THIRTEENTH YEAR

AUGUST, 1921

THE BRITISH COLUMBIA RETAILER

Dry Goods - Groceries - Hardware - General Merchandise

20c Per Copy; $2.00 Per Year. Vol: XII, No. 12 VANCOUVER, B.C.

Announcement

- By -

A. P. SLADE & CO.

The firm of A. P. SLADE & CO., Water Street, Vancouver, for many years in the Wholesale Fruit and Produce Business, beg to announce to the readers of the B. C. Retailer that they have opened a wholesale Grocery Department and will give to their many old, and, we trust, new customers the usual "Slade Service" in filling your orders for staple grocery lines.

This new branch of our business will be in charge of Mr. Geo. S. Kellaway who was for many years in the wholesale grocery trade in Alberta.

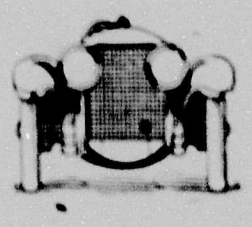
Your orders either by phone, mail or personal visit will be appreciated.

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"

Our cans are made in B. C.

Our boxes are made in B. C.

Our fruit is grown in B. C.

Our vegetables are grown in B. C.

Our factory is in B. C.

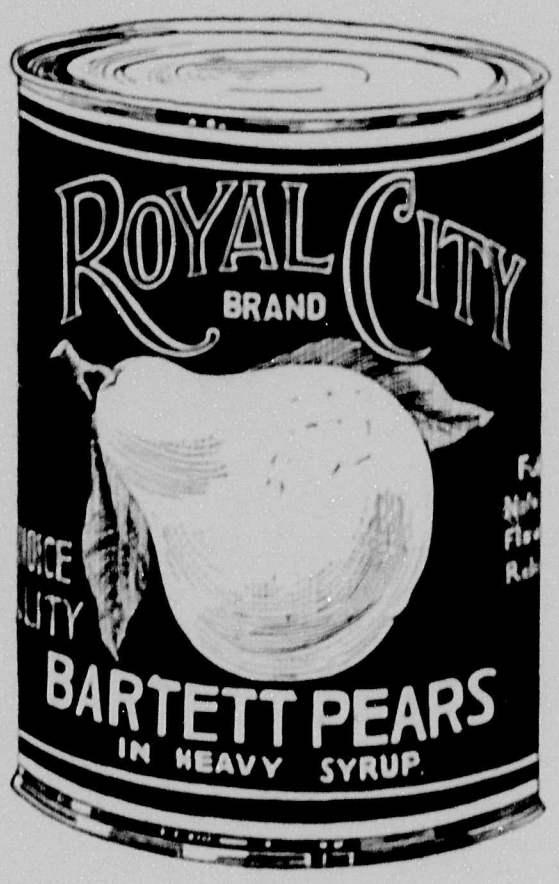
WHY?

shouldn't you push the sales of our lines?

IF

you don't then we both lose.

Keep your money in B. C.



Our Bartlett Pears in heavy syrup are just about the finest packed.

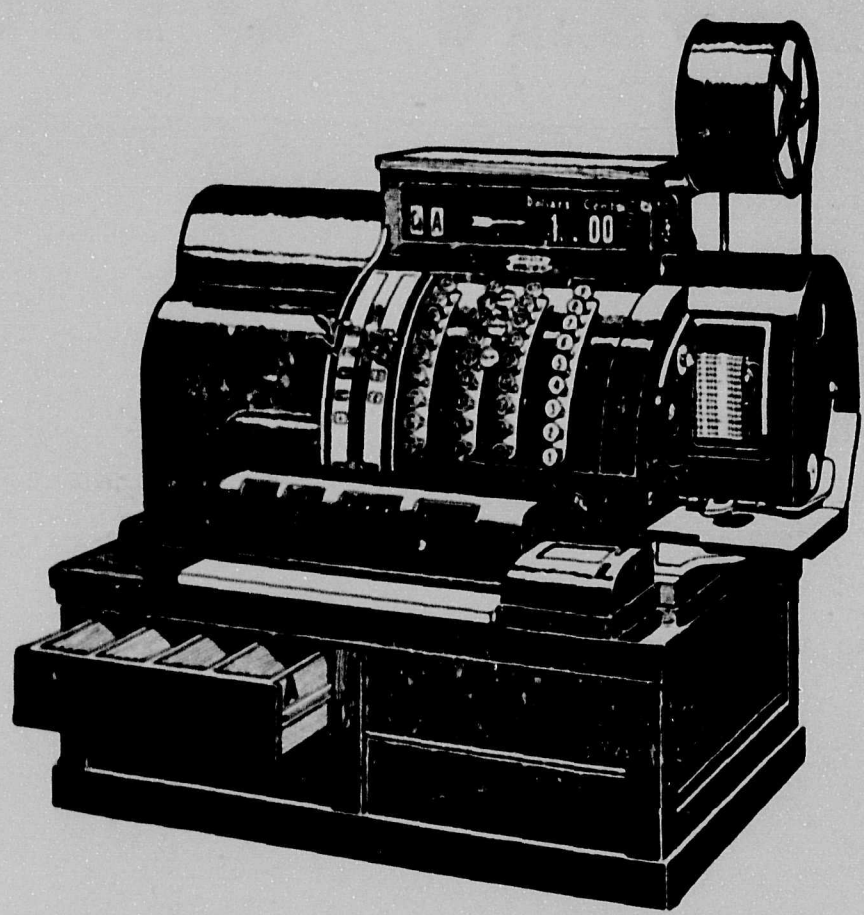
If you haven't them get them on your next order from any wholesale grocer in B. C.

They will increase your canned fruit sales.

To make B. C. a real live province, you Mr. Retailer must push the sale of B. C. made goods.

There is none the equal.

Merchants need National Cash Registers now more than ever before



(1) They stop mistakes.
(2) They stop losses.
(3) They decrease expenses.
(4) They improve trade.
(5) They increase profits.

We make cash registers for every line of business.

Price $110 and up.

Easy payments. Liberal allowances for old registers.
Old registers bought, sold, repaired, and exchanged.

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

Maintaining a Reputation

Every Eddy Product you stock carries with it the responsibility of maintaining a reputation for superiority sustained continually since 1851.

Better Quality and Better Value are assured by the name Eddy. Eddy Advertising keeps the public "sold" on the merits of Eddy's Matches, Indurated Fibreware, Paper Specialties, etc.

Let your customers know you handle Eddy products.

Made in Canada, by Canadians, for Canadians.

THE E. B. EDDY CO., LIMITED

HULL, CANADA.

"What shall I Use to Save the Surface"

Many customers are buying paint and varnish as the result of continued "Save the Surface" advertising.

You have a wonderful opportunity to advertise your experience in selling the right product for the right purpose.

"Service" is the magic word of merchandising. Tie up your service with the "Save the Surface" propaganda that is going to your customers and prospects. There are many ways by which you can advertise the fact that you sell Surface Protection.

Many suggestions for paint and hardware dealers are illustrated in the Dealers' Catalogue entitled "Selling Surface Protection." If you have not received a copy, write for it. It is yours for the asking.

"Save the Surface" Campaign Committee

Room 509, 107 St. James St. **MONTREAL.**

The BRITISH COLUMBIA RETAILER

Published Monthly. THIRTEENTH YEAR

GROCERIES, DRYGOODS, HARDWARE, FOOTWEAR, 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

There appears but little change in the general trading situation with the exception of a better sentiment existing in commercial circles. This, presumably is on account of the approaching harvest which is officially estimated at 288,493,000 bushels.

Under present world conditions, it is indeed fortunate that the great proportion of Canada's exportable surplus is in the nature of essential foods, for which there will be a large demand, once industrial activity abroad shows a revival.

Nations, moreover, which either absolutely, or by tariff are prohibiting the importation of manufactured articles will eventually find it necessary to accept the products of other countries in order to dispose of their own manufactured articles, otherwise they will be unable to re-establish their credits, or make provision for the payment of their debts.

Barriers, constructed by restrictive tariffs are hampering these countries, and such legislature cannot but have the effect of retarding the material recovery of trade.

Canada is to a large extent an exporter of manufactured goods, and owing to prevailing conditions, it is difficult to market merchandise abroad, merchandise which is not absolutely essential to the needs of the importing country.

A further readjustment must take place before the demand for food products, or other merchandise usually exported from Canada can expand materially.

Meanwhile there is need for caution and economy in all branches of commercial activity, until order has been brought into the economic life of the universe.

Standardization.

There seems to be an epidemic of new grocery stores springing up in town and country districts.

Retiring farmers, mechanics and others who have no experience in the grocery business are starting up new stores, or are endeavouring to buy out established houses.

It has been proved by past experience that retail trades have an attraction during times of depression and unemployment, and the present situation seems to be developing a similar tendency. Possibly it is the old story of one fellow thinking that the other has the easiest job, in the world, but those who go into the grocery business (or indeed into any other branch of the retail trade), lacking experience, and thinking it a simple way of making a living are apt to wind up in the bankruptcy court.

To be a successful merchant under existing conditions requires close application to all details, a thorough knowledge of all merchandise handled, and of general business principles.

If unqualified doctors and dentists were to commence practicing in our midst, their depredations would be quickly curtailed by the medical and dental professions, not only because they would prove a menace to the prestige of those professions, but also because they would constitue a danger to the public.

Although retailing cannot be classed as a profession, it seems incredible that the wants of the consumer should be entrusted to irresponsible and unqualified retailers, or that these so-called merchants should be permitted to continue their depredations with no apparent effort being made to stem their demoralizing influence upon the retail world.

The buying public in the larger communities are in a position to dispense with services of such retailers but in up country districts, where one, or possibly two stores must supply the requirements of the surrounding country, there is but one remedy for consumers who are unable to rely upon the integrity of the country storekeeper. That remedy is the mail order house.

It does not necessarily follow that an unqualified retail merchant is intentionally dishonest. Inexperience and the lack of merchandising knowledge cause him to commit countless blunders, and he is apt to be careless of the prices he asks for his wares from his customers, provided he is able to meet his obligations to the wholesaler. Such carelessness in bygone years, might possibly have been overlooked, when conditions were more satisfactory, but the purchasing public wherever located is fast becoming a competent judge of the relation of value to price, and once suspicion is aroused regarding the country merchants prices, that merchant will find it almost impossible to regain confidence lost through overcharging for even the smallest item of household requirements.

It may possibly eventuate that all retail merchants shall be compelled to obtain a certificated knowledge of retailing merchandise before being granted a licence, and it would seem that by this method alone, will the undesirable purveyors throughout the country be disposed of, the reputation of the retail world upheld, and the necessity for patronizing the M.O.H. be to some extent dispensed with.

New methods of distribution are evident, where large organizations with almost unlimited capital, manufacturing the several commodities handled in the retail store, distribute through channels controlled, and in many cases, operated by themselves.

The International Shoe Company of St. Louis, Mo., the largest concern of its kind in the world, with a capital of some $40,000,000 have adopted this system. The company controls 50 shoe factories, tanneries and supply houses, and represents approximately one-seventh of the American shoe output today.

It cannot be supposed that this system will be adopted for every line of goods manufactured for retail distribution, yet it is vitally necessary for the retail world to be alive to the fact that the consuming public who have purchased merchandise from untrustworthy storekeepers, will not only discontinue their patronage but will turn to the mail order houses for their requirements or to the manufacturing retailers (if such a term be permissable). If no action is taken to counteract the presence of retailers lacking a fundamental knowledge of their business, the legitimate retail community will suffer irreparable demoralization.

Successful Convention of Provincial Board R.M.A.

Executive and Members Meet at Duncan, V. I.

The Fourth Annual Convention of the B. C. Board Retail Merchants Association of Canada, Inc., held in the Oddfellows' Hall, Duncan, V. I., on Wednesday 27th, and Thursday 28th, July, provided ample evidence of the many difficulties confronting the executive, and the persisent efforts they are making to overcome them.

His Worship Mayor Thomas Pitt of Duncan in a few well chosen words, made the visiting delegates welcome, remarking that twenty years in the retailing business entitled him to a knowledge of merchandising problems, and he sincerely hoped that the deliberations of the Convention would be helpful to the members, and beneficial to the community at large.

M. J. Phillips, president of the B. C. Board, replied on behalf of the delegates, thanking his worship for the hospitality proffered and was convinced that the visitors might look forward to a pleasant sojourn, and carry away with them a favourable impression of the city.

Registration of Members and Visitors.

Registration took place between the hours of 10 to 12 noon July 27 and continued throughout the two days of the Convention. Among the names of those registered were:

G. H. Jacobson, (New Westminster); J. A. Knight, (Ladysmith); Richard Thompson, (North Vancouver); R. W. Smith and B. S. Ross, (New Westminster); C. C. White, (Duncan); W. F. Ing, (New Westminster); J. P. Fink, (Cranbrook); A. H. Peterson, (Duncan); R. A. Thorpe, (Duncan); L. E. Richards, (Victoria); A. E. Cornwell, (Victoria); S. R. Kirkham, (Duncan); M. J. Phillips, (New Westminster); D. H. Kent, (Vancouver), Jas. Harkness, (Vancouver); J. H. Ashwell, (Chilliwack); W. A. Kerr, (New Westminster); G. H. McRobbie, (Vancouver); Harvey Murphy, (Nanaimo); A. Brockhurst, (Victoria); W. W. Ballard, (Victoria); D. Leckie, (Kelowna); T. F. McDowell, (Vancouver); J. C. Dakin, (Nanaimo); W. M. Dwyer, (Duncan); R. H. Ormand and G. E. Armstrong, (Nanaimo); T. G. Cox and A. T. Bind, (Port Alberni); T. F. Wilcox, (Kamloops); Chas. March, (Kamloops); A. P. G. McDonald, (New Westminster); F. M. Griffith, and C. Stinson, (Vancouver); G. Herring and W. R. Griffith, (Vancouver); G. W. Ross, (Ladysmith); A. T. Searle and E. Bailie, (Ladysmith); J. L. Ward, (Nanaimo); G. S. Hougham, (Vancouver) Provincial Secretary, E. Bent, Saskatchewan, R. H. Fairley, (Vancouver); Provincial organizer; N. B. Whitley, Howard Seabury and A. B. Derryfield, representatives of the Northwestern Mutual Fire Insurance Co.

Luncheon Adjournament

At 12:30 adjournament was made for luncheon at Leylands restaurant, where Walter Paterson, manager, Cowichan Creamery Association, delivered a short address on "Co-operation between the Farmer and the Retailer." Good feeling must exist between the merchant and the customer, Mr. Paterson stated. This was difficult when the consumer was also a producer, and the retailer derived but little benefit from the farmer-customer. The remedy was co-operation on the part of the farmer which would lead to wider markets and the satisfactory disposal of his produce. By concerted action Mr. Paterson claimed, the farmer would place himself in the same position as the manufacturer, employing the same machinery for the distribution of his commodities.

Committees Appointed.

The appointment of the various committees by the President was the next proceeding. The following were elected:

Finance—Ross Smith, D. Leckie, R. H. Ormand, H. B. Nelson, J. T. Crowder, (chair)

Legislation—T. F. McDowell, T. J. Wilson, G. H. Jacobson, J. C. Dakin and W. Ballard.

Association Welfare—T. F. McDowell, A. W. Neil, A. Brockhurst and T. J. Wilcox.

Resolutions—G. H. McRobbie, C. Marsh, J. P. Fink, (chair.), Clements and A. H. Peterson.

Nominations—J. A. Knight, J. Harkness and L. E. Richards.

After the various reports had been presented, they were referred to a special committee, connected with the reports committee, which consisted of C. G. White, B. S. Ross, G. H. McRobbie and J. H. Ashwell, for discussion.

President's Address.

President J. T. Crowders' address on the subject of "What a Grocer Should Know About the Grocery Business," was warmly received. A bright incisive speech resulted in the decision that the board should investigate the advisability of setting standards for retailers.

Discussion arose upon the question of Orientals usurping the grocery trade in Vancouver and it appeared to be the general opinion that the Chinese were creating a

situation which would require immediate attention. The Provincial Secretary pointed out that it was a question which would have to be considered by the government, and that the retail grocer alone was powerless to deal with it, involving at it did licence inspection and immigration control. He pointed out further that it was the public who buy from the Chinese grocer, and the question if attacked solely from the retail grocers' point of view would eventuate in the Association laying itself open to severe criticism.

Mr. Crowder concluded by suggesting that if a standard be set up before anyone could enter the retail grocery business, such a precaution would result in benefit for all concerned.

The Work of the Dominion Board.

G. H. McRobbie, vice-president, Executive Council, R. M. A. of Canada, followed with an interesting talk upon the work of the Dominion Board, and explained that the functions of that board were to harmonize and crystalize the views of the various provincial boards and thus create policies which should command the whole weight of the Association. In regard to the N.S.F. question, Mr. McRobbie stated that although the Dominion Board had recently been in communication with the Department at Ottawa an amendment in connection with this matter had been filed as it was regarded as impracticable at the present time. Referring to Orient immigration, the question was asked whether any new arrangement had been made with reference to the treaty of Commerce and Navigation. Mr. McRobbie replied that the only terms of that treaty were that Canada was partial to immigration only when Japan promised to limit immigration to 500 entries per annum; that the agreement was entered upon between Canada and Japan in 1905 and would not expire until 1923. Canada, Mr. McRobbie stated had a Sovereign right, however, to control immigration from Japan and that although the Imperial government had the privilege to veto this, that privilege had never been exercised.

Adjournment for Dinner.

At 6:45 the delegates assembled for dinner, the speaker for the evening being M. A. McDonald, K.C., M.L.A., who chose for his subject, "Pacific Problems." This brilliant address was much appreciated by delegates and members. The speaker touched upon many items of moment, phophesying that Japan and China would be the centre of the world's future trade, and urging that the friendliest relations be maintained with the Orient, so that advantage may be taken of future Oriental trade expansion.

Morning Session July 28th.

The meeting was called to order at 10 a m. by President Phillips, the roll call of the delegation being the first item on the programme.

Group of Convention Delegates at Duncan, V. I.

The morning was spent in the presentation of reports by the various committees, after which the Convention adjourned for luncheon. Mr. Hugh Savage, editor of the "Cowichan Leader" entertained the assembly here with his remarks, embracing the subject of "The Country Newspaper and the Retailer." From such a topic Mr. Savage evolved a most interesting discourse and the sumptuous repast set before the delegates, came within an ace of being entirely disregarded. So enthralled were his audience!

Following Mr. Savage, a forceful talk by J. A. Cunningham on "Made in B. C. Merchandise" preluded the afternoon session, the Convention re-assembling in the Oddfellows'

hall at 2:30 p.m. with the president in the chair.

A resolution applying to the retail implement dealers of Saskatchewan tabulated for the conference, was laid aside for deliberation at the Dominion Convention to be held in Winnipeg, August 23, 25, as it was considered to be outside the province of the convention.

A resolution, that the Provincial government establish a system of co-operation with the Dominion government both as regards the method of assessment and the collection of the provincial tax, and that the personal property tax be entirely abolished, was adopted and carried.

In connection with the existing Provincial Shops regulation Act, relating to early closing, and considered inadequate by the R.M.A., it was suggested that the executive of the B. C. Board apply for legislation similar to that at present enforced in the shops regulation act in Manitoba. Following interesting addresses by Howard Seabury on "Fire Insurance Pitfalls," and by Mr. Sutherland, who spoke on "The Selling Value of the Show Card," the conference again got down to serious business.

Among important subjects dealt with were: "The Fraudulent Advertising Act." "The Egg Marking Act," "Food and Drugs Act," Wholesalers Selling Retail, N.S.F. cheques, Oriental immigration, M. O. H. Competition, Selling of Second hand merchandise, "Dominion Bankruptcy Act," purchase of alchohol for medicinal purposes, profits on resale of gasoline, freight and express tariff, trade section work, also the setting of a standard for retailers.

Official Dinner.

The Convention then adjourned for the Association official dinner at 6 p.m. where Mr. J. Y. Copeman, president of the Cowichan District United Farmers of B. C. addressed the diners upon the subject, "The Significance of the United Farmers' Movement." This able address was fully appreciated and a hearty vote of thanks was tendered the speaker.

During dinner hour vocal solos rendered by Mr. Dick were freely enjoyed.

Evening Concert.

At 8:45 p.m the assembly repaired to the Agricultural Hall where they were entertained to a concert given by the Cowichan Amatuer Orchestral Society. Special mention must be made of the well rendered programme, and the delegates, one and all, expressed themselves delighted with the very high order of the music and the undoubted talent of the artistes.

Election of Incoming Executive.

At the conclusion of the concert the following were elected officers of the incoming executive:

President—J. T. Crowder, druggist, Vancouver.

J. T. CROWDER.
President Elect of Provincial Board 1921-1922.
By his proved ability and tireless energy in connection with R. M. A. affairs, Mr. Crowder has justified his re-election to this difficult position.

Vice-President — Harvey Murphy, Men's furnishings, Nanaima.

2nd Vice-President — Ross Smith; Ladies' Wear, New Westminster.

Treasurer—Daryl Kent, Music Dealer, Vancouver.

President's Report.

President J. T. Crowder, in his report stated that the attendance at the Provincial Executive's meetings throughout the past year had been 100%, and that this was exceedingly creditable, when it was realized how widely separated were the districts whence the executives had to come. They had willingly sacrificed their time in order to attend these meetings and their presence was all the more appreciated on this account.

After alluding to the large variety of subjects that had come before the Provincial Executive for their consideration and attention the president stated that the major achievement was unquestionably the withdrawal of the Luxury Tax by the government in December of last year.

The stubborn attitude taken by retailers in regard to collecting the Luxury Tax by stamps and cancelling machines, was accountable for a letter received by Vice-President McRobbie from Dominion President J. A. Banfield, Mr. Crowder remarked. In that letter the phrase appeared "It takes the West to take a stand like this, and the extreme West at that."

The Association Official position, Mr. Crowder stated, in connection with the question of national revenue was that any tax upon merchandise, which the government felt to be necessary, should be placed upon such merchandise at the point of importation or manufacture and absorbed in the chain of distribution, in order to, eliminate departmental costs and regulations.

Application of Sales Tax.

Mr. Crowder pointed out that the Sales Tax in the 1920 Budget had been applied to the manufacturer, and the same method has again been adopted this year. The Department of Inland Revenue had chosen to interpret the term manufacturer in such a manner as to create the largest possible revenue, infleting by that interpretation considerable violence upon the English language. The ruling that many bone-fide retailers were manufacturers, presumably because they took a partly finished material and made from it a finished product was not logical. The Association's council at Ottawa, the president continued had declared that people engaged in such business were retailers and not manufacturers, and is protecting Association members from prosecution with very real results.

The steadily increasing membership and the consequent increasing demand for service had necessitated an increased office staff, Mr. Crowder continued, and also the securing of larger premises.

In concluding Mr. Crowder said, "Your Executive officers in presenting this report through your President desire that the work of the past year should be carefully analysed and are prepared to receive any constructive criticism and comment that the membership here represented may have to offer. The word "Convention" is possibly a misnomer as applied to a gathering of this kind. Properly speaking this meeting corresponds to an annual gathering of shareholders in a corporate concern. Your Executive officers

are your Board of Directors, and you are here today to receive and consider their reports. As shareholders an obligation rests upon you to take an active interest in the affairs of the concern in which you have invested money and confidence. It is the earnest desire of everyone identified with this work, and in this I am very properly including your paid officers, to make of the Association in this province an effective unit capable of rendering the maximum service to each individual member when required, as well as expressing their collective viewpoint upon matters fundamental to the entire retail trade. I would therefore conclude this report by repeating to you to give to it and the reports of your officers careful consideration with a view to securing the greatest benefit for the greatest number."

Secretary's Report.

Provincial Secretary Geo. S. Houghan in reviewing the year's work commented upon the increased membership, which after two years uphill work now totalled 882. New branches had been organized at Penticton, Abbotsford, Ladysmith, Courtenay and Victoria. The branch at Merritt had ceased to function and the South Vancouver branch was now incorporated with Greater Vancouver.

Mr. Hougham advocated the further development of trade section activity, plus service to the individual members in their own store, or place of business.

G. S. HOUGHAM
Secretary Provincial Board, R.M.A.

In speaking of the Automobile section, the secretary stated that this section was the most active and agressive unit of the B. C. Board. After commenting upon the many resolutions dealt with during the past year, and the satisfactory results made possible through organized activity, Mr. Hougham stated, "In two years, or rather less, you have emerged from a comparatively obscure position to that of a recognized public body, and the Retail Merchants Association is quoted, both by other public bodies, and by the public generally as the official mouthpiece for the retail trade. It is so recognized also by legislative bodies, and occupies a position in the community which involves a sense of responsibility which your executive officers have endeavoured to clearly recognize in anything and everything that they have said or done. Your secretary is convinced that if some of the difficulties with which we are immediately faced in the organization can be remedied (and there is no reason why they cannot) the B. C. Board of the Retail Merchants' Association of Canada, while the youngest child of the parent organization, will not require to offer any apology to the rest of Canada for the part that it has played in the National organization from time to time."

WHY CUSTOMERS LEFT THE STORE

In an affort to secure the cause that led to old customers forsaking his store and deal with others, a merchant sent out letters asking for a frank avowal of the cause of the transferance of patronage. One hundred and ninety-eight replies were received which were tabulated as follows:

Indifference of Clerks	47
Insolence of Clerks	16
Attempts at Substitution	24
Unnecessary delays	15
Errors	18
Tactless business policies	11
Tricky Methods	18
Bad arrangement of store	9
Slow Deliveries	18
Ignorance of clerks concerning goods	6
Overinsistence of clerks	16

In only one of these classes of the cause for old customers leaving the store to trade elsewhere can be laid directly to the store itself. The bad arrangement of the store caused 9 customers to leave. Even this arrangement may be partly due to the employee and not altogether the merchant's own fault. Add to these 9, the 18 cases of slow deliveries and the 11 cases of tactless business policies, there are 38 cases that are probably not entirely due to the salesperson behind the counter. That leaves 160 cases out of the 198 where the salesperson actually drove the customers away from the store by bad service.

The merchant cannot escape blame in these cases either. There were 24 cases of attempts at substitution. Was the merchant behind this? In all probability he was because he expected sales at any cost. There were 18 cases of tricky methods and 16 of overinsistence. These can all be laid to the door of the merchant who expects the salesperson to make a sale, no matter what the consequence.

The efficiency of the salesperson can be raised to such a point that a 20 per cent. reduction of the staff will not affect the business. Until the salesperson is made more efficient the staff cannot be reduced one per cent. without loss to the merchant.

Erecutive North Vancouver Branch R. M. A.

A regular meeting of the newly organized local branch of the Retail Merchants' Association of Canada was held on Monday evening, July 25th, in the Vernon Feed Co.'s store, First street east, North Vancouver. Following are the officers of the local association for the year: President, Richard Thompson; first vice-president, F. A. Young; 2nd vice-president, Ed. Dickinson; secretary, A. E. LaMothe; treasurer, T. L. Johnston.

The lady—Oh, there is still some dew on these wonderful flowers you brought me.

Her Beau (absentmindedly)—Yes I know, but I'll settle up for them on pay day.

Impressions of a Convention

Written for the B. C. Retailer by Hugh Savage.
Editor of the Cowichan Leader.

To write what I think of the R. M. A. convention is almost as difficult as a speech on the significance of the farmers' movement, for it must necessarily bear on the significance of the retailers' movement.

Denunciation of class organization is common in the daily press and in the mouths of the old-time politicians. It is prompted by motives which include fear. I do not fear class organization. On the contrary I favor it. I believe that the organization of every class, bound by comman trade or business interest, will lead to the settlement of world unrest and to the solution of the capital versus labor deadlock.

So far it has been the few who have realized the power of organization. These few are at the top of the busines pyramid. These are they, who, since the dawn of Confederation, have imposed their will on the strata below them and have influenced legislation in all the assemblies.

We are living in wonderfully interesting times. Whether or not we like it or want it, the whole structure of our social edifice is undergoing change—by evolution rather than by revolution. One of the most important phases of this evolution is the banding together of trades and business classes.

It is a simple mater to organize the banks or the railways of Canada. It is a different problem when one essays the massing of a class great in individual number and varying greatly in degree of business intelligence. Hence the long years of spade work which preceded the agrarian awakening east of the Rockies. Hence the difficulties which lay before the retail merchants.

The Duncan convention showed that they now have their feet on firm ground. The decisions there made should result in greatly accelerated progress. When all classes can speak with their several voices they will react on each other and keep each other's influence within due bounds. They are all interlocked and interdependent. If organization has been followed by proper education each class will want the other to get fair play and fair profit.

One cannot federate a mob or a series of mobs, but one can deal with organized classes. Federation of Canadian business on these lines will bring us closer to the federation of mankind. It will yet come to be seen that there is danger to the body politic as long as any one class remains unorganized. In that condition it exposes itself to exploitation. Its members are left to fight a hopeless battle single handed.

Organization of classes in business makes for better business, better men in busines and, consequently better service to the public and to the State.

How often do inquiries into business conditions, on farm or in store, reveal the need for "organization, education, co-operation?" Everywhere there exists an amazing lack of knowledge of costs, disregard of the golden rule on the plea that "business is business," and failure to realize that business is inextricably interwoven with the statutes and laws of province and Dominion. Heretofore laws have been influenced almost solely by the few organized classes. There will be better laws, fair laws, when every class in business brings its influence to bear on legislation.

Three topics were inevitable at the Duncan convention. They were reforms which it is desired to effect by legislation; improvement of relations with other trade classes; and educational addresses. One cannot attend a business convention without learning something. Many can testify that the moneys paid and service given by them to their trade or class organizations are investments yielding one hundred per cent. profit, plus pleasure.

Would it not be an advantage if all retailers, whether or not members of the B. C. Board, would make an effort to attend the annual convention? By pooling railway expenses it might be made more convenient for the most remote point to be well represented.

There will always be scope for individualism, but the grocer or garage owner who thinks that he can stay outside this modern social development of class organization is either living in a fool's paradise or is mean enough to take all and give nothing.

The menace of the Oriental in this province is, by itself, sufficient business reason to induce every retailer to stand with his fellows in seeking prevention and cure. B. C. retailers are to be congratulated on having with them, not alone in their paid officials, but among their directors, men in whom the qualities of leadership are evident.

The organization of retail trade sections is a step of far reaching importance. The bonds between the grocer in Duncan and Kelowna and Vancouver are, in a class trade sense, closer than they are between the grocer and the butcher in either town. The principle of class organization is to be carried one step further. By devolution the great class of retailers will now organize its own sub-classes. Thus the bakers or the stationers of the province may become united and tackle their own special trade problems but, these battalions of separate trades stand together as a great army of organized retailers—an army which will swell into a host, greater by reason of this change in policy.

The common interest of those following diversified retailing in any given community which has an organized branch office appears to be strongly influenced by the work of what is really a bureau of credit information. The decision to separate the provincial and Vancouver offices was a wise one. Toronto has given birth to many Canadian organizations, just as Vancouver has incepted and watched over the growth of many in B. C. With growth there may have arisen jealousy and suspicion among the branches. One prefers to think of it as local pride which, realizing the debt it owes to the mother city, wishes a measure of autonomy and more voice in provincial affairs.

It was of interest to note the kinship of aim shared by farmer and retailer. The farmer desires to eliminate—not the middleman—but the superabundance of commission agents who give that gentleman such a bad name. The retailer wishes to deal as closely as possible with the manufacturer and not through a chain of jobbers. When these aims are realized we shall hear less criticism from the public and more approbation.

In many of its parts the machinery of business has become cumbersome. The public is not always asleep. It is justified in objecting to supply the oil for unnecessary parts.

I was asked to criticize. I have given a few thoughts and opinions. Every retailer in the province should answer the call of the R. M. A.

AMONG THE RETAILERS.

Geo. H. Wyatt, clothier of McBride, B. C. is reported to be discontinuing business.

D. S. Curtis & Co., druggists of New Westminster are incorporating.

The Burdett Cash Store of Vancouver, B. C.—Stock for sale by Trusts & Guarantee.

The Crawford Battery Co. Ltd., of Vancouver are reported to be opening a branch in Nanaimo, B. C.

S. Misumi, women's wear, Vancouver have assigned to C.C.M.T. Assn.

Trail, B. C. was visited by a destructive blaze on July 25 when G. M. Marlatt's dry goods store and Wagstaff and Vestrups hardware stores were gutted. Practically the entire stock of both stores was saved with a total loss probably under $10,000, covered by insurance.

T. K. Caine has opened his new meat market, 2300 4th Ave., W., Vancouver. The store is a two story structure, modern in every way and equipped with all up to date features.

The Canadian Bank of Commerce is opening a branch at corner of Douglas and Cormorant streets, Victoria.

Samuel Flash (estate), clothing and mens' furnishings, Victoria, have sold stock to Moses Lenz.

J. E. White of Victoria, incorporating as Rose Confection Co. Ltd., authorized capital $20,000.

The Hastings Shoe Co. are now located at 50 Hastings street east, Vancouver.

E. Bailey, grocer, of Grand Forks B. C. is reported to be negotiating for the sale of his business.

The Dawson Creek Trading Co. of Pouce Coupe—Stock reported sold to G. F. Hart.

Cruikshank & Field, grocers of Vancouver, B. C. are reported to have sold out.

The General Fancy Goods, Ltd, of Vancouver, B. C. have assigned to C.C.M.T. Assn.

Farmers Co-operative Assn., Inc., of Victoria, B. C. have assigned to P. Wollaston.

The death occurred recently of R. J. Nott, who was in the plumbing and heating business at Victoria, B. C.

J. W. Elliott, butcher of Williams Lake, B. C. reported burnt out.

Fraser & McKenzie's general store at Williams Lake reported burnt out.

Brereton & Wilson, proprietors of the Pioneer store at Clive, B.C. have been succeeded by Arthur Bennett.

G. A. Crerar's general store at Errington is now being operated by R. J. Trundle.

H. G. Cox, formerly proprietor of Thorburn grocery at Esquimalt, has sold out to F. J. Slade.

Dominion Canners are reported to have suffered fire loss to one of their plants at Kelowna, B. C.

Shepard Fruit Products Co. of Kelowna suffered loss by fire recently.

D. H. KENT
Treasurer of B. C. Board R. M. A. 1921-1922.

Murdoch Leitch has recently taken over the Williams Hardware store at Mannville, B. C.

The death of W. R. Grieve, former druggist of Prince Rupert, took place recently.

Bailey Sign Co. of Vancouver is dissolved.

Harry McLeod, grocer of Vancouver is reported to have sold his business.

R. S. Ford & Co. Ltd., Importers, etc. of Vancouver, have assigned to the C.C.M.T. Assn.

Alex Hendry, grocer, of Victoria, has sold out to W. Pedder.

M. D. MacLeod, grocer and feed store, Victoria has sold out to C. H. Towler.

J. McFarland is the successor to F. A. Patterson, grocer of Kamloops, B. C.

H. T. Chaplin & Co. have succeeded Winter & Chaplin Kelowna, B. C.

The store of Walters & Bartlett, 1388 Kingsway, Vancouver is now run by S. Bartlett.

A. LaBelle is successor to H. McLeod, 2598 Eaton street, Vancouver.

Johnston & Hendersons' store at Hopkins Landing, B. C. will in future be known as Mr. S. J. Johnston.

Collen & Anderson are now operating the store formerly run by J. K. Anderson.

Mr. J. Frasen is successor to Mrs. Ross of 803 34th Ave. east, Vancouver.

G. W. Bell has purchased Elliotts grocery of 3282 Main street, Vancouver.

A. E. Smith is now operating the store formerly known as R. C. Miller & Smith at 908 43rd Ave., east, Vancouver.

H. C. Lee 1996 2nd Ave, west, has moved to 164 28th Ave. east, Vancouver.

T. Bailey, grocer of Grand Forks, B. C. has been succeeded by McLeod & Henderson.

P. Phillips, grocer, formerly of Canford, B. C. is now located at 2908 Easton street, Vancouver.

Th Walsh Importing Co., of 1743 Commercial Drive, Vancouver is now known at the Blue Bird Confectionery.

of 3425, 9th Avenue West, are now located at 3424 Commercial Drive, Vancouver, B. C.

W. A. Moore's store at Silverdale, B. C. will in future be known as Moore's grocery.

PARTNERSHIPS.

Morrison & Tover—R. C. Morrison & Jack Tover at Prince Rupert, B. C.

Philpott, Evitt & Co—Hugh Alfred Philpott and Chas. E. Evitt, at Prince Rupert, B. C.

Modern Arts Studio—Maurice E. Terpening at Vancouver, B. C.

City Grocery—R. M. McLeod and H. H. Henderson at Grand Forks, B. C.

British Bakery—Arthur and Caroline Judd at Vancouver, B. C.

Pekin Groceries Co.—Chu Luk May and seven others at Vancouver, B. C.

Harper & Tanner—Walter B. Harper and W. Chas. Tanner at Duncan, B. C.

Ideal Bakery—Gerald H. Abbins at Vancouver, B. C.

A PRIZE WINNING TRIM

Mr. J. E. Andrews, of the Hudson's Bay Co., Vancouver, has been recently awarded a valuable prize for the excellence of the window trim which he designed for the store during Dr. School's Foot Comfort Week, from June 18th to 25th.

STORE APPEARANCE IS FINEST ASSSET.

The appearance of a store, both exterior and interior, reflects the business ability and integrity of its proprietor.

A store which is light, clean and is always kept tidy is a credit and a business asset, while a dark, unclean and untidy store is a detriment to any business.

Ninety-nine per cent of a grocer's patrons are women, to whom the sight or slightest evidence of uncleanliness is repulsive.

When a grocery store is clean and its goods neatly arranged, it will create an appetite and work up a desire to buy.

To most women it is a pleasure to trade at such a store.

Many grocers fail to realize how quickly dust accumulates. They believe their store to be well kept, when in reality it is just the reverse.

Dust will soon mar the appearance of an article if allowed to collect for any length of time.

Once an article is soiled its value depreciates 100 per cent—people will not buy it.

The contents may be in as good condition as when first shipped from the factory, but its unclean appearance kills the desire to purchase it.

The window of a store gives the public a chance to form an opinion of its interior.

A window which is covered with fly specks and poorly decorated will make an unfavorable impression upon the minds of the people passing the store.

A clean, well-trimmed window attracts attention and draws trade.

TRIUMPH TEAS AND COFFEES

TRIUMPH TEA is an Indo Ceylon broken orange pekoe tea, packed in attractive packages. Well known for its high grade quality and is not an experiment, having been sold in Vancouver for seven years.

Our Price: 46 cents per lb.

TRIUMPH COFFEE is of the same high quality and its sale to the consumer insures absolute satisfaction. Packed in attractive, one pound tins.

Our Price: 51 cents per lb.

TRIUMPH PRODUCTS made in B. C. consist of teas, coffees, cocoa, extracts all flavors, and peanut butter.

Sold exclusively by

Sey. 1257 **KEELEY, BELL CO.** VANCOUVER, B. C.

Eliminate Error

Save Time

Save Worry

"BURROUGHS"

Retail Model - Price only $185

Terms If Desired

A FULLY EQUIPPED, VISIBLE ADDING AND LISTING MACHINE

Expressly Designed and Built for

"COUNTER" AND "GENERAL" FIGURE WORK IN RETAIL STORES

Our representative will be pleased to call and demonstrate this Machine, and its application to your particular requirements.

Drop Us a Line, or Phone, Seymour 466

Burroughs Adding Machine of Canada, Limited

Factory at Windsor, Ont.

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

119 Pender Street W. VANCOUVER, B.C.

Phone Seymour 466

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

CHANGES IN N. C. R. ORGANIZATION.

Announcement has recently been made of three important changes affecting leading executives of The National Cash Register Company.

John H. Patterson has resigned as President and General Manager of The National Cash Register Company but will continue actively in directing the affairs of the company. As chairman of the board of directors, Mr. Patterson will advise the directors and help formulate the policies of the company. His son, Frederick B. Patterson, was selected to succeed him as president, while J. H. Barringer was made general manager.

John H. Patterson has been president of The National Cash Rigister Company for 37 years. He is regarded as one of the world's greatest business leaders. The institution he has built in Dayton is regarded as the world's model factory.

He built it from a workshop of one room with two employees to an organization employing more than ten thousand men and women in all parts of the world.

Frederick B. Patterson is 29 years old. His first work was on a farm. He attended school for two years in England, and has been connected with the N. C. R. for 11 years. He has been taught the principles of business by his father, learning the N. C. R. business from the ground up. He started in as a workman in the foundry.

In the interests of the Company he has visited all of its agencies, except Africa, Australia, India, Russia and Mexico. He was manager of the Foreign Department for two years, and until he entered the service of his country in 1917. In the late war he rose from a private in the ranks to a commission in the air service.

This change in the official family of the N. C. R. places more responsibility on F. B. Patterson. The N. C. R. business is one of the largest businesses in the world. There are many problems to be solved. He has stated time and again that the policies of his father are the ones which will govern him in all that he does. This means that the world situation will take much of his time and attention in an effort to help bring order out of chaos.

J. H. Barringer, the new general manager, was promoted from the ranks. He started with the company 14 years ago, holding a minor position. He earned promotion very rapidly, and in 1918 was made First Vice-President and Assistant General Manager. Mr. Barringer is only 38 years old. It is a remarkable tribute to his perseverance and ability that he has been chosen to manage one of the world's greatest industrial institutions.

IMPORTANT

That you should know we can sell your business, get you a partner with capital or offer for your approval a list of stores for sale, in and out of the city.

Write to me in confidence what you need.

C. S. MORRIS
Sales & Service Co.
825 Standard Bank Building
VANCOUVER, B. C.

BUSINESS WILL GO ON

Whether prices go up or down, whether labor conditions get better or worse, whether interest rates work higher or lower, business will go on, and those who are worthy will be the ones to do it.

There are some 9,000,000 people in Canada who must be fed, clothed and sheltered, and there will always be something to exchange for entertainment and luxuries. And through it all, the business that is worthy, that serves legitimate requirements persistently, and consistantly will continue.

There will always be men to do the world's work. They will be business men of clear vision, who not only talk service but give it—give it every day—and who never lose faith for a minute. Such men are responsible for the world's prosperity. They will continue in their success as surely as modern civilization endures.

Bankruptcy is when you put your money in your hip pocket and let your creditors take your coat.

Professional

L. W. Taylor & Company
PUBLIC ACCOUNTANTS
Auditors, Cost Analysts
Board of Trade Building
Seymour 365. Vancouver, B.C.

No Springs Honest Weight
CANADIAN TOLEDO SCALES
Installed in your
STORE FACTORY
WAREHOUSE
insure
ACCURACY. SPEED. ECONOMY
Write or Wire
Canadian Toledo Scale Co., Ltd.
424 Cordova St. W. Vancouver, B.C.
E. S. CHAMBERS, Sales Agent.

Great West TEA
PACKETS ONLY
No Premiums No Deals
No Price Cutting
QUALITY ONLY
Western Grocers Limited
VANCOUVER, NELSON, CRANBROOK, B.C.

Fifty years is but two-thirds of a man's lifetime, but the growth of the great garden of Canada in that time is enormous when put into figures of actual cash value. In 1870 the total value of the field crops of Canada was $111,116,606. By 1900 this amount had just doubled. From 1900 to 1910, so rapid was the advance that the total again doubled itself, making $384,000,000. In 1917 over $1,000,000,000 was the estimated value of Canada's granary, and by 1920 the grand total had reached the tremendous figures of $1,455,244,050.

Dust tells the Story—It settles on goods that don't settle *with you*

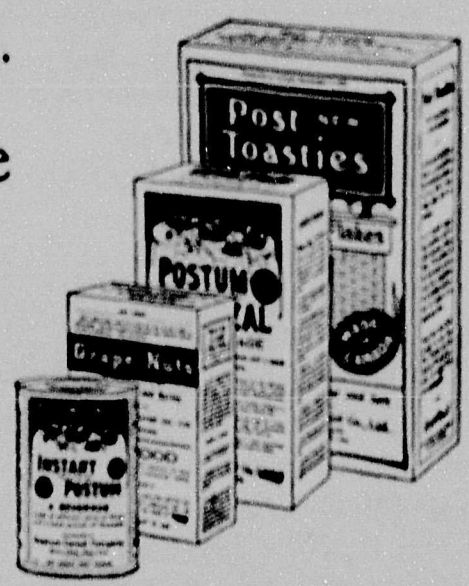
As you read this message look over your stock and see where dust finds a permanent home.

Not a pleasant thought, yet it brings forcibly to mind the *reason* for the quick and profitable turnover of Postum, Grape-Nuts and Post Toasties.

There is a reason. It's the Postum Persistent Publicity Policy. Not a whimsical stab at filling the grocer's eye with a spasmodic advertising campaign.

But a year 'round schedule of Postum, Grape-Nuts and Post Toasties messages direct to the consumer in every legitimate advertising channel.

This eliminates all risk on the part of the grocer, guarantees the sale, and on the basis of a wholesome profit on every package.



Canadian Postum Cereal Co., Ltd.

Windsor, Ontario, Canada

GROCERIES & PROVISIONS

Increased activity and excellent prospects for fall business, indicate a very satisfactory condition in grocery circles.

Local wholesalers report business to be good, especially in up-country districts, and are of the opinion that no marked declines will eventuate with the possible exception of meat products.

Merchants are not buying extensively, but this is not preventing a good volume of business from frequent orders.

Garden produce is on the market away ahead of last year and is arriving in good condition. Growing conditions have been good.

Canned Goods. — Shipments to hand are opening at higher figures than present selling prices, vegetables and fruits showing considerable increases. Demand fair to good.

Canned Salmon firming up considerably with prices steady. The sockeye pack is extremely light in comparison with former years—spot stocks are reduced and a shortage of pinks is predicted before the fall. There are heavy stocks of Chums on hand which show little activity.

Fruit Jars are almost cleaned up, and retailers will do well to advise housewives to fill their requirements at once.

Beans. — Advance one-half cent. per pound since last report.

Sardines.— Owing to the heavy Norwegian pack a lower trend of prices for this comodity is anticipated.

Dried Fruits.—Quiet, and not expected to show much activity until fresh fruit season expires.

Jams.—Showing a stronger tendency. An increase of $1 a dozen is expected shortly.

Peels.—Show a decrease of 30 per cent. over last year's prices.

Nuts.—Wholesalers report receipt of new shipments, with prices away under last year's figures.

Citrous Fruits Advance

The continued heat in Eastern Canada and the United States has had its effect upon the consumption of citrus fruits, especially lemons, which, in Vancouver, are now practically on a level with the high prices in vogue during the "flu" epidemic.

Bacon Exports From Canada

The value of bacon exported from Canada during 1920 was thirty-four million dollars. A widespread effort is being maintained by the Dominion department of agriculture, in co-operation with the provincial departments, to increase this trade and incidentally to maintain the quality of Canadian bacon which years ago procured for it a steady market in Great Britain.

Great Britain annually requires five hundred million pounds of imported bacon.

Shortage of Indian Tea Crop.

Advices received in Vancouver recently state that the Indian tea crop this year will be 30,000,000 lbs. short. It is also stated that fine and finest Ceylons are costing 100 per cent. more in the primary markets than in the same month of 1920. This has been more than offset, is is claimed, by the decline in freight rates, and the large drop in rupee exchange.

Sugar Advances

Sugar advanced August 9th 25c a hundred, making the current wholesale quotation $9.25. Since last September, when the last advance took place, the price has been steadily dropping, till it reached the lowest point, $9 a hundred, on June 25. No changes have been recorded here during the past two months and a further rise may be anticipated.

Jamming Berries.

There will be no glutting of the British Columbia strawberry market, through the forced sale of surplus berries which have been heretofore eagerly contracted for by jam factories. The organized growers of Gordon Head, and the Mission-Hatzic Association and a large New Westminster jam factory will effect the absorption of all the surplus jamming berries of these districts and result in their sale as manufactured products bearing the label of the British Columbia Berry Growers' Association.

Financial arrangements have been satisfactorily adjusted and canning has commenced. The Association provides the fruit and a line of credit of $100,000, while the canning company gives the use of its plant and $150,000 credit line. To raise the required amount of money the grower gives a demand note based on his estimated jam crop on the basis of $120 per ton. At the end of the season this note is revised according to the actual crop yield. These notes are used as collateral security with the bank, which will loan the face value, having as security the note and the fruit.

New Features in Consumer Advertising of Post Toasties.

This product now identified in advertising as Corn Flakes of the better kind.

The definite phrase, "Post Toasties are corn flakes of the better kind," is now being featured in a special series of advertisements in newspapers all over the country.

The name, Post Toasties, is now descriptive in itself, hence the product is sometimes taken to be a different kind of prepared cereal food from what it really is—improved corn flakes of more than ordinary crispness and flavor.

The manufacturers rightly feel that to have the true nature of Post Toasties misunderstood by even a few people would not be fair either to themselves, to the grocers who sell Post Toasties, or to the public which buys them.

Accordingly, the Postum Cereal Company is now taking the wise precaution to make plain to all lovers of corn flakes that Post Toasties are corn flakes of unusual merit and appeal.

The benefit of such specific advertising should in a short time be evident to the grocer by the increasing number of his customers who specify Post Toasties by name instead of merely asking for corn flakes.

Window strips, bearing the phase "Post Toasties are corn flakes of the better kind," are now available free of charge to the grocery trade.

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.	7.60
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.	14.50
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	3.20
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.	1.10
Nutmeg, small, doz.	1.35
Paprika, small tins, doz.	1.15
Black Pepper, tins, doz.	1.25
White Pepper, tins, doz.	1.25
Pastry Spice, 3 tins, doz.	1.10
Pickling Spice, doz., No. 3	1.25
Marjoram, Mint	
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.	1.75
Icings (Chocolate, Rose Pink, Lemon, Vanilla, White, Almond, Orange), doz.	1.70
Jelly Powder, doz. (1 doz. free with 1 gross.)	1.10
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.	1.19
1 doz. free gross lots.	
Lemonade Powder, 8 oz. tins, per doz.	2.40
Mustard, 12-3s, tins, per doz.	1.65
12-5s, 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.	.53
30-1s and 30-½s, 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.	$ .46
Hams, boned and rolled, per lb.	.51
Bacon, 6-8, per lb.	.55
Dominion Hams, 8-12, 10-16, per lb.	.41
Dominion Bacon, 6-10, per lb.	.41
Dominion Bacon, 10-14, per lb.	.39
Dominion Shoulders, boned & rolled	.28
Cooked Hams, Shamrock, per lb.	.58
Ayrshire, rolled shoulders, per lb.	.28
Lard, No. 5, 12 to case	11.95
Lard, No. 3, 20 to case	12.00
Lard, No. cartons, 15 lbs.	.22¾
Lard, No. 1 cartons, 30 lbs.	.22
Compound, Carnation, No. 5, 12 c's	9.25
Compound, Carnation, No. 3, 20 c's	9.30
Dripping, beef, 4 lb. bricks	.14
Mincemeat, kits, 25 lb. net, per lb.	.19½
Meat Loaf, per lb.	.20
Pork pies, per doz.	.45
Pork roast legs with dressing, lb.	.58
Baked Hom, with dressing, per lb.	.59
Cooking Oil, 5 gal. tins, 40-lbs per lb	.14½
Creamery Butter, Shamrock, carton	.45
do without carton	.44
Cheese, Canadian, large, pre lb.	.28
Cheese, Canadian, twin, lb.	.28¼
Smoked fish kippers, 20s, per lb	.10½
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 Tiolet 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

KEELEY, BELL COMPANY.

Triumph Products.

Triumph tea, per lb.	46c
Triumph coffee, per lb. No. 1,	58c
Triumph coffee per lb. No. 2.	51c
Triumph coffee, per lb. No. 3.	48c
Triumph cocoa ½lb tins, 12 tins to case	$3.25
Triumph cocoa, bulk, per lb	34c
Triumph Extracts, all flavors, 1 doz. to carton	$3.00

"TRIUMPH" PRODUCTS

An extensive campaign is under way to advertize "Triumph" brand commodities, comprising teas, coffees, cocoa, spices, extracts, cigars, punch-bowl beverages.

Consumer advertising consisting of bill-board announcements, and trade appeals through the columns of "The British Columbia Retailer," will introduce these products, which are now sold in British Columbia exclusively by Stanley F. Keeley (formerly Keeley & McKerney) at 134 Standard Bank Building, Vancouver.

Phosphate
Baking Powder

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

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

NEW INCORPORATIONS.

Dougans Hardware Ltd., 511 Rogers Bldg., Vancouver, $10,000. Acquiring business now carried on at North Vancouver under the name "Goldie Bros."

Wright Tailors Ltd., 626 Standard Bank Building, Vancouver, $20,000. Men's and ladies' tailors.

Empire Trading Co. Ltd., 607 Standard Bank Bldg., Vancouver. $250,000. Agents and brokers.

J. H. Todd & Sons Ltd., 504 Fort street, Victoria, $4,000,000. Taking over the business now carried on by J. H. Todd & Sons.

The British-Canadion Furniture Co. Ltd., 24 Imperial Block, Vancouver. $200,000. Manufacturers of furniture, beds, bedding.

D. Thomas & Co. Ltd., 809 Dominion Bldg., Vancouver. $10,000. Wholesale and retail merchants, brokers, agents.

Casano Ltd., 812 Standard Bank Bldg., Vancouver. $55,000. Acquiring the business of Castleton, Sawers & Noble; general advertisers.

Merchants Financial Corporation Ltd., 825 Standard Bank Bldg., Vancouver. $50,000. Real Estate, brokerage, commission business.

Macey-Wilson Shoe Co. Ltd., 417 Granville street, Vancouver, $200,000. Dealing in footwear.

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.

"FALL TIME IS SYRUP TIME"

Waffle Brand Fancy Table Syrup is made from pure cane and Maple Sugars. It is just as good as pure Maple but costs considerably less. Order from your Wholesaler or from us.

Kelly Confection Co., Ltd.

1106 Mainland Street.
VANCOUVER, B. C.

RAMSAY'S BISCUITS

PACKED IN BULK—ALSO

BEST BY TEST

10 cent And 15 cent Packages.

SOLD BY ALL LEADING GROCERS

RAMSAY BROS. & CO., LTD.

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.

PRESENTATION MADE TO G. A. A. H. PORTE

Popular Hudson's Bay Official Honoured on His Promotion

Previous to his departure for Victoria to take up his new position of manager of the new Hudson's Bay Store, Mr. G. A. H. Porte, was recently presented with a solid gold watch and chain and a silver tea set by Mr. H. T. Lockyer, manager of the Vancouver store, on behalf of the employees. The presentation took place in the stores commissioner's office and there were about 100 members of the staff present, every section of the store being represented.

Mr. Lockyer, in wishing the new Victoria manager success in his new position, expressed his sorrow at losing his services here. He said Mr. Porte would carry with him the confidence of not only the staff and the employees but also of the commissioners.

Thanking the givers of the presents, Mr. Porte expressed deep gratitude at the kindly feeling expressed and hoped he would not altogether lose sight of the many friends he had made in Vancouver. Mr. Porte, who is a Canadian, came from Eastern Ontario and joined the staff of the Hudson's Bay Company here 23 years ago, working himself up from bookkeeper to assistant manager, and his untiring energy has resulted in his promotion to so high a position in the service of the Hudson's Bay Company.

ADDRESSES WANTED.

This service is free to our subscribers for the purpose of locating old customers and others. Send fullest information possible. We are locating some every month. It is only by friendly co-operation that this column can be run at all successfully. Help those who may be able to help you, by writing the office of the "B.C. Retailer." 203 London Building, Vancouver.

Christensen, J.—Last address, 143 Templeton Drive, Vancouver.

McArthur, Archie—Last address Eburne, B. C.

Morgan, A. M.—Last address, New Westminster, B. C.

Nicholls, R. V.—Last address, Nanaimo, B. C.

Evans, R. Leslie—Last address, Vancouver.

Peplow, F.—Last address, Vancouver.

"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

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

NAPOLEON EXTRA VIRGIN
OLIVE OIL
Sold and Guaranteed by
URQUHART & COMPANY LTD.
Successors to
A. MAGNANO & CO. LTD.
98 Powell St. Vancouver, B.C.

WILL REPRESENT RETAILERS AT WINNIPEG CONVENTION

Provincial Secretary, Geo. S. Hougham is representing British Columbia at the Annual Convention of the Retail Merchants Association of Canada August 23-25. Following the Convention, Dominion President J. A. Banfield and Secretary E. M. Trowern will tour the West, addressing meetings under the auspices of the provincial branches. Mr. Hougham is scheduled to return via Prince Rupert, where he will endeavour to arrange a meeting, at which the chief speakers will be the Dominion officials.

H. Ingamell is reported to have sold out his bakery at Sydney, B. C.

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.

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.

School Supplies

"Made in B. C." School Supplies, bearing the S. D. & W. monogram are equal to any lines made in Canada. They offer merchants the same or better profits.

We are, through our advertising creating a local demand for these goods, making sales easier and by pushing them dealers are helping the "Made in B. C." campaign, as well.

We can deliver School Supplies from stock now —in any quantity.

Smith, Davidson & Wright, Ltd.

Manufacturers and Wholesale Paper Dealers

VANCOUVER and VICTORIA, B.C.

Geo. A. Campbell & Co.

Tower Building 500 Beatty Street

VANCOUVER, B.C.

MANUFACTURERS

MEN'S CLOTHING

All Goods Made on the Premises.

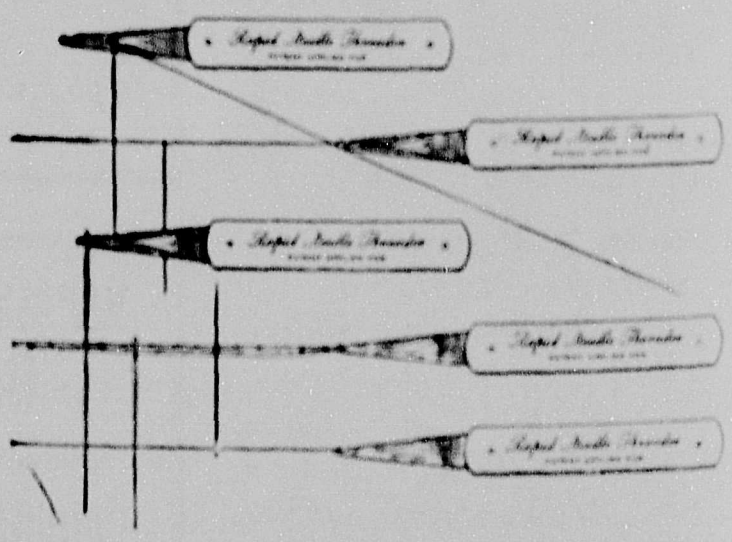
Prices based on replacing values.

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 and Footwear

Reports from every quarter indicate that retail drygoods merchants will not be carrying such heavy stocks as heretofore. This is altogether in order, but it would appear advisable that the retailer buy a wider range in the fewer lines he intends to carry. Better business will doubtless result by carrying as few lines as possible, provided endeavors are made to clean these up by systematic selling campaigns.

There are, today, departments in many of the large stores which are barely paying overhead. It would appear that this could be remedied by consolidating two or more sections, in order to curtail operating expenses, and allow more space for merchandise that is selling.

It is not the value of the stock carried that today will determine the merchant's financial status, but the volume of that merchant's sales. Therefore—fewer lines, with wider ranges for larger volume of business.

According to local men's clothing manufacturers, stocks in many lines have become depleted. The jobber and retailer will shortly be repurchasing most wanted lines, which will have a stiffening effect upon business generally.

Advance orders for fall goods have been fairly active according to local drygoods houses and larger developments are predicted as the busy season aproaches.

Little change is reported in the dressgoods situation, buyers apparently being unable to forecast the trend of future prices.

Glove stocks in retail stores are low, and it appears that few merchants have anticipated fall requirements.

Seasonal demand for light woollen goods at retail has been accentuated somewhat by the warm weather.

Clothing prices in New York recently showed a slight increase, but local figures show no upward tendency, prices remaining fairly steady.

A revolution in women's styles involving everything except short skirts, was recently indicated for the coming winter. Straight lines, flowing sleeves and longer coats are being shown principally in black with profuse fur trimmings.

Woollen Situation

Reports of new orders received by Canadian mills and generally greater activity in textile manufacturing has given a more cheerful tone to the Canadian wool market situation. Orders are being placed steadily although buyers are operating cautiously. Prices have remained steady, and according to the Bradford reports, are almost the same as British prices for similar wools.

Very favorable reports have been received from Bradford of samples of Canadian wools shown there by G. E. O'Brien, manager of the Canadian Co-operative Wool Growers' Limited, during that body's recent trip to England.

The American wool market is reported as doing a fair business especially in the finer grades, and there seems to be a general optimism there as to the immediate future of the trade.

Extension of Cotton Growing Industry

Through the efforts of the British Cotton Growing Association, organized under government auspices for the extension of the cotton growing industry to every part of the Empire where climate conditions make cotton growing possible, production of cotton in the Empire was increased to 105,800 bales in 1920, as compared with a previous record of 82,250 bales, and conservative estimates for 1921 place the probable crop at 150,000 bales.

SHOES.

Shoe manufacturers in the Montreal district are still busy on rush orders. A small amount of placing has been done. The retailers are buying cautiously, and the fact that the orders are, as a rule, small and are wanted in a hurry is evidence that the retailers are not inclined to take chances. Staple goods are slow of sale, the great demand being for novelties, particularly in women's shoes. Those with strap effects are the best sellers.

The art of being a well dressed woman nowadays appears to consist of paying as much as possible for as little as possible.

AMERICAN SHOE DEALERS TO SUBMIT COSTS

Figures on costs, retail prices and profits will be submitted to the department of commerce by representatives of the National Shoe Retailer's Association who have promised the government their co-operation in its investigation.

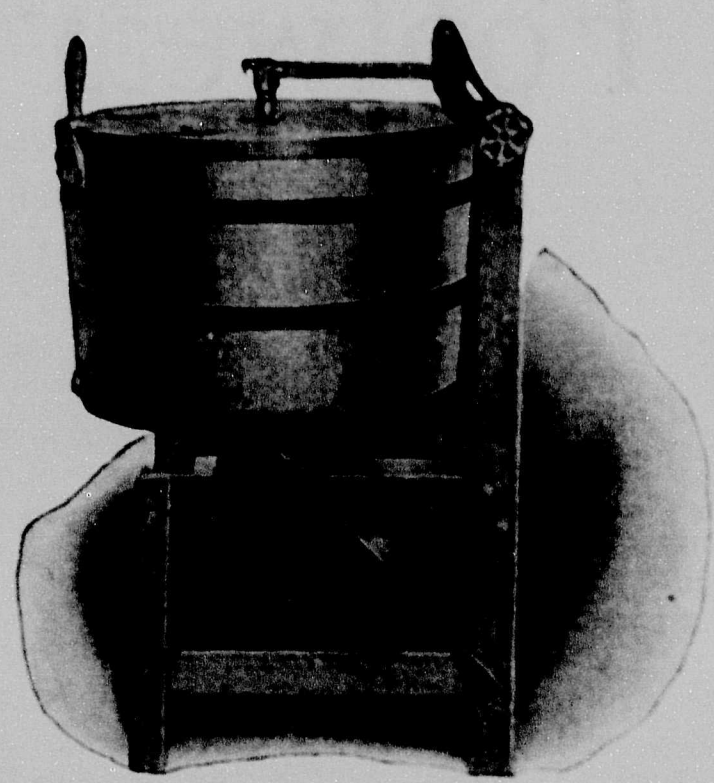
Commenting upon recent reports that the shoe retailers were retarding a return to normal conditions by refusing to lower prices to as great extent as warranted by raw material and manufacturing costs, the delegation declared that shoe prices were advanced only when costs made increases absolutely necessary and were reduced just as soon as conditions warranted. Shoe prices today are as low as they can be made and are, in many instances, below the factory cost of shoes last year.

Net profits in the retail shoe business today are not as great as they were before the war, the retailers declared, while the mark-up is much lower, although gross prices are somewhat higher than in 1914. The greatly increased cost of doing business, however, must be taken into consideration in figuring the net profits. The gross profit in 1920 was 28.78 per cent. and the mark-up 3.11 per cent., according to the figures submitted, as compared with 27.05 and 4.44 per cent., respectively, in 1914; the high mark was reached in 1919, when the gross profit was 33.56 and the mark-up 8.03 per cent.

As a result of the conference the retailers will furnish the department at intervals of six months or a year with figures showing the average cost of shoes throughout the United States, the average retail prices, the gross profits and the net profits.

Women's Shoe Styles

Styles in women's shoes for the remainder of the year, forcasted by the Illinois Shoe Retailers' Association, would indicate that black Oxfords with military heels will hold first place. Tan calf Oxfords with welt soles, and straight heels will also be in evidence, while in the low shoes, black will be the leading shade either in kid or satin.



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

British Columbia Factory; 1505 Powell Street, Vancouver

Phone High 422

HARDWARE · OIL & PAINTS

THE RETAILER HAS BEEN HELPED TO SELL MORE PAINT.

Retailers have been helped in many ways by the advertising of the manufacturers. They sell more paint.. They make more profit on the bigger volume.

The retailer, selling liquid paint of known quality, can do so with a feeling that he is winning a friend. He is not running the risk of incurring the displeasure of the customer. The customer will come to his store again, for paint and other articles. Liquid paint takes less time to sell and is clean to handle. The paint dealer of today is in a much easier position to make sales than before the "Save the Surface" campaign started. For years manufacturers have been pounding away at the idea that "if you save the surface you save all;" they have been spending enormous sums of money to educate the public to this fact.

For three years Canadian paint manufacturers have been advertising in national journals, newspapers magazines, trade papers, in every possible way, shape and form, and they are getting results; but they want the merchant to get reults too; they want him to sell twice the volume of paint and make twice the profit by getting behind this campaign.

Will you do your share? All it requires is that you link up your store with the campaign and feature the "Save the Surface" cut and slogan so that people will associate your store with the advertising they have read.

NEWS OF THE TRADE.

Vancouver, B. C.

C. G. Hemeon and George E. Chaffee having formed a partnership have purchased the interests of the firm of Hemeon & Pickard, ship chandlery, 311 Cordova street, west. George E. Chaffee has been for years connected with the wholesale hardware business, for seven years was city traveller for McLennan & McFeely, Ltd., of this city and previous to coming to Vancouver was connected with Lewis Bros. Ltd., of Montreal.

The many friends of A. A. Bittues of the Gillette Safety Razor Company familiarly known as "Bitt." who has been travelling abroad, will be glad to know that he is making favorable progress after his recent severe illness.

IRON AND STEEL.

An examination of any of the particular industries which, because of their basic relationship to the whole industrial structure are considered "key" industries, only shows all the more how the present condition of unbalance is backing up its effects all along the line. The iron and steel industry of the United States for example, is operating on a basis variously estimated at from 20 to 30 per cent of normal capacity—the lowest stage the industry as a whole has reached in any year during the present century. Production throughout the year would indicate a total of 13.5 million tons of finished rolled steel products for 1921, as contrasted with some 24.8 million for 1913, and 32.3 million for 1920.

HORSESHOES DECLINE.

A reduction of 50 cents per keg has been made in the price of horse shoes, all sizes.

BALE TIES ARE LOWER.

Following in line with other wires, bale ties are lowered in price. This is the second reduction on these in recent weeks. Bale ties: single loop—No. 12 $7.30, No. 13 $7.50, No. 14 $7.70, No. 15 $7.95, No. 16 $8.25.

REDUCTIONS IN SOLID SASH WEIGHTS.

Through a further price recession, solid sash weights are now quoted at $4.00 a hundred pounds, sectional at $8.00 a hundred pounds.

LOWER PRICES ON AXES.

Axes have been generally reduced in price, the actual extent of the lowering varying from 50 cents to almost $1.00 dozen.

GALVANIZED SHEET PRICES REDUCED.

Galvanized and black sheet iron have been reduced in price, the decline following on the lower quotations recently noted on the primary steel markets.

FAIR DEMAND FOR HARVEST TOOLS.

There is a fair movement recorded at the present time for hoes, pitchforks and other harvest tools. Sales are continuing steadily and quotations of 50 and 5 per cent. off list remain unchanged.

GLUE.

A reduction of from 5 per cent to 10 per cent has been made on Brown sheet glue.

WIRE NAILS.

Orders for nails are fairly good but dealers are not buying in large quantities and total sales are still light. There have been no further price revisions and recent quotations are well maintained.

BINDER TWINE.

Jobbers report binder twine moving out well. A feature of this years sales is that dealers placed orders for anticipated requirements for early crops and are now placing orders for later grain cutting. This shows the strictly hand to mouth method of purchasing in this commodity. Prices are quoted at the early season figures.

FLY OIL.

Good sales on fly oil reported owing to the recent spell of hot weather generally experienced. Quotations are as follows:

1 gal.	$1.60 each
½ Gal.	1.05 each
¼ Gal.	.73 each

WHITE LEAD.

Prices on white lead in oil continue unchanged and a fair market is held.

TARRED FELT.

In line with other commodities there is a new lower quotation on tarred felt which is now quoted at $5.95 roll.

TIRE TAPE DECLINES.

Tire tape has dropped two cents a pound, prices now quoted are as follows:

1 oz., 70c lb; 2 ozs. 68c lb; 4 oz. 66c lb; 8 oz. 65c lb.

WRAPPING PAPER PRICE AGAIN CUT.

Quotations on Kraft wrapping are now $11.75 per hundred, this being the second lowering noted in recent weeks.

WASHING MACHINES AND WRINGERS PRICES REVISED.

A revision has been made in prices of both washing machines and wringers which show a reduction, quotations are from 5 to 10 per cent lower.

ARMS AND AMMUNITION.

Jobbers report arms and ammunition moving out well. Dealers are now able to handle their fall bookings. No changes are recorded in prices, all lines remaining at quotations given early in the year.

PAINT MARKET.

Paint market is not so active. Orders for paints and varnishes have recently fallen off in comparison with orders taken during Spring and early Summer. Steady quotations on all lines are still maintained but it is difficult to forecast the future trend of prices.

LINSEED OIL.

Prices are advanced during the past week and indications point to a still further advancing market. Increased prices for oil are attributed to the sharp advance in flaxseed.

IS IT THE PAINT OR IS IT THE BRUSH?

Merchants selling paint are used to the complaining customer who repeatedly demands her money back because the paint was the "worst she ever used," when in most cases the trouble was not due to the paint at all.

Poor brushes are far too often at fault, because people will pay a good price for a reliable brand of paint and will then try to apply it with a 15 cent brush; naturally they don't get the results they anticipated, and immediately jump to the conclusion that the paint was wrong.

For his own sake the merchant should see that the paint buyer obtains a brush suitable for the work in hand. There are brushes for different purposes, just as there are paints for different classes of work, but a cheap brush for any kind of a job is a poor investment.

No article that is sold by a merchant will try a customer's patience so much as a paint or varnish brush that sheds bristles over the work. Here are a few hints that might well be printed on a large card and hung in plain sight in the department where paint is sold. Such hints are a real service to customers, and will cut down complaints and make more profitable sales for the merchant.

Caution.

DO NOT soak a paint or varnish brush in water before using, as it destroys the elasticity of the bristles.

To get the best results, and A PERFECT WORKING TOOL, a paint brush should be placed in thin paint for a short time, and when used it will work perfectly in every way. A varnish brush should be put right in the varnish and used without further preparation.

When being used continuously, a brush may remain in paint or varnish over night, but SUSPENDED BY A WIRE, and not allowed to rest in the bristles. When not in daily use, it may be suspended in water to prevent hardening, but only up to slightly below the lower edge of the ferrule.

If the handle of a brush is allowed to remain in water, it is apt to swell and burst the ferrule.

EXACT WEIGHT SCALE.

W. E. Walter, the scale man, of 365 Cordova St., Vancouver, agent for The Smith Scale Co., of Columbus, Ohio, announces that the Smith Exact Weight Scale" is to be manufactured in Canada by the Brantford Scale Co. (who have the Canadian rights), at their factory, Brantford, Ontario.

Mr. Walter claims that this scale is what the market has heretofore lacked insomuch as the "Exact" may be carried about at will, and does not need rebalancing for a new position. Always ready to weigh, and once balanced will weigh successfully at any angle; simplifies the matter of a quick, accurate weighing, and is simple of operation. It is claimed that one large Vancouver house is saving, by actual test, $10 a day with the "Exact Weight Scale."

SIGNS THAT SELL PAINT.

Clip an illustration of the brand of paint you carry and paste it neatly on the card and watch your customers sit up and take notice.

SUNLIGHT IS THE WORLD'S GREATEST CHEER-PRODUCER; THE PAINT BRUSH COMES NEXT.

THE MORE IT COSTS TO BUILD THE MORE IT PAYS TO PAINT.

IT'S EASY TO PAINT SCREENS—A LOT EASIER THAN PUTTING IN NEW WIRE.

PAINT AND VARNISH KEEP THE HOME FLOORS SHINING.

PAINT KEEPS A BUILDING NEW AS WELL AS LOOKING NEW.

A FELLOW CAN DO A LOT OF PAINTING IN HIS LEISURE HOURS.

These wordings make good headlines for newspaper advertisements too—try them out, using the "Save the Surface" slogan, so that you link up your store with the paint manufactures' advertising.

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, $24.50 to $25.00 doz.; hunters axes, $14.00 doz.; single bitted axes, unhandled, $18.50 to $19.50 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 33 1-3 off list; over 6½ in., 15% off list; 7-16 and larger all lengths, less 15% off list.

BOLTS, MACHINE—⅜ and smaller up to 4 in. long, less 40/ off list; over 4in., less 25% off list; ⅝ and ¾, less 25% o¼ 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 brass finish. 2½x2½, per pair, 34c; 3½x3½, per pair, 51½c; 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. 40% off new list.

EAVETROUGH—Per 100 feet, 8-in. $7.40; 10-in., $8.00; 12-in., $9.50.

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.

HOES, 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, $4.50; square, case lots, $2.50; hexagon, small lots, $5.00; hexagon, case lots, $3.00.

PICKS—Clay, 6-7 lbs., $12.75 per doz.

PINE TAR—1 gal. $1.45 each; ¼ gal., $5.15 per doz.; ⅛ gal. $3.00 per doz.

PLASTER OF PARIS—$3.30 per 100 lbs.

RIVETS AND BURRS—Black carriage, 5lb. Packages, less 30% off list, copper rivets, No. 8, 45c per lb.; assorted copper rivets and burrs, No. 8, ⅜ to ¾, 35c 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, 37c 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.; Princo 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—40% off list.

SCREWS, CAP—35% 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 guage, $6.25; 14 guage, $6.85; 18-20 guage, $7.35; 26 guage, $8.10.

IRON, GALVANIZED SHEET—Per 100 lbs.—28 gauge, American or English, $9.40; 24 gauge, $8.90; 18 and 20 gauge, $8.70.

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, $8.50; 5-16, $8.50; ½ inch, $7.50.

STAPLES—Galvanized fence, $8.25 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, $6.60; No. 11 $6.75; No. 12, $6.80.

WRINGERS—Eve, $6.60 each; Safety, $7.30 each; Bicycle, $6.75 each; Ajax, $13.75 each.

WASHING MACHINES—Velox water power, $23.00 each; Seafoam Electric, $80.00 each; Canadian, $10.25 each; Patroit, $17.25 each.

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

Decorativo 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	$1.40
Boiled, 1 to 5 barrels	1.43

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

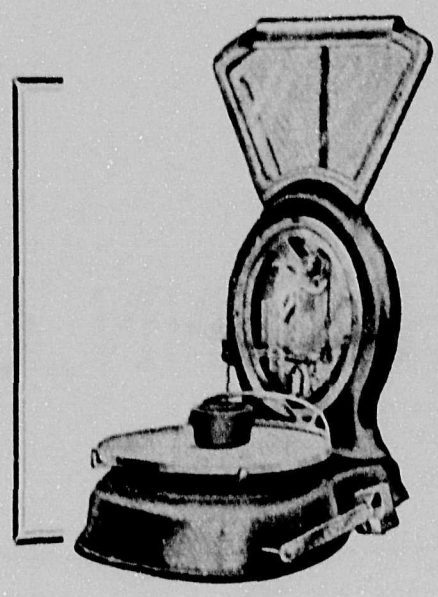
TURPENTINE—	Gallon.
1 barrel lots	$1.80

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 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.



BRANTFORD SCALES
THE ALL-CANADIAN LINE
COMPUTING SCALES
MEAT SLICERS
CHEESE CUTTERS
CABINETS
EXACT WEIGHT SCALES—For Straight Weights
IMPERIAL STANDARD SCALES—For Heavy Capacity and Household Use.
Sold for Cash or Easy Payments—Allowance on old scales.
All makes bought, sold and repaired.
W. E. WALTER, The Scale Man
365 Cordova West Sey. 2881 VANCOUVER, B.C.

YEAST

IS THE SOUL OF BREAD

YOU PLACE LIFE AND ENERGY IN YOUR LOAF THROUGH YEAST, THE ANIMATING, LIFE GIVING FORCE.

Yeast is the element in Bread that adds buoyant youth and health to the human body just as it gives life to the dead mass of dough.

The action of Yeast softens and ripens the Gluten of the flour, rendering it assimilable; the texture of the Bread fine and the quality tender.

Yeast develops also a rare, delicious fragrance that carries a tempting appetite. Without this it would not be possible to eat Bread three times a day every day in the year.

FLEISCHMANN'S YEAST

is richly endowed with Vitamines, the life-giving factor necessary for growth in children, the maintenance of joyous health and freedom from disease.

You can double the number of your customers and double their trade if you tell them the one big reason for the excellence of your loaf—FLEISCHMANN'S YEAST, that gives delicious flavor, abounding energy and unequalled food-value.

THE FLEISCHMANN COMPANY

The Western Canada Baker

BAKERY, CONFECTIONERY and CATERING SECTION of The British Columbia Retailer

BENEFITS OF MACHINERY IN RETAIL BAKERIES.

This is a mechanical age and no baker can afford to work under the handicap of inferior equipment.

This is the age of mechanical marvels. The subject of the benefits of machinery in the retail bakeries is a broad one, and one of the most vital importance to every baker; therefore worthy of our most serious consideration.

When we speak of machinery in the bake shop today we are voicing the thoughts of skilled mechanics of advanced knowledge, whose foresight and continued development of this branch of the industry has truly set a precedent, for equipment in the bakery is one of the important features of modern bakery conditions and more uniform products of exceedingly superior quality.

Until a few years ago bakers went about their work rather haphazardly, guessing at about everything mixing their dough batches by hand, giving little to improving conditions through the installation of machinery. But a change is taking place, for it can be seen that headway is being made toward the elevation of the industry.

Is Committing Business Suicide.

The baker of today whose mind is limited in his conception of the baking industry's future possibilities, which are countless, is committing business suicide right at the threshold of the greatest opportunity in the history of the baking industry. Proper machinery in the bakery is the chief cause that has attracted many good men of exceptional business ability to enter the bakng business within the past fifteen years, because they saw the many benefits and advantages in the use of machinery.

We are living in a mechanical age which leaves little or no excuse for even the smallest retailer to say he cannot be supplied with electric current for motive power.

The baker's chief product is bread, and bread being the best of all foods its production demands and deserves the best of care in mixing and handling by skilled bakers. This can only be accomplished through the use of a mixing machine, whether a cake machine or a dough mixer. All bakeries, no matter how small, should at least have power mixers. This machine alone will produce a dough wherein the ingredients have been thoroughly incorporated, and with proper temperature and fermentation will produce a loaf of exceptional quality.

For the baker producing upwards of one thousand loaves a day, a dough divider will pay. This assures you two things—uniform weight and uniform loaves. When the production passes three thousand loaves, then a rounder and moulder are necessary, and for convenience and time-saving a merry-go-round can be used handily. Beyond the three thousand loaf production, it is advisable to install a complete outfit, including a travelling prover and steam proving closets.

There are few reail bakers today producing a large number of rolls and buns that do not use roll dividers. This little machine is indispensable and will pay for itself in no time. It is a fine investment, for it saves time and gives uniform results. There are small shops where hand mixing still predominates and invariably the baker will ask why his business does not increase, and what he can do to improve it.

The hand mixing of doughs is fast becoming obsolete, as is hand labor in the weighing and moulding of loaves. The baking industry is working hand in hand with the bakery machine business, and results are being accomplished, for machinery cuts production costs, creates cleaner and better journeymen bakers, relieving them of the laborious work and thus permitting a clearer mind and creating better man power. With improved conditions generally, it will open the way for young men of character and ambition to flock into the industry.

When purchasing machinery for the bakery, care should be exercised in the selection of the type machine that will best meet your requirements. Many a baker has made the mistake of buying, for instance, a dough mixer either too small or too large. Then, when there is trouble in the mixing the poor machine naturally gets the blame. Then trouble goes looking for trouble, and before the matter is definitely settled, and the blame placed where is rightly belongs much time and money have been wasted, all due to poor judgment.

1920-21 CANADIAN FLOUR EXPORTS.

Canada's shipments of flour to the United Kingdom, United States and other countries from the beginning of the export season on September 1, 1920, to and including February 28, 1921, reached the following quantities and values: To the United Kingdom, a total export of 1,415.892 barrels to the value of $15,030,474. To the United States, 905,924 barrels worth $9,248,604. To other countries, 1,236,702 barrels valued at $15,349,997.

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.

100% Fat Shortening

MAKES $75 GO AS FAR AS $100

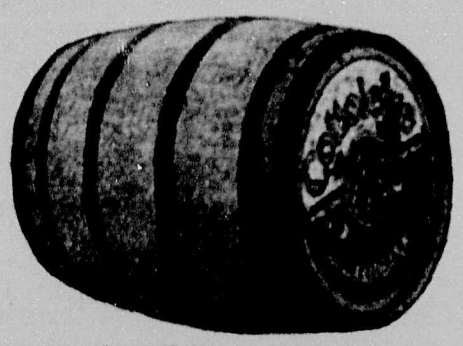
It is the fat that shortens.

The 100% fat in Bakers' Cottolene makes it cream up quickly—makes it smooth out quickly in the mixers.

There is no salt, no water in Bakers' Cottolene. It's all fat—rich, natural color.

That is why so many bakers have told our salesmen "There's as much shortening in $75 worth of Bakers' Cottolene as in $100 worth of other shortenings."

Our years of experience have made Bakers' Cottolene what it is. Let us send you prices.



MADE IN CANADA

THE N.K. FAIRBANK COMPANY
LIMITED
MONTREAL

Bakers' COTTOLENE

Packed in Tierces, Half Barrels, Tubs and Pails.

MASTER BAKER RETURNS FROM CONTINENTAL TOUR.

A delegation of his employees were at the station on August 4th to welcome back to Vancouver W. C. Shelly and Mrs. Shelly, after a two-months absence in France, Belgium, and Switzerland. Mr. Shelly attended the International Rotary gathering at Edinburgh as the Vancouver delegate.

DETERMINATION OF MOISTURE IN BREAD.

Weigh the entire loaf, noting the time elapsed since removal from the oven. Cut into uniform slices approximately half inch in thickness and air dry. Avoid loss of crumbs in slicing or drying. Weigh the air dried sample and grind in a small mill, (a coffee grinder or fine meat chopper is suitable for this purpose) and place the sample in a glass stoppered bottle. After thorough mixing weigh out a two gram sample into a moisture dish and dry five hours in vacue at 100 degrees C.

Calculate the total moisture as follows:

Total moisture equal parts b plus (a-b)c x 100

where a equals weight of loaf

b equals loss of weight during air drying

c equals per cent of moisture in small sample

expressed as a decimal: viz: 5% equals 0.05

Note: It is essential that the air dreid sample be weighed, ground and bottled without delay since any change in atmospheric conditions may invalidate the results.

Hot Weather Advertising.

We can easily understand that bakers, and those employed by them on these hot and sultry days shun all possible labor that may be left undone without directly hurting their business, but the fact that even during the heat of the summer months it is a poor policy to neglect one's show windows. During the cooler season most bakers have fairly good displays in their windows, but these same bakers, during the period of the dog days, seem to pay absolutely no attention to this very important advertising medium. It occurs to us, that it is just during the hot weather, when housewives, too, shudder at the idea of standing before the kitchen range, that the baker should tease their appetites for his goods by temptingly displaying all sorts of products from the bakeshop such as surely will appeal to the housewives and the members of their families.

CUTTING TOO FINE

Manufacturers in general are faced with the problem of keeping their establishments going and making the best showing possible in a period such as we are going through. There are plenty to give advice, but much of it is not practicable because it comes from men who have no intimate, every-day connection with the bake shop, the foundry or the office.

There are many things people can do in going through a period such as we have been in for the past six months, but the trouble is that the plan tried at one shop may not be much use for another manufacturer.

But there are certain foundations that can never be allowed to be broken down. These must be kept up if you are going to stay in business at all. There is the danger of cutting your business movement too fine. There is the danger of cutting the wages of your men, particularly your foremen and superintendents to the point where it takes the conceit and the pride out of them. When this is reached it is better to turn the key in the door and quit until things turn for the better.

It is possible to run your business like a man trying to save fuel in his boiler. He starts to bank the fires, and he starts to use clinkers instead of good coal. All at once there is a call for steam, and he is not able to produce it because his fire has gone too low. There are well-defined limits in the way of curtailment and it is not safe to go beyond them.

This same warning is capable of very general aplication. Some firms find it necessary to curtail their publicity. Quite right. Others cut it to the point where they are banking the fire and are depending on the clinkers of past services and connections to keep up the fires of business accounts.

SOME SPEED RECORD.

A record in which the harvester, the miller and the baker figured was established recently at Thamesford, Ontario. On Thursday at 3 o'clock wheat was standing in the field. Later in the day it was threshed, drawn to the grist mill at Thamesford and ground into flour. On Friday morning biscuits of excellent quality were made and placed on the table for dinner.

MINISTER OF CUSTOMS WILL APPEAL CONFECTIONER'S CASE.

The Inland Revenue Officials at Ottawa propose to appeal the recent court desicion whereby it was ordered that retail confectioners were not to be classed as mannufacturers and were consequently not required to take out manufacturers' license or pay sales tax as ordered by department officals. R. M. A. officials have instructed Dominion Secretary E. M. Trowern to notify the membership throughout Canada that if they receive letters from the department of inland revenue requesting payments of a sales tax, which, as retailers, they are not entitled to pay, to send such letters to provincial branch headquarters, which will in turn forward them to the Ottawa office of the association.

"In the meanwhile, the Association's position remains unchanged and acting upon instructions from Ottawa, members are advised to refuse to pay a sales tax or take out manufacturers' licensess pending the result of the appeal.

GANONG'S

G.B.

CHOCOLATES

HOW DO YOU TELEPHONE?

Would you call on a busy man at his office, send in your card, and then, when he had indicated that he could see you, keep him waiting while you finished reading a magazine in his outer office?

It is just as important when you telephone that you be ready to talk when your party answers. It shows consideration of the other person's time.

B. C. TELEPHONE COMPANY

SOME SUGGESTIONS ON FOUNTAIN DISPENSING

Dispensers who have made a real success of the fountain business are most emphatic in stating that cleanliness ranks first as a business pulling and business holding factor. There is no other phase of the business that can make or destroy a customer's confidence to quite the same extent. As a matter of fact there is no excuse for a dispenser being careless or untidy in these days when equipment of every conceivable kind is obtainable, both along labor saving lines as well as for ornamental purposes. The fountain of today is almost one hundred per cent. efficiency. There is therefore no excuse for untidiness in any shape or form in the conduct of the fountain. As a matter of fact it is difficult to understand how any dispenser can hope to compete with those who are systematic and tidy, if he does not follow these methods himself.

Few realize just what effect carefully polished mirrors, well kept woodwork, bright metal fixtures, etc,. have upon the people who are patronizing a fountain. The eye of a particular person first of all scans the fountain in a general way, and can usually tell at a glance if it is well kept or not. If the latter is the case that person is to a certain extent prejudiced even before anything has been served. If has been proven that poorly kept fountains and poorly served goods over the fountain, usually go hand in hand.

Examine all your equipment carefully and see that it is spotlessly clean. See that all your drinking receptacles are so arranged that they will not become contaminated by dust. Are any of your dishes cracked or damaged? If so better discard them at once. The most sanitary idea of course is that of the paper receptacles, but if you are still adhering to the old method make sure that you are making the best of them. Nothing whets the appetite quite so much as an ice cream soda or sundae served in a container that you know is absolutely sanitary.

Are your spoons greasy or are they worn to such an extent that they need replating? Old spoons of this kind can spoil the best possible service that you may be giving in other respects. Make sure that the tables are clean and not smeared over. Do not allow any one in your employ to go over them with a rag that has done duty in cleaning everything else in the entire shop. Are your floors clean? If not you might just as well stop doing a fountain business. If you hope to serve particular people nothing will destroy your trade quicker than poorly kept floors. Hot suds at least twice a week and mopped over once each morning is essential to well kept floors and the same thoroughness must apply to every detail of the fountain business.

The dried banana, being introduced as a food into the United States, is said to contain more nourishment than the fresh fruit.

KIRKLAND & ROSE

IMPORTERS AND MANUFACTURER'S AGENTS

Bakers' and Confectioners' Supplies

AGENTS FOR

MILKSTOCK
—A Pure Separated Milk in Powder Form.

DIAMALT
—A Pure Malt Extract for Bakers.

CHOCOLATE
—for Confectionery and Cake Work.

ESSENCES
—Flavorings, Harmless Colors, Essential Oils, etc.

PAPER GOODS
—of all kinds, Lace Mats, Charlotte Russe Cups, Cake Ornaments, etc.

Manufactured by CANADIAN MILK PRODUCTS LTD., Toronto, Canada.
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Seasonable Tested Recipes

RECIPE FOR FONDANT ICING.

Place 20 pounds of granulated sugar, 3 pounds glucose and 3 quarts of water in a clean copper kettle. Put this on the stove and boil the mass until it reaches 238 degrees F. When the proper degree has been reached, pour it on a marble slab prepared for the purpose. The slab should be slightly moistened and have the steel bars placed in position to prevent the boiled syrup from flowing off the table. After the sugar has been cooled to about 150 degress take a wooden spatula and work the mass up from the end toward the center until it is of a creamy white consistency.

CREAM CUSTARD

Milk, 2 quarts.
Sugar, 1 pound.
Eggs, 10.
Flour, 9 ozs.
Vanilla flavor.

Method—Put 1½ qts of milk and ½ pound of sugar into a kettle. Place on stove and bring to a boil. In the meantime put 1 pt. of milk, the eggs ½ pound of sugar and flour into a vessel and thoroughly mix them by whipping. Pour this mixture into the boiling milk on the stove, while constantly stirring with whip. Remove from the fire and place in vessel to cool.

A SIMPLE JELLY TEST

Dip the spatual into the boiling fruit solution and allow a drop to fall on a cold porcelain plate at intrevals. When the drop takes on a jelly consistency, remove the kettle from the fire and pour the jam into a vessel and allow it to cool. The porcelain plate should be very cold.

PINEAPPLE JAM.

Pineapple pulp, 3 pounds.
Sugar, 3 pounds.
Water, 1 pound.

Method—Pare and core about 8 pounds of ripe pineapple and then run them through a very fine food chopper, or you may use 6 pounds of crushed pineapple. Remove the juice and run through a fine food chopper. Now put the pulp with an equal weight of sugar and the juice into a copper kettle and boil to a jelly degree. Remove from the fire and place in a clean vessel.

RASPBERRY JAM.

Raspberries, 6 pounds.
Sugar, 5 pounds.
Water, 1 pint.

Method—Put the water, sugar and berries into a kettle and place on stove to boil until the mass becomes a jelly. Remove from the fire and place in a clean vessel and allow to cool.

APPLE MARMALADE

Apple pulp, 6 pounds.
Sugar, 6 pounds.
Juice and rind of four lemons.

Method—Pare and core 15 pounds of apples, then cut into quarters and put into a kettle. Add enough water to cover the fruit. Place on stove and boil until the apples are soft. Remove from the fire, drain and then run the fruit through a very fine sieve. Add an amount of sugar equivalent to the weight of pulp and the juice which was drained from the apples, and then add the juice and rind of the four lemons. Place on the stove and boil until the jelly degree has been reached—about 226 deg. F. Remove from the fire and put into clean vessels and allow to cool. Various other jams and marmalades may be prepared in a similar manner.

ALMOND FILLING.

Almond paste, 2 pounds.
Sugar, 1½ pounds.
Eggs, 10.

Method—Put the paste and sugar into a bowl, break up the paste, then rub smooth, gradually adding the eggs.

Other nut fillings may be made by grinding the nuts very fine and rub bing them into a paste in a manner similar to the one employed for making almond filling.

BUTTER CREAM.

Butter, 1 pound.
Sugar, 1 pound.
Vanilla flavor.

Method—Rub the butter to a light cream, adding the sugar gradually. This cream is used to make scroll work on some of the cakes. Different colors and flavours may be used in this cream.

Now that the formulas for the base, creams, jams and nut fillings have been given, we are in a position to begin making the different shaped cakes.

FILLED CRESCENTS.

Roll out a portion of the dough to about one-quarter of an inch in thickness. Cut off oblong pieces weighing about 3 ozs. Spread a thin layer of apricot jam, over which a few chopped nuts should be spread. Now roll up the dough as for making butter crescents. Sprinkle finely chopped nuts over the crescents and place on very clean pans. Allow to rest about 20 minutes, then bake. These crescents may be sold as they are, or they may be covered with the butter cream and rolled in chopped nuts.

THE SCROLL.

Roll out a sheet of the dough to about one-quarter of an inch in thickness, or in strips about 1 inch wide and 6 inches long. Twist these strips the same as for making sweet dough pretzels. Coil up each end in the opposite direction. Place a large dot of apricot jam in the center of each coil. Then put a large drop of the cream custard over this. Place them on pans, allow to rest about 20 minutes and bake.

THE FRUSTUM

Roll out a piece of the paste to about one-quarter of an inch in thickness. Cut into strips about ½x 8 inches. Roll part of the strip into a disk about half an inch in diameter. Then continue rolling into a spiral. Fill the spiral with a piece of the paste and place on pans. Put a large drop of cream custard on top and allow to rest about 20 minutes and then bake. Dip into jam while hot and roll in ground nuts. Place a drop of jam on top and with the aid of a star tube make a fancy border around the upper edge. Use butter cream for the decoration.

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