FOURTEENTH YEAR

NOVEMBER, 1921

THE BRITISH COLUMBIA RETAILER

20c Per Copy; $2.00 Per Year. Vol: XIII, No. 3. VANCOUVER, B.C.

WHEN SELLING YOUR CUSTOMERS

OGILVIES'

Royal Household Flour

YOU KNOW AND THEY KNOW

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

CANADA'S BEST

OGILVIE OATS

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

THE

Ogilvie Flour Mills Co., Ltd.

Vancouver, B. C.

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

Experienced Buyers :: Paper Supplies

WHEN they want to be sure of getting the best, buy the **Standard** article. You want the best Paper Bags, if you would be sure of getting them, buy

"STANDARD" Paper Bags

Manilla Wrapping
Kraft Wrapping.
Toilet Paper.
Ice Cream Pails.
Oyster Pails.
Wax Paper.
Grease Proof.
Twines.
Stationery, Etc.

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J. C. WILSON, LIMITED

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Phone Sey. 781.

Royal City Brand

CANNED FRUITS, VEGETABLES & JAMS

"From the Gardens of the Fraser Valley"

There is no substitute for Royal City Brand String Beans, you would disappoint a customer to give them another brand.

Take home a can yourself and see with your own eyes why so many people ask for them.

The beans are all picked very young, thereby keeping them sweet and tender.

80% of our pack went to the Prairies this year.

Let us be known as thirfty people, every man, woman, and child a booster for B. C. and for B. C. products.

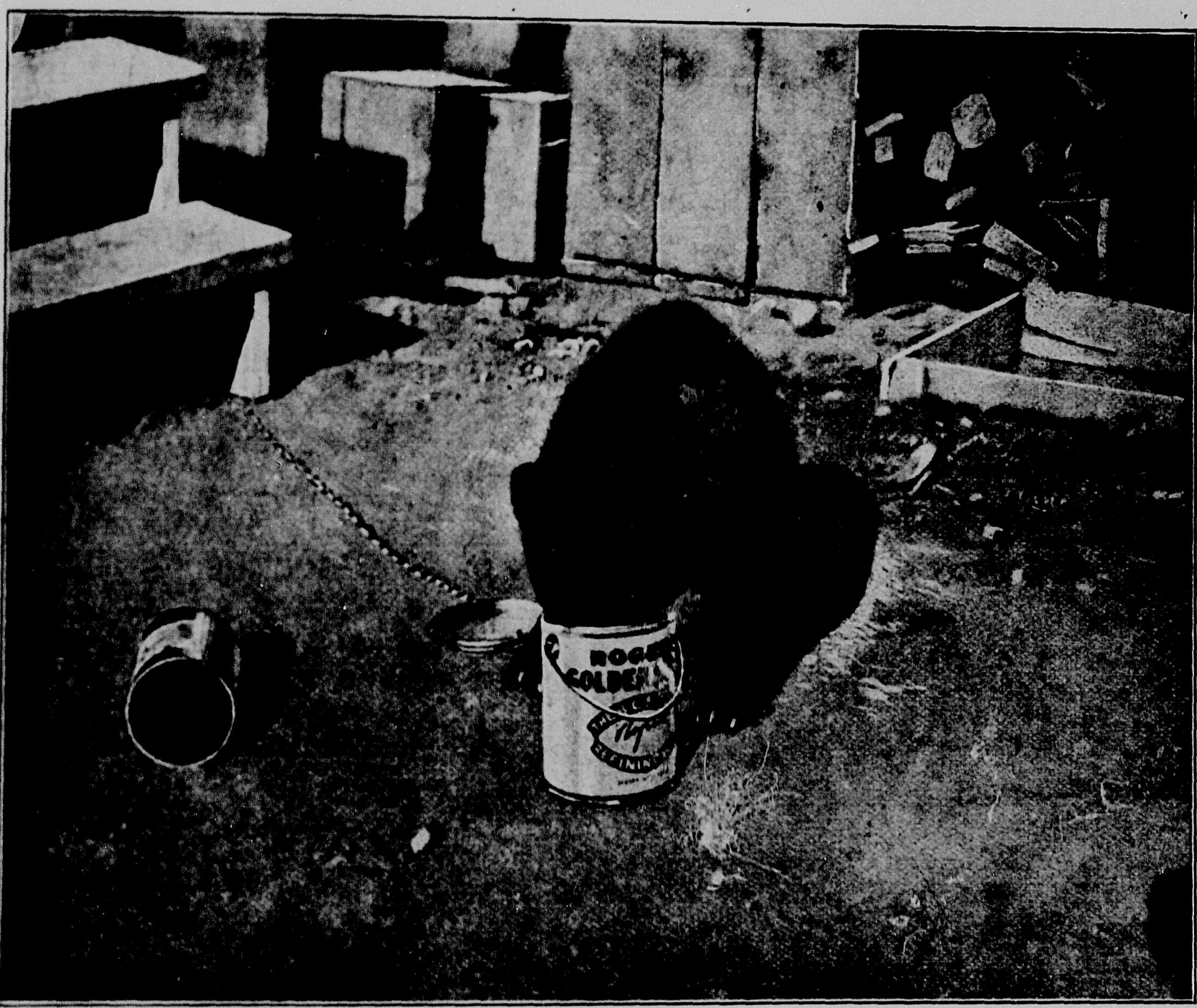
The finest fruits and vegetables grown all right here in B. C., and we pack the best of them.

We are supporting the grower who is the back bone of the province and you must support us.

Boost our line.

80% of our pack should be consumed here in B. C.

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.

FACE THE FACTS

New business methods are required to meet new business conditions

Old methods invite failure

This merchant is trying to meet present-day conditions with an out-of-date store system.

(1) He can't get the records he needs.

(2) He guesses about the amount of outstanding accounts.

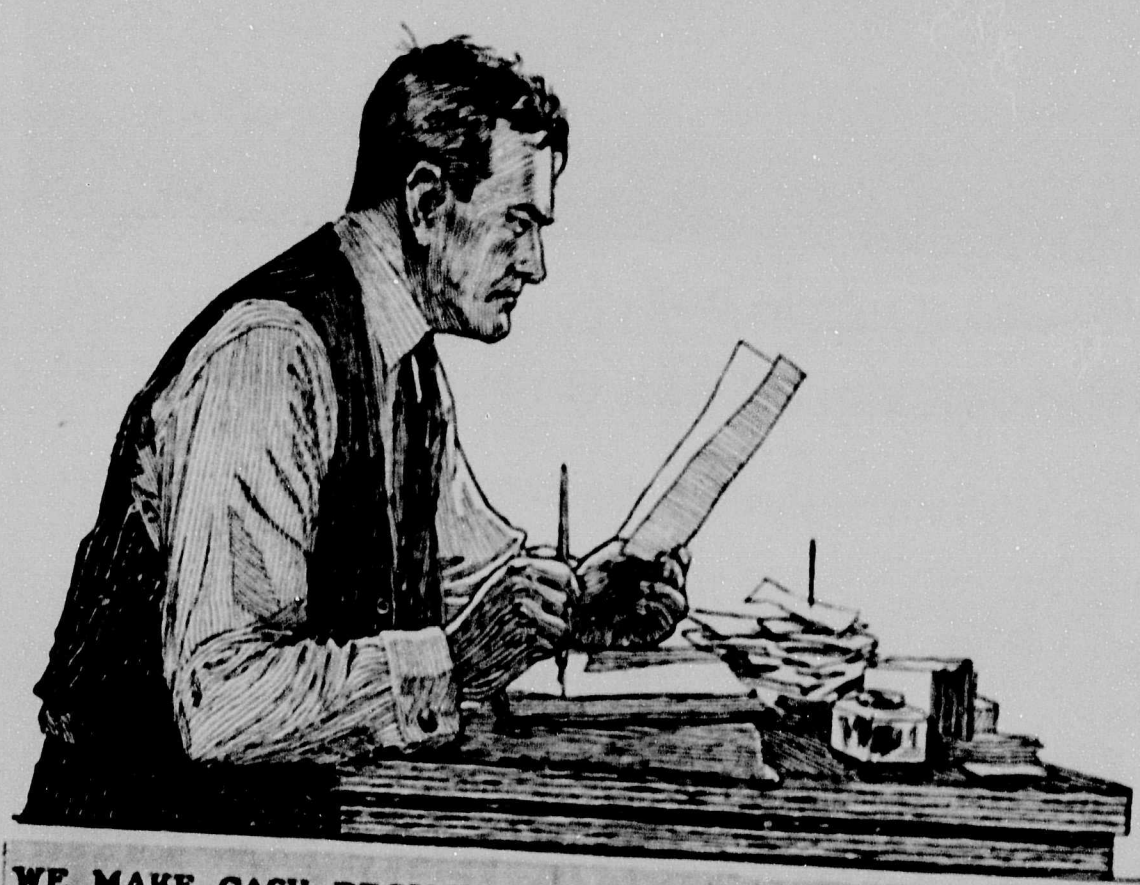
(3) His customers get slow service.

(4) He gives no receipt to his customers.

(5) There is no incentive for his clerks to do better work.

(6) He hasn't been able to reduce expenses.

He complains about conditions.
He is discouraged. He fears failure.



WE MAKE CASH REGISTERS FOR EVERY LINE OF BUSINESS. NOW PRICED AS LOW AS $100...

NATIONAL

CASH REGISTER COMPANY - TORONTO ONT.

FACE THE FACTS

New model National Cash Registers help merchants meet new conditions

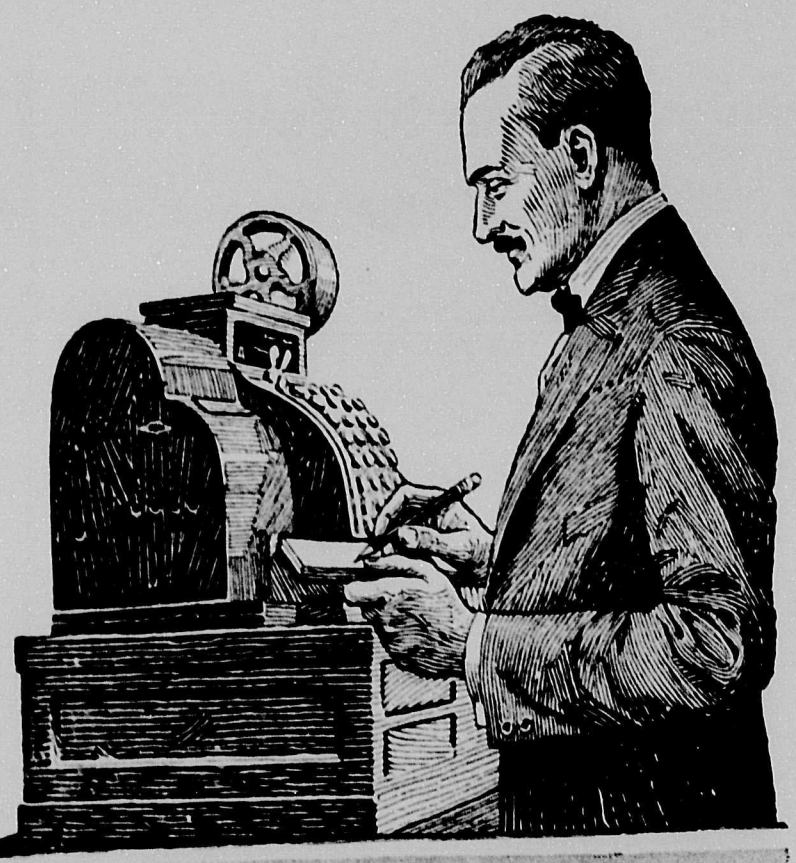
New methods insure success

This merchant has installed a new model National Cash Register especially designed to help merchants meet new conditions.

(1) It gives facts necessary for managing his business.
(2) It provides an easy way to keep tax records.
(3) It gives quick, accurate service to customers.
(4) It prints a receipt for each customer.
(5) It helps clerks sell more goods.
(6) It reduces overhead.

He has made conditions in his store right.
He is meeting present-day conditions successfully.

A National Cash Register is the only machine that issues a receipt, indicates, adds, prints, classifies, and distributes records *at the time of the sale,* all in one operation. No figure work. No delays. No mistakes. Just read the totals.



WE MAKE CASH REGISTERS FOR EVERY LINE OF BUSINESS. NOW PRICED AS LOW AS $100 IN CANADA

NATIONAL

CASH REGISTER COMPANY - TORONTO ONT.

Carnation MILK

The Sign of Quality

You can recommend to your customers with confidence the "milk from contented cows."

Not only is it pure, rich milk from better dairy sections but it is evaporated before canning until it is twice as rich as in its natural state.

One can of Carnation contains practically twice the food value of the same bulk of whole or sterilized milk.

Tell this to Your Customers

They will appreciate knowing the facts.

Display Carnation in your window with some of the attractive advertising we will send you and watch the milk money begin to roll into the cash register.

Just drop a line to Oppenheimer Bros. Ltd., Vancouver, B. C. asking for display and advertising material.

The Label is Red and White

TALK——

JAMESON COFFEE

The Jameson brand Coffee—with the help of your good salesmanship—it becoming even more Famous. The sales volume of this favorite brand is increasing. Let us make it even greater still—give Jameson Coffee the selling position in store—give your customers a short sharp, conscientious sales talk about the good points of Jameson Coffee—They will appreciate your advice—you will get more business.

W. A. JAMESON COFFEE CO.
OF VICTORIA

Coffee Tea Baking Powder
Spices Extracts

Made in Canada for Canadians

NO HEADLESS STICKS OR BROKEN PIECES HERE

Every match in it is good—a light that will light when struck and go out when blown out without fire inviting after-glow.

For this is Eddy's "Silent Five"—the perfect Canadian Match—silent striking and non-poisonous—the match that 70 years manufacturing experience made possible.

When you're well stocked with Eddy's you have a match to meet every match buyers' needs—more than thirty different varieties, every one as good a light as human skill and science can produce.

Fill every match order with Eddy's. They always satisfy.

The E. B. Eddy Co. Limited
HULL, CANADA.

The BRITISH COLUMBIA RETAILER

Published Monthly. THIRTEENTH YEAR

GROCERIES, DRYGOODS, HARDWARE, FOOTWEAR, GENERAL MERCHANDISE.

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

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

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EDITORIAL

OUR COUNTRY.

Offensive and defensive arguments, facts and figures relative to the so-called menace of Oriental immigration are occupying a prominence in the public mind, which calls for both careful and intelligent consideration.

The retail merchant has, in no uncertain fashion, voiced his disapproval of the prevalence of Asiatics in our commercial and agricultural centres, and should the influx of these races continue at a rate which will, in his opinion seriously jeopardize the retail merchant's business, little need be said regarding his contention that they be denied entrance into this country.

If such an opinion is justifiable it is not consistent with figures presented by representatives of the Chinese and Japanese governments nor by statistics tabulated at Ottawa, which go to prove that Oriental immigration during the past decade has not been abnormal.

However convincing these figures may be they are not apparently sufficient to stem the tide of public sentiment against the presence of these peoples in our midst.

There are fundamental facts that must be kept in mind when dealing with this all-important question.

This country belongs to its citizens, and the present generations have in it but a life estate, which means that the present generation must be protected in their rights of citizenship, and the country left unimpaired to their children and their children's children.

Canada's population today numbers less than ten million souls.

Eight hundred million Asiatics across the Pacific are seeking outlet from their crowded countries. Western civilization cannot be perpetuated and developed to the highest degree of perfection, nor can institutions, social, political, or religious, upon which that civilization is founded be preserved should our gates be thrown open indiscriminately to these countless millions, anxious to assume western habits and ideas. The government has, in the past, by restricting their coming, prevented an Oriental population that, had it been allowed to continue unchecked would have reached gigantic proportions. There is no evidence of deviation from this policy of restriction, and propaganda demanding the absolute exclusion of the Oriental, would, when taking into regard the desirability of furthering trade relations with these agressive races, appear a somewhat drastic means of dealing with the situation.

Immigration should however be reduced to a minimum, so that it may be handled without danger to our institutions.

The future of Canadian democracy is the future of the Canadian wage earner, and in order to have enlightened and patriotic citizens we must protect the wages and the standard of living of those who form the bulk of our citizenship.

All history has so far demonstrated the fact that Oriental and white races cannot assimilate. This is fundamental and vital. There is no contention that these races are inferior but that they are different, not only in color and physical build, but in habits, in traditions, in ideals and customs.

The East is for the Oriental, the West for the Occidental, between whom only international trade and neighborly consideration are possible.

R. M. A. ACTIVELY OPPOSES PERSONAL PROPERTY TAX.

The contention of the Union of British Columbia Municipalities that "land is carrying all the burden that it is capable of carrying, and that extra school revenue necessary should be obtained, if possible, from those who receive the school service, i.e. the individuals of a community as a whole, rather than any one class of the community," is rigidly upheld by the provincial representatives of the R. M. A. who are actively opposing the personal property tax suggested by the provincial legislature.

It is difficult to determine whether the tax, as outlined will provide the relief, which is undoubtedly necessary.

The opposition of the R. M. A. and other commercial bodies, has been to a great extent instrumental in eliminating the more drastic elements of this tax. It is understood that the personal property tax will apply only to organized districts; that instead of a levy of one per cent, one-half of one per cent. is proposed, and the tax will be optionally applicable, either upon income or property.

First Salesman: How do you find business?

Second Salesman: By going after it!

New Importance of Retailer's Advertising

Should be Used as a Tonic to Build up Sluggish Business

It has been said that only five per cent. of the men in the world succeed. That means that the other ninety-five do not succeed. But it must be remembered that there is a great difference between a successful man and a failure. There are many degrees of business standing between the two extremes, the middle line being mediocrity.

If five per cent. succeed, perhaps only five per cent actually fail, hence, hovering between these two states there are ninety per cent of the retail merchants. Many among these are struggling hard to keep from actually falling into the ranks of failure, and no doubt there are an equal number striving with all their might to attain the coveted goal of success. But after all is said, the greater number will be found between success and failure.

It is a commonly accepted theory in the middle ground, a compromise among the successful that the only reason there are so few actually successful is because those who are not successful do not actually try hard enough to succeed.

If we examine this theory closely there seems to be a great deal of truth in it. If the majority of the retail merchants are "just average" merchants, then there are very few among the class who are nearly successful, or to put it in other words, in the class who have not yet arrived at success, but who have long since passed out of the "average class." This being the case, the man who desires to be successful, enough to make extraordinary efforts has less competition the higher he climbs towards success. The nearer he reaches the top the easier he finds the climbing, the less opposition there is.

The Medicine for Poor Business.

One of the greatest remedies for mediocrity in the retail business is efficient publicity. Advertising can take a poor, insignificant business and raise it to one of importance and success. But the advertising must be efficient. It must be different from the average advertising, which is, in reality, mediocre.

The merchant who spends from two to five per cent. of his sales for advertising is a "good sport" but unless it is above the average he is fooling himself into thinking he is a good advertiser just because he spends that amount in advertising. Newspaper advertising that follows the usual lines of such advertising cannot bring other than the usual results.

It is a debatable question as to just what a merchant should expect from newspaper advertising. In fact, different merchants will expect different results. One advertises to keep his name before the public. Another advertises to secure prestige, another advertises for direct sales, etc. Each of these are very desirous in the race for success, but there must be a combination of all these results and more, before advertising can be said to be efficient.

Anyone who has money can buy newspaper space. It takes a wise man to use it efficiently. Only advertising that is filled with selling ideas, selling arguments, selling efficiency, can make the space valuable. No merchant can expect to advertise efficiently unless he knows how. He must not only have the selling instinct, an indefinable quality that most men possess, but which lies dormant from lack of application, but he must study advertising as a science. There are rules in advertising as well as in other business methods. These rules must be known and followed.

Study Advertisements

To learn the science of advertising the merchant must study advertising. Newspaper advertising can best be learned from newspaper advertising While most men and women have the same traits of character, the same feelings, desires, ambitions, inclinations and wants, the predominance of these is very different in each individual. This makes it more difficult for the merchant to secure attention to his advertisements. The same elements of appeal will not touch all natures alike. That is why so much advertising done by retail merchants is barren of results—is does not hit the mark.

Average Retailer's Advertising

The average retailer advertises in the same vein all the time. He always makes the same appeal in the same manner. It appeals only to a certain small percentage of the readers. It reaches only the same class of readers every time. Hence the advertising done is costing much more than it should for the results attained. The average merchant does not take into consideration the different natures of mankind. He forgets that while one class will buy because the price is low, another distinct class will buy because the value of the merchandise is high. One will buy for style, while another will disregard style altogether if it is staple and solid value. One will buy because it pleases his artistic and esthetic tastes, while another, having these qualities latent, overlooks this appeal and desires quality, or cheapness. Hence the necessity of experimenting in the advertising.

Probably not one retail advertiser in a hundred thousand ever tries to make any kind of a study of the resultfulness of the different classes of copy he uses. This should be done, as thoroughly as possible, as thoroughly as the means and time at hand will permit.

Examine any newspaper's advertisments, city or rural, and we will find a woeful lack of appeal in by far the greatest number of advertisements. Copy writers fail to get beyond their own personalities. This is due to lack of study of the subject.

The "Ideal Ad."

Ideals are not always attainable, but that is no reason why the ideals should not be strived for. A writer has given us the following on the ideal advertisement: "The ideal advertisement is short, yet comprehensive. It grasps the essentials and in a simple manner lays them before the reader. It does not take up his time; it does not omit features that would specially interest him, features which he should have before he buys. It does not exaggerate. It does not weave senseless words into a cloak to throw around the article advertised, but with a few bold strokes uncovers its beauty and worth. It inspires confidence. It seems true and good, but not too good to be true. It leaves a little unsaid for the customer to learn when he comes to buy. It takes proper classification and leaves something to say the next time. It usually quotes the price. It it talks to a person who has no use for it, it makes so good an impression that this person will regard it only as a type of other things in

the store which he does want, whether they are advertised or not. It will leave with him an impression that when he wants such an article that is the one to buy and that is the place to buy it."

Get busy. Today! Now! Not Tomorrow. Today is the accepted time. If you would be a success, be one! No one on earth is stopping you. Your hands and feet are not tied. Your brain can still tick, if you will wind it up. You need not wait for some one to pull, nor wait for some one to shove you. Hard work, and a dash of common sense will turn the trick. Get Busy!

Loss and Damage Claims

A Synopsis of the various kinds of claims and how to enter same for goods lost or damaged in transit.

Did you ever stop and try to figure out how much the Railways have to pay out in claims during the course of a year? Did you ever total your claims and notice how soon you reach the hundred dollar mark? What a small percentage you, alone, make of the great body who enter claims against the railways.

Rewards of Watching Your Claims

Why should there be such an enormous amount of money spent in loss and damage claims? True enough it is not the fault of the consignee and not always the fault of the shipper but some one is at fault. Not only is there a large amount of money paid out in settlement but there is also a large amount paid in salary to the employees in the claims office. There are a number of ways in which every shipper and consignee can help to have the claims adjusted more promptly and to the Retail Merchants there are a number of advantages to be had by attending to claims as closely as they attend to their Customer's Ledger.

There surely is enough in the results of the settlements to pay for the keeping of a complete record of all claims. By a complete record we mean, an exact copy of all papers sent into the claims office, a copy of all correspondence on back claim and a complete book record of each and every claim. In the book record the necessary points to keep are number of each claim, mark date entered, date shipment arrived, shipper's name, shipper's number on the bill of lading (for reference, if needs be, to the shipper), and the amount of claim. When the claim is paid or cancelled mark it off in the book and file the papers where you can refer to them if you have a similar claim at a later date.

Not only does this method help you to obtain quicker settlements but it also goes to improve the freight service to and from your town, as you put yourself on the map with the freight offices. When they receive a claim which is in first class condition (giving them full particulars) and continue to receive such claims, it causes them to look into the reasons more closely and in the end your train service is benefitted by more careful handling with, in consequence, less damage results.

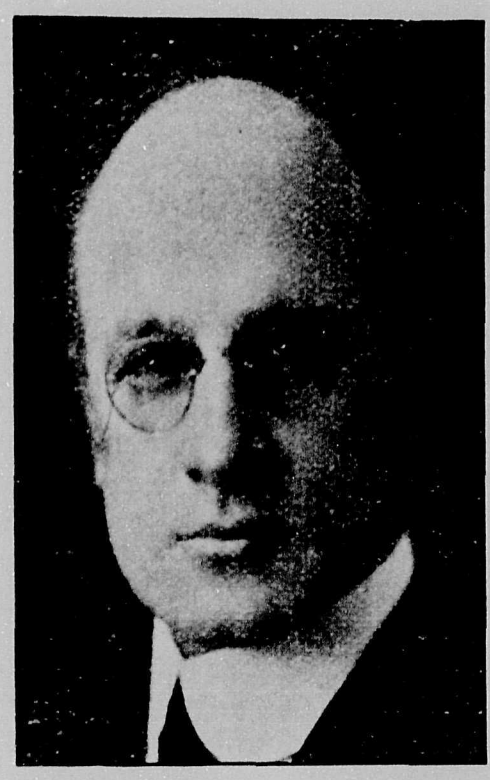
Various Claims

Claims are divided into numerous kinds such as Total loss, Partial Loss, Concealed loss, Total damage, Partial Damage and Concealed Damage.

Total Loss Claims cover shipments which are completely lost. This sort of claim would cover the full invoice value, the freight charges, and any further expense you are put to in connection with same. The papers to support such a claim are the Invoice, the Bill of Lading, the expense bill, provided you have taken the shipment and paid for it, and a statement showing your actual loss.

Partial Loss Claims would cover that amount which is an actual loss. In making your statement of loss you must allow all the salvage you have been able to obtain, and add to this your proportionate freight charges and any other charges you may have had, such as cost of picking the goods over or repacking. The papers to support such a claim are the same as for Total Loss.

Concealed Loss Claims need more attention than any of the other loss claims. When a shipment arrives in which there is a concealed loss your first move after you discover is is to immediately stop unpacking until the agent has seen the condition of the goods and made the necessary notation on the expense bill. It is a good plan to have one of your clerks inspect the shipment and note carefully the loss. When you enter your claim you should support the same with an affidavit for yourself as well as your witness. The papers necessary to support your claim are the same as in Total Loss.



Hon. H. H. Stevens, M.P.

Claiming that every country in the world should have the right to veto the incursion of alien races into its midst, Mr. Stevens' instructive address upon the Oriental question was followed by a large, and appreciative audience of Retail Merchants at their weekly luncheon, October 31.

Total Damage Claims are more misunderstood by many merchants. There seems to be an understanding that if a shipment is completely damaged it may be refused, but we may state that it is not advisable to refuse a shipment and enter claim in full amount, as, often, the claim is not entertained through the fact that the railway have a clear record of handling, and all you would get in return would be the balance of the salvage after the railway had deducted their transportation charges. You, no doubt are aware that a railway does not receive a very great proportion of the actual value of the shipment, as all they have to look out for is that they receive their handling charges. The best policy is to accept the shipment and sell to the best possible advantage and then make your claim for the difference. Support your claim with the same papers as the total loss claim. The main feature is the amount of salvage, and it is safest to have your statement of salvage verified by the local agent whenever possible.

Partial Damage Claims are chiefly made to cover the cost of repairs to a shipment which has been damaged in transit. When a shipment arrives and is in a damaged condition but is such that it can be repaired, the shipment is accepted and the charges paid. Right then and there

you should tell your agent that you are going to have same repaired and then enter a claim. If your agent is one who will not verify your statements, when the time comes, it would be best to write notifying him you intend to enter a claim. Then if your claim is not entered within four months limit you will still have a hold on the railway company, since you notified them of your intention to enter a claim. In a claim of this nature you will claim for the difference in the value of same if it has depreciated owing to the fact that it had to be repaired, but you cannot claim on your anticipated profit. To this amount you add the cost of the repairs, and the expense incurred in repairing the article. Besides the usual paper you will need a statement showing the cost of repairs.

Concealed Damage Claims are handled in exactly the same manner as concealed loss claims, and again we would remind you to stop unpacking until your agent has inspected the shipment. Your affidavits will also be needed to support the claim.

Consumer *vs.* Retailer

Lack of Public Confidence in Merchandising Methods Serious to Retailer's Business.

It is unfortunate that the attitude taken by the consumer towards the average retail merchant is proving detrimental to the latter's business. Whether this attitude is justifiable or not is immaterial. The buying public have voiced their displeasure at the high cost of merchandise and are holding the retail merchant responsible for prevailing prices. Mild, defensive explanations have from time to time been advanced by the merchant, but have proved insufficient to induce the consumer to look at the situation from the retail merchants' standpoint.

"Prices are coming down." This statement circulated broadcast throughout the country some time since has had a questionable effect on the mind of the shopper, who undoubtedly looked for a drastic cut in each and every line of merchandise distributed through retail channels, and who still apparently awaits price reductions to a pre-war level. How revisions were to come about to make such a delightful condition possible were not for a moment considered by the average citizen. The reduction was forecasted in the public press, and the buying public jumped to the conclusion that the wartime inflation would be absolutely wiped out and 1912 and 1913 prices would again be established.

Granted that prevailing merchandise prices are at the lowest possible level, it is necessary that the retail merchant convince the buying public of this fact in such a manner that the old camaraderie which in former times existed between them, be re-established.

This is a difficult matter. The masses are not easily convinced. Such terms as readjustment, stabilization, replacement values and so on, when used in the actual selling of merchandise, are apt to be looked upon as camouflage and are unconvincing excuses for prevailing prices. The public does not attempt to realize the difficulties involved in the distribution of merchandise, and are not interested in such emollient terminologies.

Public Opinion's decree that the retail merchant is retarding the reductions hoped for cannot be disregarded.

In many cases merchants have themselves to blame, in that they did not readjust their figures and accept losses necessary to strengthen their position with the consuming public.

Arguments were put forward that merchandise bought on a rising market could not be sold at prices twenty, thirty and even fifty per cent. below cost, that the merchant was not a philanthropist; that rather than give way to such a condition they would go out of business. This short-sighted policy, wherever adopted resulted in absolute stagnation.

The buying public is not in a position today to pay exorbitant prices and is patronizing the merchants whose prices are within reasonable ratio to that public's pay check.

The consumer indignantly protests when asked to pay the higher prices for life's necessities, and argues that the merchants made exorbitant profits during the boom period and are surely able to make the price adjustment necessary for trade to continue on a more practical basis.

The profits the consumer made have apparently no bearing on the case whatever!

A remedy must be found, forcefully outlined and adopted, whereby the consumer and retailer may again become reconciled.

To quote the views of a well known merchant:—"We are finding that we have lost for the time being a certain contact with our customers that used to be one of our biggest assets. They used to depend on us and to know that we were anxious to serve them and to please them. Now they seem to think we are indifferent.

"We do everything we can to maintain a proper spirit among our sales people. It is not easy. Salespeople have grown used to being unable to give customers what they want. They have become accustomed to have their patrons pay the increasing prices which stores have been forced to charge for goods, and we are having difficulty in regaining the confidence of the buying public on that account."

Amended legislation, enforced for a limited period, in one of the Southern States made it imperative that the cost price, intermediate costs of distribution, together with the selling price should appear on the sales tags attached to every article sold. The citizens were naturally unable to criticize the merchants' methods of doing business. They held the long end of the stick but had the regulation not been repealed, it is claimed that the retailing of merchandise through ordinary channels would have become extinct in that State. The reason for this claim is obvious, and no such course as this is necessary to admit the consumer into the retail merchant's confidence.

However strong your Association may be, its influence upon the housewife or the man in the street is negative, and it would appear inconsistent for the retail merchant to consider, even were he backed by the strongest Association in the world, that the populace must of necessity submit to his will.

The retail merchant plays a most important part in the daily routine, and is called upon to contribute to every form of taxation and donation extant, but the great consuming public are apt to alter their erstwhile good opinion of the retailer, not because he is any less of a good fellow and citizen, but because he is apparently failing to influence the consumer to look upon his method of distribution in a favorable light.

The situation is submitted in a spirit of fairness, taking into consideration the most important factors in the case, the citizens of the several communities, in order that a scheme be adopted whereby the consumers' confidence may be regained for all time.

WHY RETAILERS JOIN THE R. M. A.

Salient Statements Gleaned From Addresses Delivered by J. A. Banfield, Dominion President R.M.A, During His Tour of B. C. Branches

"I hope the time will soon come when all classes, and professions, will become organized and meet one another with better understanding."

"Fifty-nine sections of trade are included in the scope of the Association.'

"The purpose of the organization is to raise the status of the retail merchant in the community in which he lives and does his business, and we are getting there."

"There are many press statements which are casting a decided reflection on the retail merchants of the country."

"There is scarcely a bill that comes up in the House of Commons at Ottawa that does not, in sime manner or other, affect the retail merchants as a body."

"The only way to stabilize a community is to sell goods at a replacement value."

"Support your Association to the limit."

"We do not want anything but a square deal, and to assist to build up the Canadian nation on honourable,, straightforward line.s"

"Competition will always regulate prices without the aid of government machinery."

"The real object of my tour is to make the merchant realize the important place he fills in the community, and to get away from the "Uriah Heap" corner grocery idea."

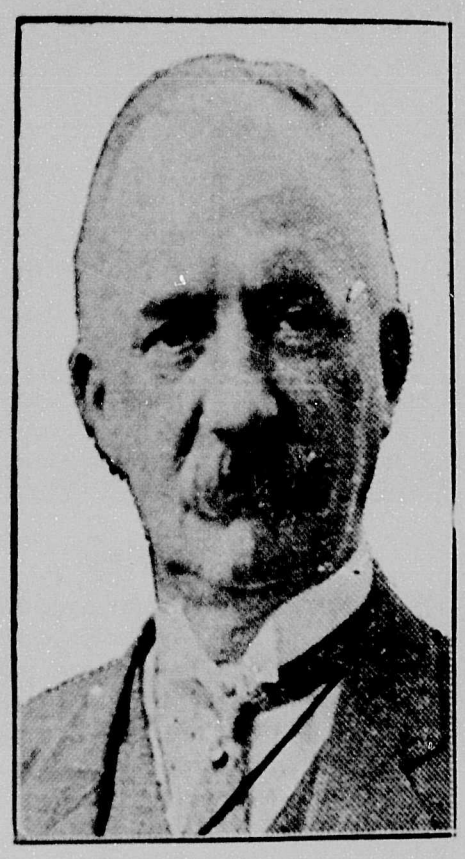
"The Association is out to combat every iniquitous law, whether it be to give away the forest wealth of the country, or injure the country in some other particular."

"The retail merchant is the link between the consumer and the manufacturer, and without him the manufacturer's products would not be worth a five- cent piece.

TWENTY-FIFTH ANNIVERSARY. of the Retail Merchants' Association of of Canada (Inc.)

On Nov. 7th, 1896 the R. M. A. was originated in Toronto.

The moving spirit behind the organization was then, and is now E. M. Trowern, many years a retail jeweller in the city of Toronto, prior to becoming the secretary of the Association.



E. M. Trowern

Dominion Secretary of R. M. A. of Canada who is receiving congratulations upon the twenty-fifth anniversary of the Association. It is through Mr. Trowern's untiring efforts that the R. M. A. has risen to its present important position.

Special recognition must be given to Mr. Trowern's untiring services, and due appreciation tendered him for the valuable work he has done, and is still doing as Dominion secretary.

The hearty reception which Mr. Trowern received upon the occasion of his visit to B. C., in company with president, J. A. Banfield proves that his efforts as secretary have been successful and members of the Association will join in congratulating Mr. Trowern on the occasion of the twenty-fifth anniversary of the Retail Merchants' Association of Canada, Inc., which took place on November 7th, 1921.

Samson had some idea about advertising—He took two columns and achieved seemingly impossible results!

Extracts from Dominion Secretary E. M. Trowern's Addresses to the Retailers of British Columbia

"We are only on the threshold of the realization of an organization that will be the pride of every retail merchant in the Dominion."

"Retailing was in existence before corn was sold in Egypt, and you cannot get rid of it."

"Who can sell goods better than the retailer, and who can know better how to put forward the resources of the country?"

"Would it not be a good idea, in view of the fact that the ladies' are interested parties in the welfare of their husband's business, to organize a ladies' auxiliary to the Association?"

"Those who do not feel like devoting part of their lives to improving the business in which they are engaged, should get out of it."

"Co-operte with educational departments, for better commercial education, and educate the public on questions affecting retail distribution."

"Be proud of your class name as retail merchants. It is legitimate business, why be ashamed of it?"

"Organize, and take your proper place in the community. Class formation will last."

"The retail merchants as a class represent more wealth than all other classes combined. They also take more abuse than all others combined."

"Retailers must look after retailers' interests, and not permit government boards who know nothing of retailing make rules for them."

"We want only what is right and just, and we aim to place retail merchandising on a higher plane."

HAPPY BEES

Large quantities of alcohol are produced in India from the flowers of the Mahua tree. A plant capable of turning out 360,000 gallons per annum of 96 per cent. alcohol is being installed in the Central Provinces, together with an ether plant to produce 100,000 gallons of ether annually for the purpose of admixture with the alcohol for power purposes. The flowers of the Mahua tree contain from 40 to 60 per cent. of fermentable sugar.

WOULD PREVENT PRICE CUTS

Representative Kelly, of Pennsylvania, Would Make it Illegal to Lower Prices Set by Manufacturer.

By M. Clyde Kelly
Representative, Thirtieth Pennsylvania District

My bill, H. R. 11, undertakes to give the indepnedent maker of a standard trade-marked and identified article the right to establish a uniform one-price- to-all policy. It will put an end to the dishonest system of advertising nationally known and publicly approved goods at less than cost in order to delude the public into buying unnamed and unknown goods at extortionate prices.

It is aimed at the predatory price-cutter, who injures the manufacturer, distributor and consumer.

The price-cutter who takes a standard identified, widely wanted article and reduces the standard price in order to deceive the unwary customer, is a trade pirate. He is a spider luring the puzzled consumer into his web. He is not a public benefactor. His predatory plan is to fool the purchases by giving him a few cents on one transaction so that he may rob him of dollars on others. He is a price-cutter in order to be a profiteer. He gives 25 buyers a bargain on known goods so that he may overcharge 500 customers on unknown goods. He piles up profits for his department store or mail order house by the tactics of the green goods man and advertising fakir, and the deceived public foots the bill. His success built on unfair method means higher prices and lower quality on all goods. In the beginning he robs the consumer by fraud and in the end devours him by extortion.

"Just As Good."

The price-cutter ruins the reputation of high grade goods and destroys the good-will of the makers, thus stealing both purse and good name in one operation. He advertises standard goods at a loss and then seeks to persuade the public to accept substitutes on which he makes money. He demoralizes the price and the product. He forces other dealers to follow his lead or refuse to handle the article. He restricts sales and lessens distribution. His unfair practices leave the manufacturer helpless to protect his business, into which he has put his name, his labor and his money.

R. H. Fairley

Who has recently been appointed secretary of the Vancouver branch R. M. A. has, for the past two years been identified with the Association. Mr. Fairley's wide knowledge of freight adjusting, and higher accountancy eminently fit him for this position.

The price-cutter drives the small distributor to the wall by the worst form of illegitimate competition. He swallows competition by the very practices the anti-trust laws were intended to prevent. He is the cut-throat competitor who is everywhere and always the forerunner of monopoly. He is a restrainer of trade and a lessener of competition. He robs the neighborhoods of their corner stores, which can give best service under fair competition. He shouts for a free market, where in a jungle war his unscrupulous tactics may give him a strangle hold on business.

Breaks Contracts.

The price cutter helps to weaken the honesty and moralty of business. He seizes any straw, however flimsy, to free himself from moral and legal obligations to fulfill contracts and obligations. He breaks down the one-price-for-all system, which is an inseparable companion of business honesty. He is the author of many degrading tendencies in business. His spirit of disregard of fair play is encouragement to every cheat in business. He helps rot the fabric of commerce. He breeds the tax dodger and the canceller of honest contracts and the men who cheat but keep within the law. He encourages "open price" associations and "gentlemen contracts."

He is an enemy of the public good and he must go. Give the independent manufacturer of identified, guaranteed goods, the right to maintain a one-price-for-all policy and protect his reputation and good-will, which depends upon public approval of the price and quality of his product. That will assure a square deal for business and the public.

THE PERSONAL PROPERTY TAX

According to the views of political economists, the proposed personal property tax is unfair in its incidence, and since the assessment is made upon certain classes of the community it is therefore class legislation.

Among those primarily affected are the manufacturers and producers, levy being made on the plants, machinery fixtures, raw materials and wages accrued in all and every process from the source of raw material to final point of manufacture, and from production to harvest gathering. The wholesale distributors are the next body to suffer from this form of taxation, functioning as they do in placing upon the market the product of the two classes referred to, not only locally and provincially but nationally and upon foreign marts.

Placing such an overhead charge upon this section will naturally result in distributors establishing themselves in other provinces, or foreign countries, where wholesale distribution functions at a lesser cost, sells at a cheaper price, is not called upon to pay any tax, provincial or municipal but is given the equal right, with this additional advantage, to sell the retail trade in open competition.

The retail merchant's opportunity of selling in competition with the mail order houses of Eastern provinces or elsewhere, is stifled by this method of taxation, since these competitors have free entry into the retail merchant's territory, provincial or municipal with no personal property tax levied upon them.

Such a form of taxation is not economically sound, and the investment of foreign capital, so much to be desired cannot be induced with such an opposition to face. If the

PROPOSED NEW METHODS OF DISTRIBUTION CAUSE LITTLE ANXIETY TO THE RETAIL MERCHANT.

products of manufacturing plants cannot be marketed without a reasonable profit, as a result of such taxation, those plants must perforce close down; there will be an alarming increase in unemployment, calling for government assistance and by minimizing earning power, payment of existing taxes to the government will be seriously restricted.

WINDOW SUGGESTIONS.

Here are a few practical suggestions:

1. Use one of your windows as an eye catcher. Don't pack it with goods. Don't put the usual stuff in it. Make it different. Make it a Curiosity window. Dress it with a bright color and put something unusual in it. Compel the passers-by to ask "Why?" Even if you have only two windows, one of them should be a "Why" window. Your rent is based on the number of people who pass your door, but your sales depend on the number of people who see your window and stop.

2. Show one variety of goods at a time. Don't put fifty different things in your window. Don't make your window look miscellaneous, unless you are in a poor neighborhood and sell cheap goods only. No one but a pawnbroker can afford to have his windows look like a Noah's Ark.

Your problem is to increase the selling power of your windows, just as the manufacturer has to increase the producing power of his machinery.

3. Wherever possible use something that moves. A moving object instantly catches the eye. It twists the eye around. A clock-work mechanism, an electric fan that blows a dozen coloured ribbons, two kittens in a pretty basket, lights that flash on and off, a red light swinging in a pendulum, all such things are very cheap and effective.

Thousands of people are passing your door with money in their pockets, and with any number of latent wishes for the goods on your shelves.

5. Use a today window, changed every evening. If you have six or more windows, use one of them as a today window. In this window, display bargains only. As soon as the goods in it are sold put in a card "Sold Out" You will soon have women coming at 9 a.m. to see what is in it.

By a new process, petals of orchids and other real flowers are being ingrained into patent leather.

The man who is always in a hurry, does not always do the most work.

NEWS OF THE TRADE

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FIVE ROSES
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Daily Capacity 14,200 Bbls.

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It Makes "Come Again" Customers for YOU

Shelly Bros. Ltd.
VANCOUVER VICTORIA
NEW WESTMINSTER NANAIMO

HOME COOKING LESSONS TEACH NEW FOOD USES.

The more new dishes a housewife knows how to prepare the larger will be the variety of her grocery purchases and for this reason British Columbia grocers are noting with interest a course of Home Cooking Lessons running in the principal newspapers of the province.

These lessons discuss questions of home cooking and teach many ways in which evaporated milk may be used in dainty and substatial dishes. The recipes given specify a wide variety of materials, practically all of which must be obtained at the grocery store.

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"(2) Every employer who keeps his shop open or who permits any of his employees to remain in his shop in contravention of sub-section (1) shall be guilty of an offence against ths Act, and shall be liable, on summary conviction, to a like penalty to that prescribed in section 8 of this Act."

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On the authority of these experts one department alone in a department store lost $10,000 in one year, while the loss in the whole store was estimated to be at least $50,000. In another store there was a loss of $1,000 in the shirt-waist department in one month alone. In the silk underwear department there was a loss of $670 in fifteen days.

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

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

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

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 -
3 DOZ. CARTONS TO BOX
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Installed in your
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ACCURACY. SPEED. ECONOMY
Write or Wire
Canadian Toledo Scale Co., Ltd.
424 Cordova St. W. Vancouver, B.C.
E. S. CHAMBERS, Sales Agent.

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PACKETS ONLY
No Premiu ns No Deals
No Price Cutting
QUALITY ONLY
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VANCOUVER, NELSON, CRANBROOK, B.C.

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 -
3 DOZ. CARTONS TO BOX
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Don't be a Janitor of an Institution for Helpless Merchandise

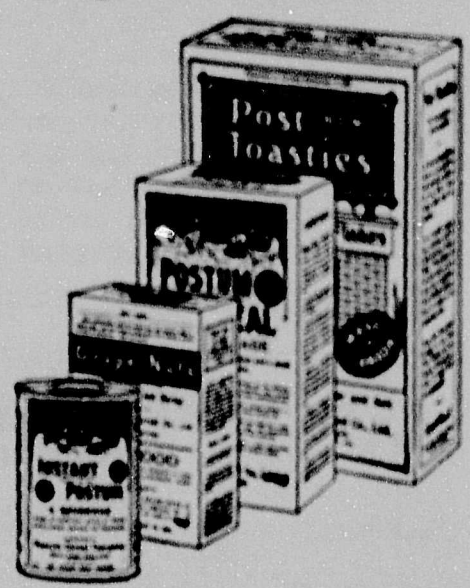
We've all made mistakes. To avoid repeating them is the policy of the successful man.

The successful grocer knows that the difference between advertised and unadvertised goods is the difference between the athlete and the cripple.

The uninterrupted and year 'round advertising campaigns, selling the consumer Postum, Grape-Nuts and Post Toasties, is the reason why these three products are the leaders in their line.

Absolute turnover, no loitering on your shelves, and a good, clean profit on every sale eliminates all the risk that usually goes with "helpless merchandise."

The wholesome quality of Postum, Grape-Nuts and Post Toasties, as well as the sale of the goods, is guaranteed by the



Canadian Postum Cereal Co., Limited

Windsor, Ontario, Canada

GROCERIES & PROVISIONS

TRADE CONDITIONS

Notwithstanding the serious unemployment situation and the rumoured shortage of money, retail grocery business continues at a steady level, with up-country returns exceptionally good. Prominent among the latter is the Okanagan district, where enormous fruit crops, with good prices, have given a noticeable impetus to retail trade. As an instance of exceptional progress, Penticton where, one year since, but five grocers were located, no less than fourteen retail grocery stores are now operating successfully.

Local retailers are finding business fair with the usual anticipation of good Christmas volume of trade. Agressive methods, however are necessary to secure adequate returns, and the pessimitic retailer who is continuously airing his grievances is liable to find "standing room only" in the "theatre" of retail activities.

Collections are fair but will need close attention during the next few months.

MARKET NOTES.

Dried Fruits. The retail trade has been anxiously waiting the arrival of new season's dried fruits particularly the seedless variety of raisins. Wholesalers' stocks have been cleaned up for the past sixty days. The S.S. Kingsley of the Kingsley Navigation Company arrived on Thursday, October nineteenth, with a full cargo of raisins, prunes and evaporated peaches from California. Practically the entire raisin consignment is now in the retailers hands. This with further supplies which are due in two weeks should see the trade through their Xmas needs. Owing to a short crop and big demand in the States, however, it is predicted the first of the year will see higher prices and a certain shortage of the seedless varieties. The prevailing prices are as follows: seedless, eleven-ounce packages, 21 cents package; seedless, fifteen-ounce packages, 24 cents package; seedless, bulk, 21 cents per pound; seeded, fifteen-ounce peckages, 21½ cents package.

Prunes are fairly plentiful with prices on the larger sizes ruling somewhat lower than last season's crop, while the smaller sizes owing to a shortage are a little higher. Evaporated peaches which are not a big factor with B C retail trade are about 10 per cent higher than old crop.

Table raisins from California are reported in very limited quantities. Retailers are advised to snap up any offerings.

Sugar: Market easy. Cuban raws are lower than at any time since the fall of 1914. Purchase only for immediate needs.

Jam. The expected has happened. Pure jams were advanced $1.00 per case about the middle of October. Strawberry jam by the first of the year will be an unknown article so far as wholesalers are concerned. The packers are absolutely sold out of this variety even now. Last year the packers lost money on jam which with low prices prevailing made them very sceptical about putting up a big pack this year, consequently the present shortage and advance in prices. The low prices at which pure honey is being offered make this a very good substitute for jam.

White beans: It is predicted that in the very near future this commodity will advance. The present price of 5½ cents per pound is one cent less than beans could be imported for on today's market.

Okanagan Sliced Peaches are this year finding their way into the retailers hands. This is the first year the local canners have made any attempt to pack sliced peaches and from comments made by prominent retailers they are worthy of support. Their exceptionally fine flavour and good appearance make them as desirable as the California pack.

Rice: Indications are that the prices of California Japan style rice will rule higher. The crop is expected to be only sufficient to take care of the domestic demand and a very limited quantity of export business. Recently a shipment of 20,000 tons of 1921 crop California rice was exported to Japan to relieve the shortage there. New crop rice usually comes on the market about November the twentieth. The price is expected to be in the neighborhood of $140.00 per ton.

XMAS LINES.

California figs now on the market. Smyra table figs also are ready for delivery. California cluster raisins first shipment reached the city November 10th and was quickly snapped up. Further supplies arrived November 18th.

Spanish table raisins due November 20th. Wholesalers report entire shipment sold for delivery ex car.

Shelled almonds arrived November 15th. Shelled walnuts market now absolutely bare. New crop nuts not expected before December 5th.

Spanish whole almonds and Sicily filberts due November 20th.

California walnuts arrived November 10th. Wholesalers are only getting a percentage of their usual requirements of the desirable varieties. New crop Manchurian whole walnuts not due until December 5th.

California assorted Glace fruits and pineapple now ready for delivery. French Glace and crystallized cherries due about November 25th, or December 1st.

Fish: Easterners will appreciate news of the arrival of the first car of Eastern salt fish from the maritime provinces. This includes the following:

Quail on Toast, 18/2 at 14c per lb.

Codsteak, 18/2 at 16c per lb.

Whole Cod med. 50 at $6.50 per case.

Whole Cod, large, 100, at $12.50 case.

Digby Chicks at $27 a box.

Eastern Herring, half bbl at $13.00 each.

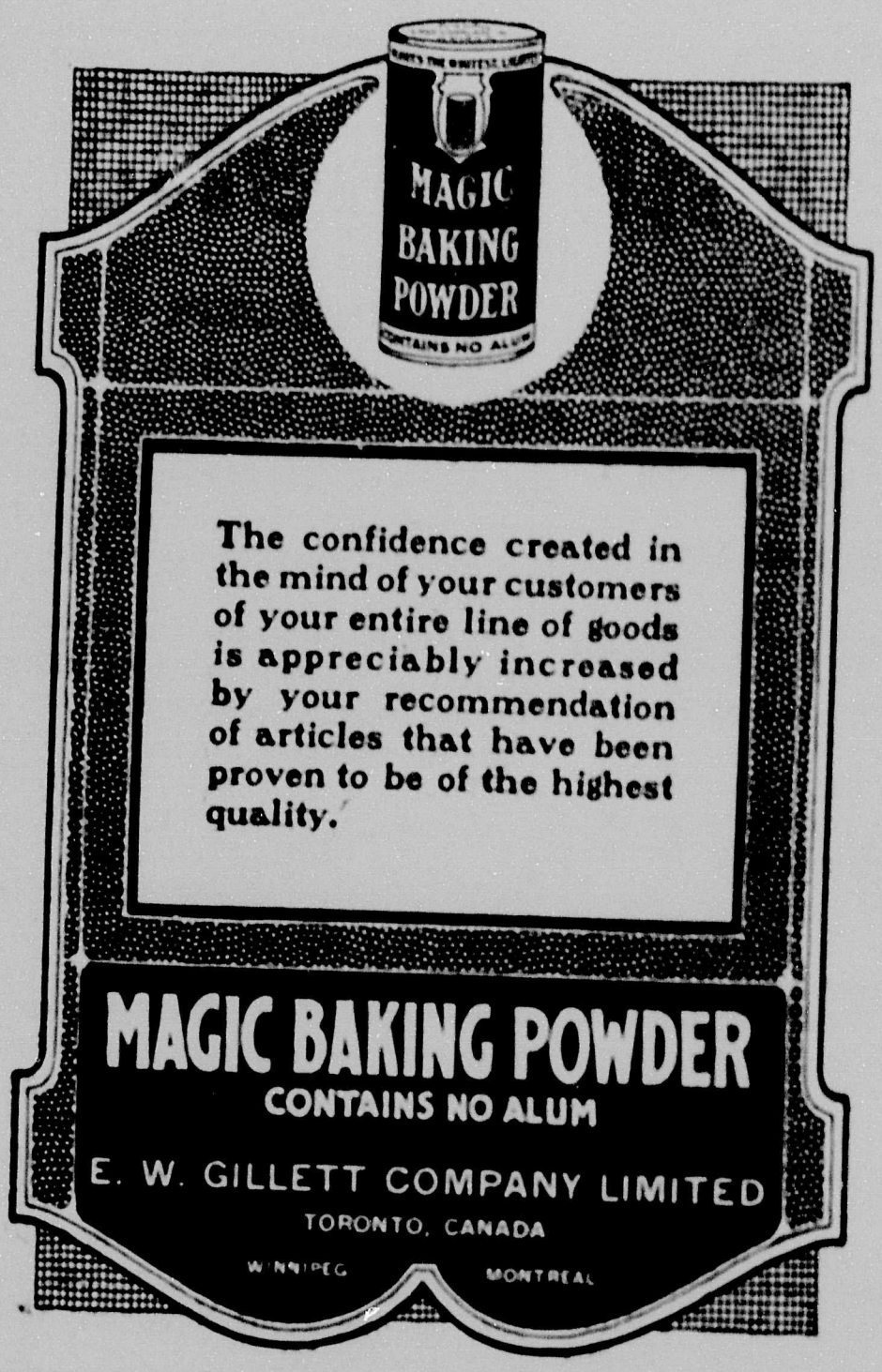
Eastern Mackerel, half bbl at $18.00 each.

Eastern Mackerel, 20lb pails, at $4.75 each.

CONDENSED MILK DOWN.

The effects of what some wholesalers term the "Milk War" were further seen recently when one of the big companies dropped the price on condensed milk from 75c to 80c a case according to sizes, 25c to 50c on evaporated, and 50c to 75c on condensed sweetened coffee.

Christmas goods are coming in regularly. The stock has been augmented by the arrival of a car of layer figs from California. They will sell at from 20c to 35c per pound according to variety and size.



90 per cent of

STEVENSON'S QUALITY BREAD

IS SOLD BY RETAIL GROCERS

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

Phone Fairmont 227

VANCOUVER, B.C.

GROCERY PRICES CURRENT

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

RAMSAY BROS. & CO., LTD.

Family sodas, packages, per dozen	$ 2.40
Cream sodas, 2s, tins, each	.50
10c Cream Sodas, packages, doz.	.96
15c Cream Sodas, packages, doz.	1.45
10c Assorted Sweet Biscuits, packages, per doz.	.96
15c Assorted Sweet Biscuits, fancy carton, per doz.	1.50
Chocolate Bars, assorted kinds, 2 doz. to a box, per box	.90

E. W. GILLETT CO., LTD.

Royal Yeast—

	per case
3 doz. pkgs. in case	2.30

Perfumed Lye—

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

Magic Baking Powder—

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

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

Caustic Soda (Granulated)—

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

Cream Tarter—

	per doz
¼ lb. paper pkgs. (4 doz. in case)	$2.05
½ lb. paper pkgs. (4 doz. in case)	3.95

	per case
4 doz. ¼ lb. paper pkgs; 2 doz. ½ lb. paper pkgs., assorted	13.85

	per doz
½ lb. case with screw covers (4 doz. in case	3.05
5 lb. square canisters (½ doz. in case)	.72¾
10 lb. wooden cases	.64½
25 lb. wooden pails	.64½
100 lb. lined kegs	.59¾

Magic Soda—Case No. 1—

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

Bi-Carbonate of Soda—

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

KELLY, DOUGLAS & CO., LTD.

Nabob Products

Alum, ¼s, doz.	.75
Borax, ¼s, doz.	.75
Tartaric Acid, ¼s, doz.	2.00
Baking Powder, 48 12 oz., doz.	2.85
Baking Powder, 48 16 oz., doz.	3.75
Baking Powder, 12 2½s, doz.	9.00
Baking Powder, 6 5s, doz.	14.50
Celery Salt, glass, doz.	.90
Coffee, 1s, 2s, lb.	.54
Coffee, 5s, lb.	.55
Cream of Tartar, ¼s, doz.	1.90
Baking Soda, 60 1s, case	3.20
Baking Soda, 24 ½s, doz.	.60
Custard Powder, doz.	1.25
Quick Tapioca, doz.	1.25
Chocolate Pudding, doz.	1.25
Allspice, No. 1, tins, doz.	1.05
Chili Powder, small, doz.	1.00
Cinnamon, 2 oz. tins, doz.	1.15
Cayenne Pepper, 1 tins, doz.	1.15
Cloves, small, doz.	1.15
Ginger, small, doz.	1.15
Mace, small, doz.	1.15
Nutmeg, small, doz.	1.10
Paprika, small tins, doz.	1.35
Black Pepper, tins, doz.	1.15
White Pepper, tins, doz.	1.75
Pastry Spice, 2 tins, doz.	1.25
Pickling Spice, doz., No. 2	1.10
Marjoram, Mint	1.25
Poultry Dressing, Parsley, Sage, Savory, Thyme, Tumeric, tins, doz.	1.15
Curry Powder, 4 oz. glass, doz.	2.60
Extracts (all flavours), 2 oz., doz.	2.50
Extracts (all flavours), 4 oz., doz.	4.75
Extracts (all flavours), 8 oz., doz.	9.00
Epsom Salts, ¼s, doz.	.50
Fruit Colors, 2 oz., doz.	1.75
Icings (Chocolate, Rose Pink, Lemon, Vanilla, White, Almond, Orange), doz.	1.45
Jelly Powder, doz.	1.10
(1 doz. free with 1 gross.)	
Mustard, ¼s, doz.	2.40
Mustard, ½s, doz.	4.75
Mustard, 1s, doz.	8.50

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

Castor Oil, 2 oz., doz	2.25
Castor Oil, 4 oz., doz	4.00
Salt Petre, ¼s, doz	1.50
Sulphur, ¼s, doz	.75
Tea, Green Label, 1s, lb.	.48
Tea, Green Label, ½s, per lb.	.49
3s, lb packages	.46
5 lb. packages	.45
Tea, de Luxe, Afternoon, 1 lb	.60
Tea, de Luxe, Afternoon, ½ lb., per lb.	.61
Lemonade Powder, doz.	2.40
Vinegar, doz	2.75

THE W. H. MALKIN CO., LTD.

"Malkin's Best" Products—

Baking Powder, 48-12 oz., per doz.	$ 3.00
12-2½s, per doz	9.35
12-5s, per doz	16.85
Coffee, 48-1s, per lb	.56
Cream of Tartar, tins, per doz	1.50
Custard Powder, 12 oz. tins, per doz	3.25
Extracts (all flavors) 12-2 oz., doz	2.50
12-4 oz., per doz	4.75
8 oz., per doz	9.00
16 oz., per doz	17.00
25 oz., per doz	24.00
½ gallon, each	5.50
Gallon, each	10.50
Glycerine, 12-2 oz. bottles, per doz	1.75
12-4-oz. bottles, per doz	3.25
Honey, 24-10 oz. jars, per doz	2.40
24-13 oz. jars, per doz	3.50
24-2 tins, per doz	6.30
12-5 tins, per doz	11.50
Jelly Powders, 4 oz., all flavors, doz	1.10
1 doz. free gross lots	
Lemonade Powder, 8 oz. tins, per doz	2.40
Mustard, 12-2s, tins, per doz	1.65
12-4s, tins, per doz	4.50
24-1s, tins, per doz	9.00
12-5s, tins, per lb	.60
Spices and Seasonings:	
Celery Salt, taper bottles, doz	2.10
Curry Powder, taper bottles, doz	2.25
Allspice, per doz. tins	1.05
Cinnamon, Ginger, Black Pepper, Poultry Dressing, Sage, ground, Sage, rubbed, Savory, Thyme, Tumeric, per doz. tins	1.15
Cloves, Mace, per doz. tins	1.35
Marjoram, Mint, Nutmeg, Parsley, Pastry, mixed, Pepper, white, Pepper Cayenne, per doz. tins	1.25
Paprika, Chili Powder, Curry Powder, per doz tins	1.75
Whole Nutmeg in cartons, per doz.	.45
Tea, 100-1s, per lb.	.52
60-1½s, per lb	.55
30-1s and 20-½s, assorted, per lb	.54½
12-5s, per lb	.56
Vinegar, 24-qut., per doz	2.75

P. BURNS & CO., LTD.

Shamrock Products

Hams, per lb	$ .38
Hams, boned and rolled, per lb	.42
Bacon, 6-8 per lb	.32
Dominion Hams, 8-12, 10-16, per lb	.36
Dominion Bacon, 6-10, per lb	.38
Dominion Bacon, 10-14, per lb	.35
Dominion Shoulders, boned & rolled	
Cooked Hams, Shamrock, per lb	.55
Ayrshire, rolled shoulders, per lb	.26
Lard, No. 5, 12 to case	10.15
Lard, No. 3, 20 to case	10.20
Lard, cartons, 16 lbs.	.19¼
Lard, No. 1 cartons, 20 lbs.	.19
Compound, Carnation, No. 5, 12 c's	8.65
Compound, Carnation, No. 3, 20 c's	8.70
Dripping, beef, 4-lb bricks	.12
Mincemeat, kits, 25lb, net, per lb.	.17½
Meat Loaf, per lb.	.20
Pork pies, per doz.	.45
Pork, roast legs with dressing, lb	.55
Baked Ham, with dressing, per lb	.56
Cooking Oil, 5 gal. tins, 40-lbs per lb	.14½
Creamery Butter, Shamrock, carton	.45
do without carton	.44
Cheese, Canadian, large, per lb	.23½
Cheese, Canadian, twin, lb	.24
Smoked fish kippers, 20s, per lb	.10½
Smoked fish, kippered salmon, 10s and 20s, per lb.	.18
Smoked cod, 30s, per lb.	.16
Head Cheese, 5 lb. tin, each	.65
Jellied tongue, per tin	2.50
Selected fowl, per lb.	26
Selected chicken, per lb.	40

THE ROYAL CROWN SOAPS, LTD.

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

Terms Nett 30 Days.

Royal Crown Soap, 5s, box of 120, 1cs.	$ 5.90
Royal Crown Soap, 1s, box of 100	4.95
Golden West 5s box of 120s	4.80
White Wonder, box of 100	6.25
Linen (unwrapped), box of 100	4.00
Royal Crown Naptha, box of 100	5.15
Klondyke (wrapped), box of 25	6.25
Klondyke (unwrapped), box of 25	6.10
Primrose (wrapped), box of 25	4.50
Extra Hard (unwrapped), box of 30	2.50
English Blue Mottled, box of 20	6.15
Royal Crown Powder, 3-lb., box of 24	7.00
Royal Crown Powder 1 lb, box of 50	5.00
Golden West Powder, 3-lb., box of 24	7.00
Royal Crown Cleanser, box of 48	2.50
Royal Crown Lye, box of 48	5.90
Royal Crown Powdered Ammonia, 1lb., box of 36	3.75
Liquid Ammonia, 2 doz. qts., box of 24	4.50
Liquid Blue, 2doz. qts., box of 24	4.50
"Apex" Soap Flakes, bulk, 25-lb. boxes	4.75
Crown Oatmeal, 24 6s, box of 144	4.80
Klero Glycerine, box of 144	6.00
Seal Brand Castile, box of 30	4.70
Seal Brand Castile, box of 25	5.90
Seal Brand Castile, box of 20	5.90
Olive Castile, cakes, box of 200	5.00
Mechanic's Pine Tar, box of 100	5.50
Mechanic's Pine Tar, box of 50	2.80

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

White Swan Soap, 5s, box of 120	5.90
Golden Rule Soap, 6s, box of 144	5.90
Perfect (unwrapped), box of 100	4.00
White Swan Naptha, box of 100	5.15
Climax or Montreal (wrapped), box of 25	7.10
Red Crown, box of 25	4.50
Golden Bar, box of 30	2.50
Blue Mottled, box of 20	6.15
Blue Mottled, box of 30	5.50
White Swan Washing Powder, 3 lb., box of 24	7.00
Pendray's Lye, box of 48	5.90
Pendray's Powdered Ammonia, box of 24	4.00

Special prices on 5, 10, 25 and 100 boxes

Pendray's Water Glass, Egg Preserver

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

Sundries

Royal Crown Washing Powder in barrels, per lb.	.07¼
Royal Crown Cleanser in barrels, lb.	.05
Terrazzo Cleanser in barrels	.07
No. 1 English Soft Soap in barrels, lb	11
No. 1 English Soft Soap in pails, lb	.13½
No. 2 Common Soft Soap in barrels	.05
Witch Hazel Liquid Soap in bbls., gal.	2.00
Witch Hazel Liquid Soap in 4-gal. tins, per gal.	2.50

ROYAL CITY BRAND CANNED FRUITS, VEGETABLES AND JAMS

Strawberry jam 12/4s per doz.	$11.50
Raspberry jam 12/4s per doz.	11.50
Apricots in heavy syrup 2s per doz.	2.85
Apricots in heavy syrup 2½s per doz.	4.00
Pears, Bartletts in heavy syrup 2s per doz.	3.40
Pears, Bartletts in heavy syrup 2½s per doz.	4.45
Peaches in heavy syrup 2s per doz.	2.90
Peaches in heavy syrup 2½s per doz.	4.10
Plums in heavy syrup 2s per doz.	2.40
Plums in heavy syrup 2½s per doz.	3.25
Loganberries in heavy syrup 2s per doz	4.35
Raspberries in heavy syrup 2s per doz.	3.85
Strawberries in heavy syrup 2s per doz.	4.00
Green Beans 2s per doz.	1.95
Wax Beans 2s per doz.	2.00
Standard Peas 2s per doz.	2.05
Early June Peas 2s per doz.	2.25
Pumpkin 2s per doz.	
Pumpkins, 2½s per doz.	2.60
Tomatoes, 2s per doz.	1.75
Tomatoes, 2½s per doz.	2.20
Apples gals, per doz.	6.75

USE YOUR PERSONAL KNOWLEDGE OF CUSTOMERS

One of the many ways of securing his attention is to send him a small sample of the material of which a certain suit is made and which, you well know, is adapted to his use. Tell him this suit you are selling will give him the satisfaction he expects. Do not class it as a bargain, talk values. Customers can only be brought to appreciate bargains when their previous experiences remind them of having been fairly treated in your store in time past.

Phosphate
Baking Powder

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

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

BEWARE!!
Confidence Men are Busy Again.

From time to time retailers have been warned against cashing checks, but confidence men appear to have no difficulty in finding victims.

A method, which by the way is as old as the hills, is being adopted by an individual who is victimizing the retail fraternity in various parts of the country.

Captivating a youth of ten or twelve years, by claiming to be a friend of the family, the wily one gets from the youth his mother's name, and the name of her dealer.

He then proceeds to write a check in favor of the lad's mother, endorses the name of the mother, gives the check to the boy with a note to the dealer signed with the mother's name asking him to kindly cash it and send "her" the money by son.

The dealer naturally, consents. The boy takes the money to the slick one and is given 25 or 30 cents for his trouble. These checks are usually for small amounts.

Another individual is working an advertising (!) game. He claims to represent the Western Electric Advertising Co., of Los Angeles, placing on display an electric illuminated window display machine which he sells to the merchants from a photo prospectus, claiming that the space in the machine is sold to manufacturerers and that 45 per cent of all

Impartial Administration

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

Consultation or Correspondence Invited.

THE CANADA PERMANENT TRUST COMPANY

PAID-UP CAPITAL—$1,000,000.

BRITISH COLUMBIA BRANCH:
GEORGE I. LEGATE, Manager.

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

RAMSAY'S BISCUITS

PACKED IN BULK—ALSO

BEST BY TEST

10 cent And 15 cent Packages.

SOLD BY ALL LEADING GROCERS

RAMSAY BROS. & CO., LTD.

VANCOUVER, B.C.

"FALL TIME IS SYRUP TIME"

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

Kelly Confection Co., Ltd.

1106 Mainland Street,
VANCOUVER, B. C.

NABOB

The increasing popularity of NABOB Vacuum packed Coffee is Convincing proof of its superiority.

And you can Recommend and Depend on NABOB to Satisfy

Rich, Fragrant, Delicious—And Always Fresh.

VACUUM PACKED

returns from the ad will be payable to the grocer, and will easily pay half his store rental. He gets the merchant to sign up, agreeing to pay $26.00 for the machine, $10.50 upon signing the contract, and the balance of $15.50 upon delivery of the machine. He has collected several initial payments of $10.50, but installed no machines. The Western Electric Advertising Company does not exist!

Smoothest Crook of All.

There is a man south of here who gives his name as Frank Marshall Edwards, and purporting to represent the Aunt Jemima Mills Company, and the Ralston Peruna Company of St. Joseph, Mo.

He goes into the grocer and presents his card, and represents that he is inspecting the goods of these companies. He takes all the goods they have on the shelves, and condemns them making out a sales slip to the company for the retail price, telling the merchant he is authorized to pay retail prices for them; he then presents a forged draft from these mills for fifty or sixty dollars, deducts the purchase price, and the merchant pays him the cash difference. The draft is deposited, goes through the bank to St. Joseph, Mo., and by the time the returns are made, which usually takes a week or more, the bird has flown to new fields.

He has travelled under various aliases. He is about 28 years old, 5 feet 9 inches, weighs 140 pounds, medium build, dark hair and dark complexion, is an American, and a former salesman. Has a lady with him, a very pronounced blone, about 22 years old, 5 ft. 2 in., weighs about 110 pounds, a flashy dresser. When last seen were driving a Scripps Booth model C roadster, Michigan license No. 410271, maroon color, white wheels.

The Old Graft Again.

The gold nugget graft has been worked by the use of a small lead nugget, gold dipped. This confidence man comes in with a hard luck story, says he is broke, and wants to borrow $3.00 or $4.00 from the merchant, and detaches from his watch fob this small gold nugget, and asks for a temporary loan of $3.00 or $4.00, which the merchant, after making a careful examination, readily grants. The fellow promises to return in a few days, but at the present time the purchasers are still in possession of the lead nugget.

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

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

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

VANCOUVER BRANCH R. M. A. APPOINTS LOCAL SECRETARY.

Owing to the ever-increasing work involved in administering to the needs of British Columbia members of the R.M.A., it has become necessary to appoint a local secretary for the Vancouver branch.

Provincial Secretary Geo. S. Hougham will now be able to devote his energies to the wider field.

R. Hill Fairley, who, for the past two years hase been associated with the R.M.A. in the capacity of Provincial organizer, and head of the freight adjusting department, is the newly-appointed secretary of the Vancouver board. Mr. Fairley will retain his position in the latter capacity and a very efficient service is promised the local members.

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

"Fresh at Your Grocers"
That's the message that we are pounding home in all our great national advertising.
The body has two needs, one up-building, the other elimination.
Yeast-as-a-food is able to supply these needs only when fresh.
Link up with
FLEISCHMANN'S YEAST
The Fleischmann Company
Fleishmann's Yeast
Fleishmann's Service

Helping You Increase Your Furniture Sales

Helping you we help ourselves. That's why we are prepared to spend, and are spending OUR OWN MONEY to help in increasing YOUR sales.

We have just got out at considerable expense a profusely illustrated booklet, "HINTS THAT HELP TO MAKE A HAPPY HOME." Copies of this we are prepared to send to YOUR prospects along with a personal letter telling them that the Restmore Furniture illustrated may be had at YOUR store. This is good advertising for YOU; it will bring direct business. Just send names and addresses of homeowners in your district—you can get them from your voters' list and phone directory. Don't delay—the booklets are limited in number.

Restmore Manufacturing Co.
LIMITED
VANCOUVER, B.C.

WOVEN WIRE COIL SPRINGS
STEEL BEDS
And a Complete Line of
FURNITURE

Geo. A. Campbell & Co.

Tower Building 500 Beatty Street
VANCOUVER, B.C.

MANUFACTURERS

MEN'S CLOTHING

All Goods Made on the Premises.

Specialists in
GUARANTEED INDIGOS AND
SOLID WORSTEDS
MADE IN B.C.

Tough--Strong Ocean Falls Paper

Ocean Falls Kraft and Manila papers are admitted by authorities to be among the strongest and best wrapping papers made. If you have ever used these papers you know from experience just how strong—how tough they are.

It is at this time, particularly, the duty of merchants everywhere to use, so far as possible, goods made within our province, because it is only by giving our citizens employment that we can hope for the full return of good business conditions.

Insist upon Ocean Falls Kraft and Manila.

Smith, Davidson & Wright, Ltd.
Manufacturers and Wholesale Paper Dealers
VANCOUVER
Branches at Victoria, Calgary, Edmonton, Regina and Winnipeg.

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.

Clothing and Footwear

BE PREPARED FOR XMAS CLOTHING TRADE

The volume of Christmas trade is to a large extent governed by the manner in which merchants present suggestions to the public.

If goods are presented to them in a manner the public find hard to resist, that public will buy.

It does not follow that because business has been dull during the past few months, that Xmas trade will be indifferent. That very dullness may mean, and usually does mean that the public are putting off buying, and "saving up" for the big occasion when the impulse to spend is almost irresistible. In order to secure extra Christmas business, see that your stocks are right.

Customers will not come to look at left overs from sumer and spring goods. They must see something snappy. Fresh, clean stock makes an instant appeal to purchasers.

Shirts and Collars.

The news that 1922 shirtings will be new, is welcome to retail merchants. For several reasons the same old cloths have been shown, but practically all old goods have been disposed of by the Eastern manufacturers, and brand new fabrics are being shown. Delicacy of coloring and refinement of patterns characterize these new goods, with the striped design being less conspicuous.

Every merchant, jobber, and manufacturer has been buying from hand to mouth, with the result that saleable distress merchandise is off the market. Some manufacturers are experiencing dificulty in securing prompt delivery from the mill of most ordinary staple cloths such as linings, facings, &c. The consumer appears to be showing a tendency to denounce specially made merchandise in skimpy sizes, and of poor workmanship produced for sale purposes. New merchandise at a reasonable price and made according to a recognized standard is in demand.

It is anticipated that next spring will see a brisk demand for white and tan shirts in different qualities and cloths in both neckband and collar-atached styles, but principally the latter.

Neckwear Silk Prices Increase

A natural result of increased demand has occurred in the way of increases in silk prices by the mills. These increases have not in any way effected the price of neckwear in Canada to date but must before many months. During the past few weeks, increases in prices amounting to 15 to 25 per cent. have been made by European silk mills.

The popular shape definitely decided upon by the best merchants as the season advances is of medium size with closed ends, although there is a growing demand for wider open-end shapes, as more consideration is given to Christmas sales. These wider shapes are chosen on account of their greater attractiveness to Christmas gift shoppers, but the correct thing is decidedly the medium shape. Extremely narrow neckwear seems to have quite passed out, in the meantime.

Popular Colors

While it is a little early to definitely prophesy what will be the favorite color in neckwear for the coming spring season, there are three mentioned quite frequently and the opinion seems to be that blue will as usual be the largest seller, followed by brown and grey.

Knit Goods

Offering one of the greatest possibilities for Christmas gifts, with the exception of underwear, knit goods are pre eminently suitable.

Hosiery, knitted mufflers, knitted coats, jackets, pullovers, &c., present so many opportunities for profit to the retailer, that it is remarkable they are not given more prominence.

From Eastern Canada an upward tendency is reported in a certain grade of carded yarn. Combed yarns which reached a low price of 40 cents, and recently quoted at 48c, are now sixty cents., accounting for the upward tendency noted in underwear prices.

Men's Headgear

There will be little, if any, change in hat dimensions for spring, which are showing perhaps a slightly wider tendency.

Trimmings for spring will consist of 24 and 27 ligne bands, fine rib. Curl brims and welt edges will be the prevailing style features.

"Stimulate You Sales"
By using
up-to date Display Equipment
We are Agents for
WAX FIGURES, FORMS,
FIXTURES IN
METAL, WOOD OR GLASS,
SILK PLUSH, ARTIFICIAL
FLOWERS, VALANCES,
DECORATIVE PAPERS,
MILBRADT LADDERS,
CASH AND PARCEL CARRIERS.
J. MAXWELL & CO.
500 MERCANTILE BLDG.
VANCOUVER, B. C.
Sey. 1533.

The real salesman—one who has a steady eye, nerve, tongue and habits, one who understands men and who can make himself understood by them, one who turns up with a smile and still smiles if he is turned down, one who keeps his words, his temper and his friends, one who wins respect by being respectable and respectful, one who can be courteous in the face of discourtesy.

THE
SEARSON
MANUFACTURING CO.
LTD.
Wholesale Dry Goods
MANUFACTURERS AND IMPORTERS
MEN'S FURNISHINGS
Makers of
SALMON BRAND
CANVAS GLOVES, Etc.
Samples supplied free of charge
Phone: Seymour 2683
234 Cambie Street
VANCOUVER, B. C.

FOOTWEAR

There has been a notable improvement in buying, due in part no doubt to the change in season. Many merchants had let their stock get low and there has been a sudden rush to buy goods. There are practically no job lots obtainable and the majority of the manufacturing plants are operating at capacity. Orders calling for deliveries in less than six weeks' time are being refused.

This situation emphasizes the importance of merchants anticipating their requirements and giving the manufacturers a reasonable time to make the goods. Prices now are the lowest possible under present conditions and no further reduction in the cost of production is in sight. If retailers continue the policy of depending upon rush orders, it seems inevitable that they will experience difficulty in obtaining their usual lines for spring. This situation is recognized by leading merchants in the cities and they are returning to the normal practice of anticipating their needs But dealers in the smaller places may be caught napping unless they do likewise.

Boots and Shoes from the United States.

Thirty-four boot and shoe manufacturers in the United States have been notified that under the provisions of the amendment to Section 40 of the Customs Act as to production cost plus a reasonable profit on future shipments, exporters of boots and shoes must state on invoice that the fair market value shown thereon is not less than the cost of production of similar goods at the date of shipment direct to Canada plus a reasonable profit thereon. In the absence of such a statement on invoices of boots and shoes, from United States entry may be permitted only on Bill of Sight.

SELLING FOOTWEAR REQUIRES SKILL

The manager of a large departmental store made the statement that he could take a new man and put him in any department, with one exception, and in a few days, if he was reasonably bright, he would make a passable salesman. The exception was the shoe department.

Selling footwear undoubtedly requires more unusual qualities and experience than any other department of retail merchandising. Most people are more directly concerned about the quality, fit and appearance of what they wear than about most other things they buy. And of all the articles of wearing apparel, there is none that so directly concerns one's comfort and well-being as his footwear.

An ill-fitting shoe may not look as bad as a poor fitting hat or suit, but it can, and usually does, cause infinitely more discomfort to the wearer. In most cases, a shoe that fits badly is a total loss to the buyer, and in cases where he continues to wear the shoe, it rarely lasts long. The first requirement, therefore, of the successful shoe salesman is a thorough understanding of the art of shoe fitting, and the ability to apply this knowledge in serving every customer.

In addition, the shoe salesman who applies the best methods to his work will practise all the fine arts of salesmanship that pertain to every line of selling.

Those who have made a study of this subject are of the opinion that conditions in the past few years have had rather an unfavorable effect on selling methods.

But now we are getting back to something nearer normal conditions of demand and supply. Retail dealers have no difficulty in getting all the goods they want, and many of them will need to cultivate the selling methods in use a few years ago in order to move their stock satisfactorily.

The things that will do the most to strengthen the salesman's selling methods are a better knowledge of the goods he is selling, and a greater confidence in their quality. Manufacturers are putting better quality into their product today than a year or two ago, because in most lines better material is available. They are putting the best workmanship and finish into their product, that the present labor supply permits. They realize that in the "buyer's market" that prevails today, quality, finish and real value are necessary to market their output satisfactorily.

If you buy your footwear carefully, with an eye to the preferences of your trade, and take all the steps possible to put your selling methods and those of your salesman on the most efficient basis you can, you will feel the benefits to an ever increasing extent through the coming weeks of the Fall and holiday season.

United Toy & Novelty Co.

703 Mercantile Bldg., 318 Homer Street
Phone Seymour 4654 VANCOUVER

NOW SHOWING
A Complete Line of

XMAS TOYS

Including the Following:
Picture Blocks, up to, each $3.50
Picture Books, from per doz. 75c to $12.00
Games, from per doz. 65c to $8.40
Mechanical Toys (complete line)
Wooden Toys (complete line)

Indian Baskets

SWEET SCENTED

We wish to call special attention to the above.

All orders filled promptly.

CANADIAN PAINT IMPORTS.

In view of the additional emphasis being given to Made-in-Canada products, and also because that merchants are both sellers and consumers of merchandise, it is interesting to note that in spite of the number of paint manufacturers in Canada we are still large importers of paints color and varnish.

For the twelve months ending June in each year, the figures of imports are:

1919	1920	1921
$3,213,052	$4,855,346	$3,992,478

Divisions of figures are not given to show how much prepared paint and varnish was manufactured, but merchants owe it to themselves to stock and push paints that are made in Canada by Canadian workers. This is advantageous, because it keeps our money circulating at home, makes employment for our own people, and it tends to reduce our adverse trade balance.

A number of excellent suggestions are contained in an illustrated folder, entitled "Selling Surface Protection," a copy of which has come to hand. This folder gives a number of methods that have already proved successful with many dealers. The booklet is worth the earnest study of every paint and varnish dealer and those who have not got a copy should write for one without delay to the Save the Surface Campaign headquarters, Room 500, 107 St. James Street, Montreal.

HARDWARE · OIL & PAINTS

A number of price reductions are noted on different lines of hardware, particularly merchandise for spring placing, although other lines are showing an upward tendency. No predictions are being made as to when and where a fairly stable level may be reached. While business in general is reported quiet, it is said that the hardware houses are showing the least activity just now.

At this season such conditions usually prevail in any case, but the present year it is more marked than usual for the reason that merchants are not buying ahead to amount to anything, and while ordinarily preparations for Christmas business would be productive of some activity, this year a great many merchants have not yet started to place their orders for holiday merchandise.

Community and Par Plate Reduced.

With the approach of Xmas, season, a reduction in the price of both Community and Community Par plate is of interest. The higher grade shows a reduction of approximately 11%, Par plate 20%; Community tea spoons formerly quoted at $5.74 are now $5.14.

Everready Unit Cells.

A new method of marketing flashlight batteries is announced by American Everready Works, Long Island, N. Y. These cells have been created to simplify the dealers' problem of keeping up his flashlight battery stock. Made in two sizes for flashlights 1½ and 1¼ in diameter, they take the place of made up batteries for all tubular flashlights. This means the dealer need carry only two types of flashlight battery unit cells in place of various types of made up tubular batteries.

Builder's Hardware.

Demand for builder's hardware still continues. House building throughout B. C. has shown much activity during the past months, and prospects for the balance of the year are equally bright. Along with builder's hardware bathroom fixtures and spark guards are good sellers.

Carriage Bolts Down.

Lower prices are quoted on carriage bolts. New discounts are as follows: 3-8 and smaller up to 6 in. 35% off list; 3-8 and smaller up to 6 in. and longer, 22½% off list; 7-16 and larger all lengths, 10% off list.

Lower Quotations announced on Pressed Spikes.

Prices on pressed spikes have been changed and are now quoted at the following lower levels: 3-8in dia. at $6.75 hundred pounds; ¼in dia. at $7.75 hundred pounds.

Blacksmith Coal Declines.

Blacksmith's coal has dropped $3.00 ton, present quotation $29.00.

Machine Bolts Lower.

Prices have been reduced on machine bolts and new discounts are as follows: 3-8in. and smaller, 4in. and shorter 35/10 off list; over 4in. 35% off list; 7-16 and larger 30% off list.

Weather Strips Moving.

Fall sales have commenced for weather strips and a seasonable period of activity is looked for in this line. "Frost King" is quoted at $5.25 doz.

Stove Boards Move.

Stove boards are selling well ac- shorter 35/10% of list; over 4in. 35% wholesalers and merchants. This movement is quite satisfactory.

New Discount on Stove Bolts.

Stove bolts drop in price. The new quotations are now 62½% off list.

Auto Accessories.

New lower prices are quoted on tires and inner-tubes, which show approximately a 10% decline.

New Lower Prices on Potts Sad Irons

Among the current price reductions are Potts' Sad Irons with lower quotations on nickle-plated and plain sets. Plain at $2.50 set; nickle plated at $2.60 set.

Revised Discount on Coach or Lag Screws.

In line with machine and carriage bolts, coach screw prices drop to a lower level, quotations are now 45% off list.

Ice Skates Unchanged.

Wholesalers report fair sales for ice skates. There has been no change in prices for this season.

Files Lower.

Nicholson files and similar makes are now quoted at 35% off list.

Cut Nails Drop.

Cut nails show a decline of three and a half dollars a keg, being now quoted at $6.00 base.

Malleable Iron Washers Decline.

Malleable iron washers are quoted at a 2 cent a pound reduction to 13½c pound.

House Brooms Down.

Latest quotations on house brooms show a reduction of approximately 10%. Wholesalers now quoting as follows. No. 1, $9.50 doz.; No. 2, $8.80 doz.; No. 3, $7.70 doz.

Mouse Traps Reduced in Price.

Among minor reductions announced are the Victor line of wooden rat and mouse traps.

HOW PAINT DEALERS CAN TIE UP WITH THE "SAVE THE SURFACE" CAMPAIGN."

Surface protection as an economic measure has never been sold to the Canadian public as it is being sold today. During the past year many paint and hardware dealers have discovered that the people who come into their stores have an entirely new understanding regarding surface protection. It has been noticed, for example, that they are beginning to think of paint, and varnishes not only as colors, but as products which protect their possessions from deterioration.

The new and powerful force which is bringing about this interest in surface protection is the "**Save the Surface**" Campaign. During the present year the largest national publications are carrying the idea of surface saving into over 1,000,000 homes throughout the country. Dealers are beginning to realize that a tremendous educational work is going on. But this educational force alone is not enough. Important as it is, it will not yield the maximum results measured in terms of paint and varnish sales until every dealer looks upon himself as a part of the movement and follows up the national advertising with an aggressive selling campaign of his own.

No dealer will receive the maximum benefit from this Campaign until he identifies his name so closely with the "**Save the Surface**" slogan and the "**Save the Surface**" idea that his store is always thought of when a "**Save the Surface**" advertisement is read in his town.

NOW IS THE TIME TO CASH IN

RIGHT NOW while the Fall advertisements of the "Save the Surface" campaign are appearing in magazines and newspapers across Canada, you can link up with the campaign and cash in on it. Winter is in sight and all outdoor surfaces need protection against snow and frost, and indoor surfaces need re-decorating. Your show windows, store interiors, local newspaper advertising, circular matter and your over-the-counter talks can be linked up with the "Save the Surface" idea. The results of our combined efforts will mean more paint and varnish sales, conservation of our national assets and incidentally more profit for you.

Link up with our efforts without delay, and make use of our dealer helps, store cards, window transparencies and electros.

"Save the Surface" Campaign Committee

Room 509, Royal Trust Chambers, 107 St. James Street MONTREAL, QUE.

HARDWARE PRICES CURRENT

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

AMUMITION, DOMINION

	Black.	Smokeless.
22 Short	5.20m.	5.60m.
22 Long	5.60m.	7.75m.
22 Long rifle	7.30m.	8.20m.
22 W. R. F.	11.00m.	12.20m.
25-35 S. of Point		64.25m.

AMUMITION, AMERICAN

	Black.	Smokeless.
22 Short	5.60m.	5.95m.
22 Long	6.60m.	8.30m.
22 Long Rifle	7.75m.	9.85m.
25 735		72.30m.

LOADED SHELLS

Dominion Smokeless

Sovereign, 12 guage	$3.75m.
Regal 12 guage	$1.15m.
Cannuck 12 guage	$5.50m.

ANVILS—Peter Wright, 90 lbs. to 139 lbs., 18c lb.; over 139 lbs., 24c lb.

AXES—Boys' Axes,1½ lbs., $13.00 to $16.50 doz.; Double bit axes, unhandled, $24.50 to $25.00 doz.; hunters axes, $14.00 doz.; single bitted axes, unhandled, $18.50 to $19.50 doz.

BARS—Crow, $11.50 per 100 lbs.

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

BOLTS, CARRIAGE—(in full packages), ⅜ and smaller up to 6-in. long, less 35/10 off list, over 6½-in 22/2/10 off list; 7-16 and larger all lengths, less 10/10 off list.

BOLTS, MACHINE—⅜ and smaller up to 6-in. long, less 35/10/10 off list; over 6-in. less 35/10 off list; ⅜ and ¾, less 20/10 off list.

BOLTS, STOVE—Less 62½% offff list.

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

BOARD, BEAVER—Per 1,000 to 5,000 feet, $52.00 per 1,000 feet.

BOILERS, RANGE—30 gals., $16.60 each.

BUILDING PAPER—Tarred, $1.18 to $1.20 per roll. According to quality. Plain, 95c to $2.60 per roll.

BUTTS—Plated, 241, antique copper and dull brass finish. 2½x2½, per pair 33c; 3½x3½, per pair, 37c; 4½x4½, per pair, 77c.

BUTTS—Wrought steel, No. 804. 2½x2½, $1.95 per doz.; 3½x3½, $2.79 per doz.; 4½x4½, $4.73 per doz.

CARPET FELT—16 oz., 50 lb., $4.50 roll.

CATCHES, CUPBOARD—Old copper and dull brass finish, $1.26 per doz.

CHAIN—Coil B, electric weld, 3-16, $20.00 per 100 lbs; ¼, $18.50 per 100 lbs.; 5-16, $15.50 per 100 lbs. 3-8, $13.50 per 100 lbs.; ½, $12.00 per 100 lbs.

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

CHOPPERS FOOD—Universal, No. 0, $2.21 each; Universal, No. 1, $2.79 each; Universal, No. 2, $3.25 each; Universal, No. 3, $4.59 each; Home, No. 55, $2.30 each; Home, No. 65, $2.75 each.

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

CLEVIS, MALLEABLE—Per lb., 22c.

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

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

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

FILES—Great Western, 50/10% off list; Imperial, 50/10 off list.

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

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

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

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

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

LAMP CHIMNEYS—A, per case 8 doz., $1.50 per doz.; A, per doz., $1.80; B, per case 6 doz. $1.70 per doz.; B, per doz., $2.00.

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

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

NAILS, WIRE—Base, $5.75 f.o.b. Vancouver; Cut, base, $6.00 f.o.b. Vancouver.

NETTING, POULTRY—Per roll—2 x 12, $2.10; 2x24, $4.15; 2x36, 5.80; 2x60, $9.15; 1x12, $4.60; 1x24, $8.10; 1x36, $11.40.

NUTS—Per 100 lbs advance over list—Square, small lots, $3.15; square, case lots, $1.15; hexagon, small lots, $3.65; hexagon, case lots $1.65.

PICKS—Clay, 6-7 lbs., $12.75 per doz.

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

PLASTER OF PARIS—$3.50 per 100 lbs.

RIVETS AND BURRS—Black carriage, 5lb. packages, less 30% off list. copper rivets, No. 8, 42c per lb; assorted copper rivets and burrs 46c. No. 8 assorted coppered rivets and burrs 35c per lb. No. 8 copper burrs 79c per lb. coppered iron burrs 31c per lb. Coppered burrs 31c per lb.

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

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

SCREWS—Bright flat head, 70/10% off list; bright round head, 65/10% off list; Brass flat, 55/10% off list; brass round, 50/10%off list.

SCREWS, SET—40% off list.

SCREWS, CAP—35% off list.

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

IRON, BAND—Per 100 lbs.—1½ inch, $5.50 1¼ inch, $5.50; 1 inch, $5.50.

IRON, BLACK SHEET—Per 100 lbs.—10 guage, $6.25; 14 guage, $6.35; 18-20 guage, $6.55; 26 guage, $7.35.

IRON, GALVANIZED SHEET—Per 100 lbs.—28 guage, American or English, $8.50; 24 guage, $8.10; 18 and 20 guage, $7.95.

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

All above in black finish.

SOLDER—½x½, case lots, 25c. per lb.; less, 28c. per lb.

SPIKES, PRESSED—Per 100 lbs.—¼ inch, $7.75; 5-16, $7.75; ½-inch, $6.25.

STAPLES—Galvanized fence, $8.25 per 100 lbs. in full kegs; galvanized poultry netting, $10.50 per 100 lbs. in full kegs.

TACKS— Carpet, 70c off new list.

TOOLS—Harvest, 50/5 off new list.

WIRE, BARBED—Per roll—4 point, cattle, 80 rod, $5.50; 4 point, hog, 80 rod $6.00.

WIRE, PLAIN, GALVANIZED—Per 100 lb—No. 9, $5.90; No. 12, $6.10.

WIRE—O. & A.—Per 1000lb, No. 10, $6.15; No. 11 $6.25; No. 12, $6.30.

WRINGERS—Eze, $6.60 each; Sagety, $7.30 each; Bicycle, $6.65 each; Ajax, $13.55 each.

WASHING MACHINES—Velox water power, $23.00 each; Seafoam Electric, $78.50 each; Canadian, $10.15 each; Patriot, $16.95 each.

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

PAINTS AND OILS

Martin Senour Co. Ltd.

ENAMELS, AUTOMOBILE—

Ordinary Colors.	Each.
¼ gallon	$1.45
⅛ gallon	.80
1-16 gallon	.45

Cardinal Red.	Each.
¼ gallon	2.05
⅛ gallon	1.07
1-16 gallon	.57

ENAMELS, ENGINE—

Ordinary colors.	Each.
¼ gallon	$1.45
⅛ gallon	.80
1-16 gallon	.45

Scarlet.	
¼ gallon	2.05
⅛ gallon	1.07
1-16 gallon	.57

ENAMEL, MARTIN'S WHITE—

	Each.
1 gallon	$7.00
½ gallon	3.58
¼ gallon	1.83
⅛ gallon	.95
1-16 gallon	.62

Decorative Enamel.	
1 gallon	5.00
½ gallon	$2.58
¼ gallon	1.33
1-8 gallon	.70
1-16 gallon	.39

Enamel, Bath, tintlets, $4.65 per doz.

PAINTS

Martin Senour.

	Gallon
Ordinary colors in 1 gal. cans	$3.90
Martin Sehour porch paint	3.70
Martin Senour Neutone white	3.50
Martin Senour Neutone color	3.40
Martin Senour floor paint	3.80
Sherwin Williams, white	4.25
Sherwin Williams, color	3.90
Sherwin Williams, porch	3.70
Sherwin Williams, floor	3.80

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

LINSEED OIL—	Gallon
Raw, 1 to 5 barrels	$1.25
Boiled, 1 to 5 barrels	1.28

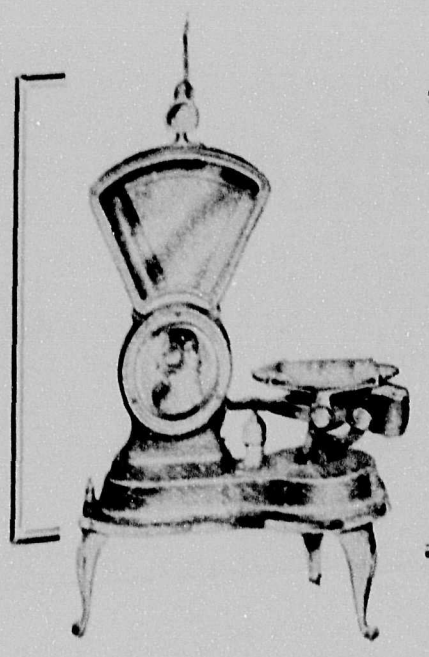
LEAD WHITE IN OIL—	Per 100 lbs.
1,000 lbs. to 1 ton	$14.80
Less than 100 lbs.	16.80

TURPENTINE—	Gallon.
1 barrel lots	$1.80

VARNISHES—	Gallon
Elastic, No. 1	$9.30
Elastic, No. 2	8.50
IV Linoleum	7.50
IV Marine Spar	8.00
IV Pale Hard Oil	5.30
IV Furniture	4.20

Less 33 1-3 per cent.

Lacqueret	6.75, less 45
Wax	50c lb



BRANTFORD SCALES

THE ALL-CANADIAN LINE

COMPUTING SCALES
MEAT SLICERS
CHEESE CUTTERS
AND CABINETS

EXACT WEIGHT SCALES—For Straight Weights

IMPERIAL STANDARD SCALES—For Heavy Capacity and Household Use.

Sold for Cash or Easy Payments—Allowance on old scales.
All makes bought, sold and repaired.

The SCALE SHOP, Ltd.

W. E. Walter, Manager

365 Cordova West Sey. 2881 VANCOUVER, B.C.

What is Sales Promotion?

Sales Promotion is the steady pull that brings the customer to the distributor.

It may be a fresh coat of paint on your store outside and in that with its shining cleanliness draws women to your counters.

It may be attractive windows, showing a well planned display of quality baked goods that hold up the passer-by and makes sales.

Delivery wagons painted in a design best suited to your product bring in orders while out delivering goods.

And advertising that sings right out of the page will arouse a demand that brings you a rush of trade.

Let this silent efficient power keep your goods moving and your sales mounting.

The Fleischmann Sales Promotion Department provide you with any form of advertising service you may need or desire—the kind that sells.

For particulars ask the Fleischmann agent in your town.

THE FLEISCHMANN COMPANY

Fleischmann's Yeast *Fleischmann's Service*

1166 BURRARD STREET VANCOUVER, B. C.

The Western Canada Baker

BAKERY, CONFECTIONERY and CATERING SECTION of The British Columbia Retailer

COMMERCIAL CAKE BAKING

The prejudice of the housewife against baker's bread has been almost entirely overcome, but still many a woman who buys her bread and rolls still is making her own cake, and the bake-shop merely becomes a matter of convenience when she cannot find time to make her cakes at home. The problem presents itself to the baker in making that woman realize that he can give her just as good a cake as she can bake at home, and thus keep her away from the front of a hot stove.

Cake as a Business Proposition.

The trouble with the average baker today is that he is quite satisfied to run along with his regular bread line, and perhaps make a few cakes to take care of his little retail trade. The average baker is like the little Jewish lad who looked terribly blue one morning, and when a friend asked him what the trouble was, he answered: "I've lost $20, and looked in every pocket but this one (pointing), and can't find it." The friend asked, "Why don't you look in that one?" He answered, "If it isn't in there, I'll drop dead, and I don't want to die." The baker is afraid to look in the other pocket.

The majority of bakers have looked into the cake proposition and condemned it as a commercial project, claiming that there is no cake line, wholesale or retail, that is commercially sound. Many of the members of the industry have stated that it is all very well to talk about the profits in cake, the wonderful opportunities in cake baking, the large field of consumers, but cake is only a seasonable line, at the best.

In other words, the claim that it is perfectly all right to make cake in the summer months, when eggs are cheaper, when butter and shortening are on the lower market, when fruits are plentiful and reasonable, but then during the long winter months when eggs were selling at prohibitive prices, when butter and shortening figures were a way up in the air, when fruits were unobtainable, and due to the fact that they could not get more than a certain price for a finished piece of goods, it was absolutely impractical to handle a wholesale cake proposition, they've got to make it all the time or not at all, and it certainly hasn't paid them. Those bakers are wrong! The trouble is that the average baker today isn't taking advantage, or isn't considering the wonderful advantages of modern science. It has been absolutely proven that the utilization of modern science will enable you to produce cake at a uniform cost all the year round regardless of seasons. Besides making it possible to produce at a uniform cost the scientific production of raw materials that go into cake baking has proven a revelation to the cake industry, enabling the commercial baker to cut his coat, for example, a commercial pound cake from 40c to 20c, and even to 12c per pound.

With all the present day conveniences it has been proven beyond a doubt that any baker can today go into the cake line and build a concrete foundation that cannot be broken down.

Take, for instance, that ordinary commercial pound cake, which is fast becoming recognized as the most profitable line of the cake baker. There are many cake bakers who are putting out a pound cake at a uniform cost the year round through the use of real intelligent methods, taking advantage of modern scientific accomplishments, which cake can be put on the table on a quality basis alongside of the pound cake of good housewife in the home.

Method of Distribution.

The cake baker can put out a white loaf or pound cake and build up a well-established trade with the ordinary white dough. After a while he takes the same white dough and adds a few cherries and establishes a market for a cherry cake. Without exception, every single one of his satisfied customers of the original white cake will snap up the new cherry cake, and he also finds that the white cake still has its established trade and continues to sell, which almost doubles his volume. Then, a little later, the same white dough is used with walnuts or other nuts, making an attractive nut cake. Again something new; again new trade and new friends—more volume and more profits.

This same idea can be carried out with the regular yellow or gold mixture. We could take the gold cake formula, make it up in various forms that is, physical forms, which may be exactly the same dough but seem different in their different shapes. Then, too, it is a very simple matter to add raisins to a gold cake dough for the production of a raisin cake, fruits added for fruit cake; perhaps color added for a strawberry layer cake.

Introduction

There are many clever ways of introducing your cake line to the trade particularly for wholesale bread bakers who are going into cake production. A baker recently started his cake department by making up small two-ounce slices of his pound cake, wrapping it into a very attractive tin-foil wrapper and sending out with his bread salesmen a piece to every customer who bought a loaf of bread. The wrapper of the cake carried with it an advertisement, "Try our delicious Gold Pound Cake." Right after these were distributed, the cakes were put out in an attractive package and the advertising sold his proposition.

THE BAKERS' FAVORITES

Cream of the West Flour

SELKIRK CASTLE

IN USING THESE FLOURS SATISFACTION IS GUARANTEED

Manufactured by

THE HEDLEY SHAW MILLING COMPANY, LIMITED

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Vancouver Office: 814 Standard Bank Bldg.

WHY GUESS? *It Costs Money*

The nearer you can come to standardizing baked goods, the greater the profits. One big step toward standardizing is to use shortening that is uniform.

Bakers' Cottolene is uniform. It always contains 100% fat—rich, natural color, fat. No salt, no water.

Because it is uniform, all guesswork is cut out. You can always be sure that baked goods shortened with Bakers' Cottolene will have the same richness.

Why not line up with other up-to-date bakers? Price list on request.

MADE IN CANADA

THE N. K. FAIRBANK COMPANY LIMITED MONTREAL

Bakers' COTTOLENE

Packed in Tierces, Half Barrels, Tubs and Pails.

It must be remembered that before it is possible to sell the customer, an attractive method of handing out the product must be devised. The method of presentation is progressing, but there are unfortunately a number of bakers today, handing out their products in a slip-shod manner, which in the end is most expensive, due to the loss of trade from this cause which is really one of the most important suggestions for success. The oldest method of handing out cake over the counter was to wrap it up in a piece of paper. Then we progressed a little further and put out our fancy cakes in a plain box. The demand for beauty was recognized, and some of the more wide-awake bakers began putting out a good appearing lithographed or printed package. Now, just recently, another package was perfected the plain box wrapped in tin-foil, and it is easily seen which of these methods of presentation are liable to have the desired effect upon the customer.

The average baker could be more progressive.

He's been satisfied to get up out of bed, go down to the shop, turn out so many loaves of bread, so many pieces of pastry, so many cakes, and the earlier in the day that his shelves were empty, the better he was pleased; then back to bed, and the same thing day after day. We are not living in that age now—we've got to succeed, we must progress and every baker should be interested in the production of cake, the stimulation of ideas, successful progression and—better cake.

J. FLEISCHMANN, PRESIDENT OF FLEISHMANN YEAST CO ADDRESSES TORONTO CONVENTION.

Mr. J. Fleischmann, President of Fleischmann Yeast Company addressing the recent Bakers' Convention at Toronto said in part: "I have watched this baking business, in fact have helped nurse if for 25 years. The evolution has been wonderful, but the revolution which is taking place today is more wonderful still. The suggestion might present itself why such a meeting as this was not held five years ago. We had no advantages to make such a meeting as this possible. For many years bread was so little advertised that no one paid any attention to it at all. Everyone ate bread for the same reason that he drank water and it is only recently that the full importance of bread and the diet has been awakened not only in the mind of the consuming public but in the baker himself. We have gone through a series of evolutions, the size of the loaf, color of the crust, the grain, the sanitary conditions under which the bread was made, all of which were of importance but the question which is today receiving the serious consideration of the baker is the importance of bread in the diet and the importance of making bread of the proper food value. In a good looking loaf of bread, with the proper food value is it going to be a good eating loaf of bread and when you get a good eating loaf of bread you naturally increase its consumption.

The eating of bread is practically an involuntary action. If you sit down to a table and the bread is excellent, you will reach for the bread plate and keep on reaching and do not know you are doing it. Gentlemen that is what your customers are doing every day and whether you are a retailer or a wholesaler and you have a stated number of customers, by the excellence of your bread you can increase the consumption of bread to your own customers without interfering with your competitor, 100, yes, 500 per cent."

SOUTH AMERICAN SUGAR.

A large quantity of South American sugar is being shipped into Vancouver and throughout the province at the present time, which has been very poorly refined, includes a considerable amount of dirt, and contains artificial coloring matter. This sugar is being offered to the consumer at something less than B. C. sugar refinery prices, but the law is not being complied with in so far as the public's attention to its true nature is concerned.

Violations of Food and Drug Act.

Department of Health, Canada, Food Inspector's office, 326 Howe Street, Vancouver, B. C.

(1) It is a violation of the Food and Drugs Act, to sell, offer for sale, or expose for sale, refined granulated sugar containing artificial colouring matter, without declaration of the fact is made. This requirement will be considered to have been complied with, if the customer is informed at the time of the purchase of the true nature of the article, and the word "Coloured" is prominently stamped upon the container.

(2) The practice of the use of artificial colouring matter, in the preparation of various lines of fish, sold as food, is a violation of the Food and Drugs Act.

(3) The practice of the use of added colouring matter to sausage is a violation of the Food and Drugs Act.

(Signed) J. A. Rickey,
Senior Inspector.

MANUFACTURERS SALES TAX AS APPLIED TO RETAIL CONFECTIONERS.

Appeal Against Court's Decision Dropped.

The proposed appeal of the Inland Revenue office at Ottawa against the Court's recent decision, which ruled that retail confectioners shall not be required to pay manufacturers sales tax, has been dropped, and a new case is up for hearing in the form of a test case. That portion of the clause in amended act which reads: " . . . under regulation by the Minister of Customs and Inland revenue, **who shall be sole judge as to the classification of the business,**" is to be vigorously opposed by the R. M. A. at Ottawa in the forthcoming case, the Association's contention being that no one person should have such wide jurisdiction in the matter.

CHINESE EGGS ARE DANGEROUS

According to a press telegram from Paris, the health authorities have decided that the use of Chinese eggs in the making of cakes and pastry is dangerous in hot weather.

An analysis showed that 24 hours after having been thawed the eggs, which are imported in a frozen state and without shells, are unfit for use. A teaspoonful of the mixture, it is stated, contains thousands of harmful microbes.

The value to the public of telephone service is based on the reliability, promptness and accuracy of that service. Quality of service depends on the economic operation of all telephone activities. From the time raw material is produced until the finished equipment is complete, it is a matter of continuous exhaustive tests to get the best. After installation, ceaseless vigilance is maintained to get the best of service. All efforts are directed towards the highest standard.

B. C. TELEPHONE COMPANY

THE LOAF AND THE PRICE

The outstanding thought in all the addresses and discussions at the recent Bakers' Convention at Toronto was the desirability and necessity of largely increasing the consumption of baker's bread.

As the most complete and satisfying ration of all ready made foods it possesses with its comparative cheapness, advantages which ought in themselves, if thoroughly known, ensure its more general use. Scientific investigation has shown that in digestibility, nourishing quality and palatability, good bread has no equal as a food.

With the modern methods of production, sanitary and cleanly as they are and with the greater exactness and thoroughness of manufacture possible in the up-to-date bakery, the last vestige of excuse for home bread cooking has been done away with.

The appeal, as unanimous as it was insistent at the Convention, for a loaf still higher in quality and more varied in its ingredients and form is not only in keeping with the progress of the industry, but the demands of the times.

It may suit old country palates to have the loaf remain "bread" in the sense of containing almost exclusively flour and yeast, but on this side of the water, the demand for flavor, involving the use of additional ingredients, as well as different methods of manipulation, must be met if the popularity of the bakers' loaf is to be increased.

Price has for many years been the bugbear of the baking trade, and has restrained development of quality more perhaps than any other thing. Bakers seem slower than most businessmen to realize the truth outlined by Emerson, who said, "If you make a mouse trap better than anyone else, the world will make a beaten track of your door though your abode be in the centre of a forest."

Timorousness and modesty are the besetting sins of the baking trade. Make a good loaf and do not be afraid to ask a fair price for it. As a speaker put it at the Convention, "do not hide your light under a bushel." Tell the world you are making quality bread and tell them at the same time how much better and cheaper it is as a food, than other things they lavish their money upon.

Bakers waste too much time whistling to keep their courage up. If the effort that is now spent on price fixing were devoted to the thorough study of business methods and the metallation of proper cost systems, there would be less underselling and much less occasion for the public antagonism that is created by gatherings aiming to keep up prices.

SWEET "MEAT" RETAILING.

"Butcher Shop Candy" made its first appearance in Chatham, Ont., recently. A display in the show window greeted the passer-by during the first week of a recent month, and so closely did bologna, wieners and bacon resemble the real commodity of the butcher shop that a second glance was necessary to recognize the candy deception. A sawdust floor, a brand new meat block, butcher knives, saws and cleavers heightened the butcher shop effect. Eight or ten large platters containing the candied delicacies rested on little stands in the window. One platter contained candy bacon, sliced in regulation sizes; another held a roll of bologna, partly sliced. Others contained ham, head cheese and sausage. In each instance the coloring of the original meat was imitated to a nicety.

Kings of bologna and strings of sausage and wieners were hung on hooks at the back. Pound boxes filled with the assorted candy formed the foreground. A stand bearing a large fern was placed next the meat block and afforded the artistic touch to the realistic candy store butcher shop. The innovation was fully appreciated by the public.

WHAT THEY SAY ABOUT YEAST IN THE BEER COUNTRY.

From a land where real beer may still be bought and enjoyed under the benign protection of legality comes an interesting account of yeast, all that is left to us in the remembrance of old days.

Brewer's yeast, say our late enemies, has been a household remedy for ages, and has stood the test well. Just how it works, the scientists don't seem able to decide. But it is presumed to stimulate digestion, to act as a mild laxative and to destroy the toxic bacteria in the intestines. Although generally used in treating skin disorders, stomach trouble and constipation, it has other successes to its credit. It is claimed that in the city of Breslau the lives of many stricken with plague during an epidemic were saved by eating yeast.

There is a great difference between the brewer's yeast obtained in Bavaria where the use of ingredients other than hops and malt is prohibited and the yeast of northern Germany which is not so carefully made.

It is well known that brewer's yeast is hard to get and that it retains its freshness and vigor only a short time. Modern science has helped us out with compressed yeast which is easy to get and easy to keep. If kept in a cool place a cake of compressed yeast will stay fresh for a week.

ADDRESSES WANTED.

H. Austin—Last address Vancouver, left city some time since, but is presumed to have returned.

Almond's Limited

VANCOUVER, B. C.

IMPORTERS OF

Bakers and Confectioners' Machinery and Supplies

TICKETS AND LABELS

MADE BY SPECIALISTS.

A specialist, in any calling, is one equipped to produce results promptly, satisfactorily and economically. This is where our plant differs from the average printing office. We carry in stock many tons of colored card boards for immediate use. At one operation, with our modern specialty machinery, we print tickets in two colors on front of ticket and on the back; number each ticket the same or consecutively and perforate sheet both ways; or we can print your tickets and re-wind into rolls to suit, each ticket numbered consecutively and correctly. We make bread labels in two colors for the price of printing one color, in quantities, and put up into rolls of 5,000. We make the tickets for the B.C.E. Ry. by the millions; for the North Vancouver Ferries; for the Government Amusement Tax, also up in the millions, and all kinds of theatre tickets. May we not be of service to you.

NICHOLSON, LTD.

Phone Bayview 353

2092 2nd AVENUE WEST VANCOUVER, B. C.

Seasonable Tested Recipes

Almond Mince Cuts

Cover a clean baking sheet with trimmings of puff paste and spread the following mixture over and smooth it with the back of your hand dipped in milk: 4½ pounds cake crumbs, ¾ pound brown sugar, ¾ pound lard, ¾ pound ground almonds, ½ pound whole almonds, 1½ pounds raspberry jam. Put the whole into a pan and mix them up and add three eggs. Then put the following paste on top: 3 pounds sugar, 2¼ pounds ground almonds, 3 eggs. Mix into a paste and roll out thin; dock with a docker, and bake in a moderate oven When cold spread the top thickly with some fondant coloured a delicate yellow tint and flavoured with vanilla. Some may be colored green for a variety, and sprinkle with chopped and blanched almonds. Cut into lengths 3 inches wide, and then cut these into pieces 1 inch wide.

Ginger Nuts

7 pounds flour, 2 pounds stale cake crumbs, 1 ounce powder, 1½ pounds lard, 2¼ pounds sugar, 2 ounces ginger, ½ ounce mixed spice, a little essence of lemon, molasses. Rub the whole well together and mix to a nice workable dough with molasses, and work off as for ordinary ginger nuts.

Almond Fruit Fingers

Line a sheet tin with sweet paste, then spread on the following mixture: 2 pounds cake crumbs, ½ pound ground almonds, ¾ pound sugar, ¼ pound chopped almonds, 1½ pounds sultanas, essence of almonds, milk. Mix together, spread over the paste, cover with sweet paste, wash with egg, and sprinkle over with chopped almonds. When baked and cold cut into fingers.

Curd Tarts

Line some tins with paste and fill in a spoonful of the following mixture and bake: Filling—1 pound cake crumbs, 1 pound butter, ½ pound sugar, 8 eggs, a little mixed spice. Cream up the butter and sugar, add the eggs and a drop or two of lemon, and then add cake crumbs. Currants may be added if desired.

Rock Cakes

3 pounds cake crumbs, 3 pounds flour, 1½ pounds lard, 1½ pounds sugar, 6 eggs, 2 pounds currants, 1 pound peel, essence of lemon, 2 ounces powder, milk. Mix the whole into a firm dough. Weigh off. Plate on greased tins. Pull out rough with a couple of forks, and bake in a sound oven.

Cheap Cakes

6 pounds stale crumbs, 7½ pounds flour, 3 ounces powder, 2¼ pounds lard, 2¼ pounds sugar, 3½ pounds currants, 1 pound sultanas, ¾ pound peel, essence of spice, 12 eggs, about 3 pints milk. Rub the whole together; make a bay and wet up to a nice batter with the eggs and milk. Weigh into square tins and bake in a sound oven.

Cheap Fruit Cake

4 pounds butter or substitute, 3 pounds brown sugar, 20 eggs, 4 pounds stale cake crumbs, 4 pounds flour, 1 ounce powder, 7 pounds currants, 1 pound sultanas, 1 pound mixed peel, 1 ounce ground nutmeg, 1 ounce mixed spice, about 3 pints milk. Cream the butter and sugar, add the spice and nutmeg, then add the eggs, flour, crumbs and milk. Mix the powder into part of the milk and add last. Weigh into large cake frames. Smooth the tops with the back of your hand dipped in milk, and bake in a moderate oven. This will be found to be an excellent selling line, as it looks like a rich cake when cut.

Tennis Cake

2½ pounds sugar, 2 pounds butter, 4 pounds flour, ½ ounce powder, 22 eggs, 2 pounds sultanas, ½ pound cherries, ½ pound peel, lemon flavour, a pinch of salt, milk, colour if required. Cream up as usual, beating the eggs well; add the flour and mix, then add the fruit and make to a free batter. Bake in oblong tins and ornament with cherries.

Eureka Cake.

Three-quarters of a pound of good butter, one pound of eggs (exclusive of shell), one-half pound of small sultana raisins, one-quarter pound of dried cherries one-half teaspoonful of good baking powder sifted in the flour, three-quarters of a pound of powdered sugar, one pound of flour, one-quarter pound of finely chopped citron, one-quarter ounce of ground ginger, lemon flavor. Mix as for best pound cake, adding when creamed, half a gill of milk or cream, then adding the flour and mixing. When mixed bake in diamond shaped tins, if you have them, if not, then some other shape, and in size to sell at twenty or twenty-five cents each. When baked, pare the top if needed, just to smooth and level it a little, then ice it with light green fondant icing and in the centre add a little white icing, on which put a few glace or preserved fruits, enough to make a fair showing. This is the usual style of icing this cake, but for a change you may add a pink icing to the side. Some put a ring of preserved or glace cherries around on the top a half inch from the edge. This has a pretty effect.

Common Gingerbread

Four pounds flour, 1 ounce cream of tartar, half ounce carbonate of soda, half pound lard, half pound cake-crumbs molasses (about two and half pounds) 12 ounces sugar, few drops essence of lemon, one ounce ginger, half ounce spice.

Ginger-Nuts.

One pound cake-crumbs, 8 pounds flour, two and half pounds sugar, half ounce bicarbonate of soda, one quarter ounce tartaric acid, one and half pounds lard, molasses, mixed spice, two ounces ginger, essence of lemon.

These receipts will give the method of using up crumbs for gingerbread, but they are also of use for other things.

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.**

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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

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VANCOUVER CALGARY EDMONTON

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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.

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

the Tariff Problem
---the question *of the* hour

Electors—Upon your decision as registered at the coming Dominion Elections depends whether Canada shall depart from a fiscal policy under which has been built up in the last forty years a thriving and prosperous industrial nation.

The National Liberal and Conservative Party stands for a continuance of Canada's existing Tariff policy under which Canada's exports have increased FOURTEEN FOLD since 1900 and FOUR FOLD since 1910.

This great industrial development has been accomplished in the face of the fact that Canada is directly adjacent to one of the greatest industrial nations of the world.

The Position of the Parties

The Meighen Government

National Liberal and Conservative Party

To maintain a reasonable tariff on such a policy as will

1. Provide adequate revenue for the meeting of Canada's fiscal obligations.
2. Protect Canadian industries against unfair competition from other countries.
3. Revise the schedules so far as to protect the ultimate consumer.
4. Assure industrial employment for Canadians.
5. Re-establish the value of the Canadian dollar by making possible an increase of exports and a reduction of imports.

The King-Crerar Combination

Liberal and Farmers Progressive Parties

A downward revision of the tariff which is nothing more or less than Free Trade, thus

1. Making additional direct taxation inevitable.
2. Threatening the life existing Canadian industries and stagnating their development.
3. Forcing the closing down of industrial plants with resultant unemployment.
4. Forcing Canadian workers to seek other countries.
5. Still further depreciate the value of the Canadian dollar by throwing the door wide open for imports from other countries.

The Issues are clear cut—Study the Question—For the sake of the Dominion—For your own sake.

Support the Meighen Government Candidates

Hon. H. H. STEVENS

Minister of Trade and Commerce.
Candidate for Vancouver Centre

Brig-Gen. J. A. CLARK

Candidate for Burrard.

LEON J. LADNER

Candidate for Vancouver South

"**BROOKFIELD**"—That's the brand to handle to work up a successful butter business—a brand that is absolutely reliable and can at all times be depended upon for color, texture and flavor. Our "**BROOKFIELD**" brand is packed in sanitary cartons, which insures it reaching the consumer in a perfectly fresh and cleanly condition.

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"APEX" SOAP FLAKES

Guaranteed 100% Pure

Especially Suitable for use in all Types of Washing Machines

SOLD BY THE POUND IN BULK NO WASTE

Price: $4.75 per case---25 lbs.

THE ROYAL CROWN SOAPS, LTD.

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