FOURTEENTH YEAR

OCTOBER, 1921

THE BRITISH COLUMBIA RETAILER

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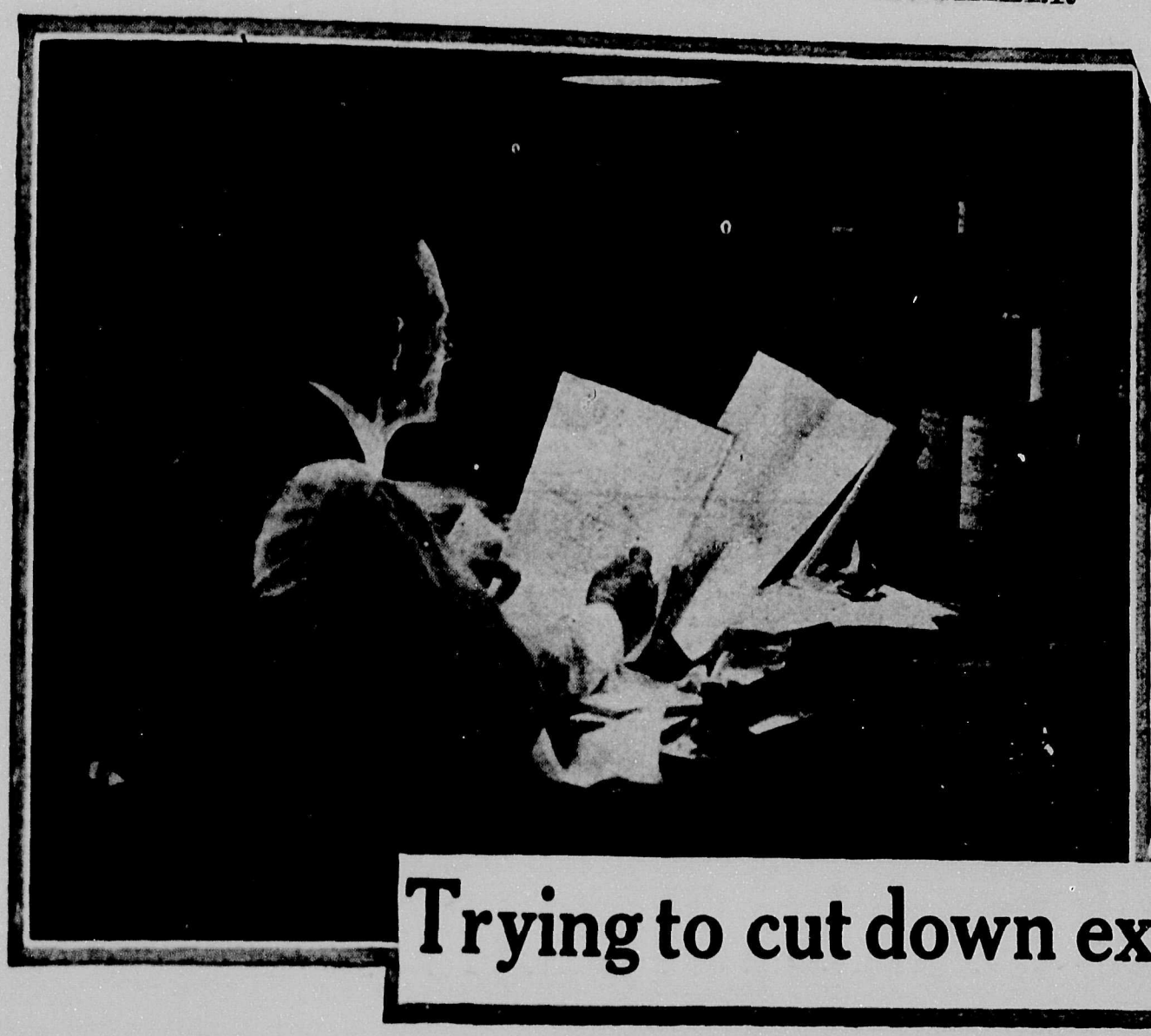
"——even were we in a position to consider your line, we find we have difficulty in selling imported goods to our people, as they are quick to observe the brands and to ask for American, (U. S. A.) manufacture, if offered any other. Your business needs B. C. factories.



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

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¶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.

Nothing Added

BUT

Half the Water

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That's the fact which accounts for the superior richness—the distinctive full flavor—of Carnation Milk.

That's why you can assure your customers that in buying Carnation they are getting the best possible milk value for their money.

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Our advertising and display helps will enable you to make window displays that will keep Carnation Milk and other goods moving faster.

A letter to Oppenheimer Bros., Ltd., Vancouver, B. C. will bring this material to you promptly—also a Recipe Book.

"From Contented Cows"

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School Supplies

Made in B.C.

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

Columbia Paper Co., Ltd.

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Made in Canada for Canadians

A FULL BOX of

Value-for-Money Lights

When you sell Eddy's "Silent Fives" you are selling matches at their best—big, generous sized boxes filled with matches just as good as Eddy's seventy years' match manufacturing experience can make them.

Safe, sure, and silent they burn brightly when struck and go out when blown out without the slightest afterglow.

There are more than thirty other varieties of Eddy lights. Wherever a good match is needed, there's a Eddy match to fill the bill.

Are your stocks complete?

The E. B. Eddy Co. Limited

HULL, CANADA.

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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.

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

MANAGE YOUR OWN BUSINESS

One of the most serious handicaps to the retail grocery trade is the large number of business changes which take place from year to year. A large proportion of these traders are replaced by persons without any real knowledge of the retail trade, and probably most of these newcomers have already retired wiser if poorer men. During the past year the number of grocers who sold out must have been exceptionally high; doubtless some had been successful on rising markets, but dreaded the turn of the tide. Unfortunately the places of many of these grocers have been taken by young persons who think that because the neighboring grocer has to pay wages they can under-cut him and take his trade. The story is as old as the hills, but the crop of sanguine adventurers seems inexhaustible, and the established grocer will be well advised to refrain from meeting the competition in price-cptting by these mushroom traders. A recent inspection of some dozens of these shops show that, with few exceptions, they can never make good. Their stocks are insignificant, and their turnover, especially at cut rates, unequal to maintain their owners for any length of time.

Successful grocers in all suburbs, industrial as well as fashionable ones, are those who decide their own course of action, and ignore their competitors. It is only the man who is lacking in courage and in knowledge of his trade who follows every pettifogging competitor.

Travellers say that in certain districts people who call themselves grocers will not buy a line without inquiring what all their competitors are selling it at. A competent grocer knows his overhead rate, knows his customers' requirements and spending powers, and should decide for himself. If he cannot obtain the margin necessary to cover distribution costs as set out on his margin card, he should pass the line. He knows that when he and a few others have pased it the manufacturer will set to work to find the reason, and in all probability will take steps to put it on a payable basis. There are only a few persons in each district who place price before every other consideration, and they soon gravitate to their right supplier. The grocer who caters for this section will have to reduce his standard of service to a very low level. The customers who are worth having will leave him, and he will realize too late that he has thrown away the bone for the shadow.

BUSINESS OUTLOOK IS BRIGHTER

There has developed a very gratifying optimism as to future business, and in the various lines there seems to be evidence of future activity and better times.

The general tone of the press and business journals note hopeful signs of returning prosperity.

Government officials, whose duty is is to study and analyze business conditions, are predicting better times

Bankers and merchants are reporting a better business condition, the clouds are disappearing, and those whose business it is to keep in closest touch with the business pulse of their locality and the country generally are optimistic as to the future.

European purchasers have stimulated the grain trade.

Cotton buying and manufacturing are again taking on an active tone.

Shoe factories are turning out more shoes.

Lumber manufacturers are hopeful.

Steel producers have passed their dull season.

Business as a whole is more optimistic.

Business men who have been operating with caution, avoiding speculation, buying risks and the chance of overstocking, are again placing orders more freely, clearly showing the spread of optimism.

The appalling expenditures of war has had its effect in heavy taxation, which of necessity must be depressing.

We have been passing through one of the many periods of depression that must of necessity come, but we have from all indications passed the zero point and are again on the road to normal conditions.

VANCOUVER BRANCH R. M. A. ELECTS OFFICERS

At the recent annual meeting of the Vancouver Branch, the following officers were elected: President, H. C. Wilson; first vice-president, E. McTaggart; second vice-president, C. M. Bruce; secretary, P. T. McDowell; treasurer, H. B. Neilson.

Routine business occupied the attention of the members, and the annual reports submittted by the retiring president, J. T. Crowder, and by secretary G. S. Hougham, proved the affairs of the organization to be in a sound condition.

Shall B.C. Remain "White"?

Dispassionate Enquiry Instituted Regarding Oriental Immigration.

No more vital issue faces the retail merchant throughout this province, either in his capacity as a citizen or as a business man, than the future of the Pacific, with which is inextricably bound up the question of Oriental immigration and penetration in B. C.

The time has gone by when the matter can be considered from the point of view of any one section of the community. It is not a Labor question alone, any more than it is a question of competitive merchandising alone. It is purely and simply an economic and racial question, and upon its solution and the manner of its solution depends the future of Western civilization.

The Vancouver Branch of the Retail Merchants' Association of Canada is to be congratulated upon its courage in opening up the subject in an atmosphere of dispasionate enquiry, with a view to placing before its members, all, or as much of the data on this subject as is available at this time. At their regular weekly luncheon on Monday, September 26th, the discussion was opened by Mr. J. S. Cowper, ex-M.L.A., who has been giving this question first hand study for many months. The Japanese and Chinese Consuls were present, and will address the retailers at subsequent luncheons, while arrangements are also being made to hear from Mr. H. H. Stevens, Minister of Trade and Commerce, in the reorganized Meighen Cabinet.

In introducing his subject, Mr. Cowper remarked that his investigations were not conducted, nor were his findings made, in any spirit of personal animus against the Oriental, as such. "Intelligent students of human affairs," said Mr. Cowper, "could not fail to recognize the aggressiveness and initiative of the Japanese people, while equal tribute must be paid to the indomitable perseverance and industry of the Chinese wherever he was to be found." It was not, however, a question for an exhibition of personal friendships or prejudices, but an occasion upon which the Western peoples as represented in this far Western outpost, were called upon to seriously consider the question in its relationship to the present and future and determine whether their interests as the representatives of Western civilization were, or were not, concerned by the ever increasing Oriental immigration into the Province of B. C.

Quoting from statistics issued by the Government, Mr. Cowper stated that out of 1200 fishing licences, held in the Fraser river district, 873 were in the hands of the Japanese, while in the fishing sections of the northern part of the Province 400 such licenses out of 600 were also in the hands of the Japanese, and down the B. C. coast line of some 700 miles the condition was the same, and Mr. Cowper asked whether it was a wise thing to leave one's coast line absolutely in the hands of an alien power, especially when all competent observers were unanimous in stating that the future maritime highway of the world would be the Pacific Ocean. Mr. Cowper declared emphatically that such a condition could not be tolerated, and as a remedy he proposed the Nationalization of the entire fishing industry.

Quoting from personal investigations made throughout the Interior of the Province, Mr. Cowper went on to describe the penetration of the Oriental into the fruit and vegetable growing industry of the Province, giving facts and figures sufficiently startling to cause the most casual and indifferent to pause and give attention. The same policy of penetration which had already captured the fishing industry, and was well on the way to capturing other natural resources, had also permeated the logging and shingle business, while innumerable hotels had recently passed into the hands of Chinese and Japanese owners.

In discussing the present immigration regulations with reference to this question, Mr. Cowper remarked that Labor through its organizations had succeeded to some extent in impressing upon the government the necessity for a restriction in the importation of Oriental labor, but the door still stood more or less wide open in so far as merchants were concerned. Using his audience as an illustration, Mr. Cowper remarked that his hearers could easily grasp the significance of being suddenly faced with a competition of three or four times the number of stores in their own particular line of business, and they would therefore be able to grasp the meaning of figures which he then placed before them, from which it was evident that in 1920 no less than 1,445 Chinese merchants had entered B. C., everyone of whom had passed the most rigorous tests establishing their right to be classed as merchants, both by their knowledge of the various lines into which they proposed to enter, as well as having with them the necessary capital to embark in the business. This, in addition to the fact that everywhere throughout the province, the Chinese retailer was increasingly evident, made it a subject for the Retail Merchant's Association to give the most serious attention to.

Dealing with the question of Japanese immigration, Mr. Cowper reminded his hearers that the Imperial Japanese Government had voluntarily limited the immigration of their Nationals into this province to 400 per year, but there was a saving clause in this arrangement which enabled the Japanese to send for his relative, who in turn was entitled to send for his relative, and so on ad infinitum, thus leaving a loophole for evasion of the spirit of the agreement which was too obvious to need comment.

Probably the most striking portion of Mr. Cowper's address dealt with the intense loyalty to country and particularly to the Imperial Japanese family which was inbred into every Japanese boy and girl from early infancy. Quoting from an editorial in a Japanese newspaper with reference to the League of Nations, and its activities in attempting to establish world peace, the editorial remarked with a directness and simplicity of utterance incapable of misunderstanding that no League of Nations could possibly permanently function, except under the direction of the Imperial Japanese family. The editorial from which Mr. Cowper quoted contained other striking paragraphs, breathing a sentiment of world ambition and Imperialism not exceeded in intensity by anything ever uttered or printed in Germany.

Mr. Cowper went on to describe how this intense patriotism expressed itself in the attitude of the Japanese residing on foreign soil. No Japanese was permitted, except under most rigorous and impossible circumstances, to renounce his allegiance to

It is the intention of the Vancouver Board R.M.A. to circularize among members the address delivered by Mr. Saito, Japanese Consul, who, on Monday, October 10th, replied to Mr. Cowper's statement regarding Japanese immigration.

his country and to the Imperial Japanese family. While it was impressed upon all heads of Japanese families resident abroad that it was their sacred duty to their country to ever increase their progeny with the object of out-numbering the foreigner on his own soil.

With these facts strikingly illustrated by figures which showed that the Japanese birthrate in B. C. had increased from 20 in 1910 to 478 in the first six months of 1921, and that in the State of California the rate now stood at one out of every thirteen births with a total of 30,000 (thirty thousand) such births in the last ten years. The speaker asked whether as a foreign people interested in maintaining this country for ourselves and for our children, we could afford to regard such a condition with equanimity. "If," said the speaker, "the Japanese Imperial Government as a foreign nation could decide to refuse permission to any foreigner to hold land within the Japanese Empire, then no offence could be taken by the same nation should we in B. C. determine that for the sake of self-preservation, we must do the same thing." Meeting facts, analysing them, and acting with courage and conviction did not mean anything unfriendly to a great foreign power. It was not inviting trouble, it was avoiding it. A conflict would be avoided, not brought on, by dealing with the situation now, "but if we do not deal with it now," said the speaker, in a conclusion which received unanimous endorsement from the meeting, "our children will be compelled to pay a terrible price for our indifference."

VICTORIA BRANCH R. M. A. ELECTS OFFICERS

Organizer R. H. Fairley reports most favorably upon Victoria's rapidly increasing membership.

Some seventy-five additional retailers have recently been enrolled, and this number is being augmented daily.

The following merchants comprise Victoria's executive:

President, Howard Stevenson, confectioner.

1st Vice-President: A. E. G. Cornwell, baker.

2nd Vice-President: H. Kent, Music dealer.

Hon. Secy.: G. W. Newton, job printing, etc.

Treasurer: P. B. Scurrah, ladies wear.

Acting Secretary: Wm. Neal, 317 Sayward Building, Victoria.

H. C. Wilson
Newly elected president Vancouver Branch R. M. A.

A Vancouver resident since 1903, Mr. Wilson opened his first store in company with M. F. Wilson, his brother, in 1912. In June 1918 the present location was leased, and since that date these popular shoemen have successfully operated "Wilsons Twin Shoe Stores" at 157-159 Hastings St. W. Vancouver.

PHILADELPHIA WHOLESALE GROCERS PLAN CAMPAIGN TO STIMULATE BUSINESS

Drive to Promote Distribution and Sales Takes Form For an Early Start

The grocery trade of the Philadelphia district has developed a comprehensive, direct and concrete plan for the stimulation of business. The consuming public embraced within the scope of the plan numbers in all, 500,000—the population in Pennsylvania, New Jersey and Delaware that is for the most part resident in centres of 5,000 and more—although the main field of operation as defined in the basic plan, comprises primarily the population of Philadelphia and vicinity, numbering 2,500,000.

The plan is known as The Advocate Sales Campaign, under the auspices of The Wholesale Grocers' Sales Company of Philadelphia. It is directed by A. B. Ends, who brings to bear on it an experience acquired in such undertakings during the past 40 years. The Trustee is Harry U. Sharp, Treasurer and General Manager of The Wholesale Grocers' Sales Company.

The Campaign is one that carries sale of all the merchandise involved through the familiar channels of distribution directly to the consumer, on whom it brings to bear the direct pressure of a popular contest for awards amounting in value to $50,000.

Primarily a sales campaign, the plan is elective of package products of the best quality, only one article in one line being admitted, although manufacturers of several allied products, if all represent the highest standard of merit in their respective fields, can make separate contracts for every specialty.

The terms of the contract with the manufacturer predicate immediate increase in sale and distribution of the product. The Campaign admission charge, designed to cover all costs involved in the Campaign proper, is $5,500, of which $500 is in cash and $5,000 is in the merchandise, valued at the net price to jobber, to be delivered f. o. b. Philadelphia, with price protection guaranteed by the manufacturer for a period of 30 days.

The 300 expert salesmen of the 21 wholesale grocery houses composing the Wholesale Grocers' Sales Company of Philadelphia, immediately on receipt of the goods, sell them to the retailers and then, over a period extending to the close of the year, continue to push an intensive sales campaign on the product. This feature represents exploitation of the trade's regular distributive facilities in their most concentrated and most highly developed sales capacity.

Meanwhile, 3,500 leading retailers are being selected to act as agents of the Campaign with authority to nominate from 10 to 25 housewives as Contestants in the $50,000 Redemption Contest, although it will always be possible for a woman, failing of nomination by one of appointed retailers to effect her own nomination and to start on even terms with the regular contestants. The arrangement provides for a minimum of 35,000 contestants, with the probable number actually engaged verging on 100,000.—Chamber of Commerce "News Bulletin," September, 1921.

The American Sugar Company operating in Cuba sustained a loss of $10,686,281 in 1920, as against a profit of $13,250,619 in 1919. The capital of the company is $90,000,000.

Merchants on Wheels

Grocers Now Drive Stores to Their Customers—A New Menace to the Corner Grocer

An article relating to a new menace which confronts the suburban grocer was recently forwarded to us by one of our readers. Dealing with every kind of unfair competition to which the lesser grocer is subjected, the writer of the article predicts the utter annihilation of the corner grocery if the "Groceteria on wheels," which has made its appearance in the suburbs of Vancouver be allowed to continue operations.

The suburban grocer cannot be blamed for indignantly protesting when unfair competition obstructs his progress—he surely has an axe to grind this time. First the department store received from him very uncomplimentary criticism, and was accused of commandeering practically all of the down town trade. Competitors, also, more up-to-date than himself, because they enlarged the circle of their custom through judicious advertising, received a full share of his disfavor; he claimed also that the "bargain houses" damaged his trade to a very considerable extent and so on. Always he appears to have had a "grouch," and as if the foregoing have not constituted suficient reasons for his prevailing gloom, the auto-groceteria has arrived to put on the finishing touches.

Are the landlords responsible for this new method of distribution? It seems that high rents are continually driving retail merchants from their premises in the best locations, and since the travelling store needs but a warehouse and but little overhead expense is attached, it would appear a simple way out of the difficulty.

The "Groceteria on wheels" is by no means a local conception. As in many other instances, our southern neighbors are responsible for this advanced method of distribution. In 1919 a group of seventeen grocers in Chattanooga, Tenn., headed by one T. Macdonald, formulated the plan whereby housewives in that city are now able to purchase their groceries from the Rolling Red Stores" operated by this concern. That this business has proved successful is borne out by the fact that from a comparatively small capitalization the company has climbed to the million dollar class.

The seventeen rolling stores now in the MacDonald service are simplicity itself. An aisle-way runs through the centre, and on each side from floor to roof, this aisle-way is flanked by shelves and bins. A weighing scale adjusted to any position that the truck may assume, a cash drawer, a bell rope with which to signal the driver, and, under the hood up forward a distinctive whistle that is blown by the exhaust of the motor—these are the special accessories.

As to outside appearance, too, the rolling stores are alike. Each is painted a distinctive and copyrighted combination of colors—mostly a brilliant red—and each displays its distinctive and copyrighted name.

A driver on a MacDonald Roty Redy is a driver—just that and nothing more. His business is to drive the truck, and in the performance of that function he takes orders from only one individual. That individual wears a red shirt, a white apron over his trousers and a white cap, and he rides inside the truck. That red-shirted individual isn't a delivery boy. He may be youthful in appearance, and generally he is, but he is a store manager, a merchant. He

A Forecast—Eventually?

is a retailer on wheels. He is the proprietor of the rolling store in which he rides. He alone is responsible for the mercantile fate of that store. If it fails, he is out of a job; if it succeeds and prospers, he gets half the profits.

The customers come. The women folk of Chattanooga know that whistle. Also, their children know it. Roly Redys all carry a certain kind of confection known, in the technical terminology of children, as an all-day sucker. It sells for a penny. Most mothers nearly always have pennies in their apron pockets and almost any mother can be inveigled, nearly every day, into spending at least one of these pennies for an all-day-sucker. Experience in Chattanooga has demonstrated the psychological fact that all that is necessary to establish in any juvenile mind the fascinating association between the sound of a Roly Redy whistle and the taste of an all-day-sucker, is just the first trip of a Roly Redy through the neighborhood in which that juvenile mind lives and has its busy being. And so customers come.

They come to buy what they will need for lunch and for dinner and for tomorrow morning's breakfast. They come, too, to look into the matter of bargains. Every Roly Redy carries on its side a sort of glorified bulletin board, on which is kalsomined, each day, certain special prices in sugar, soap, rice, brooms or whatnot.

The People Out for Best Values.

The people of Vancouver, or of any other city, for that matter, will be sure to "fall" for the new idea if it means a big cut in prices and a consequent reduction in the cost of living. The housewife is out to get the best value for her money, a fact which some traders are somewhat tardy in realizing. But the innovation is sure to raise a 100 per cent. protest from suburban grocers, who cannot be expected to look on dispasionately whilst their trade is being deliberately taken from them.

Possibly the R. M. A. will see in the innovation another form of "jitney" trading, and secure the passing of civic bylaws to quash the intruders. If this is done, or can be done, then every itinerant trader (or peddler) will ipso facto go out of business. If the pedlers—Asiatic and otherwise—are to be permitted to continue their pregrinating profession, then the "auto grocerteria" will be entitled to chug-chug its way into the hitherto unexploited fields of Suburbia.

GUARANTEES AGAINST PRICE DECLINE

Arguments For and Against the Policy

Arguments for and against the practice of giving guarantees against price decline as carried on in the various industries are set forth in a bulletin issued by the Chamber Commerce of the United States.

It is pointed out that the trade practice of guaranteeing against price decline is used in a wide variety of forms, such as guarantee against decline until date of delivery, guarantee against decline until a fixed date, guarantee against decline until the goods are sold, guarantee against decline of vendor's price only, and guarantee against decline of the market price.

Arguments for the Practice.

Here are some of the leading arguments favoring the practice from the manufacturer's standpoint as contained in the bulletin:—

"It secures orders for his product in advance of the needs of the purchaser, enabling him to run his factory more steadily and arrange the use of his labor and raw materials to better advantage; enables him to ship his product as soon as finished, and avoid the expense of warehousing it; secures larger orders and a larger volume of business; makes it possible for him to ship in carloads and avoid the expense of handling smaller shipments; assists in marketing new brands; reduces the number of salesmen's trips, since an entire season's business can be secured in one order; prevents cancellations in a falling market; is a strong means of getting business; and is necessary to manufacturers of bulky product difficult of storage.

"Arguments favoring the practice from the wholesaler's and retailer's standpoints are as follows:—It protects them against loss due to a falling market; permits early orders; avoids delays in shipment; ensures ample stocks to meet unusual demands; permits ordering in large lots to save freight; permits placing orders more freely; responsibility for fixing prices should rest on the manufacturer because he is better posted concerning the prices of raw materials and primary markets; wholesaler's margin of profit is too small to risk market reductions; permits the handling of goods on a smaller margin; and therefore makes lower prices to consumer; enables small wholesalers to compete with larger concerns; enables small wholesalers to buy in large units; prevents manufacturers from selling direct to consumers, since the later cannot order in advance; necessary where goods are shipped long distances.

Arguments Opposed to It.

"Arguments in general opposed to the practice are as follows:—That it is unsound, unfair business practice. Unsound because it creates an artificial volume of orders for the manufacturer, on all of which his amount of net return is uncertain until a considerable time after all fabricating processes have been finished; unfair because it puts the wholesaler's and retailer's just shares of liability for market fluctuations upon the manufacturer, instead of preserving the equitable rule of requiring each trade agency to carry its own burden of liability.

"That the practice tends to keep prices up, because if a considerable number of manufacturers in one line of production have guaranteed prices, and have, therefore, placed themselves in a position to suffer loss if prices decline, their entire influence will naturally be exerted to prevent a decline.

"That if a majority of the manufacturers in one line of production have guaranteed prices and will lose if they decline, the price cannot be reduced, because none of that particular product can be secured except through the agency of the manufacturers who have guaranteed and who are bound to try to maintain the prices until the liability under their guarantee has been discharged.

"In an attempt to arrive at some conclusion in this controversy there are certain features of this form of sale transaction upon which both sides agree, and which should be carefully considered.

"The manufacturer's guarantee involves him in a liability of unknown degree; it introduces an element of speculation and uncertainty into his business; according to the law of a fair division of trade risk, he is carrying the burden of the wholesaler's business and oftentimes that of the retailer, over which he has no control.

"The affirmative statements that the practice favored purchasing 'freely,' carrying 'ample stocks,' ordering in 'large quantities,' and still did not encourage excessive and speculative buying, are difficult to reconcile when considered in connection with the fact that the terms of transaction were such that the buyer could not suffer loss, no matter how much he purchased."

Dominion Executives R.M.A. Visit B.C.

A Report on Their Sojourn in British Columbia, Submitted by Officers of Dominion Executive

October 1, 1921

To the Officers and Members,
of the British Columbia
Provincial Board.

Dear Sirs,—At the close of the sixteenth annual convention of the Dominion Board of our Association which was held in Fort Garry Hotel, Winnipeg, on August 22nd to August 26th, 1921, it was decided that the President and the Secretary of the Dominion Executive Council should at the request of the officers of the various Provincial Boards visit the three Western Provinces and address meetings at various points in the Provinces, as to be agreed upon and to make a report on the same. We therefore beg to submit the following brief report:

We left Winnipeg on Sunday, August 28th, and after visiting various Branches in the Provinces of Sackatchewan and Alberta, we paid our first visit to the Province of British Columbia by attending a meeting of the Nelson Branch on Tuesday, September 6th. We addressed a meeting of the members on the evening of the 6th, and a further meeting at a luncheon at one o'clock on the following day. There was a large representative attendance at the luncheon, and we found all of them very much interested in our work. We found also that the local work of this Branch was left in the hands of the Secretary of the Board of Trade, and there was an impression among the members, and in our opinion rightly so, that the Secretary was devoting more of his time to the interest of the Board of Trade than he was to our work, and we feel justified in stating that we consider that any arrangement of this kind will never be satisfactory, and wherever such an arrangement exists it should be discontinued. The membership generally recognized this, and they also felt that some arrangement should be made so that a secretary who could give all of his time to their district should be provided.

From Nelson we visited Penticton, Kelowna and Vernon, and addressed well attended meetings in all of these places and at which we received an excellent welcome. From these places on Monday, September 12th, we visited Vancouver, at which place we were also welcomed and tendered a luncheon at 12.30 o'clock. At two-thirty in the afternoon we were driven to New Westminster, where we met the executive officers of the Branch and discussed with them the question of organization. At the present time they have a local secretary to whom they pay a certain salary and they collect monthly fees from their members, ranging from two dollars per month upwards. One of the questions they wished to secure our opinion on was that of a retail merchant who resided in their town and who desired to become a member of a trade section of the British Columbia Provincial Board without becoming a member of the local Branch. We pointed out that under the constitution of our Association that where a local Branch is established, those who desire to become members must become members of the Branch before they can become members of the Provincial Board.

At six o'clock we were invited to attend a banquet which was given by the members of the Branch, and at which a number of prominent persons of the town and district were present.

On the following day, Tuesday, September 13th, we paid a visit to Victoria, at which Branch a meeting was held as well as section meetings, and we were gladly received. On the morning of September 14th we left Victoria and drove to Duncan, where we found the members had prepared a luncheon and at which we gave addresses. We left Duncan at two o'clock and motored to Nanaimo, at which place we addressed another meeting on the same night. We left Nanaimo at six o'clock the following morning and crossed over the Straits of Georgia to Vancouver. At Vancouver we visited the office of the Secretary and found every evidence of Association activity, and the offices equipped with due regard to their importance.

On Tuesday afternoon, September 15th, we visited Chilliwack and addressed the members there. On the evening of Friday, September 16th, we visited North Vancouver and attended a banquet given by the members, and at which nearly every retail merchant was present. We returned to Vancouver by boat the same evening.

At Vancouver in addition to the meting of the Branch we held several meetings of Trade Sections, and we found the members greatly interested in the improvement of their trade section work. We left Vancouver on Sunday, September 18th, for Kamloops and Revelstoke, from which Branches we left on Tuesday the 20th for the Province of Alberta, having visited thirteen branches within the Province of British Columbia and addressed seventeen meetings including section meetings. Both in conversation with the members and at meetings we attended in the various branches we found that the work that is being done by our Association is greatly appreciated, and we found many gratifying and complimentary references made to the work that is being done by the Secretary of your Provincial Board. We were greatly impressed with the fact that the members who live at a distance from the office of the Province, were anxious to secure the services of an organizing secretary (district), who would reside in the district, and who would visit it from time to time and be ever ready to give the members the service they require. We pointed out that the population of the Province was limited at present, but there was every evidence of expansion, and considering the geographical condition of the province, in order to cary out the wishes of the members we would recommend that the province, for organization purposes and for the permanent convenience of the members should be divided into four districts to be known as follows:—No. 1 district, Vancouver City; No. 2 district, Fraser Valley; No. 3 district, Okanagan Valley; No. 4 district, Victoria and Vancouver Island.

In these districts organizing district secretaries should be placed who would give their entire time visiting the members and giving them every possible service, and endeavoring to secure those as members who are not already on the membership roll.

We would suggest that the district membership fees should be sufficient to pay the salary and expenses of the Organizing Secretaries in each district, and leave the sum of ten dollars per member to pay the expenses

of the Provincial Board and the per capita tax to the Dominion Board. The amount of the membership fee in each district would be determined by the number of retail merchants in each district and possible number which could be secured.

We have included the City of Vancouver and surrounding territory in one district, and the District Organizing Secretary could be located in Vancouver and give that important branch his close attention.

In view of the many important legislative matters that are likely to come up in the British Columbia Provincial Legislature, we would strongly recommend that the British Columbia Provincial Board office of the Association be located at Victoria, so that the Secretary of that Board would be able to watch at a moment's notice all and every ligislative matter that came up, and which are likely to come up without due notice.

In addition to legislative matters pertaining to your Province, the Secretary of the Provincial Board should be left free from the daily attention that should be given to organization work so that he can keep all the members informed regarding the many matters that will be submitted to him from the head office at Ottawa, and which must receive his prompt attention.

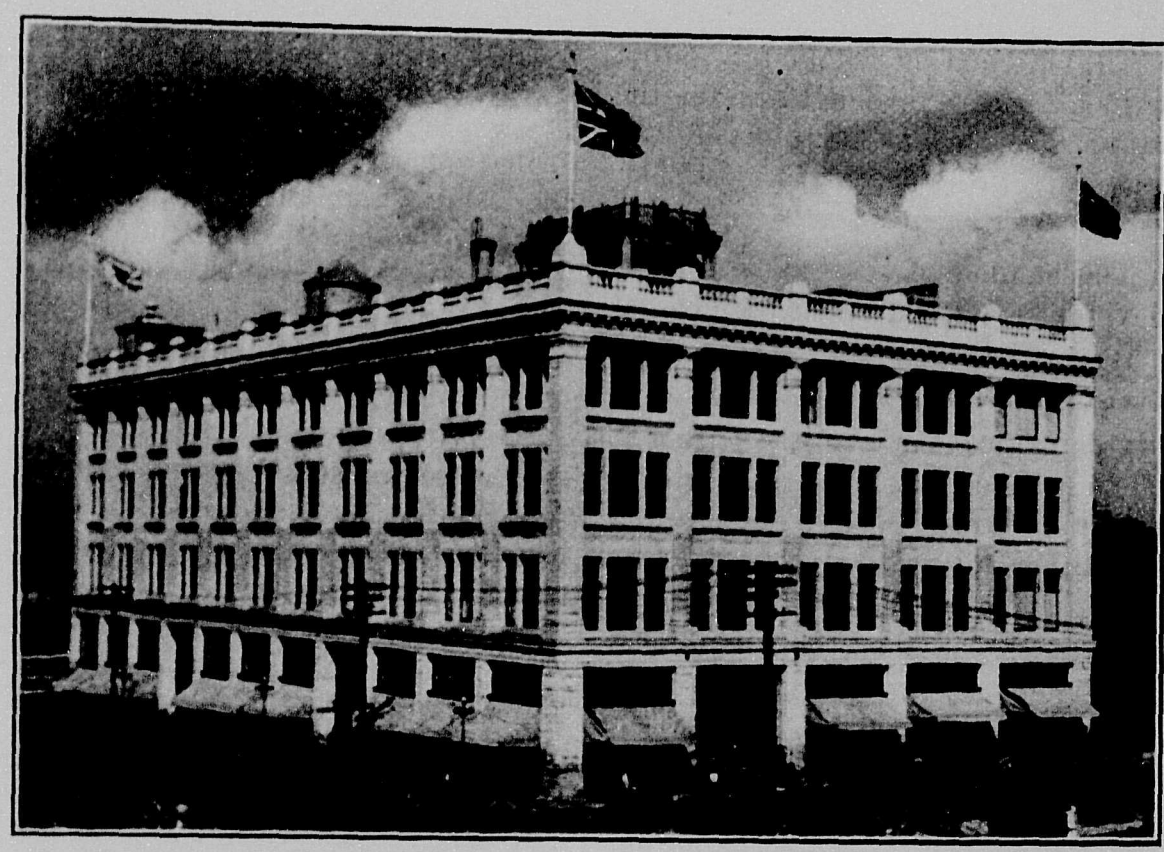
In addition to the above matters, the Dominion Board at their last Convention decided to have Dominion Committees of Trade Sections formed at once, and this will still further take up the time of the Secretary of the Provincial Board, and it should greatly strengthen and increase the membership throughout the Province.

Before leaving your Province we greatly appreciated the luncheon which was tendered to us on the last day of our visit, by your executive officers, and the kindly interest they took in our welfare during our stay, and we sincerely trust that the work undertaken by your officers will have a beneficial and lasting effect, and result in an increasing membership in your province.

All of which is respectfully submitted.

(Signed) J. A. BANFIELD,
President

(Signed) E. M. TROWERN,
Secretary



Hudson's Bay Co. Victoria.

This Latest Addition to the Company's Chain of Stores has recently been opened in Victoria, B. C.

VICTORIA'S NEW STORE

The opening of the new Hudson's Bay store at Victoria on Monday, September 19th, may be looked upon as a landmark in the progress, not only of the great trading company, but also of retail merchandising in Canada. Departmental stores should create no antagonism among other retail merchants, for the successful methods of distribution that are being evolved by the management of these establishments will yet place the retail world in the highest position attainable.

Representing the outcome of study and concentration upon the best methods of service-giving to the community, the department store has proved its qualifications for the position it enjoys today.

There are always openings in every department store for improvement, and in the Victoria "Bay" many innovations may be seen which should satisfy the most particular customer. It is generally stated that this is the most up-to-date and magnificent of the company's stores in Canada.

In equipping this store, the Company has provided large and attractive mahogany and plate glass show cases, which allow ample space for displaying the various articles to their best advantage.

The main floor contains a well-selected range of ladies' shoes, in the latest designs, dress goods, patterns, staples, laces, notions, gloves, hosiery, drugs, stationery, boys' and men's furnishings and boots and shoes, and various other lines.

Overlooking this is the mezzanine floor, running completely round two sides of the building, where a large circulating library has been established, and for the convenience of customers, telephone and telegraph depots, post office, and information bureau have been installed. Located on this floor also, are up-to-date hairdressing and manicure parlors.

The next floor has been devoted to a comfortably furnished rest room with writing and other conveniences. The millinery department is also situated on this floor.

One naturally expects the fur department of this pioneer fur trading company to be of special interest, and no disappointment is felt on viewing the large display of beautiful furs. In addition to the remodelling and repairing of furs, the company is maintaining a storage department for the benefit of customers who desire to store their furs to avoid loss.

The third floor is given over entirely to carpets, draperies and Oriental rugs.

The main attraction on the fourth floor is the dining room which has a seating capacity for 250 persons, arrangements providing for four people at each table. The color scheme is cream and French grey, which produces an effect of cleanliness and neatness. Silver cutlery, and the best table accessories are used.

At the dining-room entrance is a cloak room and rest room, furnished with lounges and easy chairs.

The kitchen is completely fitted with all mechanical devices for the rapid and efficient handling of food and all facilities are of the most modern type.

The balance of the fourth floor is devoted to furniture and the general offices of the store.

On the lower main floor, the grocery department is located as are also china, hardware, sporting goods toys, electrical goods, delicatessen and other departments closely connected with household matters The shipping room, cloak and rest room for employees are also on this floor.

The building, which is of re-inforced concrete, comprises over fifty departments, employing between 350 and 400 people, the whole being under the management of Mr. G. A. H. Porte. The structure is heated by steam and is absolutely fireproof overhead sprinklers and other modern devices being used for protection.

It is interesting to note that the telephone number of the Victoria branch is the same as that of the Vancouver store, 1670, this number having been selected as it was in this year the company received its charter from King Charles II.

DISTRICT AND PROVINCIAL SECRETARIES FOR R. M. A.

In connection with the report of the Dominion executive officers, covering their recent visit, and reproduced elsewhere in this issue, it was decided at a meeting, in Vancouver, of the Provincial Executive to definitely segregate the Vancouver Branch from the B. C. Board in matters of administration, and the responsibility new rests upon the Vancouver executive to create a district and to employ an organizing secretary in that district to take care of Association affairs in such area. This will have the effect of liberating the provincial secretary from all responsibility for the operation of the Vancouver branch, except, of course, the same responsibility of supervision that he is required to assume for the direction of all branches. The result should be an immediate increase of service to all Provincial Branches, while the secretary will also be able to attend to many very pressing matters which it has hitherto been impossible for him to look after owing to the pressure of his duties as Vancouver secretary. The wishes of the convention at Duncan will thus be carried out, and it is the conviction of your executive officers that the new arrangement will make for increased efficiency.

AMONG THE RETAILERS

Frost and Frost, clothiers and men's furnishings, have moved from Government Street to 1302 Douglas Street, Victoria.

The Owl Drug Co., of Vancouver B. C., has taken over the drug business of D. E. Campbell, located at the S. E. corner of Fort and Douglas Streets, Victoria.

W. J. Knott, grocer of Victoria, has sold out to C. W. Mellmoyl.

B. E. Markle's general store at Bull River, has been destroyed by fire.

Thos. E. Bate, hardware, &c., of Cumberland, B. C., has sold out to Hargreave and Smith.

Imperial Trunk and Leather Goods Vancouver—Wm. Cross, sold out.

Western Sales Co., of Vancouver. —Dissolved.

Marpole was recently the scene of petty burglaries when the Dominion Grocery, Clugston and Parton's hardware store, and McFarlane's drug store were broken into. The offenders were speedily captured,

Lake of the Woods Milling Company
LIMITED
Makers of
FIVE ROSES
FLOUR
The World's Best
Daily Capacity 14,200 Bbls.
B.C. Offices and Warehouses:
1300 Richards Street VANCOUVER
1614 Store Street VICTORIA

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

with but little damage resulting to property entered.

D. S. Curtis & Co., druggists of New Westminster, have completed remodellinlg their store at 359 Columbia Street, and have added a full line of stationery and tobacco to their stock.

R. H. Mills, grocer of Victoria has sold out to J. H. Banks.

The Modern Macaroni Mfg. Co., Ltd., of Victoria, recently suffered fire loss

A. E. Wescott, drygoods, notions, &c., of Victoria, is closing out business.

King and Crooker's meat store at Keremeos—sold out to Daly's Ranch.

W. Pedder, grocer, formerly of Regina, has purchased the Fernwood grocery and post office Victoria, B. C. from A. Hendry.

Okanagan Falls Trading Co., has assigned to Clayton and McKeen.

Jno. Peterson, of Stave Falls, is reported to have sold his general store to V. Monk.

L. Jones, grocer of Vancouver, is reported to have sold out to M. S. Mauel.

Prairie Produce Co., Ltd., Vancouver.—Reported discontinued.

J. Henry's general store at Ainsworth.—Fire damage reported.

H. Jones, soft drinks, &c., Ainsworth is reported burnt out.

W. C. Arthurs, of Esquimalt, is reported to have sold out his bakery to W. H. Hadley.

Hermans Ltd., ladies' wear, Vancouver, advertising discontinuance of business.

Slough and Terhune, grocers, of Vancouver, are reported to have sold out to Carver and Steeves.

J. Mummery, grocer, of Vancouver, has assigned.

Rex Fruit Co., Vancouver, have sold out to Shnitke and Mendal.

David Steele Ltd.—Meeting of creditors called.

Royal Supply Stores, grocery, fruits, &c., Victoria, B. C., sold out to M. E. Boulton, September 30th.

J. S. Maxwell and Co., of Winnipeg, have taken over the business of M. E. Hatt and Co., manufacturers, agents, 318 Homer Street, Vancouver.

Western Packers, Ltd., Vancouver.—Creditors' meeting held.

A Terry, general store, West Vancouver, is reported to have sold out to W. J. Wilson.

Geo. Beattie, who runs a general store at Revan, B.C., has added meats and crockery.

Cash Register and Scales Service, Ltd., Vancouver, are applying for change of name to A. B. Palmer Co., Ltd.

Hunter Manufacturing Co., candies soft drinks, &c., of Vancouver (assigned).—Auction sale advertised.

PERSONALS

Mr. Robert J. Matchett, manager of the American Shoe Store, returned recently to Vancouver after an extensive buying trip in the chief shoe centres of the East. He found that generally speaking there is no surplus of shoes and the manufacturers are pretty well cleaned out of their stocks.

"Business is positively better here in Vancouver than any place in the East." This is the declaration of Mr. Fred. Foster, president of Thos. Foster & Sons, Limited, who recently returned from a five weeks' trip to various eastern cities, including New York, Montreal, Toronto and other places.

"People here have really no idea of the extent of the depression from which the other parts of the country are just now recovering," stated Mr. Foster.

Hedley Shaw of Toronto, vice-president and managing director of the Maple Leaf Milling Co. and president of the Hedley Shaw Milling Co., arrived in Vancouver recently from Campbell River, where he spent six weeks in company with Mrs. Hedley Shaw and his son and daughter-in-law, Mr. and Mrs. W. L. Shaw.

Mr. Hedley Shaw began his career as an apprentice at a small mill near Brantford, Ont., and is now the head of a concern which operates 50 grain elevators in Western Canada. The Maple Leaf Milling Company has warehouses in Kamloops, Salmon Arm, Revelstoke and Vancouver, besides its mills and warehouses in the east.

C. B. Quigley, of the firm of Arnold and Quigley, men's outfitters, Vancouver, recently returned from a six weeks' trip to the large centres of Eastern Canada and the United States. Mr. Quigley states that business seems to have changed for the better at every point he visited.

OFFICERS ELECTED AT REVELSTOKE BRANCH R.M.A.

H. Manning was elected president of the newly-formed branch of the Retail Merchants' Association of Canada which was organized at Revelstoke, B.C., on Monday Sept. 19. Other officers elected are: W. A. Sturdy, vice-president; K. McRae, second vice-president; L. A. Howson, treasurer; J. P. Hume, secretary.

Professional

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

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

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

VANCOUVER FIRM TO BUILD A STORE IN EDMONTON

Charles Woodward & Sons, who operate a large departmental store in Vancouver, will commence building in the near future in Edmonton, Alberta.

Their immediate plans do not call for the erection of a large building, but it is understood that the two storey steel structure contemplated will be furnished with a ten storey foundation to provide for the future growth of the business.

Why do you ask your druggist for a certain kind of shaving soap?

This question is asked merely to demonstrate a fact. Your brand of shaving soap is advertised and you want it.

For the same reason, many millions of people have made Postum as well known as oranges, Grape-Nuts as well known as prunes, and Post Toasties the most popular Corn Flakes in Canada.

And there's a further reason why the successful grocer specializes on Postum, Grape-Nuts and Post Toasties.

The Postum advertising policy is not erratic. The systematic and uninterrupted appearance of Postum, Grape-Nuts and Post Toasties messages throughout the year eliminates all risks on the part of the grocer, guarantees quick and profitable turnover on every package to the consumer.

Canadian Postum Cereal Co., Limited

Windsor, Ontario, Canada

GROCERIES & PROVISIONS

There is little change to report in the grocery situation since our last issue. Business continues to show an increase and the small stocks which were in the hands of retailers during August, have been considerably augmented. Markets are showing greater strength in many lines, with canned goods especialy holding firm. Jams are in good demand, with American market absorbing a large quantity of the Canadian pack. This is doubtless owing to the small quantity of fruit put down by American factories. The Canadian pack has been small, and prices will stiffen considerably owing to the greater domestic demand for the Canadian product.

Foodstuff prices, both wholesale and retail, showed little change during September, as compared with those ruling during August.

The tendency, however, during the past three months has pointed to a stabilization, about 50 per cent. higher than foodstuff prices prevailing immediately before the war.

Statistics of retail prices from a list of staple foodstuffs in sixty cities, compiled by the Department of Labor, Ottawa, show the following fluctuations:—

Retail Prices

September, 1921	$11.82
August, 1921	$11.44
September, 1920	$15.95
September, 1919	$14.33
September, 1918	$13.31
September, 1917	$11.15
September, 1916	$ 8.96
September, 1915	$ 7.74
September, 1914	$ 7.83

Wholesale Prices
Index No., Based on 100, for 10 year Period, 1890-1899

September, 1921	232.7
August, 1921	236.4
September, 1920	326.6
September, 1919	301.5
September, 1918	285.3
September, 1917	246.1
September, 1916	193.4
September, 1915	150.3
September, 1914	141.3

Some complaints are to hand from certain local groceries, that business has fallen off to some extent during recent weeks.

This is to be expected, since Vancouver's summer visitors have left the city, and the influx of winter guests will not be noticeable for some weeks yet. The races, also are accused of relieving the city of much "kale," but this annual occurrence does not prevent the majority of Vancouver's citizens pursuing the three-meal-a-day system of existence. The larger stores, especially departmental, are doing a good business and are looking forward to a large volume of fall trade justified by the prevailing reasonable foodstuff prices.

Smoked Meats Decline

A lower basis has become effective locally for smoked meat; prevailing quotations being three to four cents lower than last report.

Sugar

The anticipated reduction in the price of sugar took place on September 20th, when local sugar dropped 50c a hundred. Since then a further decline of 75 cents has taken place recently. Java sugar is quoted at $7.50 a hundred, while B. C. is 25 cents higher on the local market.

Walnuts

First quotations for the 1921 crop by the California Walnut Growers' Association, places No. 1 nuts at 24½ cents; No. 2 at 17 cents, and budded at 28 cents f.o.b. port of shipping. Indications point to a short crop with prices strong.

Eggs

In some instances B. C. fresh eggs are quoted at 65c to 70c a dozen, in case lots. It is understood that the Produce Association members are not satisfied with the new ruling in connection with the importation of foreign goods. The Poultry Association have insisted that every egg imported from a foreign country be separately stamped, and local dealers claim this will entail added cost to the consumer.

B. C. DUMP ACT MAY CHECK INFLUX OF U. S. APPLES

"Due to the high duty imposed on apples by the Canadian government and the new 'dump' act of British Columbia, it is predicted that shipments of Washington apples to Vancouver, Victoria and other markets will be extremely limited this year."

According to the Act, if a B. C. dealer buys at a price considered below the cost of production, the dealer is compelled to pay the government the difference.

The government officials estimated the cost of production at $1.50 the box and to this is added 25 cents for the grower's profit. This estimate was computed from war-time costs and does not represent the actual cost of production this year.

This duty is assessed against all boxed apples irrespective of grade, so that if a Vancouver dealer buys C grade apples at $1.25 from a Washington grower he must pay a dump tax of 50 cents per box. The title, "dump duty," originated through the law, which was passed by parliament for the purpose of preventing apples and other fruits from the States being dumped on the markets of British Columbia, to the detriment of home-grown products.

CANNED PEACHES

Southern California will produce approximately 1,100,000 cases of canned peaches this year, compared with 1,500,000 cases last year, according to figures secured from the Southern California Canners' Bureau.

Of this year's prospective pack including a carryover on June 1 of 315,000 cases, aproximately 60 per cent. has been sold.

DRIED FRUIT

The position of the dried fruit industry of California appears to have strengthened steadily, and fruit growers pretty generally are viewing the future with real optimism. This sentiment is voiced simultaneously by the California Peach and Fig Growers and the California Associated Raisin Company both of which announce that 1920 stocks of peaches, figs and raisins either have been cleaned up entirely of are practically disposed of.

The peach and fig growers say that not only has the old crop been sold, but that recent buying activity, which is continuing, has made it necessary to withdraw five grades of peaches from the market.

ROYAL YEAST CAKES

MAKE PERFECT BREAD

Protect yourself against variation in quality. Stick to the products whose quality is uniformly high grade, with never a bad lot to injure your store's reputation, and lose your customers.

E. W. GILLETT COMPANY LIMITED

TORONTO, CANADA

WINNIPEG MONTREAL

90 per cent of STEVENSON'S QUALITY BREAD

IS SOLD BY RETAIL GROCERS

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

Phone Fairmont 227

VANCOUVER, B.C.

GROCERY PRICES CURRENT

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

RAMSAY BROS. & CO., LTD.

Family sodas, packages, per 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.	7.60
8 oz., 4 doz.	9.00
12 oz., 4 doz.	12.15
12 oz., 2 doz.	6.30
1 lb., 4 doz.	15.45
1 lb., 2 doz.	7.95
2½ lb., 1 doz.	9.80
5 lb., ½ doz.	8.75

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

Caustic Soda (Granulated)—

	per lb
25 lb. wooden pails	$0.15½
50 lb. wooden pails	.13½
50 lb. wooden cases	.12¾
5 lb. canisters (100 lbs. in case)	.16
10 lb. canister (100 lbs. in case)	.14¾
100 lbs. iron drums	.13
400 lbs., barrels	.10½

Cream Tartar—

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

	per case
4 doz. ¼ lb. paper pkgs; 2 doz. ½ lb. paper pkgs., assorted	15.85

	per doz.
½ lb. case with screw covers (4 doz. in case	5.05
5 lb. square canisters (½ doz. in case)	.72¾
10 lb. wooden cases	.64½
25 lb. wooden pails	.64½
100 lb. lined kegs	.59¾

Magic Soda—Case No. 1—

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

Bi-Carbonate of Soda—

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

KELLY, DOUGLAS & CO., LTD.

Nabob Products

Alum, ¼s, doz.	.75
Borax, ¼s, doz.	.75
Tartaric Acid, ¼s, doz.	2.00
Baking Powder, 48 12 oz., doz.	2.85
Baking Powder, 48 16 oz., doz.	3.75
Baking Powder, 12 2½s, doz.	5.00
Baking Powder, 6 5s, doz.	16.50
Celery Salt, glass, doz.	[illegible]
Coffee, 1s, 2s, lb.	[illegible]
Coffee, 5s, lb.	[illegible]
Cream of Tartar, ¼s, doz.	2.60
Baking Soda, 60 1s, case	5.10
Baking Soda, 24 ½s, doz.	.60
Custard Powder, doz.	1.25
Quick Tapioca, doz.	1.25
Chocolate Pudding, doz.	1.35
Allspice, No. 3, tins, doz.	1.05
Chili Powder, small, doz.	1.00
Cinnamon, 2 oz. tins, doz.	1.15
Cayenne Pepper, 3 tins, doz.	1.15
Cloves, small, doz.	1.15
Ginger, small, doz.	1.15
Mace, small, doz.	1.15
Nutmeg, small, doz.	1.10
Paprika, small tins, doz.	1.35
Black Pepper, tins, doz.	1.15
White Pepper, tins, doz.	1.25
Pastry Spice, 2 tins, doz.	1.25
Pickling Spice, doz., No. 3	1.10
Marjoram, Mint	1.25
Poultry Dressing, Parsley, Sage, Savory, Thyme, Tumeric, tins, doz.	1.15
Curry Powder, 4 oz. glass, doz.	2.60
Extracts (all flavours), 2 oz., doz.	2.50
Extracts (all flavours), 4 oz., doz.	4.75
Extracts (all flavours), 8 oz., doz.	9.00
Epsom Salts, ¼s, doz.	.80
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
2½ lb. packages	.45
5 lb. packages	.45
Tea, de Luxe, Afternoon, 1 lb.	.60
Tea, de Luxe, Afternoon, ½ lb., per lb.	.61
Lemonade Powder, doz.	2.40
Vinegar, doz.	2.75

THE W. H. MALKIN CO., LTD.

"Malkin's Best" Products—

Baking Powder, 48-12 oz., per doz.	$ 3.00
12-2½s, per doz.	**9.35**
12-5s, per doz.	**16.85**
Coffee, 48-1s, per lb.	**.56**
Cream of Tartar, tins, per doz.	1.75
Custard Powder, 12 oz. tins, per doz.	3.25
Extracts (all flavors) 12-2 oz., doz.	2.50
12-4 oz., per doz.	4.75
8 oz., per doz.	9.00
16 oz., per doz.	17.00
25 oz., per doz.	24.00
½ gallon, each	5.50
Gallon, each	10.50
Glycerine, 12-2 oz. bottles, per doz.	1.75
12-4-oz. bottles, per doz.	3.25
Honey, 24-10 oz. jars, per doz.	2.75
24-13 oz. jars, per doz.	3.50
24-2 tins, per doz.	6.30
12-6 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, 12-3s, tins, per doz.	**1.65**
12-8s, tins, per doz.	**4.50**
24-1s, tins, per doz.	**9.00**
12-5s, tins, per lb.	**.60**
Spices and Seasonings:	
Celery Salt, taper bottles, doz.	2.10
Curry Powder, taper bottles, doz.	2.25
Allspice, per doz. tins	1.05
Cinnamon, Ginger, Black Pepper, Poultry Dressing, Sage, ground, Sage, rubbed, Savory, Thyme, Tumeric, per doz. tins	1.15
Cloves, Mace, per doz. tins	1.35
Marjoram, Mint, Nutmeg, Parsley, Pastry, mixed, Pepper, white, Pepper Cayenne, per doz. tins	1.25
Paprika, Chili Powder, Curry Powder, per doz. tins	1.75
Whole Nutmeg in cartons, per doz.	**.65**
Whole Pickling, in cartons, doz.	.90
Tea, 100-1s, per lb.	**.53**
60-½s, 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.	$ .42
Hams, boned and rolled, per lb.	.47
Bacon, 6-8 per lb.	.53
Dominion Hams, 8-12, 10-16, per lb.	.38
Dominion Bacon, 6-10, per lb.	.38
Dominion Bacon, 10-14, per lb.	.35
Dominion Shoulders, boned & rolled	.28
Cooked Hams, Shamrock, per lb.	.56
Ayrshire, rolled shoulders, per lb.	.28
Lard, No. 5, 12 to case	10.15
Lard, No. 3, 20 to case	10.20
Lard, cartons, 15 lbs.	.19¼
Lard, No. 1 cartons, 30 lbs.	.19
Compound, Carnation, No. 5, 12 c's	9.25
Compound, Carnation, No. 3, 20 c's	9.30
Dripping, beef, 4 lb. bricks	.14
Mincemeat, kits, 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.	.57
Cooking Oil, 5 gal. tins, 40-lbs per lb.	.14½
Creamery Butter, Shamrock, carton	.45
do without carton	.44
Cheese, Canadian, large, per lb.	.24½
Cheese, Canadian, twin, lb.	.24¾
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
Royal Crown Naptha, new large size, box of 100	7.00
Klondyke (wrapped), box of 25	7.10
Klondye (unwrapped), box of 25	6.95
Primrose (wrapped), box of 25	4.50
Extra Hard (unwrapped), box of 30	2.50
English Blue Mottled, box of 20	6.15
Royal Crown Powder, 3-lb., box of 24	7.00
Royal Crown Powder 1 lb, box of 50	5.00
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
White Swan Naptha, large size, box of 100	7.00
Climax or Montreal (wrapped), box of 25	7.10
Red Crown, box of 25	4.50
Golden Bar, box of 30	2.50
Blue Mottled, box of 20	6.15
Blue Mottled, box of 30	5.50
White Swan Washing Powder, 5 lb., box of 24	7.00
Pendray's Lye, box of 48	5.90
Pendray's Powdered Ammonia, box of 24	4.00

Special prices on 5, 10, 25 and 100 boxes

Pendray's Water Glass, Egg Preserver

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

Sundries

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

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.	4.60
Pears, Bartletts in heavy syrup 2s per doz.	3.40
Pears, Bartletts in heavy syrup 2½s per doz.	4.40
Peaches in heavy syrup 2s per doz.	3.00
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.	
Tomatoes 2s per doz.	1.95
Tomatoes 2½s per doz.	2.25
Apples gals, per doz.	6.75

"NUCOA" AVAILABLE SOON.

The Nucoa Butter Company, 297—4th Ave., New York, expect to place their product on the B. C. market shortly. To comply with government requirements the Canadian Company will be known as the "Nucoa Company." Messrs. Urquhart & Co. Ltd., Vancouver, exclusive provincial distributors, report an active enquiry for this product, which should be on the market about the second week in November.

Phosphate
Baking Powder

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

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

TEA POSITION COMPLICATED

Grocers Can Expect Higher Prices for Improved Quality

Conditions in the tea markets of the world have been abnormal for the past twelve months, owing to accumulations of stocks, but there are indications that within the ensuing six months trade will go tack to normal, as far as stocks are concerned.

The position may be looked at from two different viewpoints. The trade is suffering from accumulations due to over-production, but these accumulations are old stock, and should have little bearing on the position of fresh tea. In the United Kingdom huge stocks of old tea have been piled up during the past five years. It is estimated that there are 25,000,000 pounds of Chinese tea in England at the present time which may never be used in that country, but the United Kingdom is looking for fresh tea.

In round figures the demand for Ceylon tea may be placed at 180,000,000 lbs., but the year's production figures are not likely to exceed 140,000,000 lbs. The anna cost of tea in Calcutta is 100 per cent. higher today than it was a year ago for common teas, and it is unlikely that the price will come back. It is difficult to estimate what the Indian crop will

Impartial Administration

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

Consultation or Correspondence Invited.

THE CANADA PERMANENT TRUST COMPANY

PAID-UP CAPITAL—$1,000,000.

BRITISH COLUMBIA BRANCH:
GEORGE I. LEGATE, Manager.

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

"FALL TIME IS SYRUP TIME"

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

Kelly Confection Co., Ltd.

1106 Mainland Street.
VANCOUVER, B. C.

RAMSAY'S BISCUITS

PACKED IN BULK—ALSO

BEST BY TEST

10 cent And 15 cent Packages.

SOLD BY ALL LEADING GROCERS

RAMSAY BROS. & CO., LTD.

VANCOUVER, B.C.

NABOB

CONTAINS NO ALUM *PURE AND WHOLESOME*

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

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

KELLY, DOUGLAS & CO., LTD.

be. The finer gardens are paying, and will be kept going. The lower grade gardens, which probably constitute 40 per cent. of the total plantations, are, generally speaking, being carried on at a loss. Probably less than 50 per cent. of them are paying expenses, and it is difficult to see how they can keep going at present prices.

The Java production has decreased probably 40 per cent., the lower grade gardens there going out of production. But there are still stocks in hand and on the water from Java of inferior quality, which may take a few months to consume.

Prices of Ceylon teas have increased to a serious extent, and the quantities available are limited. Purchasers next look to Java, and ultimately fall back on Indian productions, which govern the world's price. Grocers can rest assured that any low-price teas offering are inferior or old. They will have to pay higher prices for new teas, which should show an improvement in quality owing to the gardens cutting down their productions of lower grades. The improvement in quality is specially noted in Ceylon teas, which is due to the care bestowed on all processes of manufacture, from plucking to the last stages of firing. Consumers have been enticed by various advertiseing stunts to buy considerable quantities of inferior tea during the past twelve months. This has caused an undoubted swing to brands of known quality, and it was never more important that the grocer who values his tea trade should take extreme precautions to see that he is using fresh tea exclusively in his best brands.

Onion Situation Improves

In contrast with last year's conditions in the Okanagan, when onions were left to rot in the pits, this commodity is now marketable at prices ranging anywhere from $45 to $60.

A good many tons have moved at prices ranging from $45 to $55. Shippers point out that Manitoba and some other sections of the prairies are gathering heavy crops of onions which have cut down the available markets.

Potatoes

There is little interest in potatoes. The prairies, particularly around Edmonton, have a good crop and expect to ship 400 cars which means that until they have been moved, the Okanagan tubers will be somewhat dormant.

"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.

DROP IN PRICE OF BREAD IS ANNOUNCED

Heavy cuts in bread prices were announced recently all over the country. They follow the drop of nearly 30 cents a bushel during the last couple of weeks in the price of wheat in Winnipeg and from 20 to 25 cents a bushel in Chicago.

Shelly Bros. from their head office in Vancouver announce a reduction from 10 cents for an 18-ounce loaf to three 18-ounce loaves for 25 cents.
bread has been sold at since the war rise started.

An Oregon expert has developed a new variety of prune, two of which are said to be large enough to satisfy the average border.

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.

Don't Cheat Yourself Out of Profits
There is a brand new field for revenue in yeast selling.
This new market is a market with infinite possibilities. People numbering hundreds of thousands are daily taking one to three cakes of
FLEISCHMANN'S YEAST
It builds health, and so the demand grows by leaps and bounds.
This demand guarantees good profits—quick turnover—satisfied customers to the grocer ready to supply it. Are you ready?
The Fleischmann Company
Fleishmann's Yeast
Fleishmann's Service

ANOTHER REDUCTION IN WAGE SCALE OF AMERICAN SHIRT-MAKERS

Wage reductions of from fifteen to twenty per cent. were recently decided upon by the United Shirt Manufacturers' Association in New York. More than 10,000 workers will be affected by the cut. It is claimed that wage reduction is necessary to bring business back to normal.

FOOTWEAR

That shoe stocks generally speaking are low, is evidenced by the preponderance of rush orders to Eastern manufacturers. The tendency lately has ben to buy in small quantities and request quick delivery. Such orders, as far as high grade lines are concerned, make it difficult for the manufacturers, as these lines must remain on the lasts for some considerable time before delivery is possible. Montreal factories are reported to have orders ahead, which alone are sufficient to keep them operating for two to three months. No wage reductions are reported. First grade calf leathers are firmer, and high quality kid leathers are difficult to obtain. Experienced shoe operators are scarce.

Local factories are operating up to capacity as far as men's, boy's and children's lines are concerned. Small orders have been the rule, but the more important buyers are buying men's fall welts and staples in larger volume.

Prices.

The majority of customers seem to have realized that while prices have dropped on most lines of merchandise since the early spring the chances of them reaching pre-war levels is very remote. Footwear prices started to climb before the war and it is hard to determine what levels price declines in the shoe business will eventually reach, but it is not likely that shoes will ever be sold at pre-war prices when they do reach their lowest level.

HIDE AND LEATHER MARKET IRREGULAR

While progres in the hide, leather and shoe markets is not spectacular, the general situation continues to show a gradual improvement, more noticeable when compared with conditions three or six months ago. Foreign demand in recent months has increased encouragingly. U. S. July exports totalled 1,677,235 pounds, as compared with 430,658 pounds in July, 1920. This fact would bear out the assertion that American firms are taking advantage of the smaller labor costs in Germany and other European tanneries.

Conservatism still rules in the domestic market for the buying of raw material to the sale of the finished article. The hand to mouth purchases evident prevail owing to the uncertainty of future demand from ultimate consumers, because of the serious unemployment situation.

CARPET PRICES FIRM

New carpet and rug prices will not be issued until late in the year, and there is some doubt as to whether they will be announced then, according to information recently received.

The feeling in the carpet trade is decidedly optimistic.

Prices generally appear to have held firm in the market. There have been some declines on the cheaper merchandise, but the better class goods have gone higher in price. In some quarters it is said that by November 1 some of the big producers would be ready with their new figures.

INSURANCE

Our Insurance Auditing Department is free to all members of the Retail Merchants' Association. Send us your policies and we will tell you whether they can be improved.

Our Inspection Department is also at your service.

We can show you in many instances where your rates can be reduced and where your fire hazard may be minimized.

Members of the Association insuring with us are saving approximately 35% of their premium yearly.

Retail Merchants Underwriters Agency

501 Vancouver Block

Vancouver, B. C.

HARDWARE · OIL & PAINTS

ARE YOUR WINDOWS SELLING SURFACE PROTECTION?

Are your windows selling surface protection? If not, you are missing a big opportunity. Thousands of people who pass your windows are reading "Save the Surface" advertisements in the press. Cut the current advertisement from one of the magazines or daily papers and paste it on your window. Clippings always attract attention. This will help to identify your store as a local "Save the Surface" station.

Ask your manufacturers to keep you supplied with these "Save the Surface" displays in order that y store may be tied up with the national advertisements.

News of the Trade.

Wancow Co. have opened a hardware business at 33 Pender Street, East.

Pete Gordon, president of Fletts, Ltd., hardware merchants, Vancouver, returned recently from an auto trip to the cold north of Alberta, and he had a varied experience during this long hike beyond Edmonton to Fort Saskatchewan, the old Hudson Bay Post of North Alberta, having to drive for over two hundred miles through severe snowstorms.

Fall Lines Moving.

Wholesalers report volume of sales on such lines as cow ties, hitching rings, lanterns, horse blankets, and halters, indicating that dealers are inclined to set up their stocks in anticipation of good fall business. Game traps also move out well.

Sales Reports on Builder's Hardware Fair.

There is a demand reported for locks, door knobs and various other lines of builder's hardware. The amount of new building that is taking place in several of the suburbs of the city is exceptionally good.

Higher Prices on Bostonian Gillette.

The new Bostonian style of Gillette razor has been advanced in price. The higher quotations are as follows Silver now retails for $5.50 instead of $5.00 as formerly, while the Gold now retails for $6.00, an increase of 50 cents.

Fair Sales on Apple Parers

Wholesalers report apple parers in demand. The prices remain the same as in effect last season, the quotations on the Hudson apple parer being $20.00 doz.

Lower Prices on Cast Stove Pipe Dampers.

New lower prices are announced on cast stove pipe dampers. The revised quotations on the 6-inch size is $1.65 doz. while the new price on 7-inch dampers is $2.20 doz.

Mixed Paint Quotations Show a Decline.

One of the feature market changes is the current announcement affecting the prices on ready mixed paint and sundry lines. This is the third decline in the last ten months. Most lines show a drop of 50c a gallon. Floor paint drops 40c a gallon; barn and roof are 20c per gallon lower and marked revision of $2.00 per gallon has been made on aluminum paint. Sundry colors, oils and japan colors are now reduced according to the costs affecting each individual line.

Heating Stoves and Range Sales Improve.

Wholesalers report better sales on heating stoves, etc. As a rule this business appears earlier in the fall but up to now has been dull from a business viewpoint. However, dealers now report that orders are arriving in nice volume.

Snow Shovels Move.

Orders are commencing to come in for snow shovels, it is evident that the prices recently anounced have stimulated dealers into buying stocks.

Cotton Rope Price Advance

New higher prices are announced on cotton rope. Owing to the recent strength of the cotton markets and the higher cost of raw material. The revised quotations are 3/16 inch 50c lb, and ¼ inch and up 49c lb.

Wire Nail Base Price Again Lowered

A reduction of 10c per keg has been announced in the base price on wire nails. This change brings the local quotations to $5.75.

Prices Advance on Sash Cord

Owing to the recent strength of the cotton markets and the higher cost of this raw material, prices on sash cord have advanced one cent a pound.

Wrought Washers Discount Revised

Wrought washers have been reduced by the discount being changed to 45 per cent off list prices.

Sash Weight Prices Come Down

Sash weight prices come down ½c a pound while the sectional weights are now 1c a pound lower. Jobbers now quote $3.50 per hunderd and on sectional weights $7.00 a hundred pounds.

Ship Augers Now Cost Less

Ship augers are lower, quoted at plus 27½ per cent.

New Lower List Prices on Lawn Mowers.

List prices on lawn mowers have again been revised to lower levels with exception of the "The Daisy" mower. This makes the second revision in recent weeks.

Compression Bibb Discount Revised

Included among the price changes announced is the revision in discounts on compression bibbs. The new discount is 35 per cent off list.

Hack Saw Blades Lower.

A 10 per cent reduction in prices on the Victor line of hack saw blades have been announced.

Amumition

Dealers generally report that a good fall sale for shells, cartridges and ammunition of all kinds is now proceeding. The sales in rifles and guns is also reported good. Ammunition quotations remain unchanged.

DIAMONDS AND PLATINUM ADVANCE

Prices for practically all qualities of cut diamonds have recently advanced twenty to twenty-five per cent.

The quotation for soft platinum is $78 an ounce, as against a low point for the year at $65. Medium platinum is quoted at $86, compared with the year's lowest quotation of $75, while platinum containing 10 per cent. of iridium for hardening purposes now costs $96 an ounce.

WHEN TO PAINT

The majority of our retail merchants have not yet fully realized that paint is a sure seller for TWELVE months in every year. When spring approaches they stock up in all lines and colours, place these in front line positions, prepare special window displays and advise their customers to 'paint now." But when fall sets in, the stocks become depleted and little notice is taken of this till spring. All the year round the paint department in your business should be well stocked. Keep a full supply of paints, stains, varnishes, brushes, etc., and push your sales just as energetically in the fall as you would in the early part of the year. Don't let your advertising stop at this season or your paint profit will stop also and your customers will put painting aside till spring cleaning commences again.

If you know the paint you handle is one of the best, you can convince your customer of this fact, but don't be afraid to give every customer full information on how to mix and use the paint he buys. He will appreciate it and if he gets better results by following your advice, he will come again. Find out just how satisfactory the line you carry is by trying it on your own store front. You can not reasonably expect paint protection displays to produce results if your own store is badly in need of a fresh coat of paint. Start right there to advertise paint. Then dress your windows attractively and tell your customers that "every" month is the month to paint. Educate them in the insurance value of paint and show them that not only do they add to the appearance of their homes but they save money by SAVING THE SURFACE.

Now that fall weather has started and more time is being spent indoors, try a PAINT YOUR FLOOR week. Tell your customers the best paint to use and how to use it. Prove to them they are saving the woodwork in their homes and you will find your paint sales increase surprisingly.

SAVE THE SURFACE on your own store and home, know your goods and gain expert knowledge on the use of them, tell your customers, and you will be fully repaid by the increased sales in your paint department.

"There are no more enterprising young men. Why, I remember when it was a common thing for a young man to start out as a clerk, and in a few years own the business."

"Yes, but they have cash registers now."

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.

The Martin-Senour Co., Limited

MANUFACTURERS OF

High-Grade Paints and Varnishes

British Columbia Factory; 1505 Powell Street, Vancouver

Phone High 422

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.	8.30m.
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.
25-35		72.30m.

LOADED SHELLS

Dominion Smokeless

Sovereign, 12 guage	53.75m.
Regal 12 guage	51.15m.
Cannuck 12 guage	55.50m.

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

AXES—Boys' Axes, 1½ lbs., $15.00 to $16.50 doz.; Double bit axes, unhandled, $24.50 to $25.00 doz.; hunters axes, $14.00 doz.; single bitted axes, unhandled, $18.50 to $19.50 doz.

BARS—Crow, $11.50 per 100 lbs.

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

BOLTS, CARRIAGE—(in full packages), ⅜ and smaller up to 6 in. long, less 33 1-3 off list; over 6½ in., 15% off list; 7-16 and larger all lengths, less 15% off list.

BOLTS, MACHINE—⅜ and smaller up to 4 in. long, less 40/ off list; over 4in., less 25% off list; ⅜ and ⅝, less 25% o¼ list.

BOLTS, STOVE—Less 55% off list.

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

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

BOILERS, RANGE—30 gals., $12.25 each.

BUILDING PAPER—Tarred, $1.18 to $3.30 per roll. According to quality. Plain, 95c to $2.00 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, $1.35 per doz.; 3½x3½, $2.79 per doz.; 4½x4½, $4.72 per doz.

CARPET FELT—16 oz., 50 lb., $4.30 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, $3.38 each; Universal, No. 3, $4.59 each; Home, No. 55, $2.30 each; Home, No. 65, $2.75 each.

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

CLEVIS, MALLEABLE—Per lb., 22c.

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

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

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

FILES—Great Western, 50/10% 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., $1.75 per doz.; A, per doz., $2.00; B, per case 6 doz., $1.95 per doz.; B, per doz., $2.30.

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

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

NAILS, WIRE—Base, $3.75 f.o.b. Vancouver; Cut, base, $9.50 f.o.b. Vancouver.

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

NUTS—Per 100 lbs advance over list—Square, small lots, $4.50; square, case lots, $2.50; hexagon, small lots, $5.00; hexagon, case lots, $3.00.

PICKS—Clay, 6-7 lbs., $12.75 per doz.

PINE TAR—1 gal. $1.45 each; ¾ gal., $5.15 per doz.; ½ gal. $3.00 per doz.

PLASTER OF PARIS—$3.30 per 100 lbs.

RIVETS AND BURRS—Black carriage, 5lb. packages, less 30% off list. copper rivets, No. 8, 45c per lb; assorted copper rivets and burrs. No. 8 assorted coppered rivets and burrs 35c per lb. No. 8 copper rivets 42c per lb. Coppered iron burrs 37c per lb. Coppered burrs 70c per lb.

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

SAWS, BUCK—Happy Medium, $18.50 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, $6.85; 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, $8.50; 5-16, $8.50; ½inch, $7.50.

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

TACKS— Carpet, 70c off new list.

TOOLS—Harvest, 50/5 off new list.

WIRE, BARBED—Per roll—4 point, cattle, 80 rod, $5.50; 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 100lb—No. 10, $6.60; No. 11 $6.75; No 12, $6.80.

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

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—

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

Decorative Enamel.

1 gallon	5.00
½ gallon	$2.58
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 Senour 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	8.20
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

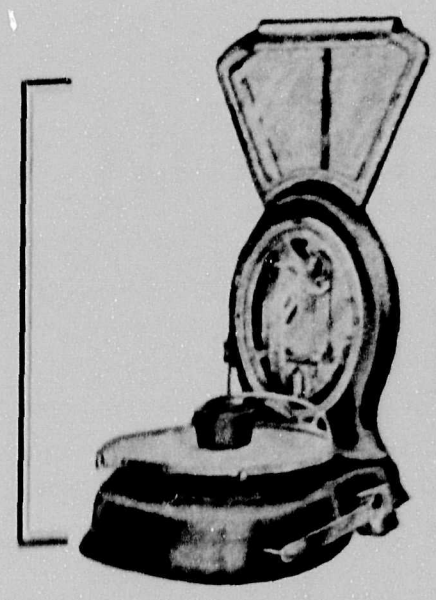
LEAD WHITE IN OIL—	Per 100 lbs.
1,000 lbs. to 1 ton	$14.80
Less than 100 lbs.	16.80

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.

Lacquerer	6.75, less 46
Wax	30c 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.

W. E. WALTER, The Scale Man

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

Getting Your Bread Out on the Next Express After the Order Has Been Received

That's the definition that Mr. A Geilfuss gave the bakers at Birmingham of prompt shipping service.

And it's one of the requirements of success.

But suppose when you recieve a "ship-by-next-express" order you can't fill without cutting in on your regular supply needed for other trade. What then?

Then, the 25-Minute Dough--and the emergency is met. In less than three hours your bread is ready.

Not the least of the advantage of this quick formula is the splendid quality of Bread it produces, the kind that wins and holds trade.

Ask our representative or write us for the formula.

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

A NEW BREAD PROCESS

At the Illinois convention a most interesting part of a very interesting programme was furnished by Adolph Benz, who introduced to the bakers his suggested new bread process. In his platform talk Mr. Benz reviewed shortly the development in the mechanics of baking following the introduction of machinery. The mixer brought few changes in the fermenting process. Indeed, with the mixer alone the straight dough process was readily adopted. But with the coming of the automatic divider the dough mass was subjected to a punishment that left it practically stunned to the point that good recovery for the continuation of the fermenting process was nearly impossible. To obviate this it was necessary to get to the heavier and more intense ferment of the sponge dough method, and also to help, a good deal of research was undertaken in behalf of yeast foods. Besides these material assistants to the fermenting stage we found the overhead proofer needed to nurse back the stunned dough to a measure of life and encourage the remnants of the ferment to take up the task of again leavening the lump.

The speaker had given considerable thought to this matter, and knowing that a manipulation of the dough would often liven up a batch that was low, he started with the idea that mechanical action would produce the same recovery now only possible under a heavy pre-ferment process coupled with the overhead proofer. He tried many ways and at last decided that the only real way lay in the principle of folding and rolling out the dough. After this was established to his satisfaction he set to work to perfect a machine that would do this automatically. In the study of this angle of the problem he found by experiment that one loaf or twenty loaves in one mass responded just as readily to rolling and folding, so he continued all his work on the basis of one loaf. This method allowed him to consider the fact of using the divider in direct connection with his proposed machine and all work has been done to that end.

A "Conditioning Machine"

Naturally, he had to make a study of the fermenting method and the period needed. After careful experiment with all methods, he finds that although the straight dough can be used, that from a two-hour sponge he gets the best results with the least time used between the start and the baked loaf.

His machine, which he calls a "conditioning machine," is designed to fold and roll each piece as it leaves the divider six times in all, and then hands it on to the molding machine in better shape to carry through. From the molder it goes immediately to the pan and to the proof-box in the ordinary way. The machine that he uses in his experimental work is merely one section through which he feeds the loaf six times, then to the molder. A well-known machinery house has a commercial size under construction, and this itself will be comparatively small machine. Mr. Benz really believes that with his "conditioning machine" he has developed a new principle in the handling of bread dough, and the results he obtains under his limited capacity are uniformly good.

This is what the bakers who attended his demonstration saw: A 2-hour sponge set. At the end of two hours the sponge dough was finished and the dough immediately put through the divider, through the "conditioning machine," through the molder and into the pans. In three hours and forty minutes the dough was in the shape of finished loaves, and some of the bakers present entered samples in the next day's bread contest where they were adjudged as first by two of the judges, second choice by two others of the judges, and third choice by one of the judges.

What this realy portends is more than any one can tell as yet. The evidence is in favor of accepting this as a new but practical process. Patents on the process and the machine have been secured.

BREAD USED IN WATCH-MAKING

Two barrels of flour, or almost 400 pounds, are used every week in making watches at a well-known factory in New England, which turns out from two to three thousand watches a week. Since a baker uses about three pounds of flour to five loaves of bread, it follows that for every watch the maker uses the equivalent of almost a third of a loaf. The flour is made into dough, and the dough is used to handle the screws, rivets and other small parts.

The watch maker has a lump of dough on hand and when he wishes to examine a screw he jabs the piece of dough on it. Then turning it over, he has a good chance to look at it with his watchmaker's microscopic eyeglass.

RECEIVES $250 EVERY DAY FOR COOKING PASTRY

L. C. Klitteng, said to be the world's greatest authority on Danish pastry, arrived in Victoria recently to prepare Danish pastry for Lieut.-Governor Nicol at Government House. He is the highest priced pastry cook in the world, receiving $250 a day.

Klitteng says there are now 10,000,000 pieces of Danish pastry baked daily in the United States and within a year there will be 25,000,000. He says that all this demand has been built up since he introduced it in the United States five years ago.

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

MEDICINE HAT, ALBERTA

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

Vancouver Office: 814 Standard Bank Bldg.

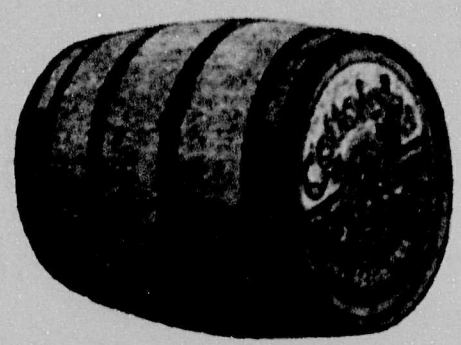
TASTE - - Sells More Cakes

Most cakes are sold because customers know how a certain cake tastes and want to enjoy that taste.

The uniformity of Bakers' Cottolene is a powerful help toward maintaining the "rich" taste cake-buyers want.

Bakers' Cottolene is **always** the same. Bakers find that 12 ounces of Bakers' Cottolene are equal to 16 ounces of other shortenings.

You owe it to yourself to give Bakers' Cottolene a try-out. Let us quote you prices on a trial order.



MADE IN CANADA

THE N. K. FAIRBANK COMPANY
LIMITED
MONTREAL

Bakers' COTTOLENE

Packed in Tierces, Half Barrels, Tubs and Pails.

Bread Happenings in Vancouver

After a considerable period of comparative inactivity in the way of changing bread prices in Western Canada, the reduction in the price of wheat has recently again set in action the forces which render necessary changes in the price to the public of the "staff of life." During the eventful years of 1915, 1916 and 1917, the columns of this journal were in the habit of recording month by month changes in the price of bread in Western Canada, and few issues failed to record changes in one direction or the other, mostly upward.

From a price of 5 cents per 16-ounce loaf in 1914, the price gradually rose, until at one time it was 10 cents for a 16-ounce loaf and it was not until the price of wheat was stabilized by Government control, that bread became any cheaper.

Reductions in the cost of manufacture and the cost of materials and later in the cost of flour have rendered possible a considerable reduction in the cost of bread.

Under the old regulations existing prior to 1916, bread had to be of a standard weight. The effect of this in Vancouver, where the standard weight was 20 ounces and 16 ounces, was to cause heavy losses to the baking industry, for the reason that the popular price for the loaf was 5 cents, and there was no fractional copper coinage in general circulation at that time. The baker was therefore tied down as regards weight, and in actual practice, as regards price as well.

The natural result of this condition was that about half the smaller bakers in Vancouver went out of business, only those financially able to stand the strain continuing.

Matters became so bad that an agitation was started seeking to induce the City Council to amend the bread by-law in a number of ways, but the principal change suggested was an abolition of the "fixed weight" principle, substituting for it the "flexible" weight such as had been current for a long time past in Great Britain.

For the protection of the public it was made compulsory to affix to every loaf a label stating the weight of the loaf, so that everyone could see at a glance exactly what weight of bread he was getting for his money. By this means the trade was enabled to give a quantity of bread for the set price which the public was demanding, according to the cost of manufacture, the popular price being 5 and 10 cents.

It soon happened of course, that owing to the increased cost of material and wages, a five cent loaf became a practical impossibility, because it would have been too small for economic manufacture, and the 10 cent loaf became the established standard.

The practical effects of the flexible weight were very apparent during the critical years of 1916 and 1917, but when the price of wheat was controlled by the Government, they deemed it wise also to institute a rule for every province regarding the fixed weight of bread, for the obvious reason that they desired to secure economy and the use of as little bread as possible. For the purpose of Government control it was far better for their inspectors to have the one kind of bread only made and they prohibited also the manufacture of fancy bread, French bread, and so forth.

There is no doubt that subsequent to the ceasing of the war, the flexible weight would have come into use in Vancouver at a far earlier date had there been any practical necessity for it, but now that the cost of materials is again on the down grade, its utility is being demonstrated in a number of ways.

During the past few weeks, the price of bread has been reduced twice by the wholesale manufacturers, once by increasing the weight of the 10-cent loaf from 18 to 20 ounces, and the second time by decreasing the price to three for a quarter, reducing the weight to 18 ounces.

The effect of this method on the public is as follows. The 18-ounce loaf for 10 cents gave them 180 ounces of bread for the dollar. By increasing the weight of the 10-cent loaf to 20 ounces the public got 20 ounces more for their dollar, or 200 ounces. The next reduction, an 18-ounce loaf three for a quarter, gave them 216 ounces for their dollar.

There can be no doubt that had a flexible weight not been in effect in Vancouver, the public would not have got the extra 20 ounces for their dollar in the first reduction above mentioned, for the reason that the bakers would not have been justified in making the full reduction to the second step and therefore the public would have been deprived of their extra 20 ounces to the dollar during the intermediate period.

The principle advantage therefore of the flexible weight method is that movements in an upward or a downward direction can be made quite gradual by fluctuating the weight or the price, which means that the public can be given the advantage as soon as possible, which is a very important factor in the bread business.

There has been some sharp criticism of the flexible weight principle on the part of retail bakers who claim that it creates chaotic conditions in the trade. With this contention many do not agree, claiming that there is nothing to prevent co-operation between the various members of the trade to secure definite conditions and that if all agree to make a certain size of loaf, they can do so, this being far better than having the size definitely pegged by legislation.

In other words, the trade in Vancouver is free to conduct its business according to the needs of the case, not according to a city by-law, which is not only inflexible, but can be very unjust under certain conditions, as has been demonstrated in the past.

Flour Prices are Lowered

Flour prices took another drop recently, when local milllers lowered their quotations 40c a hundred.

The new basis is $8.10 per 98 jute, making the total recent reductions about $2.85 a hundred.

Meeting Provincial Needs

The great increase in the number of telephone stations in this province province means that the telephone subscriber is able to reach many more people by wire, and consequently his service is of greater value. During the past year or two, expansion has been marked in all parts of Vancouver Island and the Lower Mainland, but adequate facilities have been installed, both in regard to outside plant and inside equipment, to meet the needs of the various communities. The object of the company is to give a telephone service second to none.

B.C. TELEPHONE COMPANY

ENGLISH NEWSPAPERS AND THE RETAIL MERCHANT

A marked reduction in foodstuff prices occurred recently in London, England, owing it is reported to the efforts of a coterie of newspapers to educate Englishwomen to shop as does the thrifty American housewife.

English women, as a rule, never compare the prices of different dealers for the same article in the same neighborhood, being accustomed to deal with one merchant and thinking it beneath them to quibble over a few pennies on an order.

The newspaper campaign has the one object of attempting to teach English women to do that very thing and results have come quickly.

The newspapers carrying on the campaign have decided that the English habit of dealing with one retailer and paying his price is the reason high prices prevail.

Figure It Out For Yourself

I met a young widow with a grown up stepdaughter and I married the widow. Then my father met our step-daughter and married her. That made my wife the mother-in-law of her father-in-law, and made my step-daughter my stepmother and my father became my stepson.

Then my stepmother, the step daughter of my wife, had a son, that boy was of course my brother because he was my father's son, but he was also the son of my wife's stepdaughter and therefore her grandson, which made me grandfather to my brother.

Then my wife had a son. My mother-in-law, the stepsister of my son, is also his grandmother because he is her stepson's child. My father is the brother-in-law of my child, because his stepsister is his wife. I am the brother of my own son, who is also the child of my grandmother; I am my mother's brother-in-law; my wife is her own child's aunt; my son is my father's nephew and I am my own grandfather.

PLACE THE BLAME WHERE IT BELONGS

We had an ad oculos demonstration the other day of how easily, and in most instances also innocently, a miller is liable to get into trouble with his customers over their flour. Happened to be in a bakery the other day where the foreman was taken to task for the appearance of his bread, and he promptly tried to shift the blame on to the flour. A careful investigation, however, quickly disproved his claim, and promptly located the guilt where it belonged, namely, with the foreman himself, who was remiss in his watchfulness during the process of manufacture. It seems that very often proprietors of bakeries listen to these groundless accusations on the part of their employees when they ought to satisfy themselves, through careful inquiry, as to the real facts before they make a complaint.

THE COCKTAIL WINS

"Hooch of the evening, beautiful, beautiful hooch," carolled Mr. John Doe under his breath, paraphrasing the famous mock turtle song of Alice in Wonderland. And he breezed into the grocery store.

"Gimme, 3 yeast cakes," he asked the grocer, "just three nice little yeast cakes."

You're just in time to get the last 3 in the box."

"Is that so? Can't you keep yeast cakes enough to go 'round, hey?"

"Well, today was extra heavy, and yeast is my best seller now. They buy it by the dozen."

"By the dozen? What for? Three is enough for one batch. No good in flooding the house."

"Well, people don't get it just for hooch, you know, sir. Don't you read the papers? Everybody's eatin' it for their health."

"Oh, you're kidding. Yeast for health. That's good! I'll drink to yours when my new brew is ready."

Mr. Doe took his 3 yeast cakes home and slipped then into the ice box, thinking in his simple husbandly way that he would not start his brew till after dinner, thus not littering up the kitchen till it was more convenient.

But wives and weather are uncertain. The weather had unexpectedly turned very warm and the wife had suddenly turned very desirous of having iced tea. So Mrs. John Doe slipped out to the ice box for ice. There she discovered the 3 little yeast cakes.

"Why how nice of John," she thought. "He must have read that interesting piece in the paper about yeast. And it said to take 1 to 3 cakes a day before meals in fruit or water or milk. Oh, I know, I'll fix a yeast cocktail for him. He'll be so pleased."

So when John came to table there were 2 nice orange-juice cocktails, very cold, and with a pleasant taste that he did'nt think was entirely due to the orange. In fact, a horrible thought struck him.

"What have you got in here?" He asked abruptly.

"Why John the yeast cakes you brought. You know it says to take them before meals and I thought it was so kind of you to bring them. Don't you like it?"

"Kind! Like it!" roared Mr. Doe. "You've spoiled my hooch, that's what you've done. Dick gave me a new recipe today and I had to walk miles to get the darn things and I was going to have a real brew. What do I want to take yeast cakes in orange juice for before the yeast cake has had a chance to pep things up? You're a nice one."

"Well, I'm glad of it. And I'm going to make you eat the other yeast cake before you go to bed. I've been reading all about it. It's good for your digestion. And if your digestion gets better you won't be so cross. And I'm going to see that you eat 3 yeast cakes every day and don't use them for your horrid old drinks that just mess everything up. So that's that."

"Yes, I guess it is," grumbled Mr. Doe resignedly.

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

LADY FINGERS

Lady fingers may be made as follows:

Formula

Sugar, 2 lbs.
Egg yolk, 1 pt.
Whole egg, 1 qt.
Hard wheat flour, 2 lbs.
Salt, 1-6th oz.
Lemon extract.

Method

Put the sugar, egg yolk, whole eggs, salt and lemon flavor in a kettle and whip same briskly over a warm bath until the mixture becomes light and fluffy. Now remove it from the water bath and whip it until it begins to get firm. Add the flour, which should first be sifted, and mix very carefuly until it has been incorporated.

Put small portion of this mixture in a canvas sack containing a plain tube, and deposit the mixture on to pans covered with thin paper in the form of small fingers. Immediately sieve powdered sugar over them and bake in a firm oven.

FANCY CREAM TARTLETS

2 lbs. of pastry margarine.
2 lbs. of flour.
1½ pints of water.
Lemon essence.

Make a rough Scotch puff paste with the above ingredients by chopping the butter into the flour in pieces about the size of a wulnut, add colour, salt and enough water to make a mass of about the consistency of the fat that you are using. Do not press it too much, rather shake it together, keeping it as free as possible, dust lightly, then roll out, fold into three and roll out again Repeat this process three or four times. Allow to lay for a time, then carefully cut out with a two-inch crinkled cutter, place on to trays, mark the centre of each with a much smaller cutter cutting about half way through the paste. Wash over with egg and bake off in a good hot oven. When cold, slip a sharp knife around where you have previously cut the centres, lift the piece quite off, place a spoonful of prepared cream on, return the lid, dust fine icing sugar over each, and they are reedy for sale.

SMALL RICE CAKES

4 lbs. of flour.
1½ lbs. of margarine
6 eggs
Lemon essence
3 ozs. of powder
1½ lbs. of sugar
Milk
Colour

Sift the powder into the flour. Into a bay therein place the sugar, eggs and margarine, which should be very soft. Cream all together in the bay until well blended, draw in the flour, and all milk to make a free dough. Dust over, scale off as required, mould up very lightly, flatten with the ball of the hand, egg-wash each carefully, dip into coarse-grained sugar nibs, place an inch apart on well-greased trays, and bake off quickly in a rather hot oven to a nice golden brown. To make rock cakes from this batch at the same time, divide the dough into equal parts, and before sealing the rice cakes add half a pound or more of currants to one lot, allowing it to lay to recover a bit while the rice cakes are being finished.

FIG TARTS

Short paste
Three eggs.
½ lb. of figs.
2 pints of milk.
Sponge cake crumbs.
Colour and essence.

Line out a number of patty pans with short paste, press the paste well over the edges, then to the milk add sufficient sponge cake crumbs to make a rather 'runny'' mixture, but not too soft. Beat the eggs into it, add the figs cut up rather small, colour and flavour as required, and fill the pans about three-parts full of the mixture. Bake in a good sound oven. When baked, run a little pink of some fondant over each, and, if liked, place on the centre a small natural fig or a representation of one in either marzipan or confection. The sweetmeats generaly sold as Chinese figs would answer for this purpose admirably.

CORN MUFFINS

Three pounds of good biscuit flour of butter, six eggs, two pounds of cake flour, eight ounces of corn meal, one quart of milk, two penny-weight of soda, four penny weight of cream of tartar, flavor with mace. Rub sugar and butter together, add eggs, then the milk and the other ingredients Fill in well-buttered cup-cake molds and bake in good oven.

HONEY ROCK CAKES

3 lbs of flour
1 lb. of butter
2 ozs. of powder
1 lb. of currants
Lemon essence
1 lb of honey
Milk as required
Colour

Proceed as usual. After rubing the butter into the flour make a bay, add a little milk, then put the honey in and work the honey up well into the milk until all the grains of the honey are well dissolved, then add colour, esence, currants and sufficient milk to shake all together to a free dough. Be careful in adding milk, as the honey, when dissolved, will "give" considerably and cause the paste to "sweat." Keep it on the firm side rather than otherwise. Scale off into required sizes, place roughly on to well-greased trays, and bake in a steady oven. All goods containing honey must not be overbaked or the honey will give them a decided burnt taste. One does not pretend that these are first-class goods, but where a baker has a stock of honey on hand for which he has not much use now it will be found a very convenient way to get rid of it at a small profit instead of a loss The same recipe, made a little tighter, with a little more powder added, will make a very passable rice cake. Of course, in that case, leaving out the currants and egg-washing the tops, afterwards dipping them into granulated sugar.

TEA BISCUITS

Three pounds of good biscuit flour, eight ounces of lard and butter, one quart of milk, one ounce of soda, two ounces of cream of tartar, a pinch of salt. Sift flour and cream of tartar into a bowl and break up the lard and butter with the same; have soda and salt dissovled in the milk and mix in lightly; roll it out about three-fourths of an inch thick, cut with suitable sized cutter (penny pieces, or ten cents a dozen), lay them upon baking tins close together, wash them over with milk or a thin egg-wash and bake in hot oven with closed door and damper for the beginning, then bake to the finish with door and damper open.

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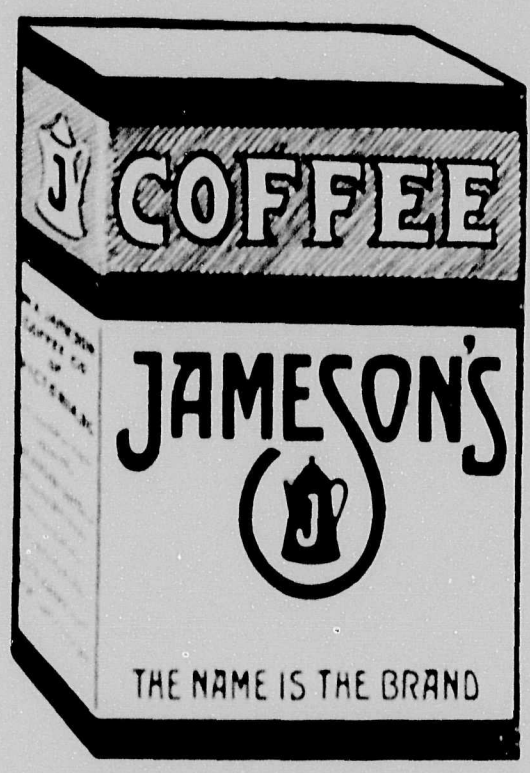

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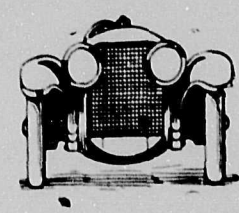

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