THIRTEENTH YEAR

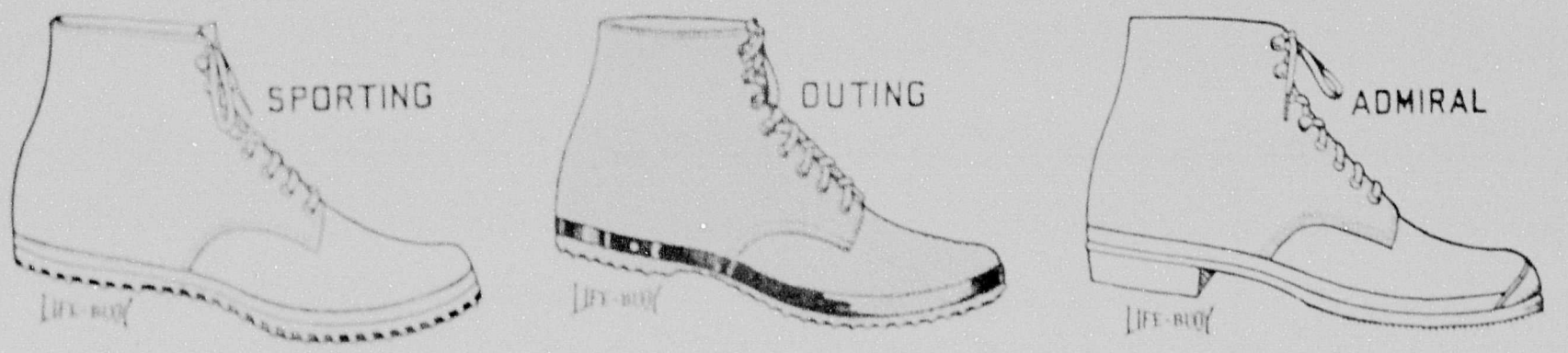
OCTOBER, 1920

THE BRITISH COLUMBIA RETAILER

Dry Goods - Groceries - Hardware - General Merchandise

20c Per Copy; $2.00 Per Year. Vol. XII., No. 2. VANCOUVER, B.C.

KAUFMAN LIFE-BUOY RUBBER Co.



The Best in Outing Shoes

PLACE YOUR ORDERS THIS FALL FOR SUMMER, 1921, WITH

F. & F. HENDERSON, LIMITED

Phones: Seymour 8800.
Seymour 8801.

416-422 Cordova St. W.
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

Put in Paper Towels

Northern Paper Towels are produced and delivered into the hands of the user under ideal antiseptic conditions.

Many offices and factories are installing them because they make for cleanliness and absolute sanitation.

Each Towel is good for one person only.

Get Quotations on Quantities

Smith, Davidson & Wright, Ltd.

Manufacturers and Wholesale Paper Dealers

VANCOUVER and VICTORIA, B.C.

The Martin-Senour Co., Limited

MANUFACTURERS OF

High-Grade Paints and Varnishes

British Columbia Factory: 1505 Powell Street, Vancouver

Phone High 422

This clerk makes no mistakes in adding the items of a sale

SHE records the price of each article on the new kind of National Cash Register. The register does the adding. The total always is correct.

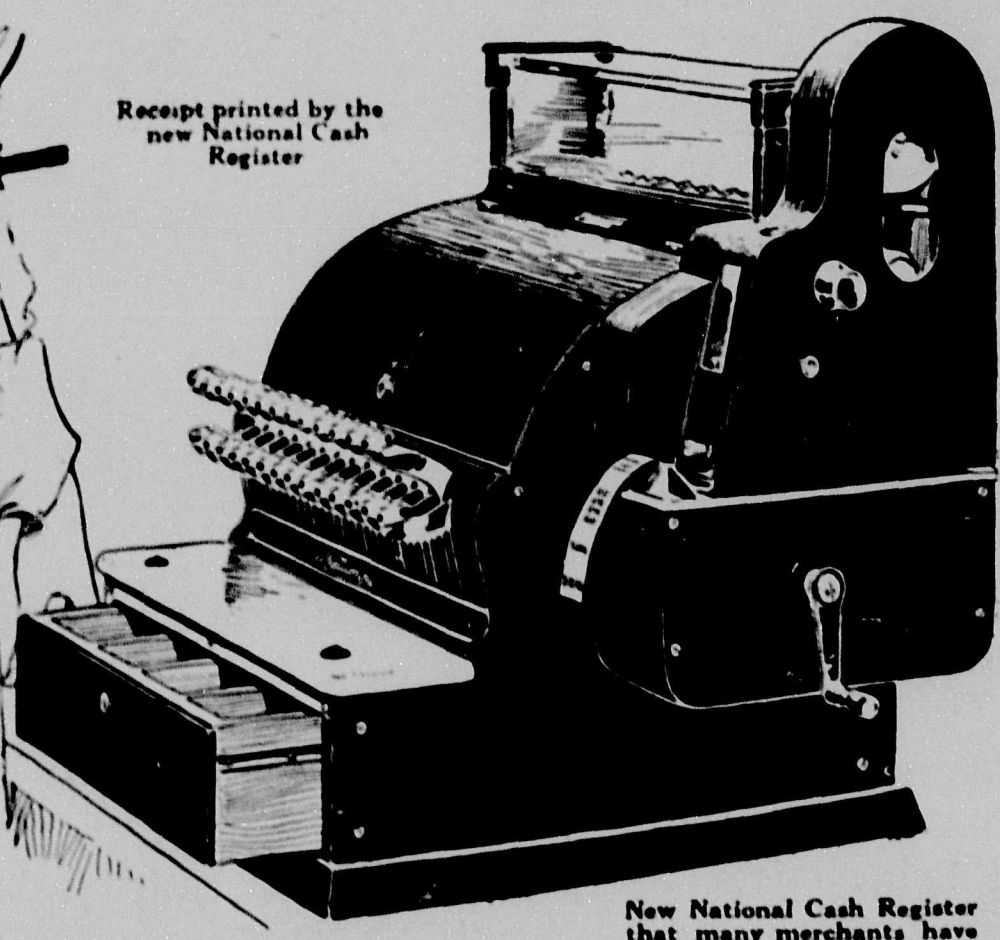
No mental addition, and no mistakes.

The register also does many other important things for merchants, clerks, and customers.

Every merchant should know about this new cash register.

Let our branch manager explain it to you.

Receipt printed by the new National Cash Register



New National Cash Register that many merchants have been looking for

We make cash registers for every line of business

NATIONAL CASH REGISTER CO.

OF CANADA LIMITED
TORONTO, ONT.

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.

WHY THERE ARE THESE THREE SIZES OF *Borden's* "ST. CHARLES" EVAPORATED MILK

4 ounces

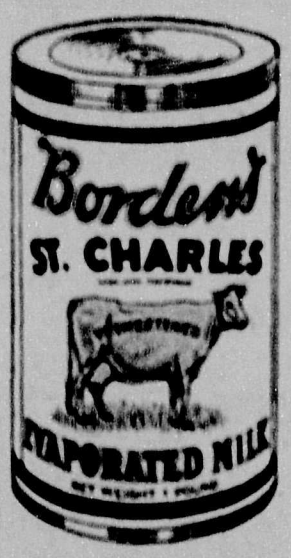
SMALL

St. Charles "Small" Size is essentially for the roomer, the picnic basket, the daily lunch-box and every purpose requiring a clean, wholesome yet small supply of milk.

12 ounces

FAMILY

St. Charles "Family" Size. Its name suggests its use. Sold for years with a steady National demand. For general household use where a reasonable supply of rich, pure milk is wanted that is instantly available. There's enough for the temporary wants of the average household.



1 pound

TALL

St. Charles "Tall" Size. A most useful size on baking day. Enough milk for a supply of cake or buns, etc. Or on the morning's cereal to replace fresh cream and to serve general household milk needs conveniently and economically. The St. Charles "Tall" Size has taken rapidly since introduced. A handy size for a good supply of rich ice cream.

Borden Products are consistently advertised, dependable always, easy to stock and easier to sell. Feature them strongly. There's money for you in the Borden line.

THE BORDEN COMPANY
LIMITED

MONTREAL VANCOUVER

Improve the Lighting of Your Store

The lighting of your store is as important to its success as the quality of its merchandise.

Modern Lighting Units not only make your store vastly more attractive, but they greatly enhance the appearance of your goods.

Many progressive dealers realize that their lighting is an important asset to their business because it

ATTRACTS CUSTOMERS

The low cost of modern store lighting fixtures and their many trade-producing advantages will surprise you.

Phone Us At Seymour 5000

B.C. Electric

425 Carrall St. 1138 Granville St.

Smiths Limited

We Are Carrying an Exclusive Stock of

Ladies' & Children's Ready-to-Wear

Including the Following:

LADIES' DRESSES
LADIES' COATS.
LADIES' SUITS
LADIES' TRENCH COATS
LADIES' PULL-OVERS
LADIES' SILK HOSIERY
LADIES' WAISTS
LADIES' WHITEWEAR
AND SILKWEAR, ETC.

Also EVERYTHING in Children's Wear.

Complete Fall Lines Are Now Being Shown by Our Travellers

All Orders Promptly Executed

Mail Orders Given Special Attention

Smiths Limited

WHOLESALE

Ladies' and Children's Ready-to-Wear.

136 Water St. Vancouver, B.C.

MR. RETAILER

You will find it easy to speed up your sales if you will co-operate with our advertising department

Our newspaper advertising campaigns for the coming year addressed to the housewife are unusually strong in appeal, particularly those for **ROYAL STANDARD** Flour and and **WILD ROSE** delicious Pastry Flour. The difference between these two products—the one from the hard kernelled wheat and the other from soft wheat, is pointed out in forcible manner, the advantages being shown from the standpoints of both satisfactory baking results and economy. Books showing these campaigns are in preparation and we shall be pleased to forward you copies when they are completed. These will show you what we are doing to help you sell these products and how you can help us to help you.

Royal Standard FLOUR

"MAKES LIGHTER, WHITER BREAD"

This slogan will be backed up by strong 'reason-why" advertising, showing the housewife how this splendid flour is made from "the best of the best wheat." The modern milling processes by which this superlative quality is attained will be shown by drawings of the machinery, the interior of the various units, and of the laboratory. The food qualities will be emphasized as will the cleanliness of the processes.

Wild Rose Pastry Flour

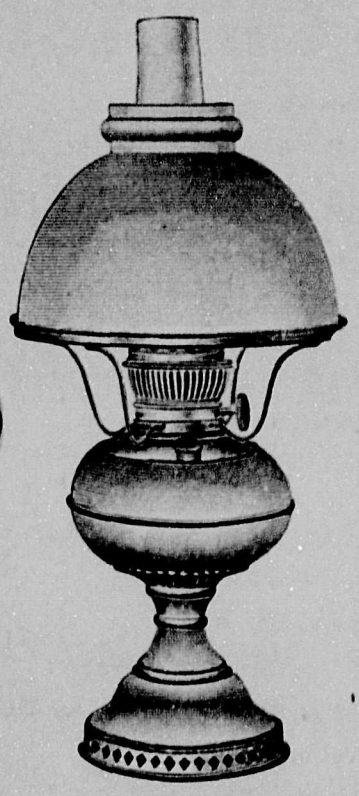
The appetite appeal will be emphasized in this campaign. The richness of the flour and the economy of its use instead of ordinary flour for pastry.

She Will Ask for These Flours—Will You Give Them to Her?

Vancouver Milling & Grain Co., Limited

OFFICES AND MILLS
VANCOUVER, B.C.

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



LAMP GOODS

DAYS ARE GETTING SHORTER. BETTER LOOK UP YOUR STOCK OF LAMPS AND LAMP GOODS. OUR STOCK IS VERY COMPLETE. WRITE US FOR PRICES ON:—

Gasoline Lamps, Coal Oil Lamps, Lanterns, Chimneys, Burners, Wick Shades, Etc.

***

Martin, Finlayson & Mather, Ltd.

WHOLESALE HARDWARE

41 Alexander Street.

VANCOUVER, B.C.

The BRITISH COLUMBIA RETAILER

Published Monthly. THIRTEENTH YEAR

GROCERIES, DRYGOODS,
HARDWARE,
GENERAL MERCHANDISE.

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

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

SUBSCRIPTION RATE: Two Dollars Per Year, payable in advance.
Advertising Rates on Application.

Editor: W. J. HUGO.
Publishers: PROGRESS PUBLISHING CO., LTD.

EDITORIAL AND BUSINESS OFFICES:
LONDON BUILDING,
VANCOUVER, B.C.
Telephone, Seymour 3861.

Vol. XII., No. 2. OCTOBER, 1920. Vancouver, B.C.

EDITORIAL

WHY CAMOUFLAGE?

The Bulletin reproduced elsewhere of the Indianapolis Better Business Bureau is one that can be of just as much profit to the retail merchants of B. C. as to any retail merchants anywhere. The evil is certainly a great one and it seems to grow bigger every day and like everything else that is not strictly above board, it is bound to re-act, and a penny made today becomes a dollar lost in the time to come. Some "markings down" might be genuine enough but the man in the street with a fair supply of grey matter in his cranium is not carried away nor convinced by a lavish use of red ink, especially when prices are cut in a half. There, of course, accumulates odd lines, damaged and out of fashion goods from season to season that can be sold at cost or below to clear and there are occasions beyond the control of even the most scientifically-conducted business when it becomes desirable to move out goods at genuine reductions for reasons with which neither public nor competitors can be expected to be familiar. These can be so labelled and a ready sale made because there are people not so fastidious as others to whom a last season's straw hat, or costume, as the case may be, is as good as one just in, and to whom a little stain or "fade" doesn't amount to much. The retail merchant who is most respected—by himself as well as his customers and others—is he who calls a spade a spade and sells his goods for what they are and at a fair profit. The other man may make the more money at the moment but the test of time will find the tradesman who toes the line of integrity a rock amongst his competitors and townsfolk. To such a man trade will flow—he gets the people's confidence and at the same time what is greater than all, he is playing the game fairly and squarely to the satisfaction of his own conscience and to the credit of himself and his family.

A WONDERFUL ADDRESS.

The address of Dr. W. J. Hindley, director of the Bureau of Education of the Washington R.M.A., made to 250 retail merchants and friends at the annual meeting of the Vancouver Branch R.M.A. on Oct. 4th, was a speech that will live in the memories of those who heard it for a long time to come, for not only was it an elecutionary effort of remarkable brilliance but it was so full of ideas and thought, expressed with lucidity and connectedness. His subject was "The function of the retailer in the community," and the ovation that followed his 100 minute oration was most remarkable and so were the audience moved that Mr. Stearman's rapid action in calling for the extinguishing of the deficit of the branch was followed by cash payments "on the spot" and a promise of subsequent amounts for the members present.

The fact that Dr. Hindley spoke for nearly two hours without a note stamps him as an orator of no little ability and one to be classed with much better known Americans of silver-tongued gifts. It was not a successful and popular address because he flattered, for he handed the retail merchants some hard but deserved knocks and the deft way he handled the matters affecting the U. S. and Canada in such a manner as to antagonize neither a countryman of Uncle Sam nor Jack Canuck was admirable, for he welded the interests of both countries into one and spoke of the Republic and the Dominion as though to all intents and purposes they were one. A few such speeches as his delivered in the interests of friendship between Canada and her neighbor would do much to overcome the doctrines and expressions of discord that at this moment are propagated by enemies of both countries. The best comment on Dr. Hindley's remarks is to say, "Read them" as epitomized elsewhere in this issue. But doesn't it seem a pity that a good Canadian like Dr. Hindley should have to seek his field of expression on the other side of the line. Why couldn't the R.M.A. of Canada have a man like that to go through the country with his inspiring message?

CAN IT BE TRUE?

A report comes from Ottawa that sweeping changes in direct Federal taxation will be made in the Finance Minister's next budget. Among these changes, it is said that the luxury tax is included and that the sales tax will take its place. The tax is 1 per cent. on the turnover of manufacturers and importers. It is easily collected and is not noticed by the average purchaser because no

invoice is supplied. The "luxury" tax is not a vote getter in any case, and votes are what the Government wants at the next election.

In justification of its probable removal it is contended that one of its designs, namely to encourage thrift, has not really materialized. It is further contended that if the cost of living decreases it will not be a revenue getter and will cost more than it is worth to administer.

It would appear that the "unworkable" tax has suddenly been discovered to be also poor politics. The view point of the retail trade with regard to the luxury tax will be presented to the Tariff Commission at Ottawa very soon (possibly before this issue appears) by the Dominion Executive Council of the R.M.A. Questionnaires are now in the hands of the Association members and branch secretaries throughout the province, and Provincial Secretary Hougham expects to have these returned shortly when the opinions of B. C. will be indicated to Dominion Secretary Trowern to form part of the recommendations which will be made to the Tariff Commission.

WHAT ARE YOU GOING TO DO ABOUT IT?

"We hear a lot of the terrible waste of money in supporting middlemen. The men loudest in the noise and those who are too "simon pure" to join the organization, who boast that they do not belong to the combine but they are willing to get its benefits free. These men by their individualism are largely responsible for the support of "middlemen" and wholly responsible for the debacle in prices when production is large. Farmers should organize and cease to worry about the middle men, when you are properly organized he will die a natural death, your produce will then be conducted by your selling agencies right from your gate to the door of the consumer and all unnecessary overhead and middlemen will be eliminated."

Thus speaks the "Fraser Valley Record." Is not this rubbing it in and does not this at once take you to Mr. Hindley's speech at Vancouver. Read again what he says in the latter part of paragraph 3 of his remarks printed elsewhere, beginning with the words "With apt illustration."

"Know Thyself"

Dr. W. J. Hindley's Great Address Before the Members of the Vancouver Branch R. M. A.

Before that, the most representative gathering of retail merchants ever brought together in Vancouver, every man of which followed the speaker with strained attention, Dr. W. J. Hindley, who is Director of Education for the State Retailers' Association of Washington, delivered an address of nearly two hours' duration, which was the most masterly analysis of economic conditions, as they affect the retailer in the community, that has ever been presented to an audience of Vancouver business men. Dr. Hindley combines the faculties of the analytical student with the compelling power of the orator in a truly remarkable degree, and the Vancouver Branch of the R. M. A. are congratulating themselves upon their good fortune in having been able to secure Dr. Hindley's services. A printed report, even though it were verbatim, of Dr. Hindley's address could hardly convey the spirit of his utterances which were characterized throughout by a forcefulness and eloquence punctuated with a sparkling humor and delivered with all the magnetism of a vibrant personality.

In driving home again and again his argument for stronger and more efficient organization among retailers, the speaker paid a high tribute to the effectiveness of organization as represented by the great Labor and Farmers' Unions of the North American Continent. These bodies, said Dr. Hindley, half a century ago were ridiculed by business men, who looked upon their ideals as Utopian, and their schemes as impracticable. To day these great classes of the community had swept by the retailer. Their interests were the direct responsibility of Government Departments administered by Cabinet portfolios. Universities included reference to them in their curricula. Public opinion was swayed by them. From a teeming mass of competitive individuals elbowing and jostling each other for jobs and markets, they had evolved into organic units, while the retailer intent upon his own business was now held up to scorn by these same people, who were not afraid to say that the retailer was an unnecessary cog in the economic machine, who could be displaced with advantage to the community.

Dealing with some of the causes which during the last five years had contributed towards the present mental attitude of society to the retailer, the speaker dwelt in detail upon the advancement of prices consequent upon the war, which the public had cheerfully made, as being part of their contribution to what they conceived to be the interests of humanity. When, however, hostilities ceased with the armistice, a reaction in the public mind immediately set in, and everyone looked for a reduction in the cost of living, forgetting that for five years the entire physical and material strength and resources of western civilization had been engaged in mutual extermination. Vast areas of hitherto productive territory, whole communities of hitherto industrially engaged people had been devastated. Production of the necessities of life, except for combatants, had almost ceased, and the world was therefore brought face to face with a condition of physical exhaustion, with insistent demands for products far exceeding the supply. To meet the tremendous financial demands of the Allies, an enormously inflated paper currency had been let loose in all countries, creating an artificial prosperity wherewith to meet the enhanced cost of living, and in creditor countries this living had been taking the form of a riot in luxuries, regardless of the fact that the world's stock of necessities stood at the famine mark. Retailers who were the last link in the chain from producer to consumer, had been the victims of the economic law, as had all other sections of society, but because they were closest to the public and easily reachable by Press and Platform, they had been singled out and held up as objects of suspicion and distrust, the whole business of retail distribution being brought into contempt, because here and there individuals had endeavored to make a profit out of proportion to the service rendered by them. This suspicion and distrust fomented by political schemes and aspiring mob leaders had become articulate in freak legislation, which knew no geographical boundary, and expressed itself with equal absurdity at Washington, D.C., as it did at Ottawa.

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

The Press, said Dr. Hindley, whose business is the retailing of news was forced by the very nature of that business to feature the sensational and unusual. Its front page corresponded to the retailer's front window, but the retailer through his advertising paid the overhead, and for this privilege had the satisfaction of seeing the business of retail distribution brought under contempt both by sensational headline and misinformed editorial. While the Press should have utilized its great power to educate the public mind, explaining the laws, whose inexorable operation were responsible for the present condition of affairs in society, they had been so busy with Petrograd, Paris and London that they had had no space to spare for presentation of facts, which the public should know with reference to the basic causes for the high cost of living. Following his theme step by step, Dr. Hindley drove home with tremendous emphasis that the responsibility for the public ignorance was not wholly the fault of the Press, but largely that of the retailers themselves, who had been so accustomed to agree with their customers upon every possible occasion that they had lost the self respect which demands justice and asserts its rights, while recognizing its responsibilities. Trained by the watchword "The customer is always right," the retailer had been helpless and inarticulate before the bar of public opinion, which, said Dr. Hindley was the Court of Last Appeal, as a result of which his very position in society had been undermined, and was now perilously insecure. With apt illustrations, sometimes with gripping earnestness, and again with flashes of humor, the speaker went on to emphasize the paramount necessity for organization among retailers. Twitting them with sitting supinely by while their laws were framed for them by lawyers unfamiliar with business, and interpreted by judges ignorant of economics, Dr. Hindley said that the majority of men who make our business laws are as innocent of the real principles of business as the Babes in the Wood. Who, asked the speaker, introduced the amendment to the Government's Luxury tax proposals in the Federal House at Ottawa? Was it a business man? No! said he, the final amendment representing the viewpoint of the retailers of Canada was introduced by the representative of the Farmers' Organization, which was a splendid illustration of the fact that retailers as a class were political orphans. Dr. Hindley told the story of the boy who was requested by his teacher to write a description of the cerebral column. The boy's description was terse and to the point. It stated that the cerebral column is your backbone—you think with one end and sit on the other. Retailers, stated Dr. Hindley were the cerebral column of the community, but the politicians evidently regarded them as the sitting end.

In passing Dr. Hindley made some references to Co-operative stores and said that the retail trade could have no objection to the application of the principle of co-operation, so long as the stores paid their dividend after it had been earned and not before. "Make no mistake," said Dr. Hindley, "unless your business and its methods measure up to that standard of service, which is the heritage of a slowly evolved civilization, it cannot last." A business which claimed the support of a community merely on the ground of price might reach a certain limited field, and meet a certain want, but in the last analysis the public demanded more and better service, and if the conditions of such service were properly explained to them by the organized retail trade, they would pay for value received, as no one wished to go back to the business and social standards of his ancestors. The luxuries of yesterday were the necessities of today, and the honest intelligent retailer able to interpret the wishes of his community and relate himself and his business to its expansion could create a niche for himself from which no mere competition of price could dislodge him.

Dr. Hindley's final appeal was for a rallying to the Association on the part of all retailers and for a broadening of its platform. If, said the speaker, retail merchants conceived of their Association merely as an instrument for the protection of their special privileges, and were content to make it function as a purely regulative organization, concerned merely with the details of business administration, then they had misinterpreted its purpose, and under-estimated their own position in the community. Said the speaker in eloquent sentences which brought the meeting to its feet, "the principles of Christian civilization are principles that must be applied to business, and the Kingdom of God on Earth will never be established until its business standards are based on Christian ethics." "Apply those ethics, co-operate," said Dr. Hindley, "with all the best elements in your community, seek the wisdom of the University, and tell the public the truth about your place in the scheme of things, and your Association will become a success in the best sense of that term."

The speaker was tendered an ovation by the meeting which was as spontaneous in its expression as it was full of sincerity, and the opinion was unanimous that the evening marked the definite establishment of the Vancouver Branch, of the Retail Merchants' Association of Canada, upon a basis and with a future which will be a source of personal gratification to every one of the Executive officers who have endeavored loyally during the year, which the meeting brought to a close, to honorably discharge their obligations to their fellow retailers.

IMPORTANT TO ALL RETAILERS

The following is a synopsis of changes in Luxury Tax regulations, effective November First, 1920:

1. All retailers selling articles subject to Luxury Tax to be licensed. License fee, $2.00. Number of license to appear on all orders. Wholesalers may not supply retailers without first satisfying themselves that the retailer is licensed.

2. Stamps to be used. Procurable from Inland Revenue Department, Customs Officers and Banks.

3. Purchaser buying taxable articles must be given sales slip showing tax separate. Retailer must affix to sales slip sufficient stamps to cover tax. Stamps must then be perforated—AFTER, not before the transaction. Penalty, fine of ten t mes amount of tax not paid, with a min.mum of $50.

4. Perforating machine is loaned by the Government and serially numbered.

5. Each retailer must keep sufficient supply of stamps on hand to meet requirements. Failure to have stamps available will be no excuse for non-payment of taxes. All books and records are open to inspectors' examination, who have the right to approach the customer as well as the retailer. All records must be kept two years.

NOTE THE FOREGOING

Further information cheerfully furnished by Secretary, George S. Hougham, Retail Merchants' Association, 424 Pacific Building.

Canadian Hallowe'en Candy Displays

By Ernest A. Dench. Special to the "B.C. Retailer." (Copyright.)

Hallowe'en is the first of the three end-of-the-year events that may be always relied upon to boost candy sales. You have probably been taking things quietly all summer, so now is your opportunity to jazz up your business in preparation for the winter's trade that is ahead of you. People will have now settled down after their vacations, with the result there is none of the spirit of unsettledness that exists right up until Labor Day.

While in Montreal, last October, a number of effective Hallowe'en displays attracted my attention, so here goes—

Candy for the Party

One of the Laura Secourd Candy Shops exhibited a card that rested on a blackboard and easel. The white pasteboard card was written in black and ran as below:

"The Complement of Hallowe'en Parties would be assured by serving Laura Secourd Candies"

Small witches and cat figures were scattered in between the boxes of candy, while where dishes were used these were lined with Hallowe'en paper napkins. The trim was floored with green plush. Another card hung at the back of the trim called attention to the fact that—

"These Delicious Candies are made in our sunlit studios. Fresh every hour."

Use of Hallowe'en Colors

Jassbys floored their trim with orange crepe paper, squares being formed by the introduction of twisted coils of black paper. Boxes of chocolates were laid on the squares so formed.

Pushing Taffy Sales

Goodwins, Limited, had a display of taffy in a small side trim, half floored with orange satin and the other half covered with black satin. Attached to the electric light bulbs above were black and orange ribbons, hovering above the tray filled with Hallowe'en taffy in the centre. A Hallowe'en paper lantern was laid on top of the tray. Down in front were pumpkins on stands.

An Hallowe'en Poem

Backing up the foregoing display was a newspaper advertisement inserted under the caption of "Pot Pourri." The first part of the advertisement was devoted to a poem on Hallowe'en, as follows:

"When Witches ride high up on brooms
About the dimly-lighted rooms,
'Tis Hallowen'en!

When goblins smirk and pumpkins grin,
And ghostly stories pinch the skin,
'Tis Hallowe'en!

When children masquerade so gay,
And at bob-apple laughing play,
'Tis Hallowe'en!

When boys on window-panes "tick-tack"
And pussy-cat has high-arched back,
'Tis Hallowe'en!

When little boys are over-fed
And little girls go tired to bed,
'Tis Hallowe'en!

Party Suggestions

Then followed a number of Hallowe'en party suggestions, few of which are quoted below:

"The Kiddies wouldn't call it a Hallowe'en party if there was no taffy."

"We've got tons of special Hallowe'en taffy-walnut, 35c lb., plain, 30c."

"And, of course, chocolates."

"And cakes! We looked into our Pastry Department and the delicious smell makes one's mouth water as we think of it."

Effective Use of Hallowe'en Crepe Paper

The Castle Blend Tea Store floored their candy window alternately with orange and black crepe paper. Boxes of party crackers were laid on the floor at each side, with dishes of candy in the middle.

McKeown Ltd., had a display of nickel chocolate specialities. The various chocolate covered bars and shapes were placed in individual lace paper cups, adorned with typical Hallowe'en designs.

Preparing for the Hallowe'en Rush

To take care of the Hallowe'en rush, McKeown's introduced a self-service feature. Near the door were two tables, laid with white linen, over which were stacked boxes of candy all packed to carry away. One table contained the fifty-cent special, wrapped in white, while the other table was stacked with the seventy-five cent special, wrapped in pink. Of course it would have been more appropriate had the boxes been wrapped with orange and black paper.

Pumpkin a Seasonable Accessory

Grants' floored their trim with crepe paper, over which single layers of the different kinds of nut chocolates were laid. Each kind of candy was separated by a mould in between, a pumpkin being perched on the top of the mould.

Several other Hallowe'en window displays were arranged by live Montreal stationery and fancy goods stores. These can, with minor changes, be employed by confectioners.

The Witch's Cave

Locke Brothers arranged the rear of their window to represent a witch's cave, which was constructed out of cardboard moulds, covered with Hallowe'en crepe paper. The entrance to the cave was guarded by a wax figure got up as a witch, who held a broom in one hand. Extending from the cave's entrance to down in front were black and orange crepe paper streamers. The streamers served to direct attention to the goods that were displayed down in front.

Now for the Ghost!!

Jassbys introduced a lifelike figure of a ghost clad in white flowing garments, at the rear of their trim. At the opposite side a fire was laid with real logs, placed on top of which were red electric light bulbs, imparting an eerie appearance to the scene at night. A cauldron hanging over the fire made the effect even more spooky. Down in front was a table set for a Hallowe'en party, with favors and everything.

B.C. Merchants Who Have Made Good

2.—HARVEY MURPHY, Nanaimo.

Mr. Murphy's Slogan for Success Is "An Unlimited Capacity for Taking Hard Knocks."

Harvey Murphy, the well known Nanaimo merchant, was born at Pembroke, Ontario, and commenced his wage-earning life by working in the nickel mines at Sudbury at the age of 14 years; he passed his High School entrance while at this occupation and after two and a half years' work he earned enough to pay for a term at college and when funds gave out, he returned to work until he got another stake.

Mr. Murphy got his initiation into his present line of business through the Hudson's Bay Company, for after serving as driver of one of their deliveries at the age of seventeen and steadily rising in their estimation during his twelve years' service with them, he became buyer, a position he held from the sixth year of his connection with them. At the age of 18, he had been transferred to Southern Alberta from Sudbury and it speaks as well for Mr. Murphy as the "Bay" that he got all his business training with this firm.

The early days of Southern Alberta were indeed "wild and woolly" and the principal calling there was in connection with cattle, but young "Harvey" and one or two more were optimistic enough to believe that the great fertile ranges of Southern Alberta would grow wheat and he invested his spare cash in a tract of two sections near the town of Macleod, at a very low figure an acre, and he broke the land and planted wheat on it and was one of the pioneers in the prairie wheat business, an agricultural attainment which has now placed Alberta amongst Canada's finest wheat-growing provinces.

He sold his farm at its greatly increased value, and leaving the employment of Hudson's Bay, he started in business in the Crow's Nest Pass in the town of Frank, Alberta, where he made a business success and moreover was elected Mayor for two terms. He stayed in Frank for eight years, a successful business man, but when the disturbance caused by the dangerous condition of one of the peaks of Turtle Mountain necessitated the moving of the business portion of

HARVEY MURPHY
First Vice-President B.C. Board, R.M.A. of Canada.

the town out of the danger zone, Mr. Murphy, like a wise man, came to the good old Coast and hit Nanaimo the very first thing and he has been there ever since, and is one of the city's most respected business men and citizens. He has been there for eight years, occupying the same stand until October 1st last when he moved into the best corner location in Nanaimo (corner Commercial and Bastion streets), and today has one of the finest men's and boys' stores in B. C. His store motto is "Quality, Service and Value," and besides having a very up-to-date store in all respects he insists on strict integrity and courtesy throughout its departments.

Mr. Murphy is a good Roman Catholic and a member of the Knights of Columbus. He is now acting for the second term as president of the Nanaimo Board of Trade and his other offices include vice-presidency of the Nanaimo Rotary Club and president of the Nanaimo branch of the R. M. A. of Canada.

We welcome such men as Mr. Murphy to our gallery of successful merchants of B. C. who, by honest perseverance have surmounted difficulties and become highly respected members of the community.

THE LIMIT REACHED.

"B. C. Retailer" Reproduces Bulletin Sent Out to Indianapolis Merchants That Can be Read With Much Profit in B. C.

The danger arising from the indiscriminate use of comparative prices in retail advertising is stressed in an interesting and effective manner by a report recently issued by the Better Business Bureau of Indianapolis, which is affiliated with the National Vigilance Committee of the Associated Advertising Clubs of the World, says a bulletin from the offices of the latter organization, in New York.

"Comparative price advertising," suggested the Indianapolis Bureau in a report to its members, "is again running riot in Indianapolis. Merchants who seldom use comparatives have been usuing them recently. Others who habitually use them have been even more extravagant in their statements. These range from supposed savings of one-half or more in clothing advertising to $200 dresses for $75.00; $175 tailored suits for $50; $150 coats for $70; $22.50 dresses $9.50; $15 shoes for $4.49, etc.

"We do not hold that the mere use of comparative prices is unethical or wrong. We do maintain, however, that the use of comparative prices and comparative values is subject to great abuse and tends to undermine confidence in advertising, as it tends to educate the public to the belief that a regular price on merchandise carries an exceptionably large profit for the merchant, and that it is not prudent to buy until goods are advertised at a reduction. It tends to educate the public to become bargain hunters.

"The effect upon the department buyer is to do exactly what the public suspects, place a high mark-up on his goods that he may advertise them at a reduced price and still make a reasonable profit. The shopper learns to look and wait for a reduced price before purchasing and even then questions whether or not she is getting a real bargain.

"The whole tendency of the extreme use of comparatives is, we

believe, to destroy confidence in advertising. In the meantime his department heads are tempted to make ever increasing claims of reductions to stimulate the jaded public appetite for bargains.

"The $200 dress advertised on sale at $75 may have actually sold at the higher price at the beginning of the season. The merchant is probably taking a considerable loss at the lower price, but it is hard to make the public believe that he is selling goods at an actual loss. We know it is often done and that it is good merchandising to close out broken and unseasonable lines, but the general public does not. The women who paid the higher price earlier in the season believe the merchant profiteered; and the merchant suffers through loss of confidence and prestige.

"The Better Business Bureau asks Indianapolis merchants, if they feel they must use comparative prices, to use them with care, that their use may be more effective. The Bureau is interested in creating more and better business for all Indianapolis merchants. It is interested in increasing public confidence in advertising. This is your bureau, working for your general good. Will you help us?"

TAILORS STILL AFTER THE GOVERNMENT.

The Merchant Tailors' section of the R.M.A. is approaching the Dominion Government for a further modification of the Luxury Tax applied to tailor-made suits. The modifications asked for are as follows:

(1) An exemption of $34 on a coat; (2) $16 on trousers; (3) $10 on a vest and (4) $65 on a cloth overcoat. They ask further that they should not be subject to a sales tax nor shall they be classed as manufacturers, but that the retail license shall cover them entirely.

At a recent meeting of the Trades and Labor Council at Vancouver, Delegate McDonald, reporting for the Tailors' Union, said that only about half of the members were working and the other half were generally on half or short time. About 50 per cent of the local tailors has been laid off and remained idle since the luxury tax was put into force here.

The greatest slogan of the past, present and future: DO IT NOW!

Speeding Up on the Food and Drugs Act

Administration under the Health Department is more vigorous than under the Department of Trade and Commerce. Important amendments contained in 1920 Act require close attention of all merchants dealing in many lines of foods, and in drugs and patent medicine.

A few months ago the Department of Public Health was created at Ottawa, charged with the duty of administering all laws pertaining to the health of the public, as the name would imply, and all such other measures as may be conducive to a raising of the level of the physical well-being of the nation. The good which can be accomplished by such a department, properly administered, is obviously illimitable. No retail merchant will question that aspect of the case.

One of the changes which has taken place in line with the creation of the new department has been the transferring of the administration of the Food and Drugs Act. During the last session of parliament an amending Act was passed, which was assented to June 16th and is now law.

Its passage has received very little attention on the part of the retail trade in general, although it affects those interests very closely in many ways. Especially it affects the druggists and those who deal largely in drugs and patent medicines, but its effect on the trade in foods must not be lost sight of, and it is wise for all merchants to give some study to the new order of things, so that they may place themselves in a position to comply with the requirements of the law, and avoid transgression unwittingly.

To this end, we have prepared a short digest of the 1920 Act, which is printed below, and should be carefully read.

The Act is known as "The Food and Drugs Act, 1920," and a copy may be seen at the offices of the R.M.A., also at the office of the "B. C. Retailer," or can be obtained by those interested by application to The King's Printer, Ottawa.

There is also another Act, The Patent Medicine Act of 1919, which is now also under administration of the department of Public Health, which requires attention along the same lines, particularly as regards the new definition of a "Patent Medicine."

Under this latter Act, an order-in-Council has been passed (P. C. 2010 of 1920) regarding the stamping of patent medicines, which we print below.

DIGEST OF THE NEW FOOD AND DRUGS ACT.

Adulteration.

1 (1) Food shall be deemed to be adulterated within the meaning of this Act—

(a) If any substance has been mixed with it so as to reduce or lower or injuriously affect its quality or strength;

(b) If any inferior or cheaper substance has been substituted wholly or in part for the article;

(c) If any valuable constituent of the article has been wholly or in part abstracted;

(d) If it consists wholly or in part of any diseased or putrid or rotten animal or vegetable substance, whether manufactured or not;

(e) If it is obtained from a diseased animal, or from an animal fed upon unwholesome food;

(f) It is contains any added poisonous ingredient, or any ingredient which may render it injurious to the health of the person consuming it, whether added with intent or otherwise; or,

(g) If its strength or purity falls below the standard, or its constituents are present in quantity not within the limits of variability fixed by the Governor in Council as hereafter provided.

(2) In the case of milk any adulteration shall be deemed to be injurious to health.

2 (1) Every drug shall be deemed to be adulterated within the meaning of this Act if its strength, qual-

ity or purity falls below the professed standard under which it is sold; or if, when offered or exposed for sale under or by a name—

(a) Recognized in the latest edition of the British Pharmacopoeia, or,

(b) Recognized in the latest edition of any foreign pharmacopoeia, or,

(c) Which is not recognized in any pharmacopoeia but is found in some generally recognized standard work on materia medica or drugs;

it differs from the standard of strength, quality or purity laid down therein.

(2) Unless a drug is sold in such a manner as plainly to indicate that its quality is to be judged by an authority other than the British Pharmacopoeia, and such authority is named, it shall be deemed to be adulterated unless it conforms to the standard of strength, quality and purity for such drug as these are defined by the latest edition of the British Pharmacopoeia.

Misbranding.

(3) Food shall be deemed to be misbranded within the meaning of this Act—

(a) If it is an imitation of, or substitute for, or resembles in a manner likely to deceive, another article of food or drug under the name of which it is sold or offered or exposed for sale and is not plainly and conspicuously labelled so as to indicate its true character;

(b) If it is stated to be the product of a place or a country of which it is not truly a product;

(c) If it is sold or offered for sale by a name which belongs to another article;

(d) If it is so colored or coated or powdered or polished that damage is concealed, or if it is made to appear better or of greater value than it really is;

(e) If the false or exaggerated claims are made for it upon the label **or otherwise.**

(f) If in package form, sealed by the manufacturer or producer, and bearing his name and address, the contents of each package are not conspicuously and correctly stated within limits of variability to be fixed by regulations as in this Act provided, in terms of weight, measure or number, upon the outside of the package; provided that this subsection shall not apply to packages the weight of which including the package and contents is under two ounces; provided also that nothing in this section shall be taken to require the statement of weight, measure or number upon containers packages of standard size as provided by orders of the Governor-in-Council under The Meat and Canned Foods Act, and provided further that the Governor in Council may make regulations deferring the operation of this subsection in whole or in part for such period as he may prescribe, up to the first day of July, 1923;

(g) If sold as a compound, imitation or substitute, it is not labelled in accordance with the requirements of this Act;

(h) If the package containing it, or the label on the package, bears any statement, design or device is false or misleading in any particular; or,

(i) If the package containing it, or the label on the package, bears the name of an individual or of a company, claimed to be the manufacturer or producer of the article, which individual or company is fictitious or non-existent.

(4) Every article of food which is a compound, mixture, imitation or substitute shall be plainly and correctly labelled as such; and the words "pure" or "genuine" or words equivalent to these terms, shall not be used on the labels or in connection with such articles, and such articles shall be so packed, marked or labelled as not to be likely to deceive any person with respect to their true nature.

5 (1) Every person who by himself or his agent or employee manufactures for sale, sells, offers for sale or exposes for sale any article of food or any drug which is adulterated or misbranded shall be guilty of an offence, and,

(a) If such adulteration is deemed to be injurious to health within the meaning of this Act, shall for a first offence be liable upon summary conviction to a fine not exceeding two hundred dollars and costs, and not less than fifty dollars and costs, or to imprisonment for any term not exceeding six months, or to both fine and imprisonment; and,

(b) If such adulteration is not deemed to be injurious to health within the meaning of this Act, or if article is misbranded, shall for a first offence be liable upon summary conviction to a fine not exceeding one hundred dollars and costs and not less than twenty-five dollars and costs, or to imprisonment for any term not exceeding three months, and for each subsequent offence to a fine not exceeding two hundred dollars and costs and not less than fifty dollars and costs, or to imprisonment for any term not exceeding six months, or to both fine and imprisonment.

(2) In all cases where the adulteration is proved to have been wilful the penalties imposed by this section shall be doubled.

(6) Every person who attaches to any article or package of food or drug sold or offered or exposed for sale any label or mark containing any untrue or misleading name, device or statement, or who neglects or refuses to label or mark any article or package of food or drug in accordance with the requirements of this Act, shall for a first offence be liable, upon summary conviction, to a fine not exceeding two hundred dollars and costs and not less than fifty dollars and costs, or to imprisonment for any term not exceeding three months, or to both fine and imprisonment, and for each subsequent offence to a fine not exceeding three hundred dollars and costs and not less than fifty dollars and costs, or to imprisonment for any term not exceeding six months or to both fine and imprisonment.

NOTICE TO DRUGGISTS, DISTRIBUTORS AND RETAILERS OF PROPRIETARY OR PATENT MEDICINES.

The following regulations have been established by Order in Council (No. P. C. 2010), dated 17th September, 1920:

1. All proprietary or patent medicines for internal use which have heretofore been placed on the market in conformity with the provisions of THE PROPRIETARY OR PATENT MEDICINE ACT, chapter

56 of the Statutes of 1908, and which bear a departmental registration number, may be sold or disposed of at any time prior to the first day of January, 1924, notwithstanding that such proprietary or patent medicines may not have been registered and licensed under Chapter 66 of the Statutes of 1919; provided, however, that nothing in this regulation contained shall be construed to authorize the sale of any proprietary or patent medicine which is or has been found by the Advisory Board to be not sufficiently medicated to make it unfit for use as a beverage.

2. All proprietary or patent medicines for external use on the market at the time this regulation comes into force may, notwithstanding that they may not have been registered and licensed under chapter 66 of the Statutes of 1919, be sold or disposed of at any time prior to the first day of January, 1924, provided that the written consent of the Federal Department of Health has been obtained and that a special stamp supplied by the said department is fixed to each package so sold. The necessary stamps may be procured from the Federal Department of Health at Ottawa upon application being made therefor at any time between September 15th and November 15th, 1920. The application shall be made upon a form to be supplied by said department which shall include a solemn declaration that the firm or person making the application has in its or his possession the number of individual packages of medicine of the name or description therein specified. One of the said stamps shall be affixed to the wrapper belonging to each individual bottle, box or package containing such medicine. Where the bottle, box or package is not covered by a wrapper, the stamp shall be affixed to the bottle, box or package itself.

ALL CONCERNED will observe by reference to the foregoing that stamps must be procured for all external preparations subject to the provisions of THE PROPRIETARY OR PATENT MEDICINE ACT as amended, and which have not been registered and licensed thereunder. These stamps will be supplied upon receipt of a sworn application, in duplicate, giving the description of the medicines and the number of individual packages.

J. A. AMYOT,
Deputy Minister of Health.

Ottawa, Canada, September 22, 1920.

Auto-motive Dealers of Province at Vancouver

Provincial Section of the R. M. A Formed New Selling Policy Enunciated.

Retail distributors of tires and accessories and gasoline, gathered on Thursday, September 16th, in the Board Room of the Retail Merchants Association at Vancouver, to give serious attention to the chaotic condition of their business, resulting from indiscriminate price cutting and the policy of certain manufacturers of tires who have been selling their product direct to the consumer, regardless of the interests of the Retail Trade. At the outset of the meeting Provincial Secretary Hougham was requested to outline the negotiations which had led up to the convention, and after describing these, and suggesting that while conditions were unsatisfactory, they were not incapable of remedy, the gathering formed itself into a Provincial Trade Section of the R.M.A. It is hoped and expected that the result of this move will be to gather strength behind the movement for better merchandizing conditions in these lines of business that could not be secured by organization confined to Vancouver and its immediate vicinity. In adopting this plan the meeting followed the strong lead set by the Ontario Automotive Dealers who have been remarkably successful in elevating their business from a condition of chaos to one of scientific marketing, with satisfaction to all parties concerned.

Among those present were the following:—Messrs. W. A. Pound, T. R. Simpson, E. B. Butchart, M. D. McDonald, R. Chamberlain, C. D. MacFarlane, R. K. Noble, M. Fraser F. M. Ramsay, J. W. Eva, H. M. Boultbee, L. C. Hill, L. W. Faris, A. R. Higgins, J. F. Corfield, O. L. Purcell, J. W. Pilcher, (Vancouver), G. H. Lillie, R. J. Jamieson, Wm. Jackson, A. J. McGavin, W. B. Revercombe (Victoria), W. M. Kerr, H. L. Gregg, B. Z. Gurney (New Westminster), Jas. A. Irvine, W. Sampson, E. R. Wilson (Nanaimo), J. H. Cameron, A. Kierstead (Cumberland), P. Douglas Fisken (Marpole), Chas. Marsh (Kamloops), Ira E. Lowe (Ladysmith), C. E. Anstie (Kingsway).

Mr. R. J. Jamieson of the firm of Jamieson & Willis of Victoria, was elected Chairman of the convention, in which capacity he held the proceedings down to a strict discussion of the matters at issue, earning the gratitude of the meeting, which expressed itself subsequently in electing him to the position of Chairman of the newly formed Provincial Section.

With registration formalities and introductions disposed of, the meeting turned its attention to the programme offered by the Vancouver Auto Supply and Tire Dealers' Section, which dealt broadly with the selling policy of the manufacturers of tires and accessories, and expressed itself in four carefully prepared resolutions, each of which sought to remedy a well defined abuse in equally well-defined terms, the whole four clauses being finally adopted with some slight amendments. This matter having been satisfactorily disposed of, the meeting relaxed for a while to listen to an address by Mr. Stanley Lord of Seattle, who has been actively identified in organization work on the Pacific Coast, and has been instrumental in standarizing the Automotive business to such an extent in the State of California as to place it in position where it commands the respect of its own membership, and of the public.

In entering a plea for greater efficiency among retailers of Auto supplies, Mr. Lord pointed out that figures published by the accredited rating agencies indicated that 87% of the retailers in this line of business failed owing to lack of systematic business methods and 60% of these failures were more or less directly attributable to loose methods in the extension of credits. The speaker gave several interesting illustrations of incidents which had come under his own personal observation, in support of his claim that greater efficiency was needed in these matters.

Turning his attention to the matter of discounts which certain Tire dealers had been in the habit of allowing to certain favored customers, the speaker heavily scored this lack of policy, remarking that in no other line of retail distribution would a customer ask, or expect, a discount. It seemed a singular thing, said Mr. Lord, that owners of cars, themselves in many cases business men,

should go from Supply house to Garage, or from Garage to Dealer, or from Dealer to Wholesaler, in order to secure price concessions in the matter of tires, which they were not entitled to. The blame for this, said the speaker, lay at the door of the dealers themselves, who had not exhibited sufficient backbone to refuse to become parties to such transactions.

Arguing that the dealers' relation to the consumer of tires, and his claim to function, must rest on the basis of service, which would be remembered long after price had been forgotten, Mr. Lord went on to suggest some of the ways in which this service could be improved, and so definitely relate the tire dealer to the car owner, as to build up for the former a permanent connection of satisfied users. Pointing out that a very large proportion of car owneers were not technical experts, and therefore relied exclusively upon the advice tendered them by the dealer, Mr. Lord suggested that dealers should inaugurate a weekly or monthly inspection service which would give the car owner continuous protection. Such a service would include advice upon every part of the car, and while a charge should be made for it, if such charge were reasonable it would be willingly made by the car owners, who would speedily become educated to the idea that it was sound economy on their part to pay a charge of that kind rather than run their car for an indefinite period, if it failed them in an emergency which might mean life or death, or at the best involve them in a heavy bill for damage and repairs.

Another example for possible service which can be rendered by the the dealer was in the careful selection of the sort of tire which would meet the particular need of the car and the use to which the car was to be put, and in this connection the speaker emphasized the value of placing the dealer's entire reputattion and selling service behind one particular brand of tire. Mr. Lord remarked that he was not concerned at the moment with the make of tire to which the dealer pinned his faith.

A FINE STORE

The interior of the store of Messrs. Millar & Coe, on Hastings Street West, Vancouver, exhibits an arrangement which, while it may be fairly general, is seldom used to such advantage as has been made in this case. A photograph does not often convey as full an impression as the interior of a store viewed with the eye; but it will be observed that excellent use has been made of opportunity to display the merchandise. China and glassware are susceptible of artistic arrangement; colors may be so blended as to focuss the eye by their pleasing contrast; lighting may be such that reflections from cut glass and chinaware are soft yet compelling; pieces depending on their art value may be so displayed that their beauty is not detracted from by too close proximity of neighboring articles.

All these points have not been lost sight of in this store, which is a credit to those responsible for it. The toy department upstairs is good; but, we would judge, not greatly different from a hundred other toy departments in good stores. It is the main store which pleases.

All manufacturers of standard tires in these days of keen competition were putting in to their product their best knowledge and skill, but the dealer who divided his attention between three or four different brands was at a serious disadvantage when approached by the prospective purchaser, for the reason that he could not give his unqualified endorsement to any one of the lines carried. Selling tires, said Mr. Lord, was not just a matter of taking a tire from the rack, handing it to the customer and pocketing the money. The transaction involved technical knowledge, and it should be the business of the tire dealer to so cultivate that department of his business as to be able to speak with unhesitating confidence, which in turn would engender a corresponding confidence in the car owner.

Dealing with the matter of greater efficiency in business administration Mr. Lord submitted an interesting chart, which is reproduced hereunder, illustrating the relation of selling expense and net profit to turnover, pointing out that the quicker the turnover the less the ratio of selling expense and the greater the margin of net profit. These figures were used by Mr. Lord as an argument for the concentration of the tire dealer upon a given line instead of dissipating his energies over a wide field with consequent loss of effectiveness.

Mr. Lord's practical knowledge of his subject was evident as he was followed with close attention by the convention, who accorded him a hearty vote of thanks at the conclusion of his address.

Among other subjects receiving the attention of the convention were the standardisation of prices for lubricating oils and a resolution instructed the Secretary to make an effort to secure a reasonable margin on the resale of gasoline.

A very successful meeting was brought to a close by the election of officers for the ensuing year, as follows:

Chairman, Mr. R. J. Jamieson, Victoria.

1st Vice-chairman, Mr. J. Pound, Vancouver.

2nd Vice-chairman, Mr. H. B. Neilson, Vancouver.

Hon. Treasurer, Mr. E. R. Wilson, Vancouver.

Hon. Secretary, Mr. A. J. McGavin, Victoria.

The policy outlined by the convention with regard to the distribution of tires, has since received executive attention, and there is every indication that the objects which the Section have set out to reach, are within measureable distance of complete success.

THE RELATION OF TURNOVER TO PROFITS.

As Turnovers Increase Interest and Selling Expense Decrease and Profits Increase.

The relation of turnover to selling expense and to profits is illustrated in the accompanying table. We assume that a dealer's tire sales are $10,000 annually, his gross profit or discount is 22% and his "overhead" or expense is 18% of his sales.

As he increases his annual turnover, note how he decreases his interest, his selling expense, and increases his net profits.

With more rapid turnover and decreased investment other advantages present themselves; smaller insurance charges, decreased danger from theft and fire, easier handled stock, cleaner and new appearing stock.

Annual sales	Discount or gross profit	Annual turnover	Investment	Int. on capital investment
$10,000	22%	2	$4,000	$240
10,000	22%	4	2,000	120
10,000	22%	6	1,260	76
10,000	22%	8	938	56
10,000	22%	10	800	48
10,000	22%	12	625	38

Selling expense	% Net profit	%Net yearly profit	%yearly profit to investment
18.0%	4.0%	$400	10%
16.8%	5.2%	520	26%
16.4%	5.6%	560	44%
16.2%	5.8%	580	60%
16.1%	5.9%	590	74%
16.0%	6.0%	600	96%

Jewellers Meet at Vancouver

The repeal of the Luxury Tax and in its place a tax of one per cent. on the turn over was urged by Mr. M. C. Ellis, president of the British Columbia branch of the Canadian National Jewellers' Association at a general meeting of the B. C. members held at Vancouver, October 5th. Mr. Ellis said that the proposed substituted tax would bring a larger revenue to the Government at a much less cost of collection and would be more just and equitable. The suggestion was adopted by the British Columbia branch and efforts to secure its adoption in preference to the luxury tax will be made by the organization.

"Gifts that last" was adopted as a slogan by the jewellers for the coming season and a suggestion that an advertising campaign along these lines should be carried on was adopted by the members. Delegates from all over the Province were present at the meeting, which was the first held since the formation of the branch a few months ago. Mr. O M. Ross, secretary of the organization of Toronto, was in attendance, and in the absence of Mr. O. B. Allan, president of the B. C. branch, Mr. George E. Trorey, vice-president, occupied the chair. In the evening a dinner was held at the Barron Hotel at which ten travelling representatives of Eastern houses, in addition to the local members, were present.

It is interesting to note that the conclusion reached by the N. J. A. is identically in line with the resolution submitted by the Vancouver branch to the Provincial Convention in July, and which was referred to in our last issue.

NO LONGER A JOKE!

A good old joke is dead, killed by hard facts. For years everyone has chaffed the grocer about weighing the paper with the sugar, and thus snatching a little extra profit. Of late, however, the grocer's paper bag has cost as much as and sometimes more than its weight in sugar, and it is suggested that if customers will take their own vessels and be content with a pound of sugar instead of a pound of sugar and paper the tradesmen will be very well pleased. Try it.

AMONG THE RETAILERS

Arthur John Curran (Cloverdale Butter) has assigned to the Canadian Credit Men's Association.

F. J. Carter has been appointed provisional liquidator of the Pioneer Coffee and Spice Mills, Ltd., of Vancouver.

A bailiffs sale was advertised for Sept. 20th in respect of the tobacco and confectionery business of Sobol & Pappas of Vancouver.

The Crown Millinery Parlors at Victoria has dissolved partnership, Miss Mary E. Livingstone continuing as sole owner.

W. R. Johnson has sold his grocery business at Victoria to Mrs. William Johnson.

Mrs. W. H. Rea of Oyama is reported to have sold her general store to R. S. Wallace.

The Geo. A. Fletcher Music Co. has opened a branch at Nanaimo.

Manning & Crawford, confectioners, of Revelstoke, have dissolved, Stanley Manning continuing.

Geo. Wooding of Vancouver, shoe dealer, has sold out.

The Yale Shoe Store of Vancouver recently sold out to H. Stark.

A meeting of creditors of the Windsor Grocery Co. Ltd. Estate was held Sept. 14th and the estate assigned to Percy Wollaston. Creditors' meeting called for Oct. 5th and business advertised for sale.

A. L. Birchard, for many years a merchant at Mount Olie in the North Thompson, is dead.

Claims against the late Fred Roo of Revelstoke, General Merchant, should have been filed by this.

The Lions Confectionery of Vancouver is said to be changing hands.

G. Hansen & Co. of Langley Prairie have, we are told, sold out their general store to Anderson & Co.

A correspondent tells us that A. Almstrom has discontinued business at Phoenix and is opening a stationery and tobacco store at Princeton.

C. H. Knight of South Vancouver has sold out his grocery business, according to information received.

Mrs. E. Rogers, confectioner, Vancouver, has sold out.

O. C. Rutledge, the druggist of Vancouver, has sold out to J. T. Smith.

A meeting of the creditors of the Standard Cloak & Suit Co. of Vancouver (Nathan Schwartz) was advertised for October 13th. The business has been assigned to Alfred E. Hine.

Tenders were called for by October 2nd for purchase of stock and fixtures by Canadian Credit Men's Association, Ltd., of Cary's Central Clothes Shop at Victoria.

T. B. Young of Freeman and Young, Summerland Mercantile, has sold his interest in the business to J. J. Wilson, who comes from Manitoba. The change became effective October 1st.

A report has reached us that the Stewart Mercantile Co. Ltd. (Guy C. Austin) of Stewart, has been declared bankrupt.

Shrimpton's grocery at Vancouver is reported sold.

Wm. Urquhart has sold his grocery at Vancouver to Terhune and Slough.

Miss E. N. Whitlaw has sold her grocery at Vancouver.

Geo. McKenzie of Burns Lake has sold out his general store to C. E. Imeson & Co.

The partnership between Tassie Bros. at New Westminster has been dissolved, Chas. Tassie continuing in the grocery business there.

Mrs. R. M. Barber of South Vancouver has sold out her grocery.

The Love Flour & Feed Co. of Vancouver has been dissolved.

H. Bentley of Wyatt Bay recently paid the Vancouver office a visit.

R. S. Johnston and B. G. Bray have bought the Armstrong Grocery from G. C. Lembke. Mr. Bray is a former employee of McPhail Smith Hardware of Armstrong.

George McKenzie, of Kelowna, is around again after his sickness and is receiving the congratulations of his merchant friends.

It is reported that M. O. Stitch of Burns Lake has leased his meat market to A. Caldwell.

Claims against Chas. Mallassis, French Bakery, of Prince George, should be filed with the Prince George Real Estate Co.

J. W. Young of South Vancouver, is said to have sold out.

We hear that Mr Crowe of Crowe & Sullivan, tobacconists, etc., of Trail, has sold his interest to his partner.

An auction sale of the stock of Bent's Lingerie Shop at Vancouver has been advertised.

The B. C. Gramophone & Talking Machine Co. Ltd. are in liquidation, with Philip S. Marsden as liquidator. A meeting of creditors has been held.

S. D. Carpani has sold out his grocery at Vancouver.

Mrs. Martha E. McWhinnie has sold out her dry goods business at Vancouver.

Cary's Central Clothes Shop at Victoria has been sold to W. Mitchell.

Frederick Lock has purchased the Fernwood Meat Market at Victoria from Chas. McIlmoyl.

M. Newell Spratt, dry goods, hardware, etc., of Victoria, has assigned to the Canadian Credit M. T. A. Ltd. A meeting of creditors was held in Vancouver.

A meeting of creditors of the Western Grocery Estate of Victoria was held recently.

The Sutlej Timber Company of Vancouver has changed its name to the Williams Logging Company, Ltd.

Geo. C. Knapp has succeeded F. H. Law, grocery at 1168 Hastings street east, Vancouver.

R. Luxton, grocer, formerly of Main Street, is now at 2335 Granville Street, Vancouver.

Jos. Fenwick has succeeded N. Weicker, grocer, at 12th and Main, Vancouver.

R. M. Barber has left 3500 Commercial Drive, Vancouver, and the grocery is now owned by Mrs. Rowley.

Mrs. M. Melbourne has sold her grocery to A. Moir, 1149 Burrard Street, Vancouver.

Mrs. Florence Downey has taken over the grocery at Whytecliffe lately run by Thorpe & Downey.

Hunt & Shrubsnel, Ltd., of Prince Rupert is now known as F. E. Hunt, Ltd., grocery.

Geo. Galler of Ardley has sold out his grocery to C. E. Summers.

The Penticton branch has appointed its officers, who are as follows: W. T. Blair, president; J. L. Johnston, vice-president; W. T. Pope, second vice-president; C. W. Nichol, treasurer, and Sydney Clark, secretary. The membership of the branch is increasing satisfactorily.

John Brenton of Toronto, has been elected president of the Dominion Bread and Cake Bakers' association and W. A. Gray of Vancouver first vice-president.

THE CAREFUL BUYER feels that he is running a grave risk in purchasing any brand of underclothing with which he is not familiar. The scarcity of material has forced so many inferior garments on the market that the wise purchaser has learned to let a trade-mark be his guide—a trade-mark that has a house with a sound reputation behind it.

The name "Penmans" has been synonymous with quality underwear for so many years that you may, with a feeling of assurance, stock up with these well-known lines, knowing that they will meet with a ready response from your trade.

Penmans UNDERWEAR

"THE STANDARD OF EXCELLENCE"

Penmans Limited, Paris. **Also Makers of Hosiery and Sweater Coats.**

The following companies of interest to retail merchants have recently been incorporated in British Columbia:

Robert McDonald, Limited, 413 Hastings Street West, Vancouver. $100,000. Taking over as a going concern the jewellery business of Robert McDonald.

Giant Motor Truck Company, Limited, 1391 Granville Street, Vancouver. $100,000. Taking over as a going concern the business carried on as the Giant Motor Truck Company.

Brown Garage, Ltd., 413 Granville Street, Vancouver. $20,000. Automobiles, oils and gasoline.

Richmond Garage, Limited, Point Grey, B.C. $20,000. Automobiles and accessories.

Staples Fruit Company, Limited, Creston, B.C. $50,000. Importers, exporters and dealers in grocery goods, fruits, vegetables, etc.

G. A. Fletcher Music Company, Limited, Courtenay, B.C., $10,000. General merchants and dealers in musical instruments.

Gregg, Ralston, Hockley, Limited, New Westminster, B.C. $24,000. Purchasing the business heretofore carried on by the Sigmore Motor Company, Limited.

The following partnerships of interest to the retail trade of the Province have been recently registered:

Veterans' Chocolates — Thomas Ford; English and Scotch Woollen Co.—Louis A. Gareau; at Vancouver.

A Smiling Valley

By George H. Hougham.

Two years ago the writer made his first acquaintance with the Okanagan Valley in the interests of the Retail Merchants' Association, an acquaintance which has been improved upon by two subsequent visit, the last of which took place during the week of Sept. 19th to 26th. A request for further organization in the Southern end of the Valley was the principal reason which led the Provincial Secretary to forsake the insistent Association demands of Vancouver for a higher altitude and clearer weather.

Arriving at Armstrong at noon on 20th, the writer found Mr. Angus McPhail, one of the staunchest Association stalwarts in the Province, ready with a word of greeting, evidence of a hospitality which characterized the Secretary's reception everywhere. Renewing acquaintances during the afternoon, it was pleasant to note a spirit of progressiveness and faith in the community expressed by the handsome new brick building almost completed for the occupancy of Messrs. Phillips and Whitehouse, Grocers, and Mr. A. D. Renault, Men's Furnishings. The new building, which is one of the handsomest and most commodious of its kind in the Valley, stands on the site of the disastrous fire of April, 1919, and is eloquent testimony to the passing of the old temporary ramshackle type of business premises which have been associated with some interior towns in past years.

Armstrong is to be congratulated upon the enterprise of its retail merchants, and it is not surprising to note that its membership in the Association is practically 100% of its retailers. A successful meeting was held in the evening at which the Provincial Secretary outlined salient features of the Association work during the year, and answered a number of questions with regard to the operation of Luxury Tax and other matters. As evidence of Armstrong's belief in the Association idea, a committee from the Armstrong Branch accompanied the Provincial Secretary to Enderby on the following morning, where several new members were added to the Association, and more applications could have been written had there been time.

Proceeding to Vernon the Provincial Secretary addressed a meeting in the Board of Trade rooms on Tuesday evening, and discovered that the Branch had been quite active since his last visit, some ten or twelve meetings having been held to deal with local, as well as Provincial, issues. Membership at Vernon does not yet stand at its full strength, and it is the intention of the executive to make an effort to bring it up to an adequate representation of Vernon Retail interests at the end of the current year. As a mere matter of competition between towns in the Valley, Vernon will need to undertake a systematic canvas if it wishes to bring its representation on a par with that of either Armstrong or Kelowna.

An interview, with a local retailer of unexpected duration caused the writer to miss the train going South, which subsequently turned out, from his point of view, to be a blessing in disguise, for the reason that in order to fill an engagement at Kelowna, it became necessary to use the Auto Stage, which runs twice daily between the towns. By this means a new view of the wonderful possibilities of the Okanagan Valley was obtained, which conveyed an impression both of scenic beauty and possible development which will not readily fade from the writer's mind.

—Fairplay, Vancouver, B.C.

THE REAL PROFITEER

Profiteer: "Now wat do you mean by lettin' the other fellahs go off to bed. Just four of you to let me in—'ow was you to know I 'adn't some friends with me?"

At Kelowna the Association gathered its members at luncheon, and a session lasting until nearly five in the afternoon followed, not a moment of which was uninteresting. Matters of purely local interest affecting seriously the standing and future of the Grocery Trade, and involving fundamental principles of merchandising, wider in its significance than the boundaries of the Okanagan, received considerable attention. In this connection an unusual and most gratifying example of Association solidarity was evident in a resolution which committed the retailers at Kelowna to a definite programme of support for their local retail grocers in the Association's effort to secure a remedy for the grievance which was under consideration. Indeed it is not too much to say that Kelowna affords a most striking illustration of the practical application of the Association's theory that behind one man stands the entire organization, that it has ever been the privilege of the Provincial Secretary to witness in the whole course of his Association experience. The Kelowna Branch recently stood behind one of its members, who happened to be a hardware men, in a dispute between this member and some of the most powerful corporations in Canada, and insisted so strongly upon justice for this member that the companies in question found it expedient to send their managers all the way from Vancouver to meet—not the hardware men, but the entire Association. While the issue is still pending, and complete satisfaction has not yet been obtained, the viewpoint of the Association membership is expressing itself in terms which the companies in question cannot fail to understand.

Leaving Kelowna the writer reached Pentieton late on Friday, September 24th, and had the satisfaction of meeting a very representative gathering of Pentieton merchants, to whom the Association's programme and policy was outlined, with the inevitable result. A new Branch of the Association was established at this most delightful spot. Here again faith in the Association's idea found expression through a local committee, who accompanied the Provincial Secretary to Summerland with a view to securing further new members, with successful results.

Were the writer a Publicity Manager instead of a matter-of-fact salesman of ideas, he could go into raptures over Pentieton and its surroundings. Tied down as he is, however, to a mere narration of facts he is compelled to limit himself to the bald, but nevertheless sincere, statement that he left Pentieton on the return journey with a feeling of sincere regret. Apart from the magnificent natural surroundings, the clean wholesome air of permanent prosperity, which characterises the town, and the prestige lent to it by the solid comfort and excellent service of the Incola Hotel, there is an atmosphere of friendliness and genuine courtesy about the place that makes of business a pleasure, and of chance acquaintance a pleasant memory.

Prominently identified with the business development of Pentieton is the story of the rise of Messrs. W. R. King & Co., whose handsome store is now a credit to the community. This concern purchased the general Store business of L. C. Barnes in 1907, at that time located on Ellis St. in a small frame building. In the planning of the new town site, Ellis St., which had been the principal business thoroughfare, was side tracked, and with the growth of the business, larger business premises were required, and a new location on Main St. was secured. Upon this a modern two storey

J. A. Tepoorten Limited

WHOLESALE
DRUGGIST SUNDRIES

Telephone Sey. 4035

308 Water Street Vancouver, B. C.

concrete building was built in 1911, with a frontage of 90 feet, and a depth of 100 feet. The business originally included hardware and grocery departments, but these have since been disposed of and the entire attention of the firm is now concentrated upon Dry Goods, Millinery, Ready-to-Wear, and Men's Furnishings, as well as Boots and Shoes, with a representative stock of Furniture, Linoleum, Carpets, etc. on the 2nd Floor. The general appearance of the interior of the store gives an impression of efficiency and service which it would be hard to beat in the interior of B. C., or for that matter is hardly excelled in the larger cities on the lower mainland.

It had been the original intention of the Provincial Secretary to proceed to the Boundary country, but more time was absorbed in the Okanagan than had been anticipated, and it was consequently necessary to re-arrange the itinerary in order to be back in time for the Annual Meeting of the Vancouver Branch.

A stop off was made at Kamloops at which a representative meeting turned out to hear the report of the Provincial Secretary upon Association progress during the year. This brought a most successful and encouraging tour to a close.

Unquestionably the Association sentiment runs strong in the Province, and, so far as the Okanagan in particular is concerned, it shares with Vancouver Island the distinction of being the most perfect unit of Association Branches in B. C. While in the Valley plans were tentatively discussed for the creation of a district branch of the Association in that territory, and executive consideration will now be given to such proposals which would undoubtedly mean greater efficiency in Association work, and would also definitely relate the retailers of this delightful part of the interior to their community in ways which would work out to their mutual advantage.

He who lives without folly is not so wise as he thinks.

It is profound ignorance that inspires the dogmatic tone.

Sober passions make commonplace people.

UNCLE DICK'S CORNER

That your Uncle Dick would like to hear from all subscribers.

That surely you have something of an entertaining nature to relate from your locality?

That some joke on a brother retailer is too good to keep to yourself.

That the Vancouver Branch Annual Dinner, election of officers, etc. was a great success.

That there never was such a meeting.

That Harvey Murphy came over from Nanaimo.

That the rest of the B. C. retail merchants should envy him the treat.

That "Uncle Dick" was well looked after by Mr. Clarke of the "A. & C." grocery and J. C. Wood of Wood & Son's shoe store.

That anecdotes of the evening waxed fast and furious.

That the new President got first prize.

That it had a fine "ring" to it.

That "The Tallyho," the caterers for the dinner put up a good feed.

That it gave general satisfaction.

That it evidently agreed with George Howker.

That he certainly pleased the "boys" with his baritone solos.

That it is not generally known that the Secretary is a tenor vocalist.

That he should give us a ditty occasionally.

That someone should compose a Retailers' Anthem for use on state and convivial occasions.

That Secretary Hougham's reading of the newspaper report of the perforating machines was a scream!

That when he came to "that he (the Inland Revenue collector) was taking up with the Government the question of supplying more than one of these machines to the large departmental houses," the audience collapsed.

That when he arrived at the sentence, "the cancelling machines are loaned to the retailers FREE OF COST" the retailers simply rolled around on the floor.

That this was strictly through hilarity and not from the baleful influence of near beer.

That Fred Cluff proved a good marshal for the boot and shoe forces at the Vancouver dinner.

That they supported him, heart and sole.

That there was no "kid" about it.

That "cheque artists" are busy in B. C.

That retail merchants should act accordingly.

That they should put a check on cheques.

One of Dr. Hindley's jokes at the Vancouver dinner was as follows:

An Irishman had been badly hurt and had been taken to a hospital where a nurse sympathized with him and remarked:

"My, but this is a terrible war."

"May be so," said Pat, "but it's a great sight better than no war at all!"

Uncle Dick

JUST A SMALL SAMPLE.

Part of a week's routine at the Vancouver office of the R.M.A. consisted of the dealing with 37 credit ratings, 2 business locations, 11 positions wanted by retail clerks, and 5 retail clerks and drivers wanted. It perhaps is not generally known that the Vancouver Office has a department that registers employers looking for clerks and vice versa. The service is free and already many happy introductions have been made.

Father objected to his daughter's swain—a fact of which the young man was well aware. But the lure of love is strong and the wooer often braved the wrath of the father for the sake of the daughter's smiles.

One evening the old man found the young fellow in the hall when he returned from the club, and promptly and efficiently hastened his departure.

"Oh, dad," wailed the fair Phyllis as the old chap limped into the sitting room, "I hope you haven't hurt Arthur?"

"Hurt him!" growled father as he sank into a chair and nursed his right foot. "No, I haven't hurt him! But if he comes here again with bricks in his coattail pocket I'll kill him."

"EFFICIENCY" Brand Heavy Rubber Footwear

Brown and White.

HIP, STORM KING and KNEE BOOTS

THREE, FOUR and SIX EYELET LUMBERMEN'S

WE ALSO CARRY A LARGE STOCK OF "MALTESE CROSS" BRAND BOOTS—LUMBERMEN'S —AND LIGHT RUBBERS.

Send Your Rush Orders to Us.

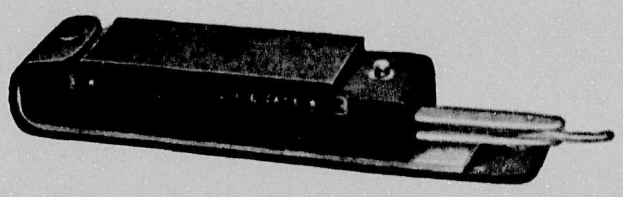
Gutta Percha & Rubber, Ltd.

526 BEATTY STREET, VANCOUVER. 564 YATES STREET, VICTORIA.

B.C. Barber Supply & Sundries, Limited

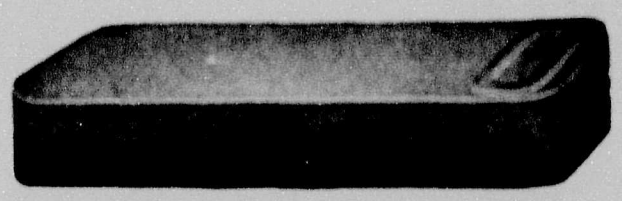
WE SPECIALIZE ON SHAVING SUPPLIES

Lather Brushes—Rubberset: Simms, Set in Rubber, and Ever Ready
Straight Razors—Genco, Kropp, Belk, George W. Korn.
Safety Razors—Gillette, Auto Strop and all other makes.



Hones and Strops.

WHOLESALE AND RETAIL.



B.C. Barber Supply & Sundries, Limited

104 HASTINGS STREET WEST. VANCOUVER, B.C.

OCTOBER 9th

Has been designated by the Governments of Canada and the United States as

FIRE PREVENTION DAY

But the **NORTHWESTERN MUTUAL FIRE ASSOCIATION** wants its 60,000 policyholders and the public to

MAKE EVERY DAY COUNT FOR FIRE PROTECTION

Every Retail Merchant should join in this work, clean up, and watch out against fire. Then get the substantial savings to be had by insuring with the

Retail Merchants' Underwriters Agency

401 Vancouver Block. VANCOUVER, B.C.

Vancouver Branch R. M. A. Annual Meeting

Two Hundred and Fifty Retail Merchants and Friends at Great and Glorious Gathering Partake of Dinner, Transact Business and Hear Dr. Hindley's Magnificient Address.

A remarkable success was the annual meeting and dinner of the Vancouver Branch of the R. M. A. on October 4th at Lester Court. Approximately 250 men sat down to dinner and to listen to the speeches and business of the meeting, and the proceedings were highly successful and their arrangement evidence of careful organization, everything going like clockwork. President R. M. Millar was in charge of the gathering and certainly handled it with dignity and dispatch.

JOS. T. CROWDER
the incoming President of the Vancouver Branch, R.M.A. of Canada.

The New Officers.

Following the report of the nomination committee by Mr. George H. McRobbie, the following were unanimously elected officers of the branch for the present year: J. T. Crowder, president; H. C. Wilson, first vice-president; W. M. Rickson, second vice-president; A. T. Bridgman, treasurer, and J. F. Merrilees, secretary.

Prominent Guests.

At the outset President R. M. Miller introduced Dean Klinck, Provincial Vice-president Harvey Murphy of Nanaimo, G. F. Jennings of the Hudson's Bay Company, London, and M. C. Ellis, president of the Canadian National Jewelers' Association.

Eastern Merchant's Views.

Mr. Ellis expressed his amazement at the wonderful growth of the city since he was last here eleven years ago. He said that eastern people had much to learn from the west in building up such a magnificent metropolis. Touching upon the luxury tax, he felt that his trade had been made the target. If the government absolutely needed the money it should try to do away with discrimination, placing all trades on an even footing. They were now agitating the abolition of the luxury tax, introducing instead a 1 per cent. tax on the turnover of every class of business, this tax to be absorbed by the merchant. All kinds of profiteering and evasion, he thought, would be thus done away with.

President in Good Form.

The President, Mr. R. M. Miller, in the course of a particularly well-prepared report said the work during the past year by the executive officers had made a demand upon them the extent of which could hardly be realized by the individual member. The criticism that the Association catered to but one class of business was now dead but it was not too much to say that the ground work laid by the old Grocers' Associtaion had made possible the work of the past year and he availed himself of that opportunity to express his whole-hearted appreciation of the splendid co-operation that had been given him in executive matters by the representatives of the Grocers' Section in the person of Messrs. Harkness and Clark.

No Duplication.

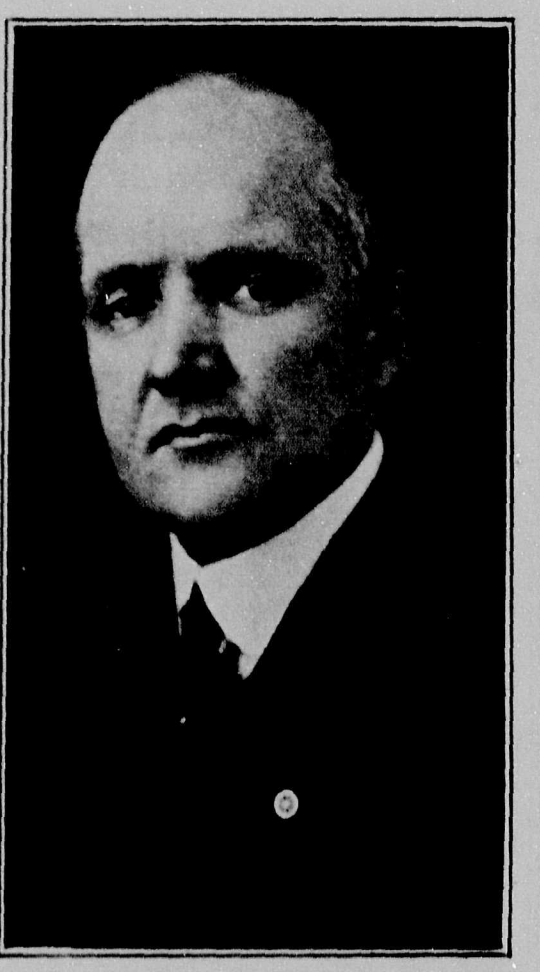
He desired to set himself and the Association very clearly on record as being in no sense, either directly or implied, an opposition Organization to the Board of Trade. "I make this statement," he continued, "because occasionally one is met with the objection that there is a duplication of effort which is unnecessary. The answer to that statement is that there can be no duplication of effort in two separate fields of enterprise.

"The Power Is Yours."

"Where can you find greater potential power than that possessed by the retail trade? Stores are open six days. The newspaper editor reaches the public through the printed word, which is powerful, but the retailer and his employees meet the public personally and the power of personality is greater than that of the printed word. Combine the space used in the newspapers by retail advertisements, and you have a weapon of publicity greater than is probably realized by either retailers themselves or the public. There is urgent need for such publicity in counteracting the distrust and suspicion of the retail trade based upon ignorance which can only be met through organization."

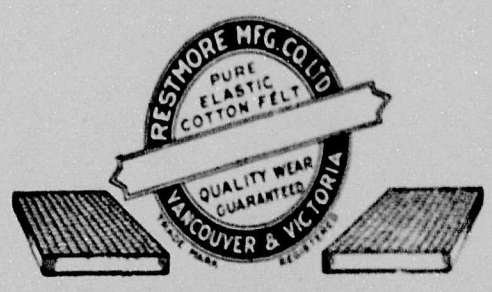
"Your Duty."

"I ask for the support of the retail trade of this city to this Association upon even higher grounds, and submit that the function of this Association is to so raise the standard, ethically and economically, of the retail trade as to make of it a profession which its members are proud to confess, and to which the public will give its just measure of respect based



R. M. MILLAR
the retiring President of the Vancouver Branch, R.M.A. of Canada.

OUR TRADE MARK



Is Your Guarantee

RESTMORE

MANUFACTURING COMPANY

LIMITED

VANCOUVER, B.C.

Wholesale Manufacturers

of

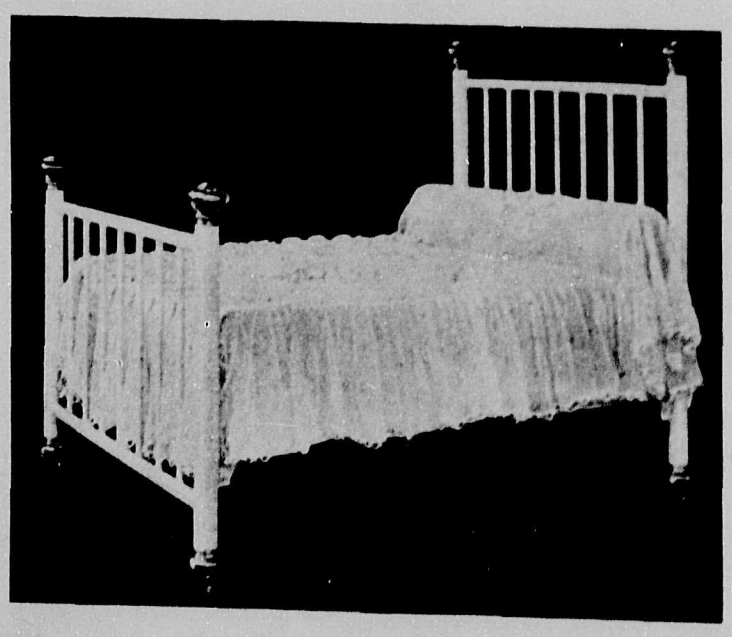
The Famous Restmore Mattress

Also

Woven Wire and Coil Springs
Steel Beds
Sanitary Couches

All kinds of

Furniture for the Home



MADE IN B.C. — LET BRITISH COLUMBIA FLOURISH BY HER INDUSTRIES

Show Your Customers the Restmore Line

GROCERS: The sale of an inferior branded article at the same price as a similar article of standard quality may show a temporary increase in profit, but is sure to result in a loss of patronage. A more lasting profit comes through handling a widely known and highly regarded article that will attract the people to your store, and so bring increased numbers in closer touch with your entire line of merchandise.

MAGIC BAKING POWDER

CONTAINS NO ALUM AND CONFORMS TO THE HIGH STANDARD OF GILLETT'S GOODS

E. W. GILLETT COMPANY LIMITED

TORONTO, ONT.

Winnipeg Montreal

Eggs

THAT ARE ALWAYS FRESH

YOUR CUSTOMERS APPRECIATE

BLANCHARD EVAPORATED FRESH EGGS

(In Packets)

A PURE FOOD, PREPARED FOR IMMEDIATE USE

Order Now From

PARSONS, HADDOCK

COMPANY LIMITED

Wholesale Produce.

1057 Hamilton St. VANCOUVER, B.C.

upon a knowledge that it is seeking to render its maximum service to the community."

The Treasurer Speaks.

Mr. J. T. Crowder, the Treasurer, presented his report which indicated that the Vancouver branch had inherited a deficit from the old Grocers' Association which unfortunately still remained. The money received for dues had been expended in rendering service for which there had been an exceptional and unlooked-for demand, particularly with regard to Board of Commerce activities and the Luxury Tax, which not merely necessitated a considerable expenditure in telegrams, bulletin service, etc., but had made it absolutely essential to increase the office staff.

Secretary's Report

History of Vancouver Branch.

"Although the following report is the first annual record of its kind presented to Vancouver retailers, the story of Association effort among retailers in this city covers a much longer period than one year. For many years the cause of organization among retailers in Vancouver received practically its only support from the retail grocers of this city with a sprinkling of other lines of business, whose main objective at that time was the regulation of credits. While this service was, and still is, a very important part of Association activity, the pressure of modern merchandising conditions within the last few years rendered it imperative that the scope of the work be broadened, so as to afford Vancouver retailers, in common with their colleagues throughout the rest of the Province, a means of expression upon an increasing variety of subjects constantly being brought within the range of retailers. The Grocers' section had merged its identity with the larger organization with representation upon the executive, and, of course, still carrying on its work as a Grocer's section with its own executive officers.

Doubtful Schemes Exposed.

"A very great deal of your Association work is of the kind which can only be handled by your Executive, and included within this category have been such affairs as the enforcement of Early Closing Bylaws with a close scrutiny of all schemes put before the Vancouver retailers by parties, either from within or without the city, which violate the criminal code in any particular. At first we experienced some difficulty in getting our civic authorities to take action in matters of this kind, as they seemed unable to see the view point of the Association, but more recent happenings have been more successful, and it is hardly too much to say that Vancouver is comparatively free from promotion schemes of this kind through the influence of your Association brought to bear along legitimate lines.

Early Closing Bylaw.

The matter of the enforcement of Early Closing Bylaws is still one occasioning considerable work with the expenditure of Association money, which is thus diverted from its proper functions. Whatever may be the view point of individual members of this Assocition on this matter, the fact remains that Early Closing Bylaws are on the Statute Books as a result of petitions signed by a majority of the retailers affected who desire to close their stores so as to give themselves and their employees reasonable opportunities for proper rest and recreation. The knowledge that while they are endeavoring to create a higher standard of living for themselves, and those associated with them, others are taking advantage of them is a source of continual irritation to large numbers of Association members, and for that matter to retailers who are not members of our Association, and in order to ensure a stricter enforcement of such bylaws considerable attention has been devoted to this matter with results which are as yet far from satisfactory. It should not be the business of the Association to look after these matters at all, but unfortunately the task has been thrust upon them by the seeming inability of our civic authorities to keep this thing checked up.

It would seem as if matters of this kind should come under the direct control of the Inspector of Trades Licenses, who should have an officer in his Department, entrusted with the enforcement of all regulations covering the conduct of retail establishments, as it is more directly the concern of this Department than any other in the City Hall. That the Early Closing Bylaws and also the Weekly Half Holiday Act are being violated in spirit and in letter all over Greater Vancouver is a fact which your Association has evidence to support. Reference is made to this subject here, not in a spirit of criticism of civic authorities so much as to indicate to the rank and file of the membership that their Executive officers have given more than passing attention to this issue.

Union Is Strength.

It is of interest to Vancouver Retailers to know that decisions reached by committees of Vancouver retailers acting in conjunction with the Provincial Executive, largely influenced the memoranda presented to the Board of Commerce at Ottawa and in several cases modification of Board of Commerce rulings were obtained along the lines suggested by retailers of this city. I desire to avail myself of this opportunity to emphasize by the foregoing illustrations the value of the connection between Vancouver retailers and Ottawa through the fact that they are an integral part of the National Association.

British Retail Drapers.

Vancouver has this year been the scene of many conventions, and fraternal visitors. A feature which stood out prominently under the heading of "Entertainment of Visitors from outside the Province" was the visit of the party of British Retail Drapers, accompanied by representatives from the United States Retail Dry Goods Association.

Government Budget of 1920.

This report would be incomplete without reference to the Government's 1920 Budget which included the now famous Luxury and Sales Taxes. The sudden and unexpected responsibility thrust upon retailers of Vancouver of being made honorary tax collectors for the Government, placed upon your Association office an immense amount of work, particularly in the direction of getting accurate information for the guidance of retailers in all lines of business.

Luxury and Sales Tax.

With no other notice than that contained in press dispatches from Ottawa, retailers were charged with the responsibility of carrying out complicated taxation regulations The law went into effect on the morning of May 18th, and for many weeks business interests were at a loss to know what their duties were. Your Association through its Ot-

tawa office secured official information and interpretations of obscure paragraphs which were published in the form of bulletins, and were also communicated to interested parties direct. For many weeks all other Association business was relegated to second place, in order to render service to retailers at a critical time. The Budget having once been launched without previous consultation with the interests most directly affected, the Minister of Finance and the Department of Inland Revenue became suddenly aware that much of their hastily-prepared taxation scheme needed revision in order to make it workable, and an opportunity was given the Retail Merchants' Association to place the views of its membership before the Minister of Finance. Many of the recommendations made by the Vancouver Association found acceptance elsewhere in Canada, and were contained in amendments to the original Budget which was finally passed by the Federal House.

Routine Work of the Office.

The foregoing resume of your Association's activities briefly skims the most outstanding features and deals with fundamental principles and policies which are at the base of Retail Merchandising regardless of the particular line carried. In addition to the services thus rendered indirectly, a considerable volume of personal directed store service has been rendered in operating an up-to-date credit rating bureau, the issuance of bulletins from time to time, covering the operations of N. S. F. cheque operators, the collection of delinquent accounts, auditing of freight bills, assistance in the installation of bookkeeping systems, filling out Income Tax returns, and a wide variety of such activities which are among the daily routine duties of the office. It has been the earnest endeavor of your Executive officers to personally relate the member to the office in any and every way possible, and although no claim of infallibility is entered, it is claimed for those actively identified with your Associaton work that they have honestly endeavored to live up to their obligations, whether as paid or unpaid officers. This policy can only be successful in proportion to the co-operation received by the office from the individual member, by which I mean to say that the same services are available to all, but are not used nearly as much as they should be. It very frequently happens that our members become the victims of unsatisfactory credit risks, doubtful trading schemes, N. S. F. cheque operators, and so on, when a phone call to the office would save them many times the amount of their membership fee, and incidentally protect their fellow retailers as well.

Membership.

By way of closing this report the following statement as to membership will be of interest: At October 1st, 1919, there were approximately one hundred and twenty-five members in good standing in the Vancouver Branch. The membership now stands at two hundred and ninety-four, showing an increase of one hundred and sixty-nine.

Campaign for Increased Membership Desirable.

While it is gratifying to be able to report an approximate increase of 150% in the membership for the past year, a total of approximately 300 members in the City of Vancouver cannot for a moment be considered adequately representative. A satisfactory commencement would be a membership of, say, 500. With such a membership it would be possible to employ a Secretary to give his undivided attention to matters concerning Vancouver only.

While at present it is good economy financially to combine the office of Vancouver and B. C. Board Secretaryship in one individual, the work of the Vancouver Branch could be handled more efficiently and the Branch thereby placed upon a sounder footing were this policy to be adopted. What has been done is merely a suggestion of what could be done with a membership interested, and a Secretary who was worth while and who was able to devote his entire talents to the Vancouver Branch work would speedily make of the Branch what it should really be — the hub of Association work in this Province."

All the reports were formally adopted.

Dr. Hindley's Speech.

Reported in another part of the Journal, Dr. Hindley's address should be read by every retail merchant in B. C. It was a wonderful oration and made the retailer realize something he had never grasped before.

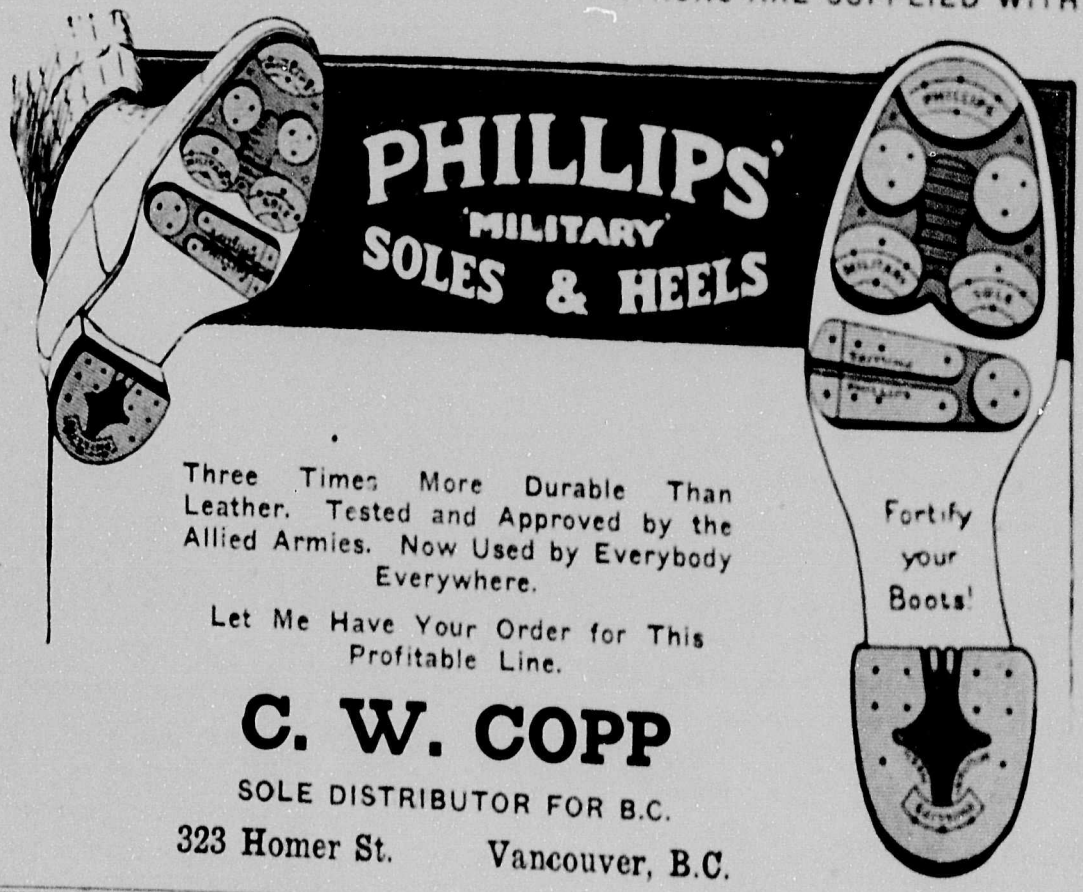
A Quick Response.

Immediately the applause following Dr. Hindley's speech had subsided Mr. W. C. Stearman jumped to his feet and made an enthusiastic appeal, "after such an address as Dr. Hindley had given," to wipe out the inherited deficit of the Branch.

Mr. Stearman's stand was warmly supported and several $10 bills, the sum agreed as a fair contribution for each member, were handed in, and it was agreed that the other members should send in their quota

WET FEET Make Irritable Customers

MR. SHOE DEALER: SEE THAT YOUR PATRONS ARE SUPPLIED WITH



Three Times More Durable Than Leather. Tested and Approved by the Allied Armies. Now Used by Everybody Everywhere.

Let Me Have Your Order for This Profitable Line.

C. W. COPP

SOLE DISTRIBUTOR FOR B.C.

323 Homer St. Vancouver, B.C.

by mail in the course of a day or so.

Further references to this fine meeting will be found in "Uncle Dick's Corner."

UNIQUE PROFIT-SHARING PLAN ANNOUNCED BY NATIONAL CASH REGISTER COMPANY.

A profit-sharing plan of an original and liberal character has been announced to the Canadian employes of the National Cash Register Co. by Frederick B. Patterson, vice-president, who made the trip from Dayton expressly to explain the many unique features of the plan. Briefly summarized, the plan calls for a clean fifty-fifty division of profits between company and all employees, who are not members of the company, with the odds, in any, inclining in favor of the employes.

The profits of the company are to be determined by an outside firm of accountants. From the total profits will be deducted an amount equal to six per cent. interest on the money invested by the company—but this investment will take no account of the thousands of dollars' worth of patents and the "good-will" belonging to the company. As a balance to this six per cent. return on the company's capital, the employes get the highest wages paid for like class of work.

Share Profits Equally.

After this six per cent. interest is deducted, the remaining profits are divided equally between employes and company. The employes are to be paid not in stock or bonds, but in spot cash as close as possible to the accounting dates which are on January 1 and July 1—an unusually generous feature as the company has to wait for its money because payments for its product often extends over a period of time.

While there is no restriction whatsoever as to the use to which employes may put their share of the profits it is stipulated that the company's fifty per cent. of the profits may stay in the business—to erect new buildings, buy new machinery, for inventions and improvements, enlarging the business and safeguarding it against unusual and unforeseen losses. Thus all the risks and hazards are borne by the company, the employes themselves carrying no risk.

The employes of the Canadian company have extra cause for gratification in that they share not merely the profits of the Canadian company but in the total profits accruing from the whole activities of the N. C. R. in both the United States and Canada. In addition, the plan is not only effective immediately, but also made retroactive to Jan. 1, 1920.

RETAILERS VS. PROPERTY OWNERS

Retail merchants of Vancouver went on record as of the opinion that statements made by representatives of the Property Owners' Association at the City hall taxation meeting recently to the effect that property owners paid 90 per cent. of the taxes, were not correct. Mr. J. W. Foster speaking at the weekly joint luncheon of the Retail Merchants' Association and the retail bureau of the Board of Trade said that it was the consumer who paid the taxes. He continued: "The property owners are asking us to pay for all the improvements they demanded a few years ago to enhance the value of their property, but unfortunately the property owners were not able to realize as they had anticipated and now they are asking us, the consumers, and those who occupy the premises to pay for these things."

"QUOTH THE RAVEN"

Reference has been made in a previous issue to the activities of the Consumers' Association, a concern which advertised its ability to reduce the cost of living. Selling goods at less than cost is not a profitable business and the inevitable has happened. They are no more! They enrolled members throughout Canada at $2 per, each member being made an "exclusive" agent and it was no uncommon thing to find four or five "exclusive" agents in one territory! "The endless 'chain' ensued, each agent getting more agents and sending the numerous 'two dollarses' to our friends at Windsor, Ont., who in return for the membership fee, promised flour, sugar and other staples at less than wholesale. The R. M. A. stepped in and the Consumers' Association stepped out. Read the following paragraph from Dominion Secretary Trowern's letter to Provincial Secretary Hougham:—

"You will be pleased to hear that after considerable effort and agitation on our part, in which we succeeded in inducing the Board of Commerce to make an investigation into the affairs of the Consumers' Association, we have received a report from the Crown Attorney, at Windsor, stating that this concern has closed up and gone out of business."

ALL THAT GLITTERS IS NOT GOLD

During the seven months of the finance year ended on September 30, inland revenue collected totalled $29,541,813. Under this head are included receipts for the luxury and sales taxes imposed in the last budget. In the corresponding months of last year inland revenue collections were only $7,065,268. During the same periods also income tax receipts increased. During the seven months of this year, they were $6,585,418, during the seven months last year they were $1,673,628. Revenue from business profits tax showed a slight decline. For the two seven month periods it was 1919, $15,884,293; 1920, $15,189,479.

Total ordinary revenue during the month of September was $37,120,789 as compared with $26,698,840, the total ordinary revenue in September, 1919. During the seven months period ended Sept. 30, total ordinary revenue was, 1919, $159,085,559; 1920, $219,905,911.

OFFICERS OF THE B. C. BOARD R.M.A. AND BRANCH SECRETARIES

B. C. Board

President, M. J. Phillips, Men's Furnishings, New Westminster.

First Vice-President, Harvey Murphy, Men's Furnishings, Nanaimo.

Second Vice-President, J. H. Ashwell, Department Store, Chilliwack.

Hon. Treas., Daryl H. Kent, Kent Piano Company, Ltd., Vancouver.

Secretary, Geo. H. Hougham.

Branch Secretaries

Armstrong—A. D. Renault.
Cranbrook—W. M. Harris.
Duncan—R. A. Thorpe.
Kamloops—J. R. Colley.
Kelowna—A. S. Wade.
Ladner—C. F. Chamberlayne.
Merritt—C. E. Howse.
Nanaimo—J. F. Edge-Partington, Hon. Sec. W. R. Griffith.
Nelson—E. F. Gigot.
New Westminster—Walter F. Ing, Hon. Sec. G. H. Jackson.
Penticton—Sydney Clark.
Port Alberni—A. I. Bind.
S. Vancouver—L. E. Fowler.
Vancouver—Geo. H. Hougham, Hon. Sec. J. F. Merrilees.
Vernon—J. McGaskill.

BUY "EDENBANK"

The Butter of Superior Quality

Only the very best quality of pure, pasteurized cream is selected for making **Edenbank Butter.** This is ripened by the best processes known to dairy science, and handled with the most scrupulous care, ensuring that delicate flavour so greatly appreciated.

Edenbank Butter will give the utmost satisfaction—every pound can be depended upon for finest texture and colour and delicious flavour.

Supply your customers with **Edenbank Butter**—it will ensure you their steady patronage.

Phone a trial order to Fairmont 4244.

THE

Edenbank Creamery

17th Avenue and Ontario Street.

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**

CORONA
Confectionery

"ALWAYS GOOD"

Just received a consignment of the above high grade confectionery.

Fine Chocolates in 5-lb. boxes, ½-lb., 1-lb. and 2-lb. packages.

Staple Confectionery—pails and boxes.

Singularly refined in flavor—a trial will convince.

Watson & Campbell Ltd.

DISTRIBUTORS

110 Water Street **VANCOUVER, B. C.**

SAMPLES MAILED ON REQUEST.

¶ Keep in a generous stock of LANKA TEA to meet the demand with the assurance that LANKA brings back every trial customer for a repeat order.

¶ LANKA TEA is positively the finest grades of the Ceylon Gardens.

¶ It is sold at a popular price to suit both pocket books and taste of the vast majority of Tea Consumers.

WM. BRAID & CO.

Vancouver, B. C.

General Trading Situation

General business conditions in British Columbia are being subjected to similar influences governing trade throughout this continent and the world in general, viz., the effect of a changed public sentiment toward the question of prices—a psychological condition induced by the fall in price of one or two basic commodities, which has led to a general belief that "prices will be lower all around."

Whether this belief is justified or not is not easy to prove. The mere fact that prices in general show a falling tendency is in itself no proof, for it may be only a temporary phase of the situation. There are many evidences, however, that the peak of high prices has been passed and that we are now faced with gradual decline in commodity prices.

That the present wide fluctuations are justified by lower production costs is, however, emphatically not the case. A lower cost of production is the only solid foundation upon which to base permanently lower prices, and it cannot be said that production costs have suddenly fallen.

What then is the reason for the sudden "softening" in the price of so many lines?

Many "experts" give many opinions, and the reasons which they put forward vary greatly. The general opinion on the basic cause is however remarkably unanimous. It is this:

Up to a few months ago prices continued rising because there was a general shortage of needed commodities and supplies, and merchants were willing to buy all they could get: with the result that market prices continually stiffened. The merchant found that he could make a good profit on everything he had in stock, because prices were rising all the time.

As a result of this keenness to buy, many speculators in various countries made very heavy purchases, with the object of re-selling at a profit when the market advanced. Huge stocks were piled up in the great centres and advances against the security of these stocks were obtained from the banks.

Early in this year the bankers of the world, especially in the United States, called a halt to this procedure, and it became practically impossible to obtain advances against merchandise for any speculative purpose. The wise bankers saw that there must come an end to this ever-growing pyramid of gambling, and they put the brakes on.

One of the first results of this was the slump and panic in Japan, which country was one of the greatest sinners in gambling in merchandise. The slump resulted in a rapid drop in price of commodities produced in Japan, and cancellation of many large orders for goods imported into Japan. This reacted in the United States, where large orders for the Orient were on hand, and these goods had to be disposed of elsewhere. "Tight money" conditions were followed by the need for merchants to realize on their stocks in order to meet financial obligations.

The normal basis of making a selling price "How much did it cost me?" becomes replaced when a merchant must have the money with "How much can I get in ready cash?"

The result is that for the present the market has been turned from a "seller's market" into a "buyer's market," with the advantages mainly on the side of the buyer.

Noting the reductions which have been so general, the public is inclined to hold off buying as much as possible, and this makes it the more necessary for retail merchants to make slashing reductions if they want to force sales.

While there is every reason for the retail merchant to reduce the selling price of his goods to the "lowest possible" level—that is both his duty to the public and his duty to his own business—there is no reason at all for cutting prices below a "profitable" level. Losses may have to be taken here and there on stocks purchased at high levels, but to cut prices in order to meet the competition of a neighbor who has thrown all caution to the winds, just because he must have money, and have it quickly, must lead only to one conclusion.

The general level of commodity prices cannot fall very quickly. The reasons for the high prices which have prevailed were too deep-seated to be brushed aside all at once. That is impossible. Therefore it is logical to assume that once the speculator has been eliminated, and he is being eliminated very quickly, markets will once more stabilize, and the return to normal will be a gradual process, unmarked by any sudden reductions such as we have lately seen in some lines.

The cost of production must come down before we can see any permanent reduction in selling prices. One of the principal factors in cost of production is wages, and wages will not come down very rapidly. It may be that the workers will see that in order to maintain their present level of wages they must work for a greater output, to give more for what they get; if so, then this will be equivalent to a reduction in wages, for it will mean a reduced cost of production.

During the readjustment period, there is no need for merchants to sell goods below the price at which they could replace them wholesale, which is what is in some cases being done today. The only reason why some merchants do this is because they are pressed for money.

"Reasonable caution in buying" has been the gospel preached in season and out of season during the past year. Those who followed this good advice, have no cause to fear any fall in prices today, nor, if they continue the policy, will they cause to fear the readjustment period which trade in general is facing.

So far as current conditions in B. C. are concerned, wholesale houses report that trade is maintaining a very good level, especially in the country districts. The basic industries of the province are sound and prosperous, and with the exception of the bad feature of special sales at reduced prices noted above, general trading conditions are satisfactory. Credit men report collections are better than anticipated although requiring a shade more work to effect.

J. C. WILSON, LIMITED

—Makers of—

The "Standard" Paper Bag

UNEQUALLED FOR STRENGTH AND DURABILITY

And of the following lines:—

Greaseproof Paper Pie Plates
Stationery
Ice Cream Plates
Oyster Pails
Twines
Wrapping Paper
Toilet Paper

Phone Sey. 781

Phone Sey. 781

1068 HOMER STREET VANCOUVER, B.C.

Empress Tea

IS POPULAR TODAY IN THOUSANDS OF HOMES.

BECAUSE

IT IS CORRECTLY BLENDED, MAKING AN INFUSION PERFECT IN FLAVOR AND FRAGRANCE.

SOLD WITH A MONEY BACK GUARANTEE

Empress
Manufacturing Co. Limited

VANCOUVER, B.C.

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.

GROCERIES & PROVISIONS

The reduction in price of cereals is the outstanding feature of the markets in foodstuffs during the past month. The bounteous crops in Canada and the United States, and in all the grain-growing countries with the exception of Russia, assures for the first time in several years an adequate supply of grain for the world's needs during the coming year, without, however, allowing for any carry over. Europe has bent every effort to grow as much as possible of foodstuffs and it has been apparent that a lower level of grain prices must be the result of present conditions. The removal of artificial prices caused by government control has soon been followed by a sharp recession in the price levels of all grains.

In addition to reductions in the primary products of grain, such as flour, reductions are also the order of the day in all lines produced from grain. Several reductions of this nature have already been put into effect and others are pending.

Corn Starch has been reduced 40c per case and Corn Syrup 50c per case. Other lines such as Biscuits have not so far been reduced in price, but lower quotations are looked for. In this connection, it is stated that English biscuits are coming forward in larger quantities and are selling well, there being very little difference in price over the domestic manufactured lines.

It is anticipated that the reduced level of grain prices will rapidly react on other lines of farm produce, Bran, Shorts, Hay and other feeds having gone considerably lower.

De-control of food supplies in various countries is having the effect of further unsettling the markets. In general the situation as regards food prices demands caution on the part of buyers.

Sugar is a weak market. The lower prices now in effect in the United States is causing a general demand for a reduction of prices of Canadian refiners, who are resisting on the ground that they were forced to lay in large stocks of raws and were unable to export owing to the embargo imposed by the government. The refiners are therefore asking for an embargo on the importation of lower-priced American sugar, which is being offered in Canada at several points below Canadian prices. At the time of writing the situation is very indefinite, many large consumers stating freely that Canadian prices must come down, as present prices are not based on the market value of raws, which is an artificial position. On the part of manufacturers who use sugar in quantity the tendency is to hold off the market at the present time.

Pending the final outcome of the storm of indignation which has greeted the order of the Board of Commerce, prohibiting the import of sugar, anything like a dogmatic expression of opinion is inadvisable, but it is not entirely out of order to point out that this is the logical outcome of the attempt on the part of the government to interfere with the laws of supply and demand. Judgment should be suspended insofar as the refiner is concerned until all the facts are ascertained.

Canned Fruits and Vegetables are a steady market. The B. C. pack of Peas is only 35 per cent. of last year's pack, owing to floods in the Fraser Valley. Tomatoes are a good pack, but it is not expected that prices will decline from present levels.

Canned Milk. An advance has been looked for owing to increased rail freight rates, and the usual seasonal conditions, but as yet has not been quoted. A reduction in Condensed Milk, owing to lower sugar prices is likely.

Canned Fish. New pack Salmon is moving regularly at firm prices and is good quality. The cheaper grades are very slow. A quantity of the 1918 pack of inferior grades is being marketed at low prices, but is not a good selling line, local grocers declining to handle it regularly.

Brooms may be dearer, as the crop of broom corn has been practically a failure. Merchants are advised to cover requirements.

Tea. High grades are firm in price and in good demand. The market is not very stable, and purchasers would be well advised to cover requirements only a short time ahead. At the time of writing a fall in price is not unlikely.

Coffee is an erratic market, with prices firm on some grades and weak on others.

Rice, Sago and Tapioca are weak, despite recent declines.

EVERYBODY CAN HELP

We have received several communications by mail and otherwise telling us how the last issue of the "B.C. Retailer" was appreciated. These include such authorities as Treasurer Kent and Branch Secretary Ing, of New Westminster.

Candidly we liked to hear this but what we want to emphasize is that we want YOUR help to make it a bigger and better journal all the time. Despite our appeal for news, etc., last month, very little reached us from the various sections of the Province. Everybody write and say something or we will be tempted to start a beauty competition and then the rush will begin.

The Largest Wholesale Cake Manufacturers in British Columbia

WE SOLICIT the trade of Retailers.

QUALITY : VARIETY : SERVICE

These have been our slogan for many years past.

THE WOMAN'S BAKERY

WHOLESALE DEPARTMENT

66 Lansdowne Avenue West. **VANCOUVER, B.C.**

Phone Fairmont 1195

Crown Broom Works

LIMITED

Manufacturers of the

DUCHESS, KING, JANITOR SPECIAL
PEERLESS, PRINCESS, PROVINCE,
LADIES' CARPET, PERFECTION,
FAVORITE, CEILING BROOM,
WAREHOUSE BROOMS
WHISKS OF ALL KINDS
GLASS WASHBOARDS

Crown Broom Works Limited

332 FRONT STREET EAST

Phone Fairmont 1148

VANCOUVER, B.C.

Victoria Chocolates

The Famous High Grade Hand Rolled Confection for the Best Retail Trade

Sole manufacturer

Matthews Candy Factory

824 Granville Street. VANCOUVER, B.C.

Two Reasons Why Eddy Products Are Easy to Sell

1. **QUALITY**—The public know that the name Eddy is a definite assurance of value for money. And Eddy quality always lives up to the Eddy reputation.
2. **PUBLICITY**—Constant consumer advertising develops the demand and makes every Eddy display resultful.

Always have a good supply of Eddy's Matches and Eddy's Indurated Fibreware on hand. And let your customers know you handle and recommend these justly famous products.

The E. B. Eddy Co.

LIMITED

HULL, CANADA.

The Manufacture of

WHITE STAR YEAST CAKES

is superintended by an expert of 25 years Yeast Cake manufacturing experience.

RELIABLE—NO EXPERIMENT

Every Package Guaranteed

IN BOXES OF 3 DOZEN CARTONS

DRYGOODS & CLOTHING

Cuts of from 10 to 15 per cent. in the cost of footwear for next season, as compared with last spring figures, have been announced by Henry Viau, secretary treasurer of the "Shoe Manufacturers' Association of Canada.

Mr. Viau pointed out that these reductions were the lowest that could be expected, owing to the high price of labor, the increase in freight rates and the disappearance of manufacturer's surplus stocks.

He said that for the last three or four months, retailers have been clearing their stocks at very much lower prices than they can replace the same goods for today. Stocks in the hands of shoe manufacturers and retailers were very low, as the retailers have not bought to any extent for the last three or four months.

Weaker prices in the wool markets have been reflected in a lowering of quotations on yarn.

Clothing manufacturers report trade unseasonably quiet in most lines, with a very conservative tone among retailers. Most wholesalers express the opinion that prices are not likely to drop very much until the spring of next year.

There are some instances of price cutting in retail stores, in order to reduce stocks, which is having a bad effect on general trade.

Whatever the outlook may be, the retailer is certainly very cautious in placing orders at the present time, and appears to be waiting until markets become more stable.

Retailers who sacrifice their stocks are merely contributing to a demoralization of conditions, as they influence the public to believe that clothing prices are due for a slump, which is not deemed to be a likely happening based upon present costs of manufacture.

FOR SALE AND WANTED

FREE TO SUBSCRIBERS :: LIST YOUR BUSINESS WITH US

BUSINESSES FOR SALE AND WANTED: We will insert announcements under this heading FREE OF CHARGE to subscribers. To non-subscribers the charge is 5c a word, minimum $1, cash with order. We are receiving many enquiries from the Prairies for businesses in B.C. The only favor we ask is, that those subscribers who make use of the above offer let us know when they are suited, so that we may withdraw the advertisement.

STORES FOR RENT; ARTICLES FOR SALE OR WANTED, ETC.: Our charge under this heading (to subscribers and non-subscribers alike) is 5c per word, minimum $1, cash with order.

Address letters to "Classified Dept.," B.C. Retailer, 203 London Bldg., Vancouver.

FOR SALE

General Store and Pool Room in connection, Vancouver Island; excellent developments going on; store doing good turnover; owner there six years. Stock at valuation, about $3,000. Building and fixtures $1,500. Pool Room, 2 tables and building $1,000. Fine opportunity for energetic man and wife. B 20, c-o "B. C. Retailer"

WANTED

Grocery or General Store wanted by man from prairies; must stand strictest investigation. Want to locate this Fall and will pay all cash down. Wants some centre with first-class educational facilities. B17, c/o "B.C. Retailer."

Position in Hardware or General Store, by man with 30 years general experience; prefers P.G.E. district if possible. B18, c/o "B. C. Retailer."

Position in Grocery or Hardware Store; sixteen years' experience in both. B19, c/o "B.C. Retailer."

General Retail Merchant is desirous of locating in good progressive community; preferably Okanagan, Kootenay, or Vancouver Island. Some capital; well known to Vancouver wholesalers B 21, c -o "B C. Retailer."

Silent Salesman, 6 or 8 foot, square type, by Victoria retail merchant. B 22, c-o "B. C. Retailer."

Position Wanted by a man with a general business experience of nineteen years, and three years' experience in gents' furnishings and clothing. Can furnish best of references from two of the largest houses in Canada. B23, c/o "B.C. Retailer."

Experienced Accountant offers merchants advice and practical assistance with books and correspondence. Enquiries invited. B24, "B. C. Retailer."

SOUTH VANCOUVER AND ENDERBY ONCE MORE ON THE MAP

Among the branches which were reported by Secretary Hougham to the last Provincial Convention to have lapsed were those of South Vancouver and Enderby, and the incoming executive was instructed to see if this condition could not be remedied. It is therefore very grati-

THE person who says "Hello," when answering the telephone smiles very condescendingly when he hears some one else say "Are you there?" He thinks such a question is silly.

What does the man who answers with "Mr. Blank speaking," think of the person who says "Hello?" Observing proper practice himself, he in his turn thinks the hello greeting is equally out of place.

B.C. TELEPHONE COMPANY

Patronize Home Industry

BUY

COLUMBIA BRAND

Writing Tablets

— and —

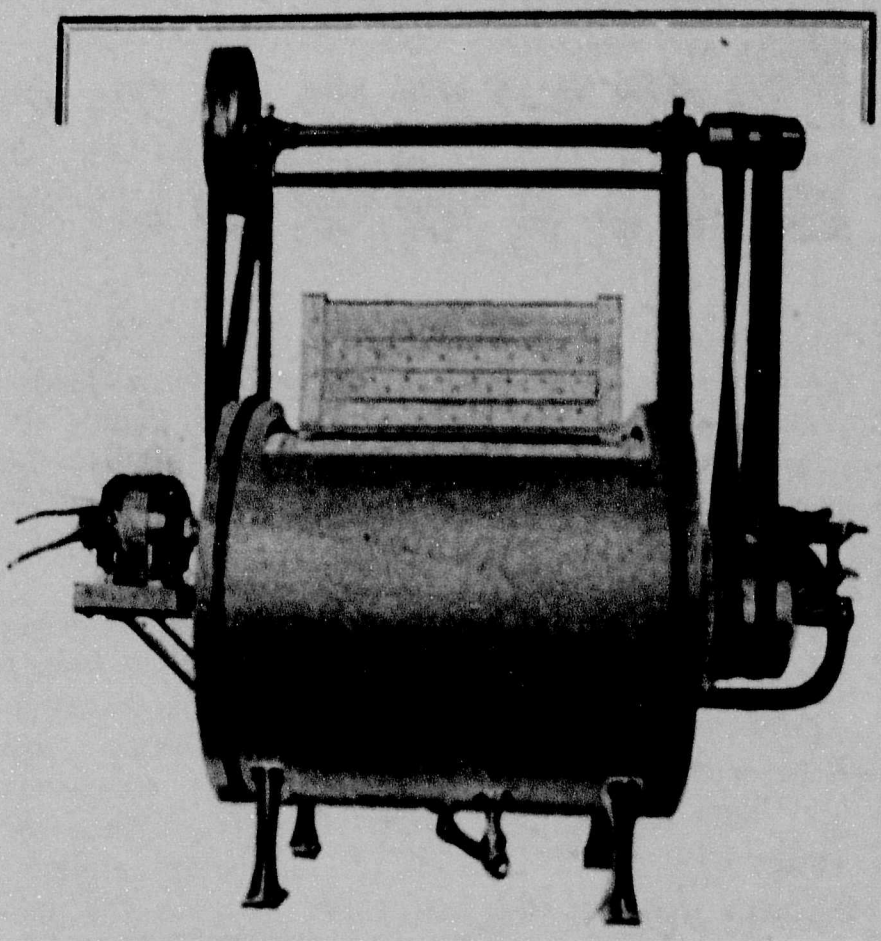
School Supplies

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.



Golightly Bros, Ltd.

Manufacturers of

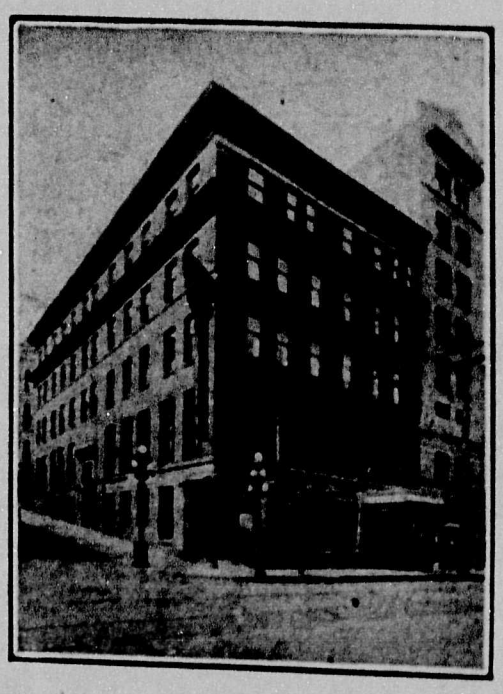
THE GREAT WEST WASHER AND

Laundry Machinery

Large and small Laundries installed with full equipment. See our self-contained Electric Washer Motor; operates off light socket. Agents wanted everywhere.

753 Powell Street Phone, High. 50

VANCOUVER, B. C.



St. Francis Hotel

Directly opposite C.P.R. Depot and one block from Post Office and the business centre.

MODERN IN EVERY RESPECT

European Plan, $1.50 Up. Cafe in Connection.

J. NATION & SON, Managers.

21 Years "Ever At It"

SPECIAL SALES SERVICE

Dominion SALES CO.

213 MOOSE JAW SASK

Special Sales Since 1899

The Business Man's Service Station Announce the

OPENING

of our

New Vancouver Offices

Rooms 101 to 104 Riggs-Selman Building,

319 PENDER STREET WEST

RAPID SPECIAL SALE CAMPAIGNS

Stock Reduction Sales, Closing Out Sales, Business Building Sales. High Class Service, New Flat Rate Plan. Four Sales Now On In Vancouver.

Write, Wire or Phone For Our Terms

MERCHANTS' SUPPLY DEPARTMENT

Hand Style Type Show Cards, Special Sale Tags and Tickets, Ready to Letter Price Cards.

Manufactured in Our Own Plant. Send for Catalogue.

Members National Assoc. Special Sales Managers.

PHONE R.F. 858. 319 PENDER ST. W.

Great West TEA

PACKETS ONLY

No Premiums No Deals
No Price Cutting
QUALITY ONLY

Western Grocers Limited

VANCOUVER, NELSON, CRANBROOK, B.C.

Canada Permanent Mortgage Corporation

INVITES YOUR DEPOSIT

Capital (Paid-up) $6,000,000.00
Reserve and Surplus, Earned (Over) $5,900,000.00
Investments Exceed $33,000,000.00

Established 1855

4% Paid on Deposits Subject to Withdrawal by Cheque.

432 Richards St.
Vancouver, B.C.

G. L. Smellie
Manager.

Now Is the Time to Patronize

Home Industry

By buying Ramsay's products you are not only supporting ourselves, but many other B. C. factories from whom we purchase our supplies.

OUR BRANDS ARE:

Ramsay's Nut Bars
Cream Bars
Family Cream Sodas
Empire Cream Sodas
Sweet Biscuits
Kitchen Molasses
Milk Chocolate
Princess Chocolates
Society Chocolates
Ramsay's Macaroni
Imperial Table Syrup
Unicorn Brand Peanut Butter

PAN GOODS MADE IN VANCOUVER, B.C.

Ramsay Bros. & Co.

LIMITED

VANCOUVER

APPLEFORD COUNTER CHECK BOOK CO. LTD.

COUNTER CHECK BOOKS AND WAXED PAPERS

Radcliffe & Lewis, Agents.
Phone Seymour 2885

315 Seymour Street,
VANCOUVER, B.C.

NAPOLEON EXTRA VIRGIN OLIVE OIL

Guaranteed Absolutely Pure.
Best by Test.

We will refund the money to any customer who is not satisfied after using NAPOLEON OLIVE OIL.

A. MAGNANO CO. LTD., Importers
98 Powell Street VANCOUVER, B.C.

Canada Food Board License 6-173.

fying to be able to report that the re-opening meeting of South Vancouver branch of the Retail Merchants' Association was held on September 24th in the general board rooms, Pacific Building, Vancouver, Mr. Geo. P. Findlay presiding and with R. H. Fairley, provincial organizer, present. Members present, though few in number, were very enthusiastic.

A resolution to continue as a South Vancouver branch passed unanimously. It was also resolved that the former officers should retain their positions until January, with the exception of the secretary, who resigned, and to appoint an honorary secretary, G. S. Hougham, in carrying on the secretary's duties. The secretary to assist the provincial officers are: Geo. P. Findlay, president; W. J. Janes and J. A. Barber, vice-presidents; T. W. Vincent, treasurer, and Leslie E. Fowler, honorary-secretary.

In order to create a fresh inspiration for work, it was arranged that all members in arrears should have these wiped off the slate. The association will meet on the second Tuesday of each month. A deputation consisting of all the members present was appointed to wait on Commissioner Gillespie to discuss the early closing bylaw. In this connection it was the opinion of all present that the securing of this bylaw was the greatest thing which had been accomplished by the association.

WHY NOT INCORPORATE?

A friend of mine said to me the other day: "It's strange to me that so few of the retail trade are incorporated—what is the reason?"

I gave it up. It nevertheless would be good business for the retailer to take advantage of the more-or-less prosperous times and get the old store polished up under a brand new name with "Ltd." at the end of it—not only for the standing it gives the establishment in the community but for the greater reason of all—the protection of your estate not to mention borrowing powers and wider financial arrangements. Nobody would want to put his savings into a partnership. The Retail Merchants' Association has a legal department who, I am sure, would be pleased at any time to go into the costs and other incidental matters relative to becoming incorporated, and questions that the members are not sure of will be answered through our legal column in the next month's issue.

B. T. G.

Scale & Cash Register Co.

LIMITED

54 Water Street

BRANTFORD

Computing Scales, Meat Slicers and Cheese Cutters.

BOND

Automatic Weighers.

IMPERIAL

Standard Scales.

COLES

Coffee Mills, Peanut Butter Machines, Meat Choppers and Bone Grinders.

Old Machines taken in as part payment, and a liberal trading allowance made.

Write for Catalogue and Prices.

Telephone Seymour 2747

PURE AND WHOLESOME

NABOB BAKING POWDER Contains No Alum

It is a pure phosphate baking powder, giving good results in every baking.

Order By the Case.

Tell your customers to save the certificates for Wear-Ever Aluminum.

Kelly, Douglas & Co., Ltd.

VANCOUVER

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, if you know anything in the nature of a clue to the addresses of the undermentioned:

Dondeneau, Russell—Home address is Kamloops, but last word heard of him was in some little place between Kamloops and Salmon Arm

Bowers, W. R.—Was in Salmon Arm about a year ago, but understood he left there for Vancouver.

Laughlin, S.—Worked for the Okanagan Telephone Co. in Enderby, in 1915. Think he came from Chilliwack.

Smith, W. R.—Worked in Enderby in 1919. Home is in Vancouver.

McCullum, Mrs. E. M.—Lived at 1180 Denman Street, Vancouver. Believe still in the city.

Grogan, Archibald—Formerly of Prince Rupert. Last known address Stanford Rooms, Seymour Street, Vancouver, B.C. Business, welder in machine shop. Probably located around some machine shop in vicinity of Vancouver.

Durstun, Miss K.—Formerly of 6394 Sophia St., Vancouver. Believed to be in either Vancouver or Victoria.

Rebelin, W. H.—Formerly of Saskatoon. Supposed to be in Vancouver.

Murray, Joe.—Formerly at 319 Heatley Ave., Vancouver. Believed to have moved to some other part of the city.

McDougal, T. M.—Lived at Stanley Court, corner Bidwell and Barclay Streets, Vancouver. Believed to be in or around Vancouver.

Deagle, J.—Was with C. P. R.; now said to be with P. G. E. Railway.

Dwyer, Jas.—Teamster. Family lives at Kitsilano. Dwyer works up coast. We wish to learn where.

McGinn, P.—Late of Penticton.

Pudney, J. S.—Late of Prince Rupert. Left about two months ago, and is said to be in the Okanagan. Is a theatrical man.

Martin, J. F.—Late of Prince Rupert. Painter; now said to be in Vancouver.

Manning, Mrs. Wm.—Formerly Penticton; late of Anyox, B. C.

Whittington, Alfred—Said to be with one of the Vancouver or North Vancouver shipyards.

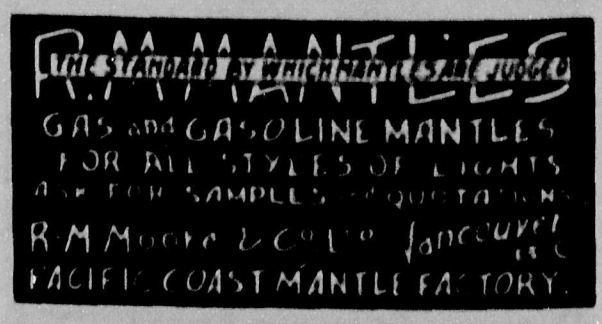
Miner, Clarence—Druggist. Formerly 1707 4th Ave. East, Vancouver.

FIRE PREVENTION

According to an official proclamation issued by the Government it would appear that during the past decade in Canada, more than 2600 (twenty six hundred) persons have lost their lives, and property valued at approximately two hundred dollars, has been destroyed by fire, a loss which continues without abatement year after year. Such a loss of life and resources is irrevocable. It cannot be replaced, and when human life is lost the loss to the Nation cannot be estimated, as no means are available of estimating what that life might have ultimately meant to the community. A movement for the prevention of this appalling loss is growing but it is astounding to observe how criminally indifferent the rank and file of the public are with regard to this issue. Both property owners and tenants share this guilt between them. Again and again one sees piles of inflammable rubbish stored at the back or in the basement of business premises, only requiring a chance spark, a cigarette or cigar end or something of the kind to start a fire, which may bring to naught the dreams of a lifetime.

We have fire prevention officers, and they are loyal to their trust, but no officer and no law can be any more effective than public opinion behind it. Retailers have a peculiar interest in this question. Carrying large stocks of merchandise, upon which they must pay insurance rates which in the final analyses are based upon fire risk, spread over an entire area, fire prevention is a subject in which they are vitally interested. It would be easy to submit figures which would show the relation of the tremendous fire loss in Canada to the High Cost of Living, but without going into details it should be stated, and not merely stated, but driven home, that fire loss does not merely affect the person or firm whose premises are gutted. Finally the public pay the bill.

Something is being done by the B. C. Board of Retail Merchants' Association in the direction of reducing fire loss. The contract which



THE BIGGEST YET

This, the third issue of the "B. C. Retailer" since it has been edited and published by the Progress Publishing Company, Limited, reaches its maximum size. This maximum speaks of the PAST, not of the Future and there is no limit to its size and its worth to the retail merchant if the co-operation of all is given.

The value of such a journal, not only as a paper of interest to read, but as a force in knitting together the various sections of opinion and action among the Retail Merchants of B. C. is limited only by the amount of co-operation the Publishers receive from subscribers and advertisers.

exists between the Board and the North Western Mutual Fire Association, means much more to the retailers of this Province that a mere cash dividend. The policy with the North Western Mutual Fire Association makes of its policy holders an organization of fire prevention officers. The Company by reason of its excellent inspection service, and its careful selection of risks, penalises the retailer who is careless, and whose premises are substandard, instead of penalising the careful policy holder to take care of physical hazards that do not measure up and indifferent business men who do not care.

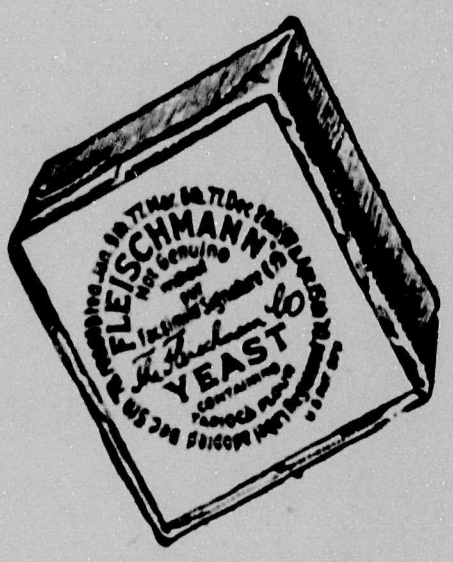
Despite strenuous opposition, the "North Western Mutual" by virtue of its unique service is forging ahead in Canada, and it is gratifying to note that the initiative taken by the B. C. Board of the Retail Merchants Association in offering the service of the "North Western" as part of its Association programme has been followed by the Provinces of Manitoba, New Brunswick and Alberta. The action of the B. C. Board in endorsing the North Western has been amply vindicated by the experience of its members, who have availed themselves of its service, and the three Provinces named are to be congratulated upon their ability to recognize a wise lead and in following it, make their contribution to the cause of Fire Prevention.

FIRE LOSS AT VICTORIA.

$20,000 damage to the stock and fixtures of O'Connell's clothing store on Government Street, Victoria, was caused by fire on October 10th. Mr. O'Connell carried about $43,000 insurance on stock and fixtures.

IMPORTANT

A man named L. H. Shanks, representing himself as an employee of Mr. L. Hacking, the well-known Vancouver photographer, has been concerned in some promissory note transactions that will stand investigation. Retail merchants are asked to communicate with the Vancouver office when approached by this man.



DOES THE DAY'S WORK EXHAUST YOU?

YEAST—the food tonic—will help you. Eating Yeast creates vigour and energy.

"Yeast for Health"—2 or 3 cakes a day.

At your grocer's—Fleischmann's, of course! Send for the booklet "Yeast for Health."

The Fleischmann Company
1166 Burrard Street
VANCOUVER, B.C.

Toledo Computing Scales
(No Springs)

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

Sales Agent for B.C.
E. S. CHAMBERS
424 Cordova St. W. Vancouver, B.C.

Vancouver Creamery BUTTER

Vancouver Creamery Co., Ltd.
WHOLESALE DEALERS
BUTTER & EGGS
15-23 Alexander Street
VANCOUVER, B.C.
Phones: Seymour 5056-7

In the Red and Yellow Package

Contains enough for four adults. Made in the following styles: Macaroni, Ready-cut, Spaghetti, Vermicelli.
Packed 16 oz. nett. Tested Recipes on Package.
Kelly Confection Company, Ltd.
VANCOUVER, B.C.

WILSON BROTHERS

Established 1890

Our Motto is "SERVICE"

We cannot offer to sell you goods cheaper than any other firm is in a position to do, but we CAN give actual facts to prove that it is

ECONOMY

to deal with us

Send in your mail order to **WILSON BROTHERS, VICTORIA, B. C.**

SHAMROCK BRAND

Stands for the Highest Grade Butter

It is our endeavour to maintain the Highest Standard, and you can safely RECOMMEND this brand to your customers.

Reliability goes with SHAMROCK BRAND

P. Burns & Company, Limited

VANCOUVER CALGARY EDMONTON

"The House Behind The Goods"

MALKIN'S BEST

See Coupons for Premiums.

COFFEE

Reap the benefit from our great Coffee Advertising Campaign by stocking "MALKIN'S BEST." It will prove a sure repeater with your customers.

The W. H. Malkin Co., Limited

VANCOUVER NANAIMO VICTORIA

Vancouver's Most Up-to-date Flour and Feed Mill

with machinery installed radically different from any other Mill in Canada. Inaugurated to supply the highest grade of

FLOUR, FEED & POULTRY FOODS

QUALITY AND SERVICE GUARANTEED

This Mill is designed to supply the needs so long desired in this community for Poultry and all Classes of Feeds of the highest Quality, and has always given satisfaction to the trade in the past.

Come in and get acquainted for our mutual benefit.

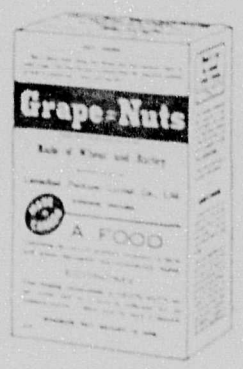
Victory Flour Mills, Limited

806 BEACH AVENUE VANCOUVER, B.C.

Phones: Seymour 3242—3243—3244

When a Customer Calls for

Grape-Nuts



he wants Grape-Nuts

No other cereal like it. No other can take its place with the regular user.

Each year finds many more of these regular users in your locality. So keep well stocked.

Sales are Sure, and Profits are Generous.

"There's a Reason"

Canadian Postum Cereal Co., Ltd., Windsor, Ont.

Swift's Premium Hams and Bacon

THE QUALITY OF SWIFT'S "PREMIUM" HAMS AND BACON IS OBTAINED BY SELECTION AND THE MILD "SWIFT'S PREMIUM" CURE.

MADE IN CANADA. GOVERNMENT INSPECTED

DON'T FORGET TO LOOK FOR THE BLUE TAG ON OUR "PREMIUM" HAMS "NOT NECESSSARY TO PARBOIL."

Swift Canadian Company, Limited

VANCOUVER NEW WESTMINSTER VICTORIA CALGARY