothiers, of Steveston, B. C., are reported to have compromised at 50c. on the $.

The General Fancy Goods Ltd., Vancouver, B. C.,—reported financially embarrassed.

The Pacific Coast Importing Co. Ltd., of Vancouver, have assigned to A. P. Foster.

Pacific Sea Products Association, Inc., Vancouver, have ceased to carry on business in B. C.

Western Dry Goods. Co., of Canada, Ltd., in liquidation.—Saul A. Robinson appointed liquidator.

Business Opportunites

Here is a Grocery Business that is in a very desirable neighborhood Stock and fixtures amount to $2,500, about $2,000 in stock at current invoice price, if desired. Receipts are $1,700 a month; net profit $250. Only reason for selling is that owners business is Public Accounting and not used to this line. Price $2,500.

We have 20 other grocery and confectionery businesses to choose from. Prices from $500 to $10,000.

C. S. MORRIS Sales & Service Co.

PARTNERSHIPS FORMED - CAPITAL PROCURED
INCORPORATIONS FORMED

510 HASTINGS STREET WEST
VANCOUVER, B. C.

"TRIUMPH" PRODUCTS

including

FLAVORING EXTRACTS, TEAS, COFFEE, COCOA, AND SPICES. ALSO CIGARS AND PUNCH BOWL BEVEREGES.

Enquiries Solicited

KEELEY & McNERNY

134 Standard Bank Bldg.
Seymour 1257
VANCOUVER, B. C.

Professional

Telephones: Office, Seymour 8951
Residence, Seymour 1955R

L. Dashwood-Jones

BARRISTER AND SOLICITOR

Solicitor for
The Retail Merchants' Association of Canada, Incorporated
British Columbia Board

309 Rogers Building
VANCOUVER, B.C.

L. W. Taylor & Company

PUBLIC ACCOUNTANTS
Auditors, Cost Analysts

Board of Trade Building
Seymour 365. Vancouver, B.C.

Toledo Computing Scales

(No Springs)

Special Charts for Grocers, Butchers and Confectioners. Hobart Electric Coffee Mills, Meat Choppers and Bone Grinders, Berkel Improved Bacon Slicer. Sold on Terms or Discount for Cash.

Sales Agent for B.C.

E. S. CHAMBERS

424 Cordova St. W. Vancouver, B.C.

Great West TEA

PACKETS ONLY

No Premiums No Deals
No Price Cutting
QUALITY ONLY

Western Grocers Limited
VANCOUVER, NELSON, CRANBROOK, B.C.

THE STANDARD BY WHICH MANTLES ARE JUDGED
GAS and GASOLINE MANTLES
FOR ALL STYLES OF LIGHTS
ASK FOR SAMPLES and QUOTATIONS.
R·M·Moore & Co. Ltd. Vancouver B.C.
PACIFIC COAST MANTLE FACTORY.

The grocer who works from the neck up—never labors from the neck down.

As Andrew Carnegie did more thinking, the less physical labor he indulged in.

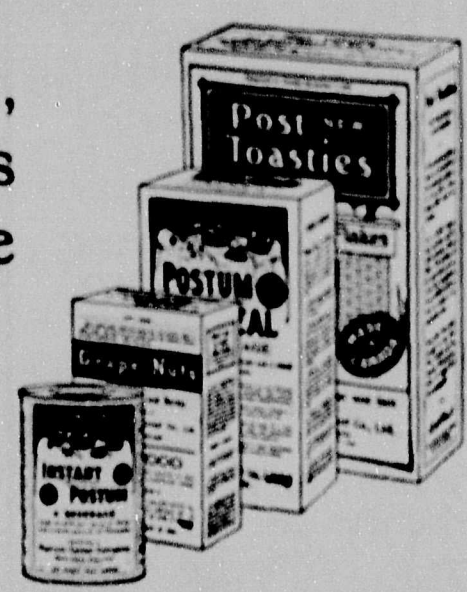
The time for the grocer to do his best thinking is when he *buys.*

That it takes ten times the labor and effort to move certain unknown or poorly advertised goods is a fact well known to every grocer.

The *reason* for the national popularity of Postum, Grape-Nuts and Post Toasties is not accidental.

Advertising with the Postum Cereal Company is not a fad. It's a clean business policy.

That's why the sale of Postum, Grape-Nuts and Post Toasties is guaranteed—insuring to the grocer positive and profitable turnover on a line of leading, wholesome foods unequalled in quality.



Canadian Postum Cereal Co., Ltd.

Windsor, Ontario, Canada

GROCERIES & PROVISIONS

There is a strengthening tendency in many lines of foodstuffs with confidence re-created by glowing reports of crop conditions throughout the West. Sugar prices have declined steadily, three drops having been reported in one week by the local refinery. Some retail stores are advertising sugar at 10c per per pound, in sharp contrast to the price for this commodity prevailing at this time last year, which reached 24 and 26 cents. Not for four or five years have housewives had such attractive conditions for preserving fruit as this year.

Another announcement of a thirty cent reduction has been made in the price of flour, bringing the carload basis on 98's jute to $10.25 a barrel.

Eggs have had another boost and are now retailing around 45 cents. B. C. Cheese is up to 22¾ cents, with Ontario solids bringing 23 cents, being an advance of 1 cent on previous quotations. Lard is firm with prices expected to advance. There is a reported shortage of canned goods in the States, which caused wholesale prices to stiffen considerably, the producers there having apparently made no arrangements to supply the demand, and the canners operating on a future basis agreed some time since upon a drastic curtailment.

Sugar.—The market is less eratic with Canadian refiners quoting occasional reductions, presumably in order to compete with American sugars. Further declines yet may be looked for.

Coffee.—Somewhat firmer. Brazilian quotations higher than New York market. Local trade steady.

Tea.—Scarcity reported of high grade teas, especially Ceylon. Indias are moving freely, with lower grades strengthening.

Rice. — Price unchanged. Active export to Europe in low grades. South American markets dull.

Canned Fruits.—Although there are quotations for new season's strawberry pack, prices do not seem to attract, being considered somewhat high by those interested.

Dried Fruits. — Very little demand with prices ruling steady. Apples are quoted at $0.13; Figs, $0.12

Canned Fish.— Cheaper grades being quoted at prices varying from 7.50 to 16.00 for flats. Sockeye firm with demand fair. No quotations to hand for new season pack.

Currants.—Advance looked for. Demand good at 21 cent quotation.

Nuts. — Shelled walnuts show scarcity, with little future buying; demand quiet. Shelled almonds have declined, showing attractive buying quotations; prices will advance.

Jams.

The Dominion Canners have just issued their price lists to wholesalers on the new season's fruit pack. Opening quotations on all lines of jams and jellies show a substantial decrease from those of last year and a slight decrease over the prices prevailing for the past couple of months.

Strawberry, raspberry, loganberries and black currant jams, the four best sellers, are quoted at $10.50 a dozen, as compared with $18.50, the opening quotation last season, and with $10.75, the price during the past few months.

Other less popular lines such as apricot, red currant, gooseberry, blackberry and assorted jams are quoted at $9.50, while plum, greengage, and prune are priced at $9. Jellies are quoted at $10.50 and $9.75.

According to officials of the canneries, the pack this year will be very conservative, owing to the fact that business has not opened up sufficiently to warrant extensive canning operations. The reduced quotations are a natural consequence of conditions prevailing in all business, the cost of production being much less this year because of reduced prices on sugar and lower wages costs.

As a latest exploit, the domestic hen has added to her much advertised achievements by laying an egg on the fly. One of the birds in a crate of poultry being shipped from Belgium to London, Eng., by aeroplane, laid an egg during the voyage.

Ottawa, June 7th, 1921.

The Editor,
B. C. Retailer,
London Building,
Vancouver, B. C.,

Dear Sir:

I have just been reading your June copy of the B. C. Retailer, and I would desire to draw your attention to the article on the Food & Drugs Act, page 331. Under para. 3, there is a statement regarding the use of the word "Honey" which might be misleading to some of your readers.

The matter in question is not covered by the Food and Drugs Act, but by the Honey Act, (Chap. 28) copy enclosed.

Section 3 (1) of this Act, forbids the use of the word "Honey" on any article of food unless the same is pure honey, made by bees.

Yours truly,

THOS. L. LECKIE,
Senior Food Inspector.

The Act mentioned herein reads as follows:—

AN ACT RESPECTING HONEY.

1. This Act may be cited as The Honey Act, 1920.

2. Feeding bees with sugar, except for the purpose of being consumed by them as food, or with glucose or any sweet substance other than such as bees gather from natural sources, with the intent that the same shall be used by the bees in the making of honey, or, excepting as a foresaid, the exposing of any such substance with such intent, shall be deemed a wilful adulteration of honey within the meaning of this Act.

3. (1) The word "honey" shall not be used either alone or in combination with any other word or words on the label or other mark, illustration or device on any package containing any article of food which is or which resembles honey and which is not pure honey made by bees, and no package containing any article of food which is not pure honey shall be labelled or marked in such a manner as is likely to make persons believe it is pure honey, and any article of food labelled or marked in violation of this section shall be deemed to be adulterated within the meaning of The Food and Drugs Act, 1920.

(2) The provisions of this section shall not apply to any syrup or compound manufactured and sold for medical purposes only.

4. Every one who is guilty of wilful adulteration of honey under section or who violates any provision of section and liable upon summary conviction to the penalities provided by section sixteen of The Food and Drugs Act, 1920.

GILLETT'S LYE
EATS DIRT

Profit is only profit after you sell the merchandise. A large margin does not put a dollar in your pocket if the goods set on your shelves until they are bespecked and unsalable.

E. W. GILLETT COMPANY LIMITED
TORONTO, CANADA
WINNIPEG MONTREAL

90 per cent of
STEVENSON'S
QUALITY BREAD

IS SOLD BY
RETAIL GROCERS

THE WISE GROCER WILL UNDERSTAND WHAT THAT FACT MEANS TO HIM.

Phone Fairmont 227
VANCOUVER, B.C.

GROCERY PRICES CURRENT

The following are prices quoted for principal lines of leading wholesale firms. Prices quoted are necessarily subject to market fluctuations.

RAMSAY BROS. & CO., LTD.

Family sodas, packages, per doz.	$ 3.00
Cream sodas, 2s, tins, each	.50
10c Cream Sodas, packages, doz.	.96
15c Cream Sodas, packages, doz.	1.45
10c Assorted Sweet Biscuits, packages, per doz.	.96
15c Assorted Sweet Biscuits, fancy carton, per doz.	1.50
Chocolate Bars, assorted kinds, 2 doz. to a box, per box	.90

E. W. GILLETT CO., LTD.

Royal Yeast—

	per case
3 doz. pkgs. in case	2.30

Perfumed Lye—

	per case
4 doz. in case	$ 7.10
5 cases	7.00
10 cases or more	6.95

Magic Baking Powder—

	per case
4 oz., 4doz.	$ 5.65
6 oz., 4 doz.	7.50
8 oz., 4 doz.	9.00
12 oz., 4 doz.	12.15
12 oz., 2 doz.	6.30
1 lb., 4 doz.	15.45
1 lb., 2 doz.	7.95
2½ lb., 1 doz.	9.80
5 lb., ½ doz.	8.75

Special discount of 5 per cent. allowed on Five Cases or more of Magic Baking Powder.

Caustic Soda (Granulated)—

	per lb.
25 lb. wooden pails	$0.15½
50 lb. wooden pails	13½
50 lb. wooden cases	12¾
5 lb. canisters (100 lbs. in case)	.16
10 lb. canister (100 lbs. in case)	.14¾
100 lbs. iron drums	.12
400 lbs., barrels	.10½

Cream Tartar—

	per doz.
¼ lb. paper pkgs. (4 doz. in case)	$2.05
½ lb. paper pkgs. (4 doz. in case)	3.95
	per case
4 doz. ¼ lb. paper pkgs; 2 doz. ½ lb. paper pkgs., assorted	15.85
	per doz.
½ lb. case with screw covers (4 doz. in case	5.05
5 lb. square canisters (½ doz. in case)	72¾
10 lb. wooden cases	64½
25 lb. wooden pails	64½
100 lb. lined kegs	59¾

Magic Soda—Case No. 1—

1 case (60 1 lb. packages)	7.15
5 cases or more	7.05

Bi-Carbonate of Soda—

112 lb. kegs, per keg	7.75
400 lb. barrels, per barrel	25.10

KELLY, DOUGLAS & CO., LTD.
Nabob Products

Alum, ¼s, doz.	.75
Borax, ¼s, doz.	.75
Tartaric Acid, ¼s, doz.	2.00
Baking Powder, 48 12 oz., doz.	2.85
Baking Powder, 48 16 oz., doz.	3.75
Baking Powder, 12 2½s, doz.	9.00
Baking Powder, 6 5s, doz.	16.50
Celery Salt, glass, doz.	.90
Coffee, 1s, 2s, lb.	.55
Coffee, 5s, lb.	.55
Cream of Tartar, ¼s, doz.	2.00
Baking Soda, 60 1s, case	3.30
Baking Soda, 24 ½s, doz.	.60
Custard Powder, doz.	1.40
Quick Tapioca, doz.	1.40
Chocolate Pudding, doz.	1.40
Allspice, No. 3, tins, doz.	1.05
Chili Powder, small, doz.	1.00
Cinnamon, 2 oz. tins, doz.	1.15
Cayenne Pepper, 3 tins, doz.	1.15
Cloves, small, doz.	1.15
Ginger, small, doz.	1.15
Mace, small, doz.	1.15
Nutmeg, small, doz.	1.10
Paprika, small tins, doz.	1.35
Black Pepper, tins, doz.	1.15
White Pepper, tins, doz.	1.25
Pastry Spice, 3 tins, doz.	1.25
Pickling Spice, doz., No. 3	1.10
Marjoram, Mint	1.25
Poultry Dressing, Parsley, Sage, Savory, Thyme, Tumeric, tins, doz.	1.15
Curry Powder, 4 oz. glass, doz.	2.60
Extracts (all flavours), 2 oz., doz.	2.60
Extracts (all flavours), 4 oz., doz.	4.75
Extracts (all flavours), 8 oz., doz.	9.00
Epsom Salts, ¼s, doz.	.60
Fruit Colors, 2 oz., doz.	1.15
Icings (Chocolate, Rose Pink, Lemon, Vanilla, White, Almond, Orange), doz.	1.70
Jelly Powder, doz. (1 doz. free with 1 gross.)	1.25
Mustard, ¼s, doz.	2.40
Mustard, ½s, doz.	4.75
Mustard, 1s, doz.	9.00

Deal With Our Advertisers: They Make This Official Publication Possible at $2.00 a Year.

Castor Oil, 2 oz., doz.	2.25
Castor Oil, 4 oz., doz.	4.00
Salt Petre, ¼s, doz.	1.50
Sulphur, ¼s, doz.	.75
Tea, Green Label, 1s, lb.	.48
Tea, Green Label, ½s, per lb.	.49
2½ lb. packages	.46
5 lb. packages	.45
Tea, de Luxe, Afternoon, 1 lb.	.60
Tea, de Luxe, Afternoon, ½ lb., per lb.	.61
Lemonade Powder, doz.	2.40
Vinegar, doz.	2.75

THE W. H. MALKIN CO., LTD.

"Malkin's Best" Products—

Baking Powder, 48-12 oz., per doz.	$ 3.00
12-2½s, per doz.	9.35
12-5s, per doz.	16.85
Coffee, 48-1s, per lb.	.56
Cream of Tartar, tins, per doz.	1.75
Custard Powder, 12 oz. tins, per doz.	3.25
Extracts (all flavors) 12-2 oz., doz.	2.50
12-4 oz., per doz.	4.75
8 oz., per doz.	9.00
16 oz., per doz.	17.00
25 oz., per doz.	24.00
½ gallon, each	5.50
Gallon, each	10.50
Glycerine, 12-2 oz. bottles, per doz.	1.75
12-4-oz. bottles, per doz.	3.25
Honey, 24-10 oz. jars, per doz.	3.25
24-13 oz. jars, per doz.	4.00
24-2 oz. tins, per doz.	7.00
12-5 oz. tins, per doz.	17.50
Jelly Powders, 4 oz., all flavors, doz.	1.30
Lemonade Powder, 8 oz. tins, per doz.	2.40
Mustard, 12-3s, tins, per doz.	1.65
12-8s, tins, per doz.	4.50
24-1s, tins, per doz.	9.00
12-5s, tins, per lb.	.60
Spices and Seasonings:	
Celery Salt, taper bottles, doz.	2.10
Curry Powder, taper bottles, doz.	2.25
Allspice, per doz. tins	1.05
Cinnamon, Ginger, Black Pepper, Poultry Dressing, Sage, ground, Sage, rubbed, Savory, Thyme, Tumeric, per doz. tins	1.15
Cloves, Mace, per doz. tins	1.35
Marjoram, Mint, Nutmeg, Parsley, Pastry, mixed, Pepper, white, Pepper Cayenne, per doz. tins	1.25
Paprika, Chili Powder, Curry Powder, per doz. tins	1.75
Whole Nutmeg in cartons, per doz.	.65
Whole Pickling, in cartons, doz.	1.00
Tea, 100-1s, per lb.	.53
60-½s, per lb.	.55
20-1s and 20-½s, assorted, per lb.	.54½
12-5s, per lb.	.56
Vinegar, 24-qut., per doz.	2.75

P. BURNS & CO., LTD.

Shamrock Products

Hams, per lb.	$ .40
Hams, boned and rolled, per lb.	.44
Bacon, 6-8, per lb.	.35
Dominion Hams, 8-12,10-16, per lb.	.38
Dominion Bacon, 6-10, per lb.	.39
Dominion Bacon, 10-14, per lb.	.37
Dominion Shoulders, boned and rolled	.28
Cooked Hams, Shamrock, per lb.	.54
Ayrshire, rolled shoulders, per lb.	.30
Lard, No. 5, 12 to case	10.15
Lard, No. 3, 20 to case	10.80
Lard, No. 1, cartons, 15 lbs.	.20¼
Lard, No. 1, cartons, 30 lbs.	.20
Compound, Carnation, No. 5, 12 cases	8.65
Compound, Carnation, No. 3, 20 cases	8.70
Dripping, beef, 4 lb. bricks	.13
Mincemeat, kits, 25 lb. net, per lb.	.19½
Meat Loaf, per lb.	.20
Pork pies, per doz.	.45
Pork roast legs with dressing, lb.	.55
Baked Ham, with dressing, per lb.	.55
Cooking Oil, 5 gal. tins, 40 lbs., per lb.	.14½
Creamery Butter, Shamrock, carton	.35
do without carton	.34
Cheese, Canadian, large, per lb.	.23
Cheese, Canadian, twin, lb.	.23¼
Smoked fish, kippers, 20s, per lb.	.10
Smoked fish, kippered salmon, 10s and 20s, per lb.	.18
Smoked cod, 30s, per lb.	.16
Head Cheese, 5 lb. tin, each	.65
Jellied tongue, per tin	2.50
Selected Fowl, per lb.	.38
Selected chicken, per lb.	.45

THE ROYAL CROWN SOAPS, LTD.

Vancouver Price List—F.O.B. Vancouver, or New Westminster.

Terms Nett 30 Days.

Royal Crown Soap, 5s, box of 120, 1cs	$ 5.90
Royal Crown Soap, 1s, box of 100	4.95
Golden West Soap, 6s, box of 144	5.90
White Wonder, box of 100	6.25
Linen (unwrapped), box of 100	4.00
Royal Crown Naptha, box of 100	5,15
Royal Crown Naptha, new large size, box of 100	7.00
Klondyke (wrapped), box of 25	7.10
Klondye (unwrapped), box of 25	6.95
Primrose (wrapped), box of 25	4.50
Extra Hard (unwrapped), box of 30	2.50
English Blue Mottled, box of 20	6.15
Royal Crown Powder, 3-lb., box of 24	7.00
Royal Crown Powder, 1-lb., box of 50	5.75
Golden West Powder, 3-lb., box of 24	7.00
Royal Crown Cleanser, box of 48	2.50
Royal Crown Lye, box of 48	5.90
Royal Crown Powdered Ammonia, 1lb., box of 36	3.75
Liquid Ammonia, 2 doz. qts., box of 24	4.50
Liquid Blue, 2doz. qts., box of 24	4.50
"Apex" Soap Flakes, bulk, 25-lb. boxes	4.75
Crown Oatmeal, 24 6s, box of 144	4.80
Klero Glycerine, box of 144	6.00
Seal Brand Castile, box of 30	4.70
Seal Brand Castile, box of 25	5.90
Seal Brand Castile, box of 20	5.90
Olive Castile, cakes, box of 200	5.00
Mechanic's Pine Tar, box of 100	5.50
Mechanic's Pine Tar, box of 50	2.80

Write for Tiôlet and Hotel Soaps. Special prices on 5, 10, 25 and 100 boxes.

White Swan Soap, 5s, box of 120	5.90
Golden Rule Soap, 6s, box of 144	5.90
Perfect (unwrapped), box of 100	4.00
White Swan Naptha, box of 100	5.15
White Swan Naptha, large size, box of 100	7.00
Climax or Montreal (wrapped), box of 25	7.10
Red Crown, box of 25	4.50
Golden Bar, box of 30	2.50
Blue Mottled, box of 20	6.15
Blue Mottled, box of 30	5.50
White Swan Washing Powder, 5 lb., box of 24	7.00
Pendray's Lye, box of 48	5.90
Pendray's Powdered Ammonia, box of 24	4.00

Special prices on 5, 10, 25 and 100 boxes

Pendray's Water Glass, Egg Preserver

Cases, 24x2-lb. tins, per case	$ 5.50
One-gallon tins, per tin	1.50
Four-gallon tins, per tin	5.60

Sundries

Royal Crown Washing Powder in barrels, per lb.	.07¼
Royal Crown Washing Powder in ½ barrels, per lb.	.07¾
Royal Crown Cleanser in barrels, lb.	.05
Royal Crown Cleanser in ½ barrels, lb.	.05½
Terrazzo Cleanser in barrels	.07
No. 1 English Soft Soap in barrels, lb.	.12
No. 1 English Soft Soap in pails, lb.	.14½
No. 2 Common Soft Soap in barrels	.08
Witch Hazel Liquid Soap in bbls., gal.	2.00
Witch Hazel Liquid Soap in 4-gal. tins, per gal.	2.50

"Tetley's Teas"

Divorse is developing into a habit. Some people are even beginning to look upon it as the inevitable corollary of marriage.

The report that clothes are to be made of banana skins recalls the story of the dignified but slightly deaf bishop, who, asked by a lady if he liked bananas, replied: "I have never tried them; I always sleep in a nightgown."

Phosphate
Baking Powder

—ABSOLUTELY PURE.
—THE EQUAL OF ANY.
—NONE BETTER.

The W. H. Malkin Co., Limited
VANCOUVER NANAIMO VICTORIA

Impartial Administration

of your estate in accordance with the terms of your Will, is assured at a minimum of expense by the appointment of this Company as Executor and Trustee. We shall be pleased to go into details of Trust Company service with you at any time.

Consultation or Correspondence Invited.

THE CANADA PERMANENT TRUST COMPANY

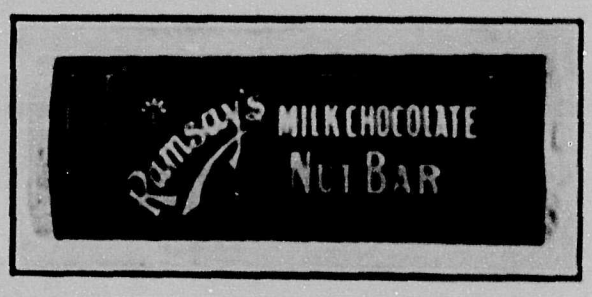
PAID-UP CAPITAL—$1,000,000.

BRITISH COLUMBIA BRANCH:
GEORGE I. LEGATE, Manager.

Canada Permanent Bldg. 432 Richards St. VANCOUVER, B.C.

RAMSAY'S CHOCOLATE BARS

BEST BY TEST



MILK CREAM and NUT

Try Some Today—For Sale By All Leading Confectioners and Grocers.

RAMSAY BROS. & CO., LTD.

VANCOUVER and VICTORIA, B.C.

In the Red and Yellow Package

Contains enough for four adults. Made in the following styles: Macaroni, Ready-cut, Spaghetti, Vermicelli.

Packed 16 oz. nett. Tested Recipes on Package.

Kelly Confection Company, Ltd.

VANCOUVER, B.C.

IMPORTANT.

It is again necessary to issue a warning to members of the R. M. A. and retailers generally throughout the Province to beware of collection agencies run by private invididuals for private profit. The Association's office is in receipt of frequent complaints from merchants who have handed over accounts to collection agencies, and who are now experiencing considerable difficulty in obtaining either a statement or the money coming to them.

One concern that has victimized retail merchants, secured a membership fee of $50 and even induced the retailer to sign a contract which called for a further payment of a docket fee of 50 cents for every claim filed. It is reported that the man who runs this agency is in the habit of paying his accounts with N. S. F. checks. It surely is not necessary to patronize strangers when the Association's collection department, under control of executive officers, who are responsible to members for money collected, is part of the Association's privileges.

Physicians have always advised parents never to spank a child on an empty stomach. Our own suggestion would be to turn him over!

NAPOLEON EXTRA VIRGIN

OLIVE OIL

Sold and Guaranteed by

URQUHART & COMPANY LTD.

Successors to

A. MAGNANO & CO. LTD.

98 Powell St. Vancouver, B.C.

NABOB

CONTAINS NO ALUM *PURE AND WHOLESOME*

NABOB Baking Powder is a pure phosphate baking powder, giving good results in every baking.

Tell your Customers to save the Certificates for Wear-Ever Aluminum

KELLY, DOUGLAS & CO., LTD.

DRUGGISTS, ATTENTION!

Forty more drugs have been decreed to be poisons, as a result of an order-in-council just passed by the Provincial government.

Most of these are put under Schedule B, which means that druggists when selling them must now label them as poison. Before this there were 20 drugs set down as poisons.

Novacaine, stovaine and other cocaine derivations and synthetis substitutes, as a result of the order are now placed in the class of Schedule A, poisons, which can be sold only on a doctor's order and the sale of which has to be registered.

The drugs henceforth to be classed as poisons under Schedule B are liguid preparations of carbolic acid and its homologues, chromic acid, picric acid, acetanilide, apiol, amyl nitrite, diethyl barbituric acid and other alkyl, arl or metallic derivations of barbituric acid, whether described as veronal, proponal, medinal, or any other trade name, all poisonous urethanes and ureides, barium chloride, barium sulphide, butyl chloral hydrate, chloralamide, colchicum and its preparations, conium and its preparations, cotton root and its preparations, chloroform, creosote, copper sulphate, ethyl chloride, gelsemium and its preparations, Indian hemp and its preparations, lead carbonate, lead iodide, lead oxide, lobelia and its preparations, lead in combination with oleic acid whether sold as Diachylon or under any other designation, methylene blue, nitroglycerine, oil of cedar, oil of pennyroyal, potassium bichromate, stramonium and its preparations, strophanthus and its preparations, silver nitrate, sulphonal and its homologues whether described as Trional, totronal or under any other designation, zinc chloride, zinc acetate.

Druggists and chemists in British Columbia must now be qualified as British subjects before they can obtain a pharmacy diploma, according to amendments to the Pharmaceutical Association, approved by the government.

Another amendment to the by-laws of the association approved by the government increases the number of examiners from five to ten. This is because of the growth of the pharmacy business in the province and the scattering of population in new centres.

ANOTHER INSTANCE OF EFFICIENCY

Kelowna, B. C.
July 8, 1921.

The Secretary,
B. C. Board,
Retail Merchants' Association,
422, Pacific Building,
Vancouver, B. C.

Dear Sir:

I wish to take this opportunity of expressing my appreciation of the excellent service rendered by your Collection Department, in connection with claims filed with you recently.

The promptness of the service both in getting after the debtor and in remitting the proceeds is an indication that your management in this respect is ace high.

Yours very truly,
Thos. N. Morrison.

How is it possible for the absence of length in women's skirts to cause anything but humor when brevity is the soul of wit.

"INGERSOLL"
CREAM CHEESE
Spreads Like Butter
Profit to the Dealer.
Satisfaction to the Consumer
Urquhart & Co. Ltd.
Distributors.
98 Powell Steet, Vancouverr
Phone Seymour 4200

Made in B. C.
Place your SPRING ORDER through your Dealers
LOWEST PRICES
ALWAYS RELIABLE
Peerless Products
Limited

Crown Broom Works Ltd.
Manufacturers of the
Duchess, King, Janitor Special, Peerless, Princess, Province, Ladies' Carpet, Perfection, Favorite, Ceiling Broom, Warehouse Brooms, Whisks of All Kinds, Glass Washboards
332 FRONT STREET EAST
Phone Fairmont 1148
VANCOUVER, B.C.

The A-1 Health Builder
"Keep fit" is the health slogan of the present age.
The food that is doing more than any other to keep people fit—because it is richest in the life-giving vitamine is
FLEISCHMANN'S YEAST.
Let your customers know that you are ready to supply them with this health food. They will soon come to depend on you for everything in the grocery line.
Have your customers place a standing order.
The Fleischmann Company
1166 Burrard Street
VANCOUVER, B.C.

J. A. Tepoorten
LIMITED
WHOLESALE DRUGS
PATENT MEDICINES
DRUGGISTS' SUNDRIES
PHARMACEUTICAL PREPARATIONS
308 Water St., Vancouver, B. C.

Buy From Home-Grown Trees Only

THE BRITISH COLUMBIA NURSERIES CO. LIMITED, have by careful and efficient care and management built up a large business during the past ten years, until now they are by far the largest growers of nursery stock in Western Canada.

Soil and weather conditions here at Sardis are ideal for producing trees and plants with sturdy constitutions and vigorous roots systems. This, coupled with a thorough knowledge of the work of propagation, cultivation, and handling, ensures our customers best value possible to procure.

We have a large number of fruit trees and plants to dispose of this year, including a fine lot of apricot trees, but we would advise ordering your trees for next Fall or Spring delivery at an early date. Many have already placed large orders with us.

We invite correspondence from all parties interested in the planting of trees, shrubs, or roses, and will be pleased to give valuable information on suitable varieties for different districts. Write today.

Salesmen wanted in unrepresented districts. Terms liberal.

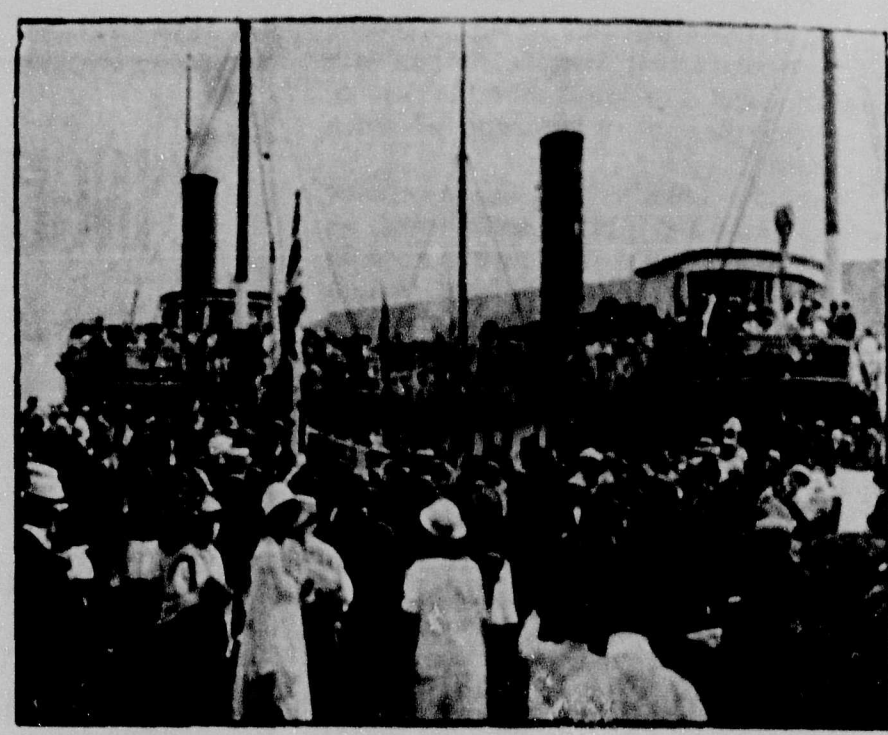
ADDRESS:

The British Columbia Nurseries Co., Limited

SARDIS, B. C.

In the Famous Chilliwack Valley

Department C. Mention this paper when writing.



ALL ABOARD FOR BOWEN ISLAND

Favoured with brilliant sunshine, over one thousand grocers, and their friends, made merry at the Fourteenth Annual Picnic (Grocers Section R. M. A.), on July 13.

Geo. A. Campbell & Co.

Tower Building **500 Beatty Street**

VANCOUVER, B.C.

MANUFACTURERS

MEN'S CLOTHING

All Goods Made on the Premises.

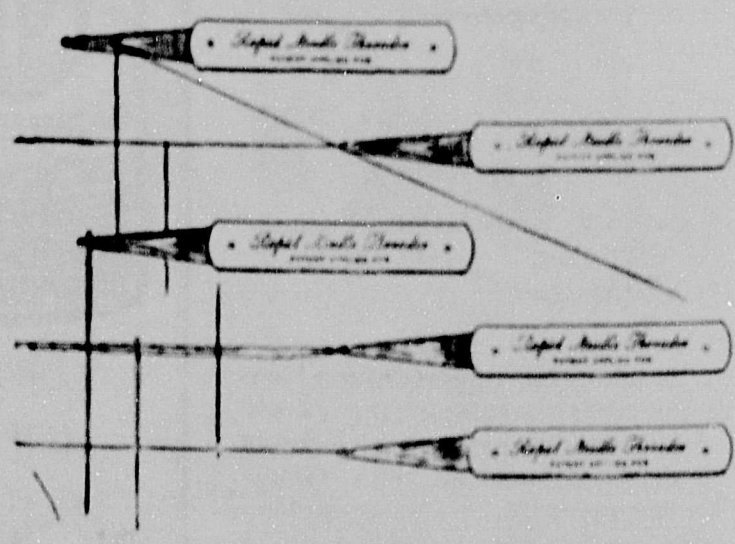
Prices based on replacing values

Specialists in

GUARANTEED INDIGOS AND SOLID WORSTEDS

MADE IN B.C.

Our Customers Receive Silent Salesman Gratis with Every Order of One-half Gross.



RAPID NEEDLE THREADER CO.

429 Pender Street **Vancouver, B.C.**

DRYGOODS & CLOTHING

A distinct improvement is manifest in local dry goods business and buying is brisker than for some time past, although the hand to mouth tendency of purchasing has by no means been lost sight of. Wholesale houses are well stocked with most wanted lines at figures that enable the retail merchants to make profitable selections. Representatives of up country stores visiting the city have been making suitable purchases of seasonable lines, and have reported that business conditions in their several localities are in most cases, exceptionally good. The influx of holiday visitors is resulting in increased sales for the local retailer with goods passing over the counter in a noticeably increased volume.

Cotton.—With the U. S. cotton crop away below the average, there is a tendency on the part of the eastern mills to curtail their output, causing a slight upward tendency in the price of raw material. Cotton products, however are moving in good shape with a brisk demand for all seasonable lines.

Wool.—U. S. market is showing considerable strength, with fabric market remaining steady.

CLOTHING

The opinion has been expressed locally that the average man has purchased clothing very sparingly during the last two or three years. Domestic stocks in this respect are said to be pretty low with the result that there must be an active demand manifest itself in the near future. In both value and quality the appeal of the lines on the market is said to be very great which would indicate that better trade is impending.

A Four-Button Creation

Gotham has been kind this spring to the four-button sacque coat, notably so in grey mixtures, a garment that might well have been designed to impart a snug, smooth well-groomed appearance. But the destinies of the four-button sacque, free of all minor embellishments as universally shown in the better stores, have been strangely juggled with by Fickle Fashion.

This somewhat austere model has been quite generally accepted by the youthful stalwarts of Knickerbocker town, particularly the college boy, who carelessly buttons the top button and allows the garment to swing free. This attitude imparts a certain nonchalance to the effect that is hardly to be anticipated from an inspection of the coat as shown on lay figures, or when held up for frontal inspection by the salesman.

SHIRTS

The popularity of the white oxford shirts has shown a constant growth that has now placed this article among the trade leaders. In the case of some New York stores, it is reported to exceed all other types in the amount of sales. In others it is sharing leadership among the better grade of garments, with silk shirts, which are maintaining a healthy volume despite their temporary setback.

Oxfords are offered in two principal styles; the long pointed collar and the smaller collar which has come into vogue. The retailers have found a large quantity of inferior makes on the market but, as quality regains its proper place, they anticipate the return of former standards.

FOOTWEAR

Among the novelty touches seen in the newer shoes for men is one which creates a peculiar optical illusion. The novelty of this shoe, which is a low one, lies in the fact that the top edge of the sole, instead of being cut square as in the ordinary shoes, is rounded off. This gives the shoe the effect of being a size or two larger than it really is, thus carrying out the vogue for broad effects on the order of brogues and yet giving the wearer a trim comfortable shoe. As yet it is not very widely shown, although some of the leading stores have it.

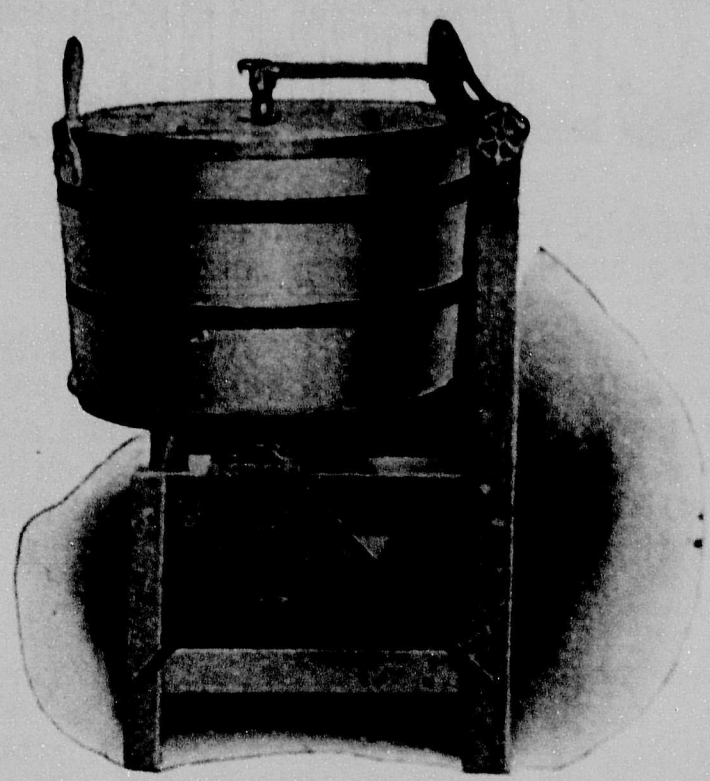
With a view to having apprentices trained for the tailoring trade the merchant tailors of Winnipeg have asked the school board to introduce a part time vocational training system. The decision was reached at the last meeting of the tailers' section of the Retail Merchants Association. The matter was discussed to some length, after which the question was left in the hands of a committee.

The wool clip of western Canada this year will be in the neighborhood of 5,000,000 pounds, according to the figures compiled by the Canadian Pacific Railway. Alberta's wool clip is estimated at 2,200,000 which is about the same as last year. Manitoba, Saskatchewan and British Columbia are expected to contribute about 3,000,000 pounds total.

REVIVAL IN SHOE TRADE TRADE

There has been a welcome revival of the shoe manufacturing industry. Factories which were closed or on short time are now busy—some working overtime—and orders having been refused except for latedelivery. Montreal firms report that many rush orders have come to hand, particularly for jobbers, and that these are mainly for comparatively small numbers of pairs. Wholesalers have apparently put off buying until a late hour, and are now anxious to secure shoes within an early date from the period ordering. They are also buying cautiously, and prefer to give repeat orders for small quantities rather than to purchase on a large scale.

The supply houses are naturally more brisk. The whole tone of the industry is of a far more optimistic nature. It is significant that the bulk of the orders for women's goods is for shoes of a fancy character, staples being largely negelected.



Special Prices

We have made a special price on our **Ball Bearing and Vacuum Washing Machines.**

These prices are so attractive that they will make a splendid leader.

Something you can pass on to your customers.

Write for prices and descriptive literature.

MACPHERSON & TEETZEL

WHOLESALE HARDWARE AND STOVES

1290 Homer Street VANCOUVER, B.C.

The Martin-Senour Co., Limited

MANUFACTURERS OF

High-Grade Paints and Varnishes

MARTIN-SENOUR
100 PURE PAINT & VARNISHES

British Columbia Factory; 1505 Powell Street, Vancouver

Phone High 422

HARDWARE · OIL & PAINTS

VANCOUVER MARKETS

In suport of recent contentions that pre-war prices would shortly prevail on basic hardware, evidence is supplied by the substantial number of price reductions in steel and kindred products. This tendency is undoubtedly a reflection of the unsettled conditions of the steel industry and the fact that manufacturers are holding large stocks of material, abstaining from turning out the finished product in sufficient quantities to meet the demand.

Wire, wire nails, stove pipes, cut nails, fence staples (both wire and galvanized), are amongst lines figuring in the revision to lower prices. It is to be noted that the only increases occurring in the paint market are dry red lead, and raw and linseed oil, these commodities being quoted at higher figures.

Shovels Decline — Shovels are down 15 per cent. Jobbers now quoting Olds and Fox at $14.50 doz., and Burns at $16.25 doz.

Window Glass Unchanged.—Locally no change is made in glass quotations, and little change is shown in the demand. Sales are still small, and made from prices that vary among the different jobbers and wholesalers. The market is reported somewhat steadier .

Handled Hammers lower. — All handled hammers, including claw and machinists hammers, show a reduction of approximately 10 per cent.

Crosscut Saws Revised. — The Simmond's Canada Saw Co. have made revision with slight reductions on their line of crosscut saws, although this is the first change in prices the jobbers have received from saw manufacturers, it is generally thought that saws will be slightly lower for fall bookings this year.

Auto Tires Reduced.—Substantial reductions in prices on automobile tires and inner tubes have been announced. The amount of the decrease varies from 10 per cent. to 20 per cent. on the different lines and sizes. The declines have been made with the object of stimulating business in all lines, and the range is noted when compared with pre-war values on these commodities. Prices are now lower than at any time during recent years. Following are the new quotations on some of the most popular sizes:—Cord, 30in. x 3½in. $23 each; Non-skid, 30 x 3½, $17; Cord, 33 x 4, $45; Non-Skid, 33 x 4, $29.25 each; Cord, 34 x 4½, $52; Non-Skid, 34 x 4½, $39.50. Tubes 30 x 3½, $2.50; 33 x 4, $4; 34 x 4½, $5.10.

Sporting Goods in Demand.—Some lines of sporting goods are reported to be in good demand at this season. Dealers report very favorable activity in orders for baseball outfits of all kinds, and brisk sales are reported in rods and tackle. The demand for these various lines is said to be greater than was aparent last year.

American Winchester and U. M. C., decline.

All American ammunition drops 10 per cent.

Enamelware is Reduced.—Important reductions in the prices of enamelled ware, Japanned tin, granite, and many similar lines are announced by the manufacturers. The extent of the decline varies between 20 and 25 per cent. on the average reduction noted in the different lines and is generally claimed as one of the most comparatively extensive and far-reaching price changes that has been made effective during recent months. The following discounts have taken place:—Colonial, less 10 per cent.; Premier, plus 20 per cent.; White, less 12½-10 per cent.; Tinware (plain), less 32½-10 per cent.; Returned ware, less 30-7½ per cent.; Japanned ware, plus 37½ per cent.; Japanned ware white, 47½ per cent; Galvanized ware, plus 45 per cent.

Paramount Tennis Goods.— The new Reach "Paramount" tennis ball is now on the market, and some marked advantages are claimed for it by the manufacturers. The uniformity of the walls in Paramount construction, and the even density where the seams join are two of the major points. The elimination of the interior plug and the patented two piece construction are other features of this tennis ball. The objective in production is to have uniformity of size, weight and resilence throughout, no matter how the ball may be played. The Canadian Factory of the A. J. Reach Company is at Brantford, Ontario.

To Make Augur Bits, etc., in Canada

A new Canadian firm is now in the market manufacturing the Richmond brand augur bits, machine bits, screw drivers, wrenches, pliers, and cold chisels. The Richmond Wire and Iron Co., Ltd., with head office at Deseronto, Ont., has been formed and will manufacture the above lines of tools, who state they will be able to make delivery with the exception of pliers within the next 30 days.

A MAIL ORDER DEAL.

The other day, in Oklahoma, a man went into a hardware store to buy a saw. He found the kind he wanted and asked the price. It was $1.65, the dealer said.

"Good gracious," replied the shopper, "I can buy that same saw exactly from Sears-Sawbuck, the catalogue house, for $1.35."

"That's less than I paid for it," replied the dealer, "but I will meet catalogue competition, so I'll make you that saw for $1.35 also."

"All right," said the customer, "you send it to my house and charge it to my account."

"Not on your life," replied the dealer. "No charge account on this; the mail order house doesn't trust you. I am simply meeting their price and terms. Fork over the cash."

The customer responded.

"Now 2 cents more for the postage and 5 cents for the money order," said the dealer.

"What."

"Certainly you have to send a letter and a money order to a mail order house, you know."

The customer, inwardly raving, handed over the money.

"Now, 25 cents for express charges," said the dealer, still holding out his hand.

"Well, I'll be ——," said the customer. But he paid it, saying: "Now hand me that saw and I'll take it home myself and be rid of this foolery."

"Hand it to you. Where do you think you are. You're in Oklahoma and I'm in Chicago. You'll

have to wait two weeks for that saw."

Whereupon the dealer hung the saw upon a peg, and put the money in the cash drawer.

"That makes $1.67," he said. It has cost you 2 cents more and has taken two weeks longer to get than if you had bought it from your local hardware store in the first place."
—Gulf Coast Lumberman.

THE RETURN PRIVILEGE.

We have often referred to the necessity for keeping a check on the return and exchange of goods, and at the present time when the greatest need of the merchant is the reduction of costs, very close attention should be given this problem. There are certain costs over which the merchant has no control, and for this reason he should concern himself all the more with those that can be reduced. If it costs from 20 to 30 per cent to sell goods, it costs this whether they stay sold or not. If they are returned, the cost of making real sales has been greatly increased and the greater the burden in proportion to the value of goods returned. Some stores are suffering heavily from the return evil, the number of returns or exchanges in some cases being greater than the increase in business. This means, inevitably, an increase in the cost of doing business at a time when costs should be decreased.

Since the buying public have taken on a more cautious attitude, they now shop around for values, and perhaps they may find a lower priced article in place of one recently purchased. They will then seek to have the higher priced goods returned, and if there has been a reduction in the meantime the merchant who accepts the return of the goods is the loser. The great number of special sales, too, works out as encouraging the abuse of the return privilege, as the customer will see advertised, sometimes, a similar article to one purchased and will demand the lower price. It often happens that the goods returned have been handled on the narrowest of selling margins, and the expense involved in this second handling wipes it all out.

During the war period, when costs first commenced to show an alarming increase, there was a great deal of agitation to lop off all unnecessary expenses, including the abuses of service, such as indiscriminate returns and exchanges of goods purchased. We believe that in some cases a great deal was accomplished along this line. Is any advantage gained then to be lost now through an over-eagerness to make sales.

Where goods are being cleared out at a small margin of profit, or at cost, the evil of the return habit is certainly glaringly apparent. Just now the public does not need any encouragement from the merchants to make them fickle in regard to purchases. They will enlarge the existing abuses of the return privilege unless the merchant adopts a rigorous policy of self-protection in regard to it. In cases where goods are being cleared out at sacrifice prices, at least, a policy of "No exchanges and no refunds" should be adopted.

HIDE MARKETS ARE STIFFENING.

Within the past few weeks calf skins have sold as high as 20 and 21 cents, a gain of a couple of cents as compared with about a month ago, while in December Chicago quotations were 12 to 14 cents and very few sales. Packers hides have been selling in Canada from 9 to 12 cents. The hides that are selling highest are those required for sole leather. The firmest thing in the market today is branded packer hides, with light calf and kids showing strong tendencies.

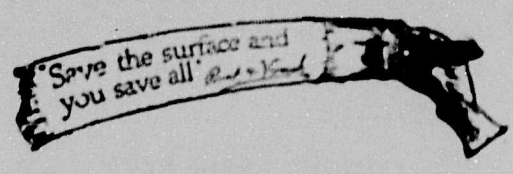
All round the hide market shows an advance of 20 per cent or more.

The leather market has not shown any radical change in the past month. Prices still hold about the same, except in the case of finished calf skins, which show an upward trend.

Tanners report trade is showing good signs of improvement and the general tendency is toward firmness.

It is claimed by a mining expert recently arrived from the Mexican oil fields, that the bubbling wells there "have a music all their own." The most common ditty is: "Nobody knows how dry I am!"

A Western evangelist makes a practice of painting religious lines on rocks and fences along public highways. One ran: "What will you do when you die." Came an advertising man who painted under it: "Use Delta oil. Good for burns."



Every can has a signed guaranteed formula. A formula which has been proved to be the correct formula for Canada's vigorous climate. It is your assurance of quality.

B-H "ENGLISH" PAINT 70% Pure White Lead (Brandram's Genuine B.B.) 30% Pure White Zinc 100% Pure Paint

This formula is known throughout the length and breadth of Canada where B-H "English Paint is used, as the paint with the record for permanence, covering capacity and economy.
The various tests to which it has been put by practical painters all proclaim B-H "English" as the paint which offers the greatest resistance to wear and tear.
A thoroughly reliable "surface saver" for all purposes.

WRITE OR WIRE

BRANDRAM-HENDERSON

LIMITED

Montreal, Halifax, St. John, Toronto, Winnipeg, Medicine Hat, Calgary, Edonton, Vancouver.

HARDWARE PRICES CURRENT

The following are prices quoted for principal lines of leading wholesale firms. Prices quoted are necessarily subject to market fluctuations.

ANVILS—Peter Wright, 80 lbs. to 139 lbs., 35c lb.; over 139 lbs., 28c lb.

AXES—Boys' Axes,1½ lbs., $15.00 to $16.50 doz.; Double bit axes, unhandled, $25.50 to $26.00 doz.;hunters axes, $14.00 doz.; single bitted axes, unhandled, $19.00 to $20.00 doz.

BARS—Crow, $11.50 per 100 lbs.

BELTING—Lace, rawhide sides, $1.15 lb.; cut, $1.75 lb.

BOLTS, CARRIAGE—(in full packages), ⅜ and smaller up to 6 in. long, less 25% off list; over 6½ in., 10... off list; 7-16 and larger all lengths, less 10% off list.

BOLTS, MACHINE—⅜ and smaller up to 4 in. long, less 40/ off list; over 4in., less 15/ off list; ⅝ and ¾, less 10% off list.

BOLTS, STOVE—Less 55% off list.

BOLTS, TIRE—Less 20%. Add 10% on all bolts for broken packages.

BOARD, BEAVER—Per 1,000 to 5,000 feet, $58.00 per 1,000 feet.

BOILERS, RANGE—30 gals., $12.50 each.

BUILDING PAPER—Tarred, $1.18 to $3.40 per roll. According to quality. Plain, 95c to $3.40 per roll.

BUTTS—Plated, 241, antique copper and dull brassfinish. 2½x2½, per pair, 38c; 3½x3½, per pair, 41c; 4½x4½, per pair, 80c.

BUTTS—Wrought steel, No. 804. 2½x2½, $1.35 per doz.; 3½x3½, $2.79 per doz.; 4½x4½, $4.73 per doz.

CARPET FELT—16 oz., 50 lb., $4.30 roll.

CATCHES, CUPBOARD—Old copper and dull brass finish, $1.40 per doz.

CHAIN—Coil B, electric weld,3-16, $20.50 per 100 lbs.; ¼, $19.50 per 100 lbs.;5-16, $16.50 per 100 lbs.; ⅜, $14.50 per 100 lbs.; ½, $13.00 per 100 lbs.

CHAIN—Logging, 5-16x14, $3.35 each; ⅜x14, $4.00 each.

CHOPPERS FOOD—Universal, No. 0, $2.21 each; Universal, No. 1, $2.79 each; Universal, No. 2, $3.38 each; Universal, No. 3, $4.59 each; Home, No. 55, $2.30 each; Home, No. 65, $2.75 each.

CHURNS, BARRELL—No. 0, $11.00 each; No. 1, $11.50 each; No. 2, 12.75 each; No. 3, $14.00 each.

CLEVIS, MALLEABLE—Per lb., 22c.

CLOTHES LINE, WIRE—Per doz.: 50 ft., $4.20; 100ft., $7.60.

DRILLS—Bit stock, 40% off new list; blacksmith ½ in., 32½% off new list.

EAVETROUGH—Per 100 feet, 8in., $9.61; 10 in., $12.29; 12 in., $15.10.

FILES—Great Western, 50/5% off list; Imperial, 50/5% off list.

HINGES—Per doz. pairs—Heavy strap, 4 inch, $2.30; 5-inch, $2.75; 6-inch, $3.00; 8-inch $4.25.

CORRUGATED TEE—Per dozen pairs—4 inch, $2.50; 6 inch, $3.70; 8 inch, $6.15; 12 inch, $12.45.

HORSE SHOES—Iron, Nos. 0 to 1, $11.00 per 100 lbs.; iron, Nos. 2 and larger, $10.75 per 100 lbs.

IRON, SAD, COMMON—Per 100 lbs.—6 lbs. and over, $20.39; 3, 4 and 5 lbs., $22.37.

KNOBS, RIM DOOR—Japanned, $4.05 per doz.

LAMP CHIMNEYS—A, per case 8 doz., $1.75 per doz.; A, per doz., $2.00; B, per case 6 doz., $1.95 per doz.; B, per doz., $2.30.

LANTERNS—Short or long globe, plain, $13.50 doz.; Japanned, $19.00 doz.

LAWN MOWERS—Trojan 12 inch,$7.75; 14 inch, $8.25; 16 inch $8.75; Model K, 4 blades, 14 inch, $11.75; 16 inch, $12.25; 18 inch, $13.00; Model C, 4 blades, 14 inch, $12.30; 16 inch, $13.00; 18 inch, $13.50; Blue Bird BB, 4 blades, 14 inch, $14.25; 16 inch, $15.00; 18 inch, $15.50.

MATTOCKS—Pick, $14.00 per doz.; Cutter, $14.00 per doz.

NAILS, WIRE—Base, $5.85 f.o.b. Vancouver; Cut, base, $9.50 f.o.b. Vancouver.

NETTING, POULTRY—Per roll—2 x 12, $2.10; 2x24, $4.15; 2x36, 5.80; 2x60, $9.15; 1x12, $4.60; 1x24, $8.10; 1x36, $11.45.

NUTS—Per 100 lbs advance over list—Square, small lots, $3.05; square, case lots, $5.05; hexagon, small lots, $3.30; hexagon, case lots, $5.30.

PICKS—Clay, 6-7 lbs., $12.75 per doz.

PINE TAR—1 gal., $1.20 each; ¼ gal.$4.56 per doz.; ⅛ gal., $2.88 per doz.

PLASTER OF PARIS—$3.30 per 100 lbs.

RIVETS AND BURRS—Black carriage, 5lb. Sackages, less 22½% off list, copper rivets, No. 8, 45c per lb.; assorted copper rivets and burrs, No. 8, ⅝ to ¾, 45c per lb.; assorted coppered rivets and burrs, No. 8, ⅜ to ¾, 45c per lb.; copper burrs, No. 8, 70c per lb.; coppered burrs, No. 8, 40c per lb.

ROPE SISAL BASE—British manila, base, 18¾c; pure manila, base 22½c.

SAWS,BUCK—Happy Medium, $16.50 per doz.; lance tooth, $22.35 per doz.; Happy Idea, $20.00 per doz.; Prince Rupert, $23.75 per doz.

SCREWS—Bright flat head, 65-10% off list; bright round head, 60-10% off list; Brass flat, 50-10% off list; brass round, 45-10% off list.

SCREWS, SET—35c off list.

SCREWS, CAP—25c off list.

SHOVELS AND SPADES—Old or Fox, $14.50 per doz.⅝ Jones or Bulldog, $16.75 per doz.

IRON, BAND—Per 100 lbs.—1½ inch, $6.00; 1¼ inch, $6.00; 1 inch, $6.00.

IRON, BLACK SHEET—Per 100 lbs.—10 gauge, $7.25; 14 gauge, $7.60; 18-20 gauge, $8.10; 26 gauge, $8.85.

IRON, GALVANIZED SHEET—Per 100 lbs.—28 gauge, American or English, $10.16; 24 gauge, $9.65; 18 and 20 gauge, $9.45.

SCOOPS—per doz.—Moose, No. 4, $21.25; No. 6, $22.25; No. 8, $22.75; No. 10, $23.75.

All above in black finish.

SOLDER—½x½, case lots, 30¾c. per lb.; less, 34c. per lb.

SPIKES, PRESSED—Per 100 lbs.—¼ inch, $9.50; 5-16, $9.50; ½ inch, $8.00.

STAPLES—Galvanized fence, $8.50 per 100 lbs. in full kegs; galvanized poultry netting, $10.50 per 100 lbs. in full kegs.

TACKS— Carpet, 70c off new list.

TOOLS—Harvest, 50/5 off new list.

WIRE, BARBED—Per roll—4 point, cattle, 80 rod, $5.85; 4 point, hog, 80 rod, $6.35.

WIRE, PLAIN, GALVANIZED—Per 100 lb—No. 9, $6.50; No. 12, $6.65.

WIRE, O. & A.—Per 100lb—No. 10, $6.90; No. 11, $7.00; No. 12, $7.05.

WRINGERS—Domestic, $98.40 per doz.; Ottawa, $90.00 per doz.; Gem, $88.20 per doz. Sunlight, $79.80 per doz.

WASHING MACHINES—Perfection Electric, $110.00; low pressure water motor, $23.20; Vacuum, $22.70; Canada First, $16.90.

VISES, WARREN SOLID BOX— 35 lbs, $15.50 each; 50 lbs, $18.25 each.

PAINTS AND OILS

Martin Senour Co. Ltd.

ENAMELS, AUTOMOBILE—

Ordinary Colors.	Each.
¼ gallon	$1.45
⅛ gallon	.80
1-16 gallon	.45
Cardinal Red	
¼ gallon	2.05
⅛ gallon	1.07
1-16 gallon	.57

ENAMELS, ENGINE—

Ordinary colors.	5ach.
¼ gallon	$1.45
⅛ gallon	.80
1-16 gallon	.45
Scarlet.	
¼ gallon	2.05
⅛ gallon	1.07
1-16 gallon	.57

ENAMEL, MARTIN'S WHITE—

1 gallon	$7.00
½ gallon	3.58
¼ gallon	1.83
⅛ gallon	.95
1-16 gallon	.52

Decorative Enamel.

1 gallon	5.00
½ gallon	2.85
¼ gallon	1.33
1-8 gallon	.80
1-16 gallon	.39

Enamel, Bath, tintlets, $4.65 per doz.

PAINTS

Martin Senour.

	Gallon
Ordinary colors in 1 gal. cans	$4.40
Martin Senour porch paint	4.20
Martin Senour Neutone white	3.90
Martin Senour Neutone color	3.80
Martin Senour floor paint	4.20
Sherwin Williams, white	4.75
Sherwin Williams, color	4.40
Sherwin Williams, porch	4.20
Sherwin Williams, floor	4.20

PUTTY—	Per 100 lbs.
Bulk, barrels 800 lb	$6.50
Bulk, barrels 100 lb	7.75
Bulk, barrels 25 lb	8.30
Tins, 5 lbs	Per lb 9½
Tins, 1 lb	Per lb 11½c

LINSEED OIL—	Gallon
Raw, 1 to 5 barrels	$1.35
Boiled, 1 to 5 barrels	1.38

LEAD WHITE IN OIL—	Per 100 lbs.
1,000 lbs. to 1 ton	$16.55
Less than 100 lbs.	18.55

TURPENTINE—	Gallon.
1 barrel lots	$1.80

VARNISHES—	Gallon
Elastic, No. 1	$9.30
Elastic, No. 2	8.50
IV Linoleum	7.50
IV Marine Spar	8.00
IV Pale Hard Oil	5.30
IV Furniture	4.20
Less 33 1-3 per cent.	
Lacqueret	6.75, less 45
Wax	50c lb

THE NEW GILLETTE SAFETY RAZOR

There is no place in the scheme of things for the disagreeable man or woman except to serve as warning for others not to become so.

It is surprising how many things a woman learns at a cooking school that she never makes use of.

Advertising Baker's Bread

The Fleischmann Company sounds its Message Monthly in the Street Cars

STREET CAR CARDS ADVERTISING BREAD FOR YOU APPEARED THROUGHOUT THE WHOLE MONTH OF JUNE

THESE CARDS APPEARED IN 45,500 CARS IN OVER 4,000 CITIES OF THE COUNTRY REACHING OVER 50 MILLILON RIDERS EVERY TWENTY-FOUR HOURS.

In the average community, the number of street-car riders, per day equals the total population of the community. This card was before the eyes of all these people, continuously, day by day throughout the month, urging the people to buy baker's bread.

And beginning August first, it will be replaced by another card repeating just as forcefully the same message. And so throughout the year.

National advertising like this is to all effects a local campaign, brought up to the very doors of your community.

Don't overlook the opportunity this brings you to link up your advertising with it

The Fleischmann organization will co-operate with you in planning sales promotion fitted to your needs.

THE FLEISCHMANN COMPANY

Fleischmann's Yeast *Fleischmann's Service*

The Western Canada BAKER

BAKERY, CONFECTIONERY and CATERING SECTION of The British Columbia Retailer

ATTRIBUTES TO A PERFECT LOAF OF BREAD

What is the best bread? This was the subject of a paper read at the Pennsylvania Convention at Scranton recently, by Adam Zeigler, which proved to be the nucleus of an interesting address which we reproduce in part for the benefit of our readers. Realizing that it would be difficult to answer such a question as the above by a single definition, there being so vast a difference of ideas and tastes between various localities, Mr. Zeigler states:

"We are, nevertheless, able to tell a few things that a loaf should not be.

"The definition will also be modified by the point of view. The question arises, 'Are you trying to bake the kind of a loaf the consumer wants?' or 'Are you trying to bake the kind of a loaf you think the consumer ought to want?'

The accurate judgment of a loaf involves a careful analysis of all its properties. It is not enough to look at a loaf and make this analysis unconsciously; each character must be taken in turn and studied by itself.

As a Loaf Should Be

The first thing in a loaf of bread that strikes the eye is the shape. It would probably be a difficult matter to induce the public to buy a loaf of bread having all three dimensions the same, that is, a cubical loaf.

Ungainly shapes of the loaf are sometimes caused by material change of weight without a corresponding change in the pan size. Sometimes the pan is too large for the dough, and a flat loaf is the result; at other times the reverse is the case, and a high loaf bulging over the sides is the result. A perfect loaf should be regular and symmetrical.

The color of the top crust or bloom should be attractive. The pale crust of over fermentation and the foxy color of under fermentation should be avoided. The deep reddish brown is the color preferred, with only a slight gloss; although the gloss is largely a matter of local preference. The color of the sides and bottom should not be overlooked.

After a loaf is cut, the character of the crust should be examined. A thin, crisp and tender crust is due to a cool oven and a tough crust often follows too much steam in the food box. Both of these should be avoided.

Blisters show errors of fermentation, but fine cracks running through the crust are not objectioanble.

The color of the crumb is important. The public does not demand a loaf that is dead white, but prefers the richer appearance of a loaf, with crumb of delicate creamy shade.

Few flours on the market will give a yellow color, if handled properly, and this may be avoided altogether by the use of more salt, more yeast, cooler fermentation and more thorough fermentation. For all these make a finer grain and the whiteness of a loaf depends on the grain and not the ingredients. That objectionable gray shade on a loaf is often the result of too warm a dough.

There is quite a difference of opinion regarding the grain. The home-made loaf is classed as course, rather than fine, and while too large holes should be avoided, extreme fineness savors over much of bakers' machinery. Streaks from the use of too much dusting flour and a folding in of the skin are inexcusable.

Oval, rather than round holes, are considered proof of good flour and proper handling.

A good texture, that is, the ability to tear off the layers of the bread and leave a silky surface, is evidence of well conducted fermentation, even though not so recognized by the public.

The feel of the crumb should be elastic, velvety, slightly moist. A dry crumbly loaf will certainly fail in the face of competition, just as much as an unbaked doughy loaf.

Flavor I take to means the combination of taste and smell. The characteristic rich bread flavor is evidence of plenty of salt, plenty of yeast and well controlled fermentation. With less than 1 per cent. of salt, bread is inclined to be flat and with 2½ per cent. is decidedly salty; from 1¾ per cent. to 2 per cent. salt according to the grade of the flour, seems to give the best results.

There is nothing like milk for improving the flavor of bread. Use as much as you can afford. You will not only recover the cost in increased sales, but you will be turning out a loaf of higher nutrition, that will create a permanent demand for your goods.

We can taste only things that are sweet, sour or salty. In all other flavors we unconsciously utilize the sense of smell. The public will soon tire of a loaf that is too sweet; and a sour loaf is due to warm dough and over-fermentation. This can only be sold in certain very limited localities.

The Bakers' Favorite

GOVERNMENT BRAND

Cream of the West FLOUR

THE HEDLEY SHAW MILLING COMPANY, LIMITED

MEDICINE HAT, ALBERTA

Phone Seymour 2245 Affiliated with MAPLE LEAF MILLING CO., LIMITED

Vancouver Office: 510 Hastings Street West.

Tickle Their Palates

AND YOU OPEN THEIR POCKETBOOKS

Rich cakes are the favorites.

The fact, that Bakers' Cottolene is 100% fat has made it a great help to bakers.

Bakers' Cottolene is all richness—all natural color. Its richness makes possible the same results with 12 ounces of Bakers' Cottolene as with 16 ounces of any other shortening.

MADE IN CANADA

If you don't already know Bakers' Cottolene, let one of our salesmen explain what it can do for you.

THE N. K. FAIRBANK COMPANY
LIMITED
MONTREAL

Bakers' COTTOLENE

Packed in Tierces, Half Barrels, Tubs and Pails.

Regarding the density of the loaf, its specific gravity or relation of weight and size, there is a wide difference of opinion in different parts of the country; in some places volume is wanted regardless of weight, and in other sections a rather dense loaf seems to meet the demand.

Keeping quality of a loaf is less important now, in these days of rapid delivery, than it was formerly. This depends largely on the amount of shortening used.

Check Up Your Loaf

It is a good custom, from time to time, to take one of your loaves at random, place it on the desk before you, cut it and impartially as possible estimate its value. Write down the percentage you will give each quality, add them up and determine the value of your loaf. See where it is lacking and in what particulars you can improve it.

The quality of a loaf depends almost entirely on two things—its ingredients and its fermentation. The best bread cannot be made from poor ingredients. No skill in handling will completely overcome lack of quality in the things that go into the loaf.

There are many ways of handling flour, but there is only one best way, and it is impossible to obtain good results by changing from car to car of flour without changing the fermentation, salt, temperature, yeast, etc., as so many bakers do.

No chemical analysis will give the information to be obtained from the handling and baking of a few loaves. A chemical analysis is a help, the determination of the absorption is of some assistance, but the final test of the value of a flour is a study of a finished loaf."

DON'T FOOL WITH QUALITY

These days, when in numerous sections of the country there are merry price wars going on among bakers, when members of the trade foolishly not only attempt to cut each other's business throats, but also their prices, the temptation is always near to lower the quality of one's product in order to keep up such a costly fight. A baker who permits himself to be drawn into a price war is bound to lose, but the baker who is unwise enough to believe that he can win out by lowering the quality of his bread and other products will be doubly the loser. The price for one's goods can always be regulated, and after the absurd contest is over in almost every instance prices can be put back where they belong without much explaining to the public. Whenever a baker, however, during such a conflict with his competitors tries to fool both himself and the public by making an inferior loaf of bread he will have a very hard time, indeed, to get back his business. The people may laugh and enjoy a price war among bakers for a time. and benefit thereby, but, as a rule, they are not apt to forget inferiority that even only temporarily has been palmed off on them. So don't be tempted. If you are weak enough to become party to a price war, don't let yourself be inveigled into lessening the quality of your goods. On the contrary, make the very best goods possible, and even if you should lose, as you are bound to, during a conflict of this kind among competitors, you will gradually get your money back, for the people will remember quality when the price has long been forgotten.

PROVINCIAL BAKERS TO MEET

Recommendations from the bakers of Victoria, calling for a joint conference of Vancouver and Victoria bakers for the purpose of forming a Provincial Bakers' section of the R. M. A. have been recently endorsed.

Retail bakers and confectioners acting upon advice from the Dominion secretary at Ottawa are refraining from paying a sales tax. Appropos to this fact, an enquiry was recently received from a baker at Merritt, B. C., for a ruling on this much discussed regulation.

The answer given was that where a baker or confectioner manufactures on his premises, bread, cake, pastry or confectionery for direct sale to consuming customers, no tax is collectable. Should, however, the aforementioned commodities be manufactured for sale to another dealer for consumer distribution, the sales tax is collectable. The provincial secretary advises that a wire from Ottawa is expected shortly confirming this ruling.

L. E. Richards of the Cabin Confectionery, Victoria, has recently been elected chairman of the Victoria baker's section of the R.M.A.

If a customer is willing to buy without hearing the whole of your story, close up the sale and tell the rest to somebody else.

BAKER'S ASSOCIATION

We are asked to state that the paragraph in a recent issue relative to the formation of the new Bakery Section of the Retail Merchants' Association, while correct so far as it went, apparently gave the impression that the Bread and Cake Manufacturers' Association of B. C. had ceased to exist, its activities being superseded by the R. M. A. Bakers Section.

This is not correct. The Manufacturing Wholesale Bakers of the province still maintain their own organization, the Bread, and Cake Mfrs. Association.

GANONG'S

G.B.

CHOCOLATES

Value of Telephone Service

From near neighbor to distant cities and villages, thousands of slender highways made alive by speech converge within the small compass of your telephone. The ears of people are within your call; their voices are within your hearing.

Telephone service cannot be estimated by usual values. Imagine how complete a revision of methods of living and working would have to be made if the telephone ceased to operate: The miracle of the telephone is realised at all times, and its ceaseless service puts its value almost beyond price.

B. C. TELEPHONE COMPANY

TO PREPARE NEW BREAD PANS FOR USE

In order that new pans may be thoroughly clean, removing all of the oily and acid matter which is used in preparing the metal and when manufacturing the pan, so that the first batch of bread will come out properly, it is necessary that they be tempered by baking them before being used for bread.

The best way is to put them in a medium hot oven for eight or ten minutes until they smoke and take on a bluish tint. Use a coarse cloth, preferably a clean flour sack or jute bag of any kind, and rub the pans well inside and out. Then while they are still hot, grease them thoroughly on the inside with pure lard. Allow the lard to soak in for a while. Then warm the pans slightly again, and take a piece of dough and wipe them out clean with it. Remember that this last wiping should be done with a piece of dough, as sack or other cloth often leaves lint or ravelings in the pan.

Before using them they should get the regular greasing, and it must be observed that the inside corners of the pans are properly lubricated. Be sure and do not grease the pans before you burn them out. If any of the pans are rusty, take a handful of salt and put it into these before burning them. Rubbing the hot salt in the pan after taking from the oven will remove the rust. The first greasing after burning the pans out should be done with pure lard. After that you may use whatever material you are in the habit of employing for this purpose.—Good News for Bakers.

WHY DELAY?

He was just going to help a neighbor when he died.

He was just going to pay a note when it went to protest.

He meant to insure his house, but it burned before he got around to it.

He was just going to reduce his debt when his creditors "shut down" on him.

He was just going to stop drinking and dissipating when his health became wrecked.

He was just going to introduce a better system into his business when it went to smash.

He was just going to quit work awhile and take a vacation when nervous prostration came.

He was just going to provide proper protection for his wife and family when his fortune was swept away.

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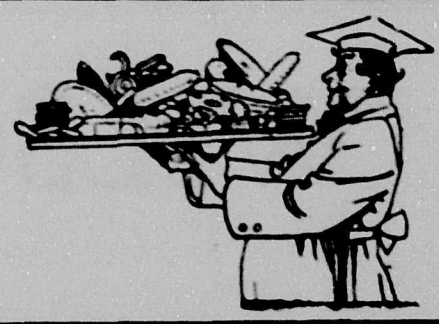
CAKES THAT ARE SELLING AROUND TOWN



Tested Recipes from Practical Bakeshops

Best Sultana Cake

2 pounds butter, 2 pounds sugar, 2½ pounds flour, 2½ pounds sultanas, 2 pound peel, a pinch of powder, 24 eggs, lemon flavor. Cream up the butter and sugar well together, add the eggs a few at a time, and finish by making a fairly free batter, using a little milk if necessary. Fill into well-papered hoops, scatter blanched split almonds on the top, and bake in a steady oven.

Fruit Cake

(A Foreign Recipe)

1½ pounds butter, 2 pounds sugar, 18 eggs, 2 pounds flour, ½ pound seeded raisins, ½ pound cherries, ¾ pound citron peel, ¼ pound angelica, a pinch of aniseed, a pinch of cloves, a pinch of nutmeg. Separate the whites from the yolks and whip up very stiff. Cream up the butter and the sugar thoroughly, add the yolks, a couple at a time, and beat well until all are thoroughly beaten in, after which add the mixed spices and beat. Mix the stiff whites very carefully into the batter, add the flour carefully, and finally fruit. Bake in large sizes in well-papered hoops in a moderate oven.

Common Ginger Cakes

12 pounds flour, 4 pounds golden syrup, 1½ pounds lard, 1½ pounds brown sugar, 4 ounces ground ginger, 1 ounce ammonia, 1 quart water, lemon flavoring. Sift the ginger with the flour, rub in the lard, mix in the sugar, and make a bay. Powder and dissolve the ammonia in the water, stir into the syrup, and turn all into the bay. Add the flavoring and sufficient color to give a rich tint to the batch, stir them in, then make all up to a stiff dough. Mold thoroughly, roll out sheets ⅛ inch thick, cut out with round cutter, and place the cakes on well-buttered tins. Wash over with a water brush, and bake in sharp oven.

Marquise D'Apricot

Here is a mixture that will be convenient for quite a variety of small and even large cakes. Rub up just light three-fourths of a pound of almond paste, gratings of two lemons, one strong pinch of cinnamon and trifle ground mace; tdd six yolks and two whole eggs, one-half cup of cream, one-half teaspoonful powdered ammonia, one pound powdered sugar, and and three-fourths pounds butter and, lastly, three pounds flour. Keep this dough an hour to stiffen it up a little; it will roll out more even and easier. After five to ten dozens of these marquis-shaped cakes have been cut out to about one-fourth inch thickness, make a mixture by boiling one pint of milk, one-half pound of best butter, one ounce sugar, one pinch mace, then stir in three-fourths pound fiour, and when partly cooled off add twelve or thirteen eggs so that it is something like a soft eclair mixture. With one fourth inch star tube form a border around the cake a trifie away from the edge, also with a small plain tube about the thickness of the end of a penholder form what is termed a variegated wreath. Bake these, after brushing with egg wash, in a moderate oven; when done to a nice delicate color, fill between the border with apricot jelly and the centre with pink rose fondant.

Apricot Sandwiches

1½ pounds flour, 1½ pounds pulverized sugar, 1½ pounds butter, 1 pound ground almonds, 1 ounce baking powder, 8 eggs, ½ pint milk, apricot jam (stoneless). Beat the butter and sugar into a light cream. Whisk the eggs to a very light froth, and stir it into the cream. Sift the baking powder with the flour and work it lightly in, then stir in sufficient color to give the batch a rich golden tint. Spread the batch on two shallow-edged, paper-lined baking tins, and bake delicately in a moderate oven.

Mangue D'Apricot

Pound and force through flour sieve one pound sugar, six ounces blanched almonds pounded or rolled and well dried; add sixteen egg yolks, the gratings of two lemons, and one tablespoonful rum. When light and foamy beat fourteen egg whites very stiff; add one pound flour, and six ounces of melted butter, turn this into one-half inch thick sheet and bake in a moderate oven. Make two sections out of it, and fill with apricot jam; put this on a papered board; with a soft macaroon paste form one-half inch bar over it; let this dry after sprinkling with crushed loaf sugar and evenly chopped almonds. Bake in a moderate oven, and when done run a reddish apricot string between the macaroon lines; cut into bars one inch broad by three inches long.

Stamboul Cakes

Mix fourteen ounces sugar, six egg yolks and ten beaten whites, a pinch of salt, a tablespoonful of orange-flower water, one pound ten ounces of flour. Work this by hand to a smooth paste, then beat it well on the board with a rolling stick; let it stand for twelve or fourteen hours; beat again, let stand for another hour or two, then roll out one-fourth inch in thickness, and cut up into crescent shapes, and prick them well with the fork; place on dusted cloths, then drop into simmering water in a shallow pan; when they rise, remove and put them on cloths to dry; when ready, place them in greased pans and bake in a moderate oven.

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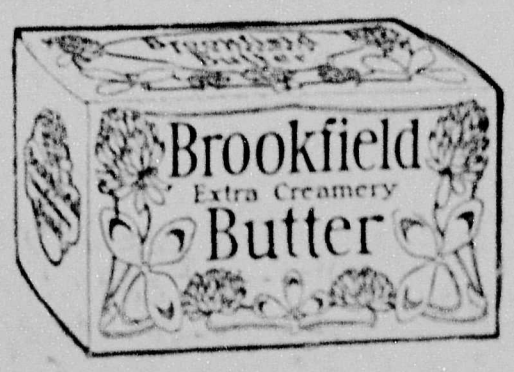
Brookfield  BUTTER

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