Fifteenth Year

"The Paper the Retailer Reads"

OCTOBER, 1922

THE BRITISH COLUMBIA RETAILER

20c Per Copy; $2.00 Per Year. VANCOUVER, B. C. VOL. XV. No. 2.

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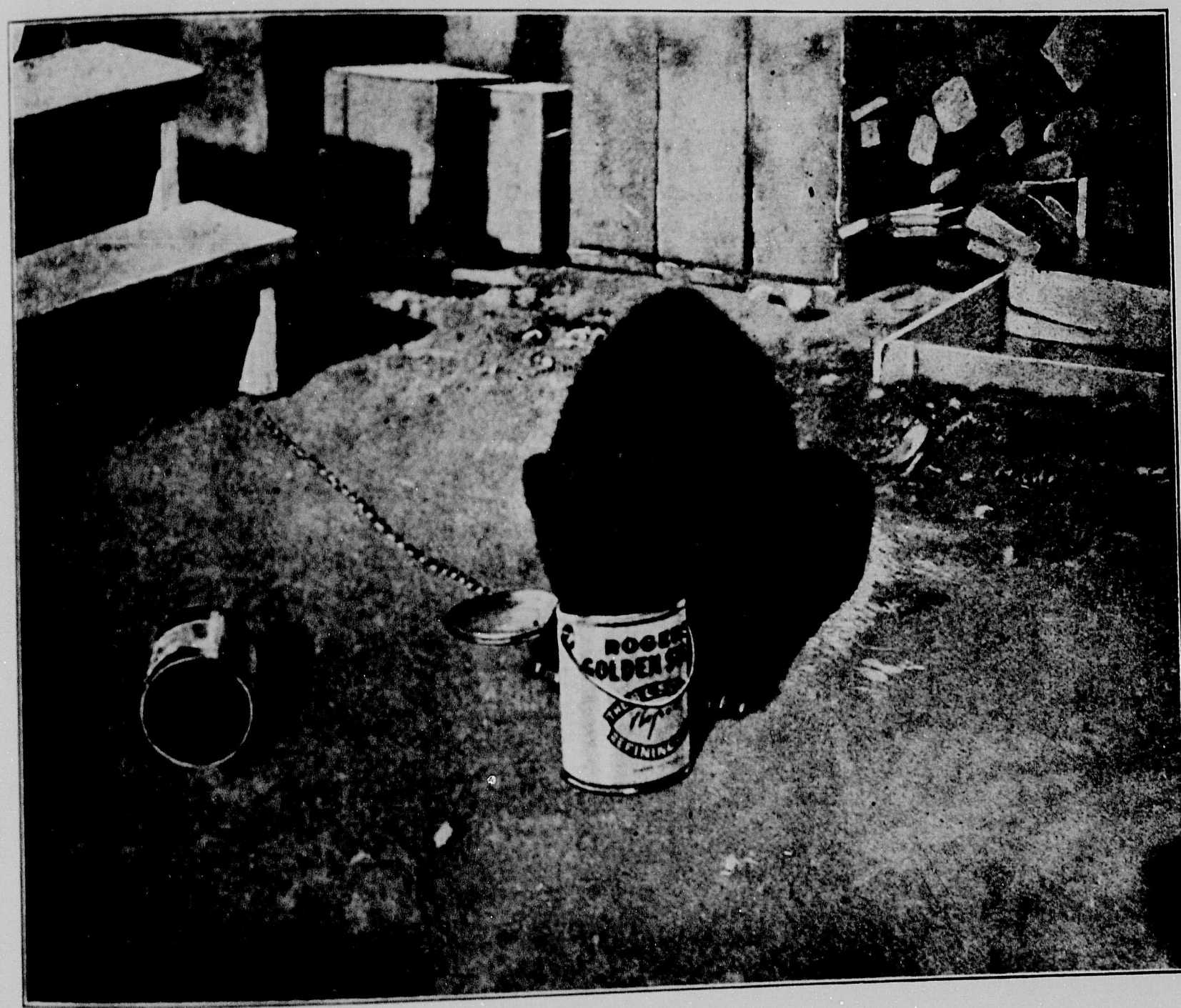

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¶Put up in all sizes of packages to suit your customers' requirements.

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The attorney-general of the State of Washington under date of September 9, 1922, states:

"IT IS OUR OPINION THAT MUTUAL FIRE INSURANCE COMPANIES WHICH HAVE COMPILED WITH THE PROVISO QUOTED UNDER SECTION 7131, MAY ISSUE POLICIES, THE HOLDERS OF WHICH WILL NOT BE SUBJECT TO LIABILITY TO PAY MORE THAN THE AMOUNT OF PREMIUM, EVEN THOUGH THE COMPANY SHOULD THEREAFTER BECOME INSOLVENT."

The Northwestern has on deposit with the Insurance Department of the State of Washington, $250,000, thereby complying with the law in every respect, and with the Superintendent of Insurance at Ottawa over $200,000 in Canadian securities.

Retail Merchants' Underwriters Agency

501 Vancouver Block Seymour 1539 Vancouver, B. C.

The BRITISH COLUMBIA RETAILER

Published Monthly. FIFTEENTH YEAR

GROCERIES, DRYGOODS, HARDWARE, FOOTWEAR, GENERAL MERCHANDISE.

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

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EDITORIAL

Industrial upheavals such as the recent coal and transportation disputes, which, in former years, would have had a serious effect on the entire commercial world, have been attended by no spectacular diminution of business. This fact in itself is sufficient to prove that business conditions generally are in fairly good shape. No longer can industrial disagreements of such a nature, force prices to the unwarranted levels of two years ago, but one important lesson to be learned from the aforementioned disputes, when the settlements already made are taken into consideration, is that the present is no time for a material lowering of wages.

Living costs today are considerably below the peak, albeit standards of living have been maintained, and in many industries the unemployment situation has disappeared to such an extent that a shortage of labor has threatened to drive prices up, rather than down.

Consensus of opinion is that during the next few years the price trend will be gradually downward, accompanied by upward curves, which will however be of short duration.

Such a curve is at present manifest resultant upon reduced production, and inadequate transportation, creating a tendency to force prices to a higher level.

The fear of rail congestion has undoubtedly forced buyers to order further ahead, than would have otherwise have been the case, and with money released through crop movement, and the buying power of the agricultural community increased, a strong demand for manufactured goods should materialize.

The public has apparently overcome its timidity in buying, and is showing more confidence in the stability of conditions than for a considerable period.

It is up to the manufacturer and the merchant to cut the cost of doing business to a minimum, and to put such brain and vim into their selling power as will ensure results. The merchant who relaxes now, and does not go after business, with all the verve he is capable of, cannot expect to succeed, and most certainly will not.

TOO MANY RETAILERS

An interesting controversy has been started in connection with retail merchandising, by one W. G. Shepherd, in a series of articles appearing in "Collier's Weekly," as to whether or not there are too many retailers doing business at the present time.

After a perusal of these articles, we are still unhappily in the dark as to whether Mr. Shepherd has reached a definite conclusion, or indeed whether a solution is possible.

Such controversy may have proved excellent advertising for Collier's, and encouraged the public mind in its opinion that the average retail merchant is asking unjustifiable prices for his goods. Otherwise we see no enlightenment on the subject in question. It will do incalculable harm if it influences that feeling already noticeable in the mind of the public that retailers are profiteering. The statement is made that retail stores in general 'take from twenty-five to thirty cents out of every dollar turned in by a consumer, just to keep the stores in operation," may or may not be correct. The figure may be higher,—in some cases it undoubtedly is, but such an argument will not bring us any nearer to a solution. It is just possible that by reducing the number of retailers, and concentrating the trade among the balance, the cost of "staying in business" may be reduced twelve per cent. at most. But will this effect an improvement to the extent desired?

The retail merchant generally speaking, is no more inefficent than the wholesaler, manufacturer, public carrier, or least of all, than the farmer, and if the unfit must be eliminated from any one category, the same treatment must apply to others. Such action would to a large extent

eliminate competition, and weaken the initiative to make something different, or better, reduce the number of salesmen, make advertising more or less unnecessary, and life generally, more uninteresting.

The "Shoe and Leather Journal" makes some valuable suggestions in connection with this topic, implying that a general review of conditions would prove of great value to the retail trade, and to the public at large, and that if so be lower prices are to materialize, the retailer must play his part. The retailer who is not studying his own costs and methods of doing business, is runing the chance of being eliminated—not by government or other action, but through the workings of natural economic laws. And the same is true of wholesalers, and manufacturers. Mr. Shepherd claims that retailers themselves admit that there are too many of them, but what he appears to object to, is the fact that too many hang on when they should quit business, for failures must be borne in the long run, by the general public.

The most interesting suggestion which we find in Mr. Shepherd's articles, one which was made by the Solons at Washington, will doubtless be good reading. Namely, that "improvement must come through the consumers," and such in Mr. Shepherd's opinion, is the conclusion of all retailers who know anything about their business. "The public is to be blamed for its laziness, its foolish whims, its impatience, its indecision, and its want of insight."

From this we would suggest the solution lies in educating the public.

The Functioning of a Great Organization

Retail Merchants' Association Firmly Established as a Necessity in the Community

When the average retail merchant is asked why he has not affiliated himself with such an influential body as the Retail Merchant Association, a body that is devoting its entire energy to improve the conditions under which that retail merchant is operating, and he answers this question with another—"What has the R.M.A. done for the retail trade?" it suggests one of two things. Either those who are representing that body are not using to advantage their knowledge of its past achievements, and future program, or that the merchant is under the impression that he, and not the R.M.A., is fighting the problems of present-day merchandising.

The retailer takes the attitude that since he is the owner and proprietor of his place of business, he will conduct his own affairs, free from the dictation, or direction of anyone, be it the government or the State.

Such an attitude is noticably apparent when business is good, for the retail merchant in collecting merchandise for the benefit and convenience of his customers, and for profit to himself, does not find it expedient to divulge his experience to others. This, after all, is human nature; but once let adverse conditions arise and profits begin to shrink and that same merchant is only too ready to acquaint his friends and neighbours with the difficultiese that beset his path. However much he may commiserate with himself he very soon realises that the individual, in an attempt to improve conditions, is absolutely helpless.

One lonely voice can never be heard beyond the confines of the store, and even a group of voices may not attract the local council men, but when the majority of voices in all the cities, towns and villages in Canada join in one mighty chorus, demanding that injustices to the retail trade be removed, it is recorded at once in the Dominion Parliament, and each individual is benefitted through the action of the whole.

Why the Association was Formed.

The Retail Merchants' Association of Canada was formed to safeguard the interests of all retail merchants throughout the Dominion of Canada, to collect and publish information and statistics relating to, or concerning such interests, and to arbitrate for the settlement of trade disputes arising between any of its members. The Association endeavours to enlist the co-operation of all manufacturers, producers and wholesalers in securing a just and equitable trade policy with regard to all classes of staple merchandise; to promote all legislation that will prevent misrepresentation in advertising which is calculated to injure legitimate merchandising, and destroy the value of labor, and also to promote such legislation that will hold officers of mercantile corporations responsible under a law framed to affect individuals when they commit fraud or practice deception.

The Association endeavours to confine the retail trade of cities, towns and villages as far as possible to legitimate retailers; to regulate the disposal of bankrupt stocks; to promote legislation that will secure improvement to municipal laws, such as peddling and other licenses; equalization of insurance and taxation rates; to simplify the collection of small debts; to secure amendments tothe Transiant Traders Act; to abolish as far as possible all gift schemes, trading stamps, coupons, or similar devices; to secure efficient insolvency legislation; improved postal regulations; amendments to the Adulteration Act, and to rigidly enforce same; to abolish the free system for the examination of weights, measures and scales; to prevent the false stamping of goods; to secure amendments to the Copyright and Trade Marks Act; to have all legislation affecting retail interests which may be introduced into Provincial Legislature or Dominion Parliament made known to members before it becomes law; to procure and furnish to members information as to the solvency of persons who deal with any of the members, and to secure closer friendly relations and good-fellowship among retailers, and with all organizations and associations having for their object the advancement of the best interests of trade and commerce.

What the R.M.A. Has Achieved.

To any merchant inclined to be sceptical regarding the value to him of this Association, a perusal of the following list of achievements attained by the Association, will prove sufficiently convincing to counteract any doubtful impression he may have gained.

Delegation Waited on the War Trade Board

A delegation representing all sections of the Retail Trade from all parts of Canada waited upon the members of the War Trade Board during the War and pointed out to them the great inconvenience that would be incurred if they decided to collect a war tax direct from our customers through Retail Merchants as was suggested by some members of the Goevrnment, and we wanted any

such tax, if they intended applying it, collected direct from the Manufacturer and Importer, so that it would be absorbed in our costs. We are pleased to say that the War Trade Board granted us our request.

Canada Food Board

At the request of the Canada Food Board a special Committee from the Grocers' Section of our Association met Committees of Wholesale Grocers and Manufacturers, and we prepared a Joint Report setting forth our views as to how we thought the Grocery trade of Canada should be conducted, so as to produce the best results and give the best service to the public. Thousands of copies of the report were published by the Canada Food Board and distributed among the trade.

We had special committees from the Grocers' Section apointed to act in an advisory capacity with the Canada Food Board as to the administration of the licensing system, etc., for Retail Grocers, and answered thousands of comunications from the trade giving information regarding Food Board matters. We succeeded in having a fair profit allowed the Flour and Feed dealers over the prices which were previously set by the Canada Food Board for the sale of bran and shorts, which were shown to be below cost.

The original intention of the Canada Food Board was to make a flat licence fee of $10 to all Retail Merchants, but our Committe suggested a graded fee commencing at $2 and increasing with the volume of busines done. This recommendation was finally adopted.

Cost of Living Commissioner

During the period of the war we found it necessary to keep a very watchful eye on the many Orders-in-Council that were issued under the direction of the Department of Labour. Many of them which were issued resulted in imposing severe and unnecessary restrictions on many lines of retail trade. It was an unpleasant duty on the part of our Association to have to oppose a great many of them, but there was no other alternative, and had we not done so there is no knowing what the result to the retail trade might have been. There is still great necessity for us to keep a sharp lookout on the Orders that may be issued by this as well as other Departments.

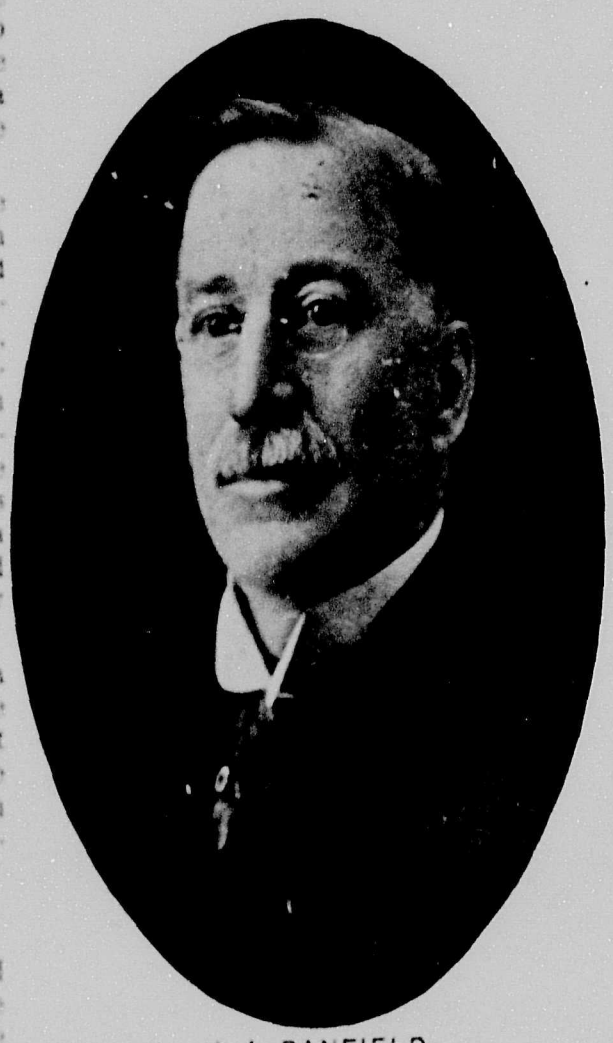
War Tax on Jewellery.

A Special Committee from the Jewelers' Section of our Association waited upon the Minister and the Deputy Minister of Inland Revenue at Ottawa several times and explained to them the position of the retail trade with regard to the connection of the War Tax during the war, and we had several amendments made which greatly helped Retail Jewellers. We have a permanent Advisory Committee of Retail Jewellers in Ottawa who are ready at a moment's notice to advise on any legislation or regulations that affect the Retail Jewellery trade.

Orders-in-Council.

We opposed a great many Orders-in-Council which were applied as War Measures, but which discriminated against Retail Merchants and in favour of other classes, and we succeeded in having a number of important changes made.

No legislative measure in the history of the Government of Canada evoked such widespread condemnation as did the Luxury Tax, which made Retail Merchants uupaid tax collectors of public revenue, at great inconvenience to themselves and to the detriment of business. Scarcely a day passed from the time of the introduction of the Luxury Tax until it was finally removed that the office of the Dominion Board, as well as all of our Provincial Board Offices, did not receive hundreds of complaints from members and non-members alike. Many hundreds of questions as to how the tax-schedules would operate on certain articles had to be answered, and in every case we endeavoured to supply the information asked for. We have yet to learn the first intimation that our answers were not satisfactory. All the while we kept working away in the hope that the Government would eventually see that the tax was not only failing to return the revenue looked for but in reality was entailing a hardship upon Retail Merchants. At last our hopes came to fruition and on December 18th, 1920, the obnoxious measure was withdrawn.



J. A. BANFIELD
Re-elected Dominion President R. M. A. 1922-23

When the Luxury Tax was first introduced we strenuously opposed not only its application but many of the clauses in the Act. A large delegation of Retail Merchants from every Section of our Association waited upon the Minister of Finance, Sir Henry Drayton, and we succeeded in having quite a number of injurious clauses removed. In order to ascertain the views of our members throughout Canada we sent out a questionnaire with the result that the following resolution was unanimously endorsed and it was submitted by our Association to the Government.

"We recommend that instead of placing the collection of the Luxury Tax on the retail trade that it be collected at the source of supply, namely, from the manufacturer and the importer, and in this way it would be absorbed in the same manner as all systems of taxation are absorbed."

Bankruptcy Act.

We guarded the interests of the retail trade when the proposed Bankruptcy Act was introduced. The Act contained 170 clauses, a large number of which were detrimental to the interests of the retail trade, and we waited upon the Dominion Government and requested them to postpone the passing of the Bill until we had had an opportunity of submitting a number of amendments, which we did, with the result that the retail trade was properly protected.

False Advertising.

We applied for and secured legislation making it a criminal offence to advertise goods differently to what they are, and we have prosecuted a number of firms for falsely advertising their goods and secured convictions.

Co-operative Society Legislation.

We vigorously opopsed the Co-operative Societies Bill introduced in the Dominion Parliament, in which it was proposed to allow seven or more persons to form a society and give them special privileges for the purpose of buying and selling merchandise, and returning, rebates in the form of dividends or bribes to the purchasers, and we succeeded in having the bill withdrawn. This system is destroying the legitimate retail trade of England and Scotland.

Trading Stamps.

We succeeded in having the Criminal Code amended so as to make it a criminal offence to deal in, or give, or receive trading stamps, coupons, or similar devices. This was done at an enormous expense to the Association.

Gold and Silver Marking Act.

When the Gold and Silver Marking Act was first introduced it was prepared by some of the leading manufacturing jewellers in Canada. It contained clauses that would have injured every Retail Jeweller in Canada had it become law. Through the strong opposition of our Association we succeeded in having its operations suspended until a special Committee from the Retail Jewellers' Section of our Association had an opportunity of examining it and making the necessary amendments they required to protect the retail trade. Before it was re-introduced it received the careful consideration of a Joint Committee consisting of all branches of the trade. The expenses in connection with securing the proper amendments to this Act, as far as the retail trade was concerned, were all paid by The Retail Merchants' Association of Canada.

Officers of Corporations Responsible

We secured an amendment to the Criminal Code so as to make the Managers of Corporations responsible for their acts, in the same way as individual merchants are now held responsible for their acts.

Price Maintenance

We inaugurated a Dominion-wide campaign which was necessary to defeat the "Knowles Bill," the purport of which was to make it a criminal offence for a manufacturer to name the resale price for his product.

Pure Food and Drug Act

We made representations to the Dominion Government and secured several amendments to the Pure Food and Drugs

Act whereby the public and the merchants will be better protected under the Adulteration Act.

Grocers' Section

A Special Committee from the Grocers' Section or our Association waited upon the Minister and the Deputy Minister of Trade and Commerce and explained to them the position of the Retail Grocery Trade with regard to a proposed measure to have the weight of all articles sold marked on the package, and they prepared the necessary amendments so as to make the proposed legislation workable and do no injustice to the trade whenever the measure is introduced. We have also a permanent Advisory Committee of Retal Grocers in Ottawa, who are ready at a moment's notice to advise on any legislation or regulations that affect the retail grocery trade.

Clothiers' Section

We succeeded through representations made to the Department of Militia and Defence in having the allowance for suits of clothes for returned soldiers increased from $10 to $35, and instead of the clothing being furnished by the Government, the discharged soldier secured the privilege of buying them where he desired.

Unfair Competition

We succeeded, through representations made to the Attorney General and to the Board of Commerce, in having the License cancelled of a Company known as "The Consumers' Association of Windsor, Ont.," a concern that had been a menace to the legitimate trade of Canada for some time.

Oleomargarine

We made full enquiries from the members of the Grocers' Section of our Association and we found that there was a general demand to continue the sale of Oleomargarine in Canada. We took the matter up with the Government, and we succeeded in having a Bill passed in the House of Commons and the Senate authorizing its sale another year.

War Stamps on Patent Medicines

This matter was taken before the Government quite a number of times and the views of our Association were expressed on the subject. When the Luxury Tax was imposed this tax was removed and put on in another form.

Lord's Day Act

We prepared an amendment to the Lord's Day Act, making the purchaser of goods on the Sabbath day equally guilty with the seller.

Organized Charities

A Special Committee from our Association waited upon the Dominion Government and pointed out to them the necessity of compelling all those who solicit funds for charitable purposes to receive permission from the Secretary of State before doing so. We are pleased to say our request was granted.

Speculative Systems

We prosecuted those engaged in selling suits of clothes, boots and shoes, etc., through a speculative system of clubs, and succeeded in stopping their operations.

Cost of Liivng Commission

During the war considerable agitation was created throughout Canada, through the press and by many public bodies, endeavouring to place the blame for the high cost of living on Retail Merchants. Knowing that we had a just cause and that we were not responsible for the condition of affairs as they existed, we interviewed the Government and asked them to appoint a Cost of Living Commission, to consist of members of the House and who were representatives of the people. The Government granted us our request, and the evidence brought out showed that the blame for the high cost of living could not be placed upon Retail Merchants, and this had the effect of making public our true position.

Confectioners' Section

During the war an effort was made to curtail the manufacture of candy and confectionery. A delegation representing Manufacturers, Wholesalers and Retailers waited upon the Government to secure their views on the same. In order to conserve sugar a suggestion was made that all the small Candy and Confectionery Stores throughout Canada should be closed. Our Association demanded that if this order was to be carried out that the Government assume all the leases held by the Retail Confectioners throughout Canada, and that they be recompensed by the Goevrnment. This resulted in the order not being put into operation.

SOME OF THE THINGS THE R. M. A. ARE DOING.

We have prepared an amendment to the Act governing the Department of Trade and Commerce whereby a Bureau can be incorporated to govern Internal Trade, and a Commission on Internal Trade appointed. This will give Retail and Wholesale Merchants and Manufacturers an opportunity of presenting their trade agreements, and will act as a business men's Court of Arbitration.

Abolition of Fees for the Inspection of Scales

We have secured hundreds of petitions and have them ready to present to the Dominion Government requesting that the present fees for the examination of scales be abolished, and that the necessary amount be paid out of the Dominion Treasury.

Buy in Your Home Town

We are endeavouring to educate our customers and the public generally on the necessity of buying their goods in their home town and keeping their money in local circulation.

Wholesalers and Manufacturers Selling Direct to our Customers

We strongly oppose Wholesale Merchants and Manufacturers selling direct to our customers and then seeking our trade, and this matter is now receiving our careful attention.

Fixing Profits and Prices

We are opposed to all Government systems of fixing prices or profits as we consider it would be an impossibility and an interference with the natural channels of trade.

N. S. F. Cheques

A special Committee has been formed to enquire into and report as to the best means of dealing with cheques that are issued without having sufficient funds to cover them.

Proper Weights and Measures

We have prepared an amendment to the weights and Measures Act so as to protect those Retail Merchants who give their customers proper weight and the measure, and also an amendment to the Act whereby vegetables and fruit can be sold by weight.

Smuggling

After receiving a large number of complaints from Retail Merchants throughout Canada regarding the evasion of duty by citizens liivng in border towns, we interviewed the Government and succeeded in having the complaints largely remedied, and the matter is now receiving our further careful attention.

Unfair Methods of Trading

We are strongly opposed to any system of unfair and speculative trading, and we are using our best endeavours to prevent the same.

Re-sale Contract Plan

We have arranged a Price Maintenance Contract plan for the maintenance of fair prices on trade-marked commodities, and it is now waiting pending the introduction of an Act to establish an Internal Trade Commission under the Department of Trade and Commerce.

A Fair Profit

We believe that unless all Retail Merchants secure a fair profit the wheels of commerce will cease, and that the securing of a fair profit on the labour and capital invested in any undertaking is the only way to build up a sound business and make the cities, towns and villages of the Dominion prosperous.

Mail Order Houses

We have drawn the attention of the Government to the unfair methods and privileges which some Mail Order houses adopt in the distribution of their catalogues, and the special advantages they are securing by having their parcels delivered at much less than the cost of the service.

Selling Goods Left for Repairs

We have prepared a Dominion measure, which is applicable to all lines of trade throughout Canada, whereby Retail Merchants will be able to sell any article left with them for repairs after the expiration of a certain period.

Short Courses in Merchandising

We deem it advisable to urge upon the University Councils throughout Canada the importance of instituting short courses in merchandising which will be applicable to all retail merchants and their clerks, and we are urging upon them the necessity of securing information on all subjects pertaining to the retail trade from those who are practically engaged in it, and we have requested the Provincial Boards of our Association to take steps to give practical effect to this proposal.

Fixing of Government Standards on Foodstuffs and Other Articles

We deem it advisable to have standards setting forth the quality of edibles, as well as paints, fur goods and a large number of other articles.

An Instructive Trip Across Canada

New Westminster Merchant Returns After Visiting All Provincial Branches R.M.A. in the Dominion

"Ten years from now the Retail Merchants Association will be the greatest trade organization in the Dominion." With these opening remarks, B. Stanley Ross, British Columbia's delegate to the recent Dominion convention of the Retail Merchants' Association, who has returned from a two-months' trip through Canada, conveyed a spirit of optimism, that should be instilled into the mind of every member of the Retail Merchants' Association. Such a statement was made by Mr. Ross after a thorough investigation of the workings of every branch of the R. M. A. in the Dominion, travelling as he did in the capacity of provincial representative to the annual convention at Halifax. Coming in personal contact with the secretaries of this Association in the provinces of Alberta, Saskatchewan, Manitoba, Ontario and Quebec, Mr. Ross was enabled to form a comprehensive idea of the successful functionings in these sections, and has nothing but praise for the manner in which the problems of the retail trade are looked after. Trade conditions, and the difficulties under which many merchants are operating are much the same in the Maritime provinces as at the coast, Mr. Ross declared, but dealers are everywhere looking forward to better trade, following a harvest, that is generally considered satisfactory. The West is suffering from a lack of population. Settlers are needed, and more industries must be established if the burden of taxation is to be lessen. Over fifty resolutions were passed at the Convention and the interests of the retail fraternity received the attention and protection of their accredited delegates from every section in Canada.

Mr. Ross was particularly interested and enthusiastic regarding the way in which the sections of the various trades convened at Halifax. Two days were devoted to this work, the heads of the various trades separately discussing their own business problems. The results of these deliberations were voiced at the general convention when resolutions were considered and passed.

It may be quite in order for the various trades of Canada to have their own associations, and indeed many of them have, but, as Mr. Ross pointed out, the government is not so likely to give the same attention to delegates of single organizations, as to an association, functioning for, and embracing every retail section in the country.

In visiting the head office of the R. M. A. at Ottawa, Mr. Ross came across the most efficient machinery imaginable for handling the complex situations arising from time to time in the retailing of merchandise, and is of the opinion that the thirty thousand dollars which the Association has invested in office equipment,

B. STANLEY ROSS

not only at Ottawa, but in the various provincial and district offices has produced an efficiency that would be hard to beat.

As an instance of the service which the head office is continually rendering to members in that part of the Dominion, Mr. Ross stated that while he was in the Ottawa, a member, who was apparently in difficulties regarding taxation assesment, called upon the Dominion secretary for assistance. In less than two hours the merchants' troubles were straightened out, and he returned to his place of business richer by some sixty dollars—saved to him by the Association's preparedness for such eventualities.

One resolution moved by Mr. Ross at the convention, and seconded by B. W. Ziemann, will doubtless be of interest to our readers.

Resolution No. 48 (dealing with Oriental immigration).

"WHEREAS concerted and definite action was obtained on the Oriental immigration question by the R. M. A. of Canada, through our British Columbia Provincial Board, and whereas this is a matter of vital importance to, not only the welfare of our British Columbia members, but to every citizen of Canada,

"THEREFORE, BE IT RESOLVED that we go on record as strongly insisting on the coming into effect of the McQuarrie resolution, calling for restrictive immigration, as regards Orientals coming into Canada, and that the Dominion Executive Council be requested to assist our British Columbia provincial board in its endeavors to safeguard our interests in respect to the invasion of the Oriental."

Mr. B. Stanley Ross: "The R.M.A. got every branch interested and obtained action through the members of the Dominion House. In B. C. all the members stood together on this question and supported Mr. McQuarrie, the member for New Westminster in his resolution. His resolution called for the total exclusion which was rather drastic, and it was changed to read restrictive immigration. In B. C. something over 50 per cent. of the grocers in Vancouver are Orientals. They live, as you understand, on a very low scale, and the Canadian citizen, living on a higher scale cannot compete with them.

The Chinese practically control the market-gardening industry. Their retail stores do not keep a proper set of books as we do and they are not compelled to pay the taxes we are compelled to pay. Their business is not carried on in such a way that the inspectors can ascertain what their income is. While we have a restrictive immigration the B. C. Provincial Board is not letting the matter drop. We want to see that carried out, and we want the Dominion convention to back us up in carrying that out.

When I left British Columbia, several Cabinet ministers were there, among them the Minister of Immigration, and the president and members of the B. C. Board took the matter up with them, and it is to strengthen their hands, that I am asking you to see that this is put into effect."

This resolution was carried with

the following amendment: "And that all information be furnished to the Dominion board on this question from the retail merchants' view point."

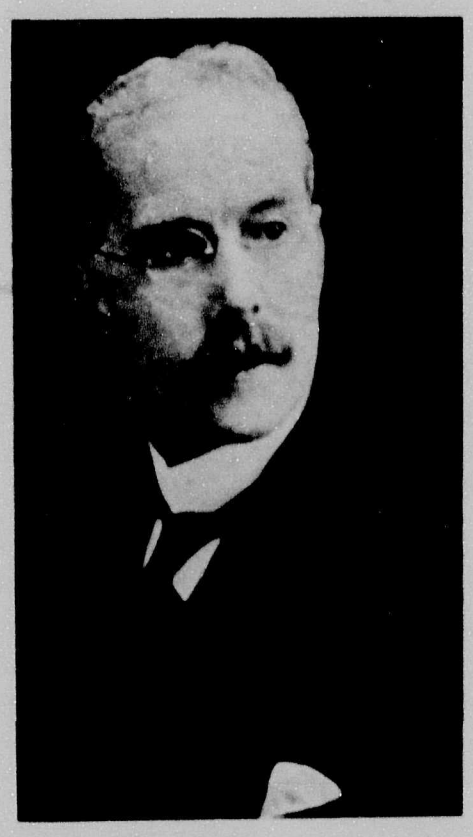
WHAT THE POSTMASTER-GENERAL HAS TO SAY REGARDING THE C.O.D. POSTAL SYSTEM.

Department Stores will not benefit, but new system will work out to advantage of small retailers.

Chas. Murray, Postmaster-General, writing to the Secretary of the Ontario Hardware Association, refutes the Association's contention that the new system will prove a benefit to departmental stores, but will prove a convenience to the smaller retailer.

"As a matter of fact," writes the postmaster-general, "no request for a C.O.D. service was made by any departmental store or M. O. H. in Canada. As I understand it, they make very little use of the C.O.D. service, which the express companies have provided for many years, for the reason that it is becoming a general practice to pay the cost of transmission of goods, and as the goods are ordered from catalogues in the hands of the customers and the prices are correctly stated, all difficulty is removed in regard to enclosing the proper remittance, and this has become the established method of conducting mail order business. It is expected, however, that retail stores will be the ones that will benefit most, as they do not as a rule issue catalogues and a C.O.D. system yould therefore be a distinct advantage to them, as rural customers would be able to order goods by mail even though they have no knowledge as to prices, the C.O.D. filling the deficiency in this respect.

"In fact it has been local business firms, particularly those engaged in repair business, such as jewellers, automobile accessory manufacturers, etc., who have been pressing the Department for the establishment of the C.O.D. service in connection with mail matter. It is in response to the request of such firms that it is being established, and it is proposed to give it a fair trial."



W. H. Malkin,
head of the wholesale grocery house bearing his name, returned recently from an extensive tour abroad.

Mr. Malkin has been absent for many months and has travelled through India, Egypt, France, Germany and England, and reports a most enjoyable and instructive trip. Commenting upon the conditions ruling at present in the Old Land, Mr. Malkin is of the opinion that although taxation problems are very severe, there is money available for safe investment abroad, and British Columbia should place herself in line to encourage the employment of this British capital.

Mail Orders.

An enterprising tradesman sent a doctor a box of cigars which had not been ordered, with a bill for six dollars. The accompanying letter stated that "I have ventured to send these on my own initiative, being convinced that you will appreciate their exquisite flavor."

In due course the doctor replied: "You have not asked me for a consultation, but I venture to send you three prescriptions, being convinced that you will derive therefrom as much benefit as I shall derive from your cigars. As my charge for prescriptions is two dollars, this makes us even."

The Advantage of Thrift.

"If a man had put a hundred dollars in a savings bank twenty years ago," said the statistician after dinner, "It would amount to over two hundred dollars now, and he would buy as much for it now as he could have got for the original hundred at the time he began to save."

News of the Trade

J. Buchanan is now running the grocery store formerly operated by J. Stymetz, at 1127 Comox street, Vancouver.

* * *

A. Wallace is successor to W. Robinson, corner of 1st and Yew street, Vancouver.

* * *

Berry Bros. are the successors to O. Anderson & Co. at Langley Prairie.

* * *

W. Grinnell is now operating the gocery store formerly run by M. Elvidge at 1699 Maple street, Vancouver.

* * *

Randall's Grocery, 1094 14th Ave. east, is now operated by J. R. Carrington.

* * *

S. L. Northcott, 1930 Broadway, is successor to T. Shaw.

* * *

J. P. Grant has succeeded Grant and Haley at Ioco, B. C.

* * *

E. J. Hallett of Nanton, Alberta, has cueceeded Sibbert and Hallet at that point.

* * *

A. H. Leggatt at Port Haney, B. C. has been succeeded by Leggatt and Reid.

* * *

E. H. Scott has succeeded Scott Bros. at Olds, Alberta.

* * *

Moore and Watson is the ney style of the store at 380 Victoria street, Kamloops, formerly operated by J. Moore.

* * *

G. T. Rogers has been succeeded by A. N. Blackhall at 2705 Main street, Vancouver.

* * *

C. Tosh has succeeded P. Alder (British Supply Store) at 1094 Denman street, Vancouver.

* * *

G. A. McCurdy at Ladner, B. C. has been succeeded by G. P. Monk.

* * *

M. A. Pearce, grocer of South Vancouver—Baliff's sale advertised.

* * *

J. R. Bruce, milliner, of Trail has sold out to Mrs. Volman.

George Beattie, Island Supply House at Bevan—Reported opening a branch at Duncan.

* * *

G. H. Rusch, grocer, etc., Brideville, is reported to have sold out.

Stanley Lowden is reported to have sold out his meat and grocery store at Fernie, B. C.

* * *

Stubbs and Shelmerdine, grocers of South Vancouver, are reported to have sold out to C. Bell.

* * *

Henry C. Claman, Sylvia Grocery, Vancouver, is reported to have sold out.

* * *

M. B. Laverock, grocer, Vancouver, has sold out to George Fisher.

* * *

Horseshoe Tailors, Vancouver, are reported to have dissolved partnership.

* * *

Gordon's Limited, of Victoria—Creditors' meeting held. Extension agreement approved.

* * *

C. M. Proud is successor to F. A. Parkhurst at Marpole.

* * *

J. W. Millross has succeeded H. Claman at the corner of Beach Ave. and Guildford street, Vancouver.

* * *

W. C. Ross, grocer, of Armstrong, is reported to have assigned to A. W. Giles.

* * *

The Bank of Montreal is reported to have closed their branch at 150 Mile House.

* * *

The Royal Bank of Canada is reported to have closed branch at Peachland, B. C.

* * *

M. C. McKay, grocer, at Prince George.— Business reported closed out by creditors. Stock acquired by C. C. Reid.

* * *

The Bank of Montreal is reported to have closed their branch at Sardis.

* * *

Royston's Drug Store, South Vancouver, is reported sold out.

* * *

Dominion Window Bakeries, Vancouver—Auction sale advertised.

* * *

J. M. Gardner, tailor, of Vancouver, is reported to have assigned to O. J. Carter. Meeting of creditors called.

* * *

Kirkham's Grocerteries Ltd., Vancouver, are reported to have sold out branch store No. 17.

* * *

W. W. Wheelhouse, grocer, of Vancouver, is reported to have sold out.

RECENT INCORPORATIONS.

Freezo Kitchenette Co. Ltd., 213 Bower Bldg., 543 Granville St., Vancouver. $100,000. Taking over from Wm. Newcombe patent for kitchen cabinet and refrigerator.

Harper's Ltd., Powell River. $20,000. Taking over the business of John Harper, clothiers.

Davidson, Wright & Alcock Ltd., 2 and 3 Winch Bldg., Vancouver. $10,000. Taking over customs house brokerage business carried on by Davidson & Wright.

The Peers Smith Imports Co. Ltd., 198 Hastings St. W., Vancouver. $10,000. Tea, coffee and spice merchants.

Fraser Valley Woollen Mills Ltd., 56 Flack Block, Vancouver. $200,000. Wool merchants.

Dainty White B. C. Ltd., 304 London Bldg., Vancouver. $10,000. Importers and manufacturers of washing, bleaching and cleansing compounds.

Jobec Ltd., 604 Birks Bldg., Vancouver. $10,000. Dealing in wholesale and retail costumes, laces, ribbons, etc.

Peerless Specialties Ltd., 1418 Standard Bank Bldg., Vancouver. $20,000. Chemists, druggists.

Critchley Hope & Co. Ltd., 510 Hastings St. W., Vancouver. $10,000. Wholesale and retail merchants, agents, brokers.

Campbell's Ltd., 500 Beatty St. Vancouver. $250,000. Taking over business of Geo. A. Campbell & Co., manufacturers of clothing.

Chilvers, Johnson Ltd., 511 Rogers Bldg., Vancouver. $50,000. Taking over certain medical and pharmaceutical preparations now the property of F. E. Johnson.

International Egg Co. (Canada) Ltd., 301 Pemberton Bldg., Victoria. $200,000. Preserving eggs and acquiring interests.

ADDRESSES WANTED

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

Boyd, W.—Last address 219 17th Street West, North Vancouver.

Easton, Mrs. W.—Last address, 247 8th Ave. West, Vancouver.

Ellis, F. L.—Last Address, 2338 Burns Street, Vancouver.

Cockrell, C.—Last address 2340 Prince Edward Street, Vancouver.

Graham, Thomas—Last address 247 6th street, North Vancouver.

Hitchcock, Annie—Last address 148 12th Ave. West, Vancouver.

McLean, H. H.—Last address 517 12th Ave. East, Vancouver.

Mortimore, M. L.—Last address, 1000 6th Ave. West, Vancouver.

Rowe, S. H.—Last address, 102 Empire Bldg., Hastings Street West, Vancouver.

Rennie, John—Last address 1563 5th Ave. E. Vancouver.

Taylor, Louis J.—Last address Homfrey Channel, B. C. (forest ranger).

Weston, J. A. C.—(Electrical engineer) late of Kamloops, B. C.

MILLINERY SECTION R.M.A.

The following communication is indicative of the attitude which wholesalers are taking in an attempt to restrict sales to legitimate dealers.

Vancouver, Oct. 4th, 1922

The Secretary R. M. A.
Vancouver, B. C.

Gentlemen,

We feel sure it will interest all concerned to learn that the writer has had a card printed and posted on our premises, which reads as follows:—

Notice

By a decision arrived at between the Millinery Section of the Retail Merchants Association and all wholesale houses, we are compelled to refuse selling merchandise to all persons not strictly in the millinery business.

The D. McCall Company Limited.

You will notice we have taken the liberty of using your name in the matter, feeling that it will help to strengthen the cause, when we have to bring this matter to the attention of unauthorized "would be" purchasers.

It may also interest you to note that the above card is already doing good work, and that the writer has personally turned down quite a number of persons who were not bona fide buyers. We have also issued instructions to our staff to immediately discourage their friends visiting the warehouse, with the object of securing goods wholesale, and the writer must be immediately consulted before a sale can be made to any other than a regular customer.

We thought it well to write you regarding our activities in the matter in question, as we are anxious to push the cause to the limit, and lend all assistance possible.

Respectfully yours,
The D. McCall Co. Ltd.
(signed) H. A. Duncan,
Local representative.

Cluett, Peabody & Co. are introducing a banded web collar, made in a very fine quality cloth, of permanent white, a non-shrinkable starchless collar, in four styles, which it attracting the attention of discriminate buyers. The same firm are introducing the "Par" Arrow collar for fall wear. It comes with medium band, deep points not too widely spread at the botom and with a half-inch space at the top, conforming perfectly with all the weaves offered in cravats, and is somewhat of a relief from prevailing styles.

An Appreciation of Cooperation and Friendly Interest

NO one knows better than the manufacturer of food products how much of the success of his business is dependent upon the good will and cooperation of the Grocery Clerk.

For after all is said and done, after the housewife is finally persuaded through advertising to try a package of Post Toasties, Grape-Nuts, Instant Postum or Postum Cereal, the Grocery Clerk has it in his power, by a word to recommend the product, and thereby increase the prospective customer's immediate, and possibly, her future interest in the purchase.

We feel, therefore, that we have been singularly fortunate in having enjoyed the valued assistance and whole-hearted support of practically every Grocery Clerk in Canada in promoting the distribution and sale of Post Toasties, Grape-Nuts, Instant Postum and Postum Cereal.

And we wish to express here, our sincere thanks for your cooperation, and for the friendly interest you have always exhibited. We hope that this interest may continue, bringing increased sales and an ever-increasing number of satisfied customers to the store, and increasing salaries or commissions to our friends—the Grocery Clerks.

Canadian Postum Cereal Company, Ltd.

45 Front St. E., Toronto

Factory: Windsor, Ontario

GROCERIES & PROVISIONS

General Business Conditions.

Since our last issue, the general impression among local retail grocers is that business has not come up to expectations. This condition applies also to the up-country merchant. It would appear that the larger stores are suffering to a similar extent as the smaller dealer, and since the present season may be termed as the "between season" period, this apparent dullness in business can be accounted for.

The outlook for the grocery trade, however, is good, and with the holiday season again approaching, there is little doubt but that a rapidly increasing volume will result. Retail merchants have to be congratulated on the interest they have taken in the campaign, featuring British Columbia's famous McIntosh Red Apples, which had the effect of materially increasing the consumption of this popular fruit. The number of merchants who entered the window dressing competition in connection with this campaign, and the attractive nature of the displays, indicates how readily they appreciate a good business proposition.

Sugar.

Locally there has been an increase of 25% a hundred in this commodity. Some weeks ago it appeared in order to predict easier quotations in this line, but the situation in Central Europe has resulted in an active purchasing campaign in Great Britain and other European centres, which has consequently strengthened Canadian and American markets. Pacific Coast centres in the other side of the line have advanced quotations on sugar during the past three weeks approximately 50% a hundred pounds. We would suggest to our readers that they carry at least one month's supply of sugar.

Rice.

New crop California-Japan style rice should be on this market within the next two or three weeks. The price will be a lttle easier.

Dried Fruit.

Supplies of new crop California dried fruit are coming in with increasing volume. Retailers have already received new season's evaporated apricots, peaches, prunes,figs, apples and raisins. California prune packers are predicting a severe shortage of prunes next spring. Those wholesalers who omitted to lay in ample stocks are finding it impossible to replenish in the smaller sizes. The Oregon crop, which is due on this market the first week in November, will ease the situation to a considerable extent. Oregon prunes have not appeared in the local market for the past three years.

The initial shipment of California table figs arrived recently and was distributed to retailers. The price on table figs has advanced, owing to the uncertainty of getting supplies from Smyrna.

Currants.

Grecian currants have been advanced considerably at the source of supply , but since stocks for local Xmas needs are either here now or in transit, having been bought on a lower basis, there should not be any great advance locally. The fact that 75% of the Symrna raisin crop has been destroyed in the recent devastation, has resulted in an immence demand for California raisins, and it is reported that the demand from Europe for exceeds the supply.

Canned Vegetables.

The British Columbia tomato pack, although well above the average, would have reached larger proportions had there not developed a shortage of containers. Retail merchants would be well advised to lay in a stock of tomatoes at present prices, as the jobber's profit at present quotations is considered inadequate. The Eastern States tomato pack is very short, with the result that California is shipping to Maryland, the State which nominally produced more tomatoes than any other State in the Union. Eastern Canada has an average pack.

Canned Corn.

Opening prices named recently show a reduction of 20c a a dozen from last year's prices.

Nuts.

Opening prices on California walnuts were named recently as follows: Diamond Brand, No. 1, 30c per pound; and Diamon Brand budded, 34c per pound, being a decrease of about 2c from last season's quotations. Manchurian whole walnuts will go to the retail trade at approximately 15c, or one cent lower than last year.

Canned Salmon.

British Columbia's sockeye salmon pack has been somewhat greater than packers originally anticipated, with the result that No. 1 sockeye salmon has declined $1.00 per case. The price is now $18.30 for 48 talls, and $20.30 for 96 halves flats. No change in other varieties.

Sardines.

The Norwegian Sardine pack, just completed, is the biggest disappointment in years, and it is doubtful whether there will be any supply available for export. If there is it will be limited, and prices will be high.

Canned Grapefruit from Tropics Proves Popular

Canned grapefruit may develop an industry in Porto Rico comparable with the pineapple canning industry in Hawaii, according to a recent article in the Florida Grower.

This "something different in fruit" idea came into being about three years ago, it is said, and has proved so popular that demand is already greater than supply. Besides two factories now in operation, several more will be ready to operate this coming fall.

Few novelties, according to reports, have made such a quick, direct appeal to the palate as the canned segments of this citrus fruit.

Fig Shortage is One Result of Near East War

A shortage of figs is threatened by the war in the near east, according to the report to the commerce department from the American Commercial Attache at Athens. No figs or currants have been shipped from Smyrna, he reported, since the military operations around that city began, and it is estimated that there will be a loss of approximately 70 per cent. of the fig crop.

Chloride of Lime

Supplied by all wholesale grocers in British Columbia

For use in Hospitals, Institutions Schools, Outhouses and wherever a disinfectant is required.

Manufactured by

CANADA COLORS AND CHEMICALS LIMITED

Succeeding

THE JOHN B. PAINE CO., LTD.

Toronto Winnipeg Vancouver

Agents:

QUELCH & STERLING

VANCOUVER, B. C.

Display——

An appetizing summer dish and so economical.

The delicious tested recipes on every carton will help to sell other groceries.

From your jobber or

Kelly Confection Co. Ltd.

VANCOUVER. B. C.

All Canada Knows

In every little town—every little village—throughout the whole countryside as well as in the larger places **McCormick's** reputation is spread and kept constantly before the people by consistent, continent-wide advertising. The very mention of the name "**McCormicks**" brings visions of pure, wholesome biscuits and a big, snow-white, sunshine factory.

The business is ready waiting for you. Put in a stock of **McCormick's** products. Sell your customers goods they know something about.

McCormick Mfg. Co., Limited, London, Canada

Branches at Montreal, Ottawa, Hamilton, Kingston, Winnipeg, Calgary, Port Arthur, St. John, N. B., Vancouver, Edmonton and Halifax.

Merchants' Liability in Injury to Customers

The law books contain many cases involving damage suits against merchants for injuries suffered upon their premises. Customers have fallen into elevator shafts, down trap doors and hatchways, slipped on oiled floors and been caught in swing-doors; in some instances the injury has been serious, in others plainly trivial, but in each case the merchant has been put to the trouble and expense of defending the action.

This, then, brings up the question of the extent of the merchant's duty in respect to protecting his customers from injury caused by conditions in his place of business. And, out of the welter of the legal battles that have been fought over this question, about all that may be stated in a general way is that, the merchant is bound to use reasonable care to keep his premises safe for his customers. And whether reasonable care has been used will depend upon the particular facts of each case.

It is plain that the subject of the merchant's duty in this respect can hardly be stated by a hard and fast rule, yet in the majority of cases the rule of "common sense" will be sufficient. For example, it is plain that if the merchant leaves his elevator shaft, or trapdoor, open and unguarded, and a customer without warning falls into same, liability will usually attach. And further if the merchant permits a dangerous condition to exist in his place of business through lack of repair or otherwise, he will in all probability be liable if a customer suffers injury thereby.

However, there is a borderline to the subject and the merchant is not expected to anticipate an injury that conditions would not suggest to a reasonable person. This limit may be illustrated in a fair manner by reference to a few interesting cases.

In one case a customer fell by stumbling over a ridge in the carpet on the salesroom floor. The carpet was not defective nor apparently loose enough to be in any way dangerous. Nor was it in such condition that the merchant should have had warning that any one was likely to fall over it. The merchant was held not liable for the alleged injury suffered.

So, where a customer slipped upon an oiled floor a recovery was denied in the absence of evidence that the oil had been applied in an improper manner, or that the manner of oiling was different than that in general use for such purposes. In other words, it was held that before the customer could recover for such an accident it would needs be shown that the merchant had been negligent in oiling or preparing the floor.

And where a customer was caught in a swinging door and knocked down by the return swing of the door, released by another person opening it, the merchant was declared not liable. In fact in the majority of these "swinging door" cases the merchant has been declared not liable in the absence of a showing that the door was allowed to become defective in some respect.

Another important phase of the liability of a merchant for injuries caused by conditions in his place of business has to do with where the injury has occurred. For example, as a general rule the same care is not required in respect to that portion of the store not intended for the reception of customers, as is required of the salesrooms.

And where a customer entered upon the premises through an alley in the rear and fell into an elevator in a store room the merchant was held not liable. In other cases of the kind where the customer wandered into store rooms, or other places where the public was not expected to go and suffered injury the merchant has quite generally been cleared from liability.

This has not been true, however, where the customer was induced by a clerk or other employee to go upon such portions of the premises, but only where the customer has thus gone upon his or her own accord. The release of the merchant from liability in these cases has usually been placed on the ground that the injured person was a licensee upon that part of the premises.

However, regardless of these borderline cases and exceptions which have cleared the merchant from liability, one is impressed by a reading of those cases with the importance to the merchant of keeping his place free from danger. For if a customer suffers injury the injury does not necessarily needs be serious to form the basis of a lawsuit. And not infrequently it will cost the merchant just as much in time and money to properly defend a trivial suit as it would had the injury been really serious.

RAMSAY'S CREAM SODAS

TRY OUR NEW
DIAMOND PACKAGE
FAMILY SIZE

ALSO PUT UP IN
SMALLER 10 CENT
PACKAGES

SOLD BY ALL LEADING GROCERS.

Ramsay Bros. & Co., Ltd.

VANCOUVER, B.C. VICTORIA, B.C.

The Famous and Popular Coffee is Going Strong

National Coffee & Spice Mills

1280 Homer St. Vancouver, B.C.
Phone Sey. 4851

A friend told the other day how he almost lost a good nurse. The girl was excellent in her position, but when she answered the telephone she spoke into it as if she was standng on the back step shouting across lots. It was pointed out to her that the telephone was a very responsive instrument and all that was necessary was to speak in an ordinary tone of voice.

"I guess I know how to answer the telephone," she replied with a little heat. And it took a couple of hours to pacify her.

How do you answer the telephone?

B. C. TELEPHONE COMPANY

Proof of Quality

Customers judge your store by the brands of foods you carry. Brands which haev won their confidence assure confidence in you.

FLEISCHMANN'S YEAST is the brand that has stood the quality test. Reliable, pure, your customers know they can always depend upon the store that sells it.

The Fleischmann Company

Fleishmann's Yeast
Fleishmann's Service

SEAL OF QUALITY
B.C. MAID
EGGS
B.C. POULTRYMEN'S CO-OPERATIVE EXCHANGE

CAREFULLY GRADED

Every "B. C. Maid" egg is candled and graded. Your customer gets genuine satisfaction in every dozen. Boost this P. C. Industry. Write for quotations.

B. C. POULTRYMEN'S
CO-OPERATIVE EXCHANGE
572 Johnston St. 114 Hamilton St
Victoria, B. C. Vancouver, B. C.

MONTHLY DOSE OF SARCASM

(Mixed with a little wisdom)
By "The Drummer"

THIS ORIENTAL question
* * *
IT GETS MY GOAT
* * *
EVERY TIME I think
* * *
OF THE NUMBER of mouths
* * *
THAT HAVE TO be fed with food
* * *
AND THE NUMBER of shoes that have
* * *
TO FIND FEET to wear 'em;
* * *
WHY SHOULD WE WHITE people
* * *
SELL OUR BIRTHRIGHT for a mess
* * *
OF POTTAGE (I'll bet my next month's Salary
* * *
THAT NOT MORE THAN a half dozen of
* * *
THE READERS OF THIS journal can
* * *
REMEMBER WHAT PART of Shakespeare
* * *
THIS QUOTATION comes from),
* * *
PARDON THIS digression.
* * *
AS I WAS SAYING, Why
* * *
SHOULD WE SELL OUR birthright,
* * *
(WHATEVER THAT IS) to a bunch
* * *
OF YELLOW MEN whose ideals
* * *
ARE NOT ours, and whose
* * *
METHODS ARE NOT ours
* * *
(SOMETIMES THEY ARE BETTER)
* * *
AND WHO ARE ABLE to live on
* * *
A SMALLER AMOUNT than we can.
* * *
(ALTHOUGH I DON'T KNOW How the dickens
* * *
ANYONE could possibly live on less
* * *
THAN THE MISERABLE salary the Boss
* * *
PAYS ME. BUT they do it.)
* * *
WE MUST THEREFORE find some way
* * *
OF LIMITING THE immigration
* * *
OF THE ORIENTAL RACES from
* * *
THIS CANADA OF OURS, or we will be
* * *
IN REAL DANGER of allowing a condition
* * *
WHICH WILL GRADUALLY BECOME a menace
* * *
TO THE DEVELOPMENT of the country
* * *
AS WE WOULD WISH it to develop.
* * *
CHINK GROCERIES may possibly save the
* * *
HOUSEWIFE A FEW DOLLARS in the course
* * *
OF A YEAR? May be. But they can
* * *
NEVER SAVE THE HOUSEWIFE'S HUSBAND if
* * *
HE IS OUT OF A JOB. Nor would the
* * *
HOUSEWIFE LIKE TO HAVE THOSE same Chinks
* * *
AS NEXTDOOR NEIGHBOURS, unless she had
* * *
NO SENSE OF SMELL and so forth.
* * *
THERE ARE OF COURSE decent Chinese and Japs
* * *
MILLIONS OF THEM no doubt; but I would
RATHER THEY remain in their own country.
* * *
REALLY I WOULD! !
* * *
AND VERY LIKELY, when you come to
* * *
THINK OF IT, it is quite probable that
* * *
THE SIWASH INDIANS thought just the same thing
* * *
ABOUT US WHEN WE FIRST came to B. C.
* * *
BUT WHO CARES WHAT A SIWASH THINKS?

Quite a Bump

The tin roof of a Kansas store was torn off and rolled into a compact bundle by a cyclone. Having a sense of humor, the owner wrapped a few strands of baling wire around the ruin and shipped it to Henry Ford. In due time came a communication saying, "It will cost you $48.50 to have your car repaired. For Heaven's sake tell us what hit you."

J. A. Tepoorten
LIMITED

WHOLESALE
DRUGS

PATENT MEDICINES
DRUGGISTS' SUNDRIES
PHARMACEUTICAL PREPARATIONS

308 Water St., Vancouver, B.C.

Apple Week in Vancouver

Twenty Carloads of McIntosh Red Apples Distributed at an Attractive Price to the Consumer

Co-operation leading to the establishment of a strong home market for an agricultural product of the province, the McIntosh Red apple, was demonstrated during the week of Oct. 9th-14th in Vancouver. The combined efforts of the fruit growers, wholesalers and retail merchants resulted in a large sale of this well-known fruit, which was sold at a very reasonable figure to the consumer. Prices were adjusted in such a manner that the public were able to buy No. 1 McIntosh Red apples at any local grocery or departmental store at $2.40 a box, an appreciable reduction from last year's figures of $3.50 and $4.00. The plan of sale was as follows:

The growers received $1.00, packing and shipping charges sixty cents; freight 25 cents, wholesale margin 25 cents and retailers profit 30 cents, making a total of $2.40, which the consumer was asked to pay. From these figures however a deduction of ten cents a box was taken from selling profits to cover advertising expenses.

One of the features of the Campaign which received great support was the window dressing competition. The committee in charge distributed $200.00 in cash prizes for the best display of these apples both in the city of Vancouver and in specified surrounding districts.

Departmental stores, professional and paid window dressers were barred from the district competition.

The prize of $50.00 for the best display in the city, open to all stores was won by David Spencer Ltd.

In addition to this The Okanagan United Growers through Mr. Hoskin donated a prize of $25.00 open to all stores in the city for the best display of O. K. brand McIntosh apples.

Three judges were appointed for each district in order to ensure that all windows entered were inspected, and prizes were awarded on the following basis.

Effectiveness as regards sales, fifty points.

Artistic arrangement and display, twenty-five points.

Novelty in ideas shown, twenty-five points.

Prizes to the school children

An interesting feature in connection with this B. C. Products demonstration was the donation of 35 boxes of No. 1 McIntosh Red apples to each of the thirty-five Vancouver schools.

These apples were donated to the children submitting the best slogan or couplet on this popular apple.

Splendid support was given to this campaign by the newspapers, wholesalers, retail merchants, B. C. Electric Railway, moving picture theatres, hotels and restaurants, and all public bodies and organizations, and by the City of New Westminster.

Apple week used to be a regular annual feature in Vancouver and the revival this year has demonstrated beyond a doubt the valuable impetus that propaganda of this description gives to the merchandising of any particular commodity.

Eddy Company Officials on Tour

E. B. Eddy company officials are making an extensive tour of the Western provinces. Included in the party are J. T. Sheriff, vice-president and general manager, with John F. Taylor, secretary and assistant sales manager. The executive of the firm are making this trip for the purposes of getting in closer touch with their selling agencies.

Importers and Wholesale Dealers
IN
Stationery, Novelties,
Smallwares, Toys
NOVELTIES FOR DANCE PARTIES AT ALL TIMES
A FULL RANGE OF NEW XMAS GOODS NOW IN.
United Commercial Co.
LTD.
Phone Sey. 6852
331 DUNSMUIR STREET
VANCOUVER, B.C.

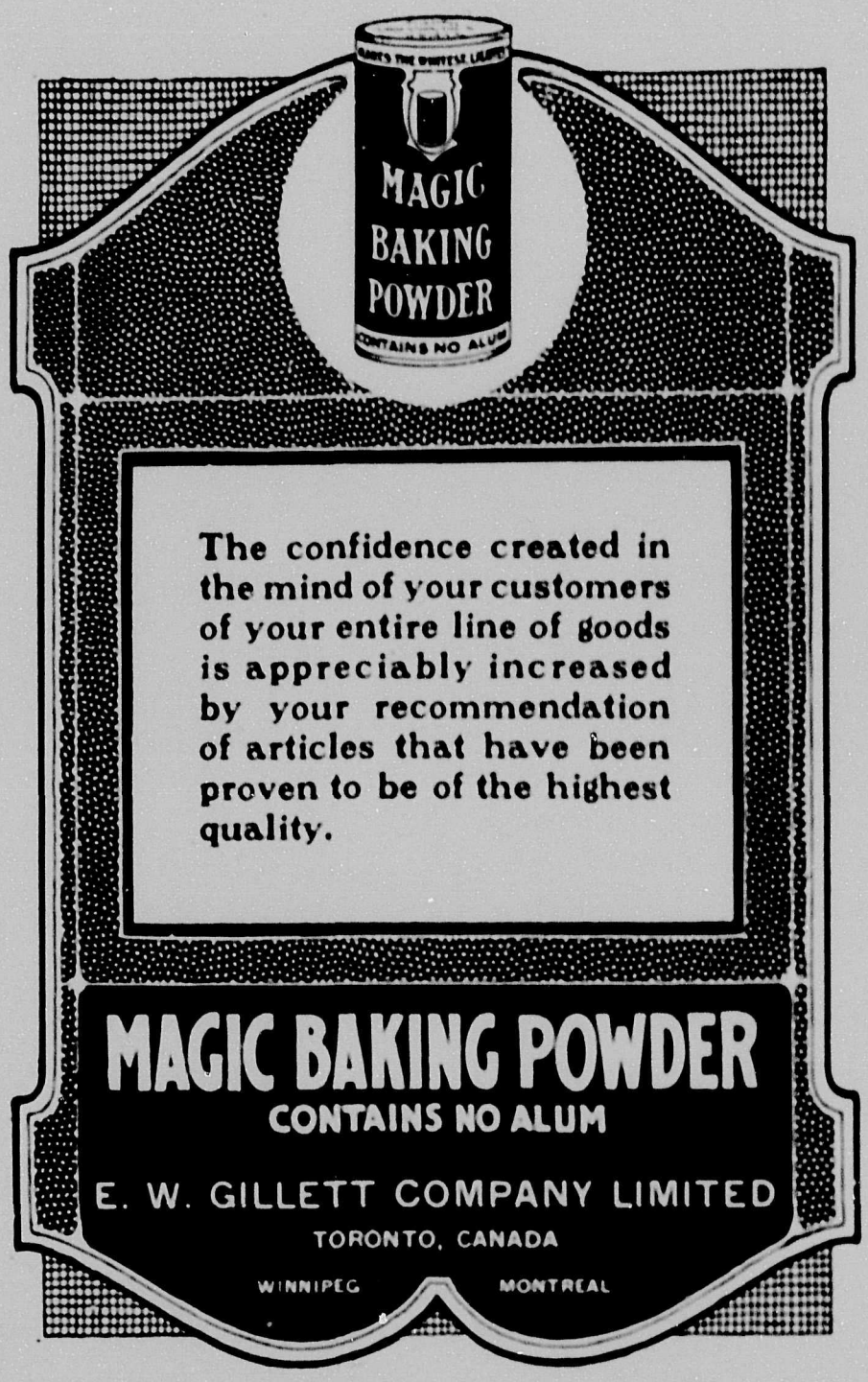
NABOB

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

And you can Recommend and Depend on NABOB to Satisfy

Rich, Fragrant, Delicious—And Always Fresh.

VACUUM PACKED



The confidence created in the mind of your customers of your entire line of goods is appreciably increased by your recommendation of articles that have been proven to be of the highest quality.

MAGIC BAKING POWDER
CONTAINS NO ALUM

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	.42
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.	1.45
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	2.10

Perfumed Lye—	Per case.
4 doz. in case	$ 5.75
5 cases	5.65
10 cases, 4 doz. in case	5.60

Magic Baking Powder—	per case
4 oz., 4 doz.	$ 5.70
6 oz. 4 doz.	7.55
8 oz., 4 doz.	9.05
12 oz., 4 doz.	12.25
12 oz., 2 doz.	6.35
1 lb. 4 doz.	15.55
1 lb. 2 doz.	8.60
2½ lbs. 1 doz.	9.85
5 lb. ½ doz.	8.80

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
5 lb. canisters (100 lbs. in case)	.16
10 lb. canister (100 lbs. in case)	.14¾
100 lbs. iron drums	.12
400 lbs., barrels	.10½

Cream of Tartar.	Per doz.
¼ lb. paper pkgs. (4 doz. in case)	$ 2.05
½ lb. paper pkgs. (4 doz. in case)	4.00
	Per case
4 doz. ¼ lb. paper pkgs. 2 doz ½ lb. paper pkgs. assorted	$15.95
	Per doz.
½ lb. cans with screw covers (4 doz. in case)	$5.10
1 lb. cans, screw covers (4 doz. in case)	9.20
5 lb. square canisters ½ doz. in case)	73¼
10 lb. wooden cases	.55
25 lb. wooden pails	.65
100 lb. lined kegs	.60¼
360 lb. lined barrels	.59

Magic Soda—Case No. 1—	
1 case (60 1 lb. packages)	7.20
5 cases or more	7.10

Bi-Carbonate of Soda—	
112 lb. kegs, per keg	7.80
400 lb. barrels, per barrel	25.25

KELLY, DOUGLAS & CO., LTD.

Nabob Products

Alum, ¼s, doz.	.75
Borax, ¼s, doz.	.75
Tartaric Acid, ¼s, doz.	2.50
Baking Powder, 48 12 oz., doz.	2.25
Baking Powder, 48 16 oz., doz.	3.75
Baking Powder, 12 2½s, doz.	8.30
Baking Powder, 6 5s, dozen	15.10
Celery Salt, glass, doz.	.90
Coffee, 1s, lb.	.52
Coffee, 5s, lb.	.61
Cream of Tartar, ¼s, doz.	1.75
Baking Soda, 60 1s, case	3.20
Baking Soda, 24 ½s, doz.	.60
Custard Powder, doz.	.95
Quick Tapioca, doz.	.95
Chocolate Pudding, doz.	.95
Allspice, No. 3, tins, doz.	.95
Chili Powder, small, doz.	.95
Cinnamon, 2 oz. tins, doz.	1.05
Cayenne Pepper, 3 tins, doz.	1.15
Cloves, small doz.	1.35
Ginger, small, doz.	1.05
Mace, small, doz.	1.15
Nutmeg, small, doz.	1.10
Paprika, small tins, doz.	1.15
Black Pepper, tins, doz.	.95
White Pepper, tins, doz.	1.10
Pastry Spice, 3 tins, doz.	1.10
Pickling Spice, doz. No. 3	.90
Marjoram, Mint, Parsley	1.10
Poultry Dressing, Sage, Savory, Thyme, Tumeric, tins, doz.	1.00
Curry Powder, 4 oz. glass, doz.	2.25
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.	.60
Fruit Colors, 2 oz., doz.	1.75
Icings (Chocolate, Rose Pink, Lemon, Vanilla, White, Almond, Orange), doz.	1.25
Jelly Powder, doz.	.90
Mustard, ¼s, doz.	2.40
Mustard, ½s, doz.	4.75
Mustard, 1s, doz.	8.50
Castor Oil, 2 oz., doz.	1.25
Castor Oil, 4 oz., doz.	2.00
Salt Petre, ¼s, doz.	1.50

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

Sulphur, ⅛s, doz		.75
Tea, Green Label, 1s lb		.53
Tea, Green Label, ½s, per lb		.54
½ lb. packages		.51
¼ lb. packages		.50
Tea, de Luxe, Afternoon, 1 lb.		.72
Tea, de Luxe, Afternoon, ½s, per lb		.72
Lemonade Powder, doz		2.25
Vinegar, doz		2.75

THE W. H. MALKIN CO., LTD.
"Malkin's Best" Products.

Arrowroot (St. Vincent)		
12/4 oz ctns.	per doz.	1.40
12/8 oz	per doz.	2.75
Baking Powder (Pure Phosphate)		
48/12 oz	per doz.	2.90
12/2½s	per doz.	9.35
12/5s	per doz.	16.85
Baking Soda		
12/4 oz. ctns	per doz.	.45
12/8 oz. ctns	per doz.	.60
Coffee (Vacuum Pack)		
48/1s	per lb	.52
Cream of Tartar (98% pure)		
4 oz ctns	per doz.	1.90
8 oz ctns	per doz.	3.75
Custard Powder		
4 oz ctns	per doz.	1.00
8 oz ctns	per doz.	1.90
Drug Sundries		
Borax, 12/4 oz	per doz.	.80
Epsom Salts 12/4 oz ctns		.50
Sulphur, 12/4 oz ctns	per doz.	.60
Extracts (all flavors)		
12/2 oz	per 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	6.50
gallon	each	19.50
Glycerine		
12/2 oz btls	per doz.	1.75
12/4 oz btls	per doz.	3.25
Honey		
24/8 oz jars	per doz.	2.40
24/12 oz jars	per doz.	3.50
24/2s tins	per doz.	6.00
12/5s tins	per doz.	11.50
Jelly Powders (all flavors)		
12/4 oz	per doz.	.95
Lemonade Poyder		
12/4 oz ctns	per doz.	1.25
12/8 oz ctns	per doz.	2.25
Mustard		
12/2s tins	per doz.	1.65
12/8s oz tins	per doz.	4.50
24/1s tins	per doz	8.50
12/5s tins	per lb	.60
Spices and Seasonings		
Allspice 12/2 tins	per doz.	.95
Cinnamon 12/2 tins	per doz.	1.05
Cloves 12/2 tins	per doz.	1.35
Curry Powder 12/2 tins	per doz.	1.35
Chili Powder, Cloves 12/2 tins	per doz.	1.35
Ginger12/2 tins	per doz.	1.05
Mace 12/2 tins	per doz.	1.35
Marjoram 12/2 tins	per doz.	1.10
Mint 12/2 tins	per doz.	1.10
Nutmeg, 12/2 tins	per doz.	1.10
Paprika 12/2 tins	per doz.	1.15
Parsley 12/2 tins	per doz.	1.10
Pastry, Mixed 12/2 tins	per doz.	1.10
Pepper, black 12/2 tins	per doz.	.95
Pepper, cayenne 12/2 tins	per doz.	1.15
Pepper, white 12/2 tins	per doz.	1.10
Poultry Dressing 12/2 tins	per doz.	1.00
Sage, ground 12/2 tins	per doz.	1.00
Sage, rubbed 12/2 tins	per doz.	1.00
Savory 12/2 tins	per doz.	1.00
Thyme 12/2 tins	per doz.	1.00
Tumeric 12/tins	per doz.	1.00
Whole Cinnamon 12 ctns	per doz.	.45
Whole Nutmeg 12 ctns	per doz.	.45
Whole Pickling 12 ctns	per doz.	.90
Celery Salt, taper bots	per doz.	2.10
Curry Powder, taper bots	per doz.	2.25
Tea		
100/1s	per lb	.53
50/½s	per lb	.55
10/1s and 20/½s assorted	per lb	.54½
12/5s	per lb	.56
Vinegar		
24 qts	per doz.	2.75

P. BURNS & CO., LTD.
Shamrock Products

Hams, per lb		.36
Hams, boned and rolled per lb		.40
Bacon, 6-8, per lb		.44
Dominion hams, 12-16 lbs		.33
Dominion Bacon, 6-10 lbs. per lb		.36
Dominion Bacon, 10-14 per lb.		.32
Dominion Shoulders, boned & rolled		.25
Cooked hams, Shamrock, per lb		.48
Ayrshireroiled shoulders, per lb		.22
Lard, No. 6, 12 to case		11.65
Lard, No. 3, 20 to case		11.70
Lard, cartons, 15 lbs		.21¾
Lard, No. 1, cartons, 30 lbs		.21½
Compound, Carnation, No. 5, 12 case		8.65
Compound, Carnation, No. 3, 20 case		8.70
Dripping, beef, 4-lb bricks		.13
Mincemeat, kits, 25-lb. net, per lb.		.14
Meat Loaf, per lb		.18
Pork Pies, per doz		.40
Pork, roast legs with dressing lb		.49
Baked ham with dressing, per lb.		.49
Cooking Oil, 5 gal. tins, 40 lb., per lb		.15
Creamery Butter, Shamrock, cartons		.45
Creamery Butter, without cartons		.44
Cheese, Canadian, large, per lb.		.22
Cheese, Canadian, twin, per lb.		.22½
Smoked fish, kippers, 20s, per lb		.3½
Smoked fish, kippered salmon, 10s and 20s, per lb		.16
Smoked cod, 30s per lb		.15
Head Cheese, 5 lb tin, each		.60
Jellied tongue, per tin		1.75
Selected fowl per lb		.25
Selected Chicken, per lb		.30

THE ROYAL CROWN SOAPS, LTD.
Vancouver Price List—F.O.B. Vancouver, or New Westminster.
Terms Nett 30 Days.

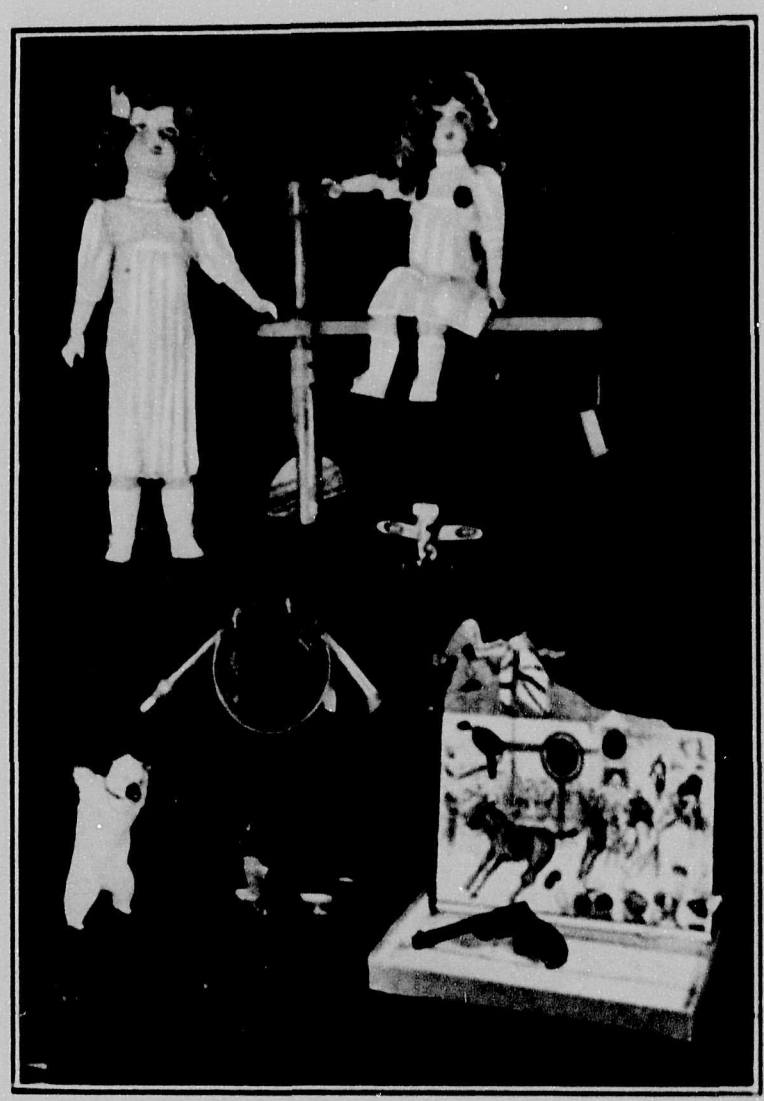
Royal Crown Soap, 5s, box of 120, 1cs.	$ 5.45
Royal Crown Soap, 1s, box of 100	4.55
Golden West 5s box of 120s	4.85
Crown Olive, per gross	9.60
White Wonder, box of 100	5.30
Linen (unwrapped) box of 100	3.80
Royal Crown Naptha, box of 100	4.75
Klondyke (wrapped), box of 25	6.30
Klondyke (unwrapped), box of 25	6.15
Primrose (wrapped), box of 25	4.55
Extra hard unwrapped, box of 30	2.50
English Blue Mottled, box of 20	6.20
Royal Crown Powder, 3-lb. box of 24	6.55
Royal Crown Powder, 1-lb. box of 50	4.80
Golden West Powder, 3-lb box of 24	6.55
Royal Crown Cleanser, box of 48	2.55
Royal Crown Lye, box of 48	5.30
Royal Crown Powdered Ammonia 1 lb box of 36	3.80
Liquid Ammonia, 2 doz. qts. box of 24	4.05
Liquid Blue, 2 doz. qts., box of 24	4.05
"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 25	4.00
Seal Brand Castile, box of 50	5.70
Olive Castile, cakes, box of 200	4.50
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	5.45
Golden Rule Soap, 6s, box of 144	5.45
Perfect (unwrapped), box of 100	3.80
White Swan Naptha, box of 100	4.75
Climax or Montreal (wrapped), box of 25	6.30
Red Crown, box of 25	4.55
Golden Bar, box of 30	2.50
Blue Mottled, box of 20	6.20
Blue Mottled, box of 30	5.55
White Swan Washing Powder, 3 lb., box of 24	6.55
Pendray's Lye, box of 48	5.30
Pendray's Powdered Ammonia, box of 24	4.05
Special prices on 5, 10, 25 and 100 boxes	
Pendray's Water Glass, Egg Preserver	
Cases 24 tins, per case	5.00

THE JAMESON LINE
W. A. Jameson Coffee Company of B. C.

Coffees:	
"Jameson's Brand" 50—1s to a case	$ .47
"Jameson's Brand" ½s	.48
Tea:	
"Jameson's Brand" 50—1s to case	.50
"Jameson's Brand" 100—½s to case	.51
Baking Powder: Jameson's "Featherlight"	
5-lb tins, per doz.	13.80
2½-lb tins, per doz.	7.20
12-oz. tins, per doz	2.30
Extracts: Almond, Banana, Cherry Lemon, Orange, Peppermint, Ratifia, Rose, Raspberry, Strawberry Vanilla.	
2-oz., per dozen	2.25
4-oz., per dozen	4.20
8-oz., per dozen	8.40
16-oz., per dozen	16.80
Summer drinks:	
Persian Sherbert 8-oz. tins, per doz	2.25
Lemonade Crystals, 10-oz tins, per doz	2.25
Allspice, per dozen	1.00
Cinnamon, per dozen	1.00
Cloves, (1 oz.), per dozen	1.15
Curry Powder, per dozen	1.15
Ginger, per dozen	1.00
Mace, (1 oz.), per dozen	1.15
Mixed Spice, per dozen	1.00
Mustard pure, per dozen	1.15
Nutmeg, per dozen	1.00
Paprika, per dozen	1.15
Pepper, black, per dozen	1.00
Pepper, white, per dozen	1.10
Pepper, cayenne, per dozen	1.15
Pickling spice, per dozen	.90
Tumeric, per dozen	1.00
Marjoram, per dozen	1.00
Mint, (1½ ozs.) per dozen	1.15
Poultry dressing, (1½ ozs.), per dozen	1.00
Sage, (1½ ozs.), per dozen	1.00
Savory, (1½ ozs.), per dozen	1.00
Thyme, (1½ ozs.), per dozen	1.00
Celery salt, (2 oz. btls.), per dozen	1.25

"The House Behind The Goods"
MALKIN'S BEST

MALKIN SAYS
THE "FLAVOR SEALING" TIN
Contains
THE FINEST COFFEE POSSIBLE
and will retain the Appetizing Aroma and Flavor Indefinitely



XMAS TOYS

We are carrying a well assorted selection of Canadian, British, American and French Toys, Dolls, etc.

French Sleeping Dolls, $1.95 to $5.75. Kiddie Kars, $2.25. Horns all prices English Games. Rubber Balls, 45c to $4.25 doz.

Special Assortment of 100 Toys and Dolls for $50

Larger or Smaller Assortments as desired

GIFT SUGGESTIONS

UMBRELLAS
HANDKERCHIEFS
FANCY HAIR COMBS
SILK HOSE
SILK BLOOMERS
HAND BAGS
BEAD NECKLETS
BRUSHES
WAISTS
etc., etc.

MILNE & MIDDLETON, LTD.

MILLINERY——NOTIONS——SMALLWARES

247 Water Street Sey. 162 Vancouver, B. C.

Fall Drapery Stock Is Now Complete !

We have just received a big shipment of Fall Cretonnes, Scrims, Muslins, Tapestries, Novelty Curtains, Novelty Scrims, etc.

Samp'es and Prices Quoted on application

Our New Catalogue is now issued, if you have not received one just write

GEO. H. HEES SON & CO.

——— Limited ———

TORONTO MONTREAL
603—325 HOWE ST. VANCOUVER, B.C.
Seymour 5279

Campbell's Limited
Successors to

Geo. A. Campbell & Co.

Tower Building 500 Beatty Street
VANCOUVER, B.C.

MANUFACTURERS OF

MEN'S CLOTHING

All Goods Made on the Premises.

Specialists in

GUARANTEED INDIGOS AND SOLID WORSTEDS

STANDARD MODELS, ALSO

YOUNG MEN'S IN UP-TO-DATE STYLES.

SPECIAL MEASURE DEPARTMENT TO THE TRADE

DRYGOODS *AND* FOOTWEAR

CANADIAN CLOTHING MANUFACTURES.

Woollen fabrics of high order made in Canada.

An advance report on the men's wear section of the clothing manufacturing industry in Canada, based upon returns made last year and referring to the calendar year 1920, has been issued by the Dominion Bureau of Statistics. It summarizes returns from 196 clothing factories and 1,620 customs tailoring shops. Of the factories, 117 are located in the Province of Quebec, seventy-two in Ontario, and the remaining seven in British Columbia, Manitoba and the Maritime Provinces. They represented in 1920 a capital investment of approximately $38,000,000, and employed 13,527 persons, including only about eight hundred outside piece workers. The men's wear clothing factories and customs tailoring establishments together used materials costing $44,556,318, and produced goods valued at $82,592,-913, such materials including 7,822,-085 yards of tweeds and serges, 1,-564,003 yards of overcoating, and 3,-506,749 yards of ducks, drills, denim, etc. Much was of British manufacture, but the Canadian mills are now producing woollen fabrics which are highly creditable. They are somewhat lower in price than the imported lines of similar grade, and are in good demand even from careful buyers who recognize values. There can be little doubt that considerable quantities of the domestic fabrics used for men's suitings in Canada are being represented to the public as imported, because of popular prejudice in favor of suitings of British manufacture. In having the products so misrepresented, the Canadian woollen mills are expeciencing a condition through which most Canadian manufacturing industries are called upon to pass. The course of development generally can be divided into three stages:

1. The initial period, with limited production, principally in the coarser goods.

2. The period of notable progress, resulting from some special circumstances such as war restrictions on imports.

3. The period of public recognition, when the Canadian products can be marked as "Made in Canada," without thereby being discredited in the estimation of the public.

READY-TO-WEAR SUITS FROM ENGLAND.

Ready-to-wear suits for men are now being imported from England by one of the largest department store organizations in Canada. Hitherto British suitings have been purchased and made up in this country, as English manufacturers did not seem to be able to produce suits in the styles demanded by this market. For two years or more the concern already referred to has been working with one of the largest of the British companies making men's clothing, with a view to having men's suits made up in England, and at last has succeeded in obtaining satisfactory results. It is to be expected that importations of ready-to-wear clothing of British manufacture, especially in medium priced lines, will grow.

BRADFORD WOOL TEXTILES.

There are three matters of immediate interest to the Bradford trade, the new American tariff, the London and Australian wool sales, and the transfer of the distributing agency for German reparation dyestuffs from the Central Importing Agency to British Dyestuffs Corporation, Limited.

The new American tariff on wool of 31 cents per lb. scoured content is the rate recommended by the conference appointed by the House of Representatives to consider the original Tariff Bill. Bradford traders, of course, could have wished that the barrier had been lower, but, seeing that it compares so favourably with the original recommendation of 33 cents per lb. and the equivalent of 45 cents in the emergency tariff, they are not disposed to grumble. One effect the new tariff has had is that it has prevented American buyers making heavy purchases of wool for importation before the tariff begins to operate.

The London wool sales having terminated so firmly there is a natural reflex in the attitude of topmakers there, and, although their prices have not materially altered from last quotations, they occupy a very independent position and the market is distinctly against the buyer. The indications are that London rates will at least be maintained and in this eventuality the Bradford market is likely to harden.

DRY GODDS.

Local wholesalers report that Eastern manufacturers are endeavouring to maintain price levels, but it is somewhat difficult to determine how far they will succeed in this endeavour, since basic costs are advancing all along the line. Factories are busy and cannot guarantee delivery of any ruch orders. The retail merchant who was dilatory in ordering in reasonable quantities is encountering difficulty in securing ample suppliese for seasonable requirements.

Ginghams.

Opening quotations for spring have shown no advance over last year, while finer white and grey cottons are firm with no tendancy to advance. Coarser grades, however, such as duck and drills have stiffened considerably and show an advance of approximately 10% over last year's figure.

British cotton manufacturers report no possible chance of a reduction, and a slight advance in Manchester linese is predicted in the very near future. Manufacturers claim that they have been operating at a loss, which will result in a general stffening of prices.

Hosiery.

Cotton and lisle hose show opening prices on in a similar basis to last spring, but manufacturers state that they will have to advance the price of any future orders. Silk and fibre hosiery register lower prices than last year's opening figures, but mills report prices will stiffen in these lines. Cashmere and wool hose are slightly higher.

Dress Goods.

Bradford worsteds have registered several advances during the last

three months, and quotations on finer grades are stiffening. There is very little demand reported for crossbreds.

Carpets.

Prices remain rm, with a slight reduction noted on English Wiltons and Axminsters.

Linoleums.

Scotch and domestic lines show an upward tendency.

Campbells Limited.

The well-known manufacturing firm of George A. Campbell & Co., makers of men's fine clothes, having been re-organized, are now styled Campbells' Limited, and will carry on business as formerly under the same management at their factory in the Tower Building, Vancouver. Gordon Campbell is at present in England on a buying trip, where he will visit the leading factories in Bradford and other woollen manufacturing centres. Dealers will receive the same satisfactory and efficient service from this firm, who are in a position to take care of all orders entrusted to their care.

Raw Silk Market.

Manufacturers and dealers are now convinced that there will be practically no decline in the immediate future as far as raw silk is concerned. Prices have remained firm, with double extra "A" quoted at around $8.00 per pound. Switzerland has no available surplus stocks on hand of finished goods, manufacturers having taken such an immence loss during the past few seasons that they prefer to make only according to order.

Good business is being experienced in velveteens and silk velvets, with crepe weaves in silg fabrics selling in good xolume. Retailers report better business in these latter lines. Advanced prices have been announced in new goods, but buyers are registering no complaint when paying the price asked.

KNITTED GOODS

Wool underwear prices remain firm and are likely to remain so for the balance of the season. Yarn prices have advanced materially since underwear prices were set for the fall and winter, and there is no immediate prospect of them declining.

With a marked activity among British spinners, resulting in several advances being reported in that market, and the new U. S. tariff on wool, higher prices for all woollen goods seem a certainty.

Underwear purchases by the retail trade have come up to expectations, but there is a danger of a shortage if business proves better than was anticipated when orders were placed.

Light weight knitted underwear will likely be priced at the closing quotations for last season.

Cotton and cotton yarns are firm in price and there can be no reduction looked for for some time to come.

FOOTWEAR

There has been a more satisfactory volume of fall business than was anticipated, and it is hoped that with buyers regaining confidence in styles and prices, they will be prepared to book further ahead, than for the past year. The shoes for fall, winter and early spring are more or less familiar in appearance. Straps, especially one and two straps, predominate, while the wide, one strap effect is not so much in evidence, but the narrower straps with buttons are once more becoming popular. The wishbone strap and cross strap are among the newest effects. Cutouts have given way somewhat to inlays in the novelty class, while lattice effects on the side of the shoe are shown by a number of makers, particularly in turns.

Toes remain medium full, while heels are running 12/8 up. Oxfords are shown in relatively plain design, for fall wear, also carrying higher heels. Patents remain still in the lead, in combination with grey or biege suede, with black kid and calf following closely for walking shoes, while satin and brocades are leaders for evening shoes.

With the advance of raw material, hides manufacturers can do no other than advance the cost of footwear. The retail trade do not favor these higher prices, claiming that the volume of business will as a consequence be restricted, but same are unavoidable if the tanner and manufacturer are to reap a profit from their business.

Shoe prices all over the continent are due to advance, although there will not be any phenominal increases in the price.

In former years the reason or justification for higher prices, not only in footwear, but in all classes of merchandise, was not satisfactorily explained, but the forecast of higher prices at this time is understandable. The immense stocks of sole leather held in the eastern factories are now practically depleted, and farmers are in a position to ask reasonable figures for their hides, no longer being compelled to sell them for what they would fetch.

The recent announcement of a 45c advance on spring delivery goods, made by the International Shoe Company of St. Louis, probably the largest organization of its kind in the world, may be taken as a general indication of the trend of footwear prices.

Canadian manufacturers have explained to the "Retailer" that the advance in price will amount to between 15c and 25c a pair for spring deliveries.

Straps and More Straps

Manufacturers samples for spring are arriving and show a still larger assortment of strap effects in womens' footwear. Diagonally, vertical, parallel, and at every conceivable angle are these straps affixed, and although the effects are very charming, and designed to meet the whimsicalities of fashion's decree, it would nevertheless mean money in the pocket of the retail shoeman were able to divert the feminine mind from leaning toward such a multifarious selection of patterns.

Novel designs are being continually asked for, and the retail dealers' order sheets resemble a Chinese puzzle in the attempt to describe the patterns asked for. Milady has ever desired wearing apparel distinctively different, and a similar desire is now manifest in the selection of her footwear, which may truly be said to have passed from a staple line, and it is difficult to determine when and where it will end, keeping manufacturers vying with each other in an eager attempt to produce novelty strap effects.

HARDWARE, OIL *and* PAINTS

General Conditions

Wholesale houses in Vancouver report a steady volume of business which, it is anticipated, will materially increase with the crop movement, and the resultant impetus usually noticeable in Coast trade. The annual exodus from the prairie provinces will mean more money in circulation, and the hardware men generally are looking to benefit therefrom. Business in the up country districts is reported to be in a good condition, and collections show a measure of improvement. There is a somewhat halting tendency reported from the merchants in the fruit growing districts, who are slow in meeting their committments owing to growers' complaints of low prices for their product. A steady demand is being experienced for stoves ranges and other heating appliances, which are moving well at unchanged prices 10 per cent lower than last year.

A temporary inflation is apparent in hardware commodities more noticeable during recent weeks. Although the majority of price changes have an upward tendency several declines are also noticeable. The lower prices however are in lines that have not recorded any change for some considerable time, and in which manufacturers have managed to effect economies in production and quantity distribution, and such reductions are not attributed to any lowering of material costs. An upward tendency has been apparent in basic elements which go toward the manufacture of hardware commodities, and although there is a possibility of a reaction in a few months time, the present movement is described as a natural rebound from the deflation of 1921.

Galvanized ware advances

Prevailing higher price levels in galvanized ware such as pails, tubs, garbage cans, tanks, boilers and sinks are likely to rule for some time to come.

The discount on these goods is now 10 per cent, the former discount being 17½% off list prices. This is the second revision in these prices during the present year. Manufacturers state that since the first discount was announced the trend of galvanized sheets has been upward, but increases in the finished product were withheld until the continued rise in raw material would not permit manufacture at former lower levels.

Hardware price fluctuations during the past twelve months.

The following table shows the relative index figures of current prices and the rise and fall during the past year, as compared with pre-war standards, and the highest level reached in 1920.

Month.	Year	Index
August (Base)	1919	100
October (high mark)	1920	268
August	1921	211
September	1921	206
October	1921	203
November	1921	202
December	1921	200
January	1922	194
February	1922	189
March	1922	186.27
April	1922	184.53
May	1922	184.51
June	1922	184.75
July	1922	185.05
August	1922	185.83

Turpentine

There is an upward tone in the turpentine market, with local quotations generally showing an advance of approximately five cents a gallon. Following the fluctuations in southern markets recently, there is now reported a firmer tone with improved demand. Delayed shipments from primary markets have resulted in the depletion of spot stocks. Southern dealers anticipate a steady market, during this period, when a heavier demand is usually in evidence.

Window glass

There is an easier tone in imported glass, doubtless owing to the low exchange value of the Belgian franc, which has been on a falling market until it is now at the lowest point reached for some time, with the exception of one instance when it dropped below the present quotation. Importers describe the market as not at all satisfactory and although it was thought that recent reduced prices would establish a steadier situation there is still evident an unsettled feeling among the trade.

Oiled and annealed wire prices hiher

Prices on oiled and annealed wire have advanced fifteen cents per hundred pounds.

Revised price list on Aluminum

The Aluminum Ware Mfg Co. are issuing revised prices on aluminum kitchen utensils and sundry lines. Price reductions of varying extent are made on many lines while certain articles remain at former quotations.

Files register advance in price

Through a revision in discounts the Nicholson make of files have been advanced in price. The revised quotations is list less 35 per cent, compared with former discount of 35 per cent. Prices on other lines are increased in proportion and the revised levels recording advances of between 5 and 10 per cent.

Glass ovenware in seasonable demand

Fall sale of Pyrex glass ovenware has started and merchants are stocking up to meet the demand. The current quotation is unchanged at, list less 33 1-3 per cent.

Enamelled ware and tinware advance

Owing to the higher cost of production greatly caused by the high price of coal the Canadian manufacturers of enamelled and tinware have advanced their prices of the entire line of cooking utensils. The new high price now quoted by the jobber shows advance of about eight per cent.

Higher net prices on bench axes

New higher prices are announced locally on bench axes, this change being in line with the general advance in quotations on these products.

Fair demand for Roller Skates

There is a fair fall sale for roller skates. Quotations are considered likely to advance in the near future.

Rock and Clay picks at high quotations

An increase of fifty cents per dozen is now in effect on both clay and rock picks.

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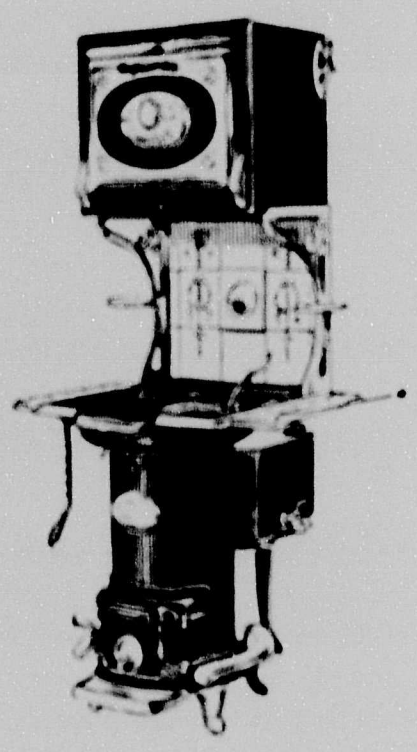

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Range boilers have higher price levels

Manufacturers and distributors announce an advance in quotations on the various sizes of range boilers. Standard 30 gallon boilers are quoted at twelve dollars and eighty cts. while the extra heavy is quoted at fifteen dollars each.

Stanley rules are revised in price

Stanley Rule and Level Co. have revised their prices on their line of rules and the jobbers are now quoting prices accordingly. The revised prices show a reduction from five to ten per cent.

Easier price levels on lawn mowers

A reduction is now made in quotations on lawn mowers effective from September. Jobbers are now booking orders at the revised lower levels which are guaranteed against any further decline until June 1923.

Mattock prices now higher

Both cutter and pick mattocks have been advanced in price the extent of this change being sixty cents per dozen higher. Cutter and pick mattocks are twelve dollars and sixty cents per dozen.

Barbed wire

There is a very satisfactory demand for barbed wire and a good volume of business is being done. Prices are as follows: cattle, $4.75 spool; hog, $5.25 spool.

Stoves

Jobbers report heating stoves in demand. Retailers are getting their stocks in shape for the seasonable business.

Wire nails advance

Wire nails advance in price. Jobbers are now quoting $5.30 a keg as base, this price being ten cents a keg over the old base.

Upward revision in pipe fitting prices

Advances varying in extent from five to twenty-five per cent have been made on pipe fittings, both cast and malleable iron.

Builders hardware

Sales of builders hardware continue in very good volume, exceptionally so for this late in the season.

Sash cord

While demand is not as good as a few weeks ago, there is still quite a satisfactory demand. Prices are firm and unchanged.

Cutlery.

Demand continues to be good and both table and pocket cutlery are moving in good volume.

WINNERS OF SAVE THE SURFACE CONTEST ANNOUNCED

Our readers will remember that earlier in the year the "Save the Surface" Committee offered prizes for the best window displays and newspaper advertisements which had for their theme the idea of surface protection through the use of Paint and Varnish. G. D. Davis, manager, "Hardware & Metal" acted as judge of these contests and announces the winners as follows:—

Window display contest

1st prize, $50 to Falconer's Limited, Winnipeg, Man.

2nd prize, $40, to Smellie Bros., Limited, Russell, Man.

3rd prize, $25, to Wm. H. Lake, Queen St. W., Toronto, Ont.

Ad writing contest

1st prize $50, to Mills Hardware Co., Ltd., Hamilton, Ont.

2nd prize, $40 to The Paint & Arts Supply, 125 East Ave., West, Calgary, Alta.

3rd prize, $25, to Smellie Bros., Limited, Russell, Man.

We take this opportunity to congratulate the winners and are reproducing some of the winning exhibits in this issue.

The window display contest proved the most popular, a large number of entries being received; in fact over twice as many as entered for the ad. writing contest.

All of these window displays were splendid advertisements for Paint and Varnish products and must have proved very beneficial in promoting their sale. Those dealers to whom it has been repeatedly suggested that they tie up with the "Save the Surface" Campaign and who have done so are undoubtedly reaping the benefit. From all sides we are hearing of people who are using paint and varnish for dollar and cent investment in their property as well as for appearance.

This Fall the Committee are running a big campaign pointing out the advantages of Fall Painting. Merchants who couple up their activities with the Fall campaign and go out after this Fall painting business should have little difficulty in showing increasing sales.

After all, the "Save the Surface" Campaign is to help dealers sell paint and varnish. The results to the individual dealer who ties up are definite, therefore the aim should be to make the fullest use of the "Save the Surface" advertising, and this can be done by window displays, the featuring of the "Save the Surface" slogan in the store and window, on letters and stationery and in local newspaper advertising.

The value of the "Save the Surface" campaign is proved beyond question of doubt. Stores that formerly carried paint and varnish as a side line are now giving it a major position, with preferred space in their store layouts. They are finding that paint is profitable and by co-operation with the Fall painting campaign they will further learn that it can be made a year round seller.

Sporting Goods.

There is a fair demand for fall sporting goods, especially cartridges, loaded shells and hunting supplies. Footballs, boxing gloves, etc., are moving out in fair volume.

Weatherstrip Moves Out.

Weatherstrip begins to move out. Prices remain unchanged.

Wheelbarrows.

Sales of wheelbarrows are of fair volume. There has been an advance in the wood stave barrow.

New Oneida Game Traps.

Oneida Community Ltd., have on the market a new coil spring game trap which they claim will not clog when in operation and will stand unusual abuse and is not effected by climatic conditions.

Athletic store opens in Vancouver

A. G. Spalding & Bros. of Canada Limited have opened their new establishment at 424 Hastings Street West. This store is the fifty-second in the chain of Spalding stores, located in the principal cities of Canada, Great Britain, The United States, France and Australia, selling athletic goods exclusively, which are manufactured in the firm's own factories in London, Glasgow, Birmingham, Leeds and their Canadian factory located in Brantford, Ontario.

Decimal System of Pricing

McLennan and McFeely, who recently issued a new catalogue priced on the decimal system instead of the old method of packing and pricing goods by the dozen and gross, are now asking an expression of opinion from the retail merchants of British Columbia as to whether they consider the decimal system of pricing illustrated in their general catalogue an improvement. (Address your opinion to above mentioned firm). Ed.

BUILD BIGGER BUSINESS

By handling our No. 159

Aluminum Assortment

Consists of forty-eight pieces of pure Aluminum—four pieces each of twelve ready sellers—all standard sizes, carefully selected—**No Jokers.**

Price to the dealer—$57.12

Striking Window Display with each assortment
Folders giving illustrations and particulars gladly sent upon request.

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Students in the schools throughout the province have been quick to see the superiority of **Keystone Brand School Supplies.** We have maintained a high standard of quality in their interest.

That they appreciate good paper is proven by the fact that larger quantities are being sold now than ever before in the history of this industry.

We shall be glad to submit samples if you do not already handle **Keystone Brand.**

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301 CORDOVA ST. WEST Sey. 2765 VANCOUVER, B.C.

HARDWARE PRICES CURRENT

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

AMMUNITION, DOMINION

	Black.	Smokeless.
22 Short	4.50m.	4.85m
22 Long	5.40m.	6.75m.
22 Long Rifle	6.90m.	7.90m.
22 W. R. F.	9.50m.	10.90m.
25-35 S. of Point		64.25m.

AMMUNITION, AMERICAN

	Black.	Smokeless.
22 Short	5.25m.	5.60m.
22 Long	6.20m.	7.85m.
22 Long Rifle	7.35m.	9.20m.
25-35		72.20m.

LOADED SHELLS
Dominion Smokeless

Sovereign, 12 guage	47.20m.
Regal 12 guage	47.20m.
Cannuck 12 guage	48.50m.

ANVILS—Peter Wright, 80lbs. to 139 lbs., 18c lb; over 139 lbs. 22c lb.

AXES—Boys' Axes, 1½ lbs. $12.00 to $13.20 doz. double bit axes, unhandled, $21.00 to $24.00 doz.; hunters axes, $10.80 doz.; single bitted axes, unhandled, $15.60 to $17.40 doz.

BARS—Crow, $11.00 per 100 lbs.

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

BOLTS, CARRIAGE—(in full packages). ⅝ and smaller up to 6-in. long, less 20/10 off list; over 6½ in. 20/10 off list; 7-16 and larger, all lengths, less 17½/10 off list.

BOLTS, MACHINE— ⅝ and smaller up to 4-in. long, less 40/10 off list; over 4-in. less 25/10 off list; ¾ and ⅞, less 20/10 off list. off list.

BOLTS, STOVE—Less 60 off list.

BOLTS, TIRE—Less 25/10, add 10% on all bolts for broken packages.

BOARD, Beaver—Per 1,000 to 5,000 feet, $51.00 per 1,000 feet.

BOILERS, RANGE—30 gals. $12.50 each.

BUILDING PAPER—Tarred, $1.07 to $1.34 per roll. According to quality. Plain, 72c to $1.75 per roll.

BUTTS—Plated, 241, antique copper and dull brass finish. 2½x2½, per pair 32c; 3½x3½, per pair, 27c; 4½x4½, per pair, 72c.

BUTTS—Wrought steel, No. 804, 2½x2½, $1.35 per doz; 3½x3½, $2.40 per doz.; 4½x4½, $4.74 per doz.

CARPET FELT—16 oz., 50lb., $4.10 roll.

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

CHAIN—Coil B. electric weld, 3-16, $18.50 per 100 lbs; ¼, $16.75 per 100 lbs. 5-16, $14.00 per 100lbs.; 3-8, $11.75 per 100 lbs.; ½, $12.00 per 100lbs.

CHAIN—Logging, 5-16x14, $2.75 each; ⅜x14, $3.25 each.

CHOPPERS FOOD—Universal, No 0, $1.35 each; Universal, No 1, $1.90 each; Universal No. 2, $2.25 each; Universal, No. 3, $3.15 each; Home, No. 55, $2.30 each; Home, No. 65, $2.75 each.

CHURNS, BARRELL—No. 0, $8.25 each; No. 1, $8.25 each; No. 2, $9.45 each; No. 3, $10.50 each.

CLEVIS, MALLEABLE—Per lb., 17c.

CLOTHES LINE, WIRE—Per each, 50 ft., 30c; 100 fe., 50c.

DRILLS—Bit stock 40/10% off new list; blacksmith ½ in. 50/10% off new list.

EAVTROUGH—Per 100 feet, 8-in. $5.50 10-in. $6.15; 12-in. $7.50.

FILES—Great Western, 55% off list; Black Diamond, 35% off list.

HINGES—Per doz. pairs—Heavy strap, 4 in. $2.30; 5-in. $2.65; 6-in. $2.90; 8-in $4.15.

CORRUGATED TEE—Per dozen pairs—4-in. $2.70; 6-in $3.60; 8-in. $5.90; 12-in. $12.

HORSE SHOES—Iron, Nos. 0 to 1, $10.00 per 100lbs.; iron, Nos. 2 and larger, $9.75 per 100 lbs.

IRONS, SAD, COMMON—Per 100 lbs.—6 lbs. and over, $19.45; 3, 4, and 5 lbs. $25.25.

KNOBS, RIM DOOR—Japanned, $3.25 per doz.

LAMP CHIMNEYS—A, per case 8 doz., $1.20 per doz.; A, per doz. $1.50; B, per case 6 doz. $1.40 per doz.; B, per doz. $1.70.

LANTERNS—Short or long globe, plain, $10.50 doz.; Japanned, $11.00 doz.

MATTOCKS—Pick, $12.60 per doz.; Cutter, $12.60 per doz.

NAILS, WIRE—Base, $.50 f.o.b. Vancouver; Cut, base $7.00 f.o.b. Vancouver.

NETTING, POULTRY—Per roll—2x12, $1.95; 2x24, $3.00; 2x36, $4.20; 2x60, $6.90; 1x12, $2.95; 1x24, $3.25; 1x36, $7.50.

NUTS—Per 100 lbs. advance over list—Square, small lots, $7.00; square, case lots, $1.00; hexagon, small lots, $3.50; hexagon, case lots $1.50.

PICKS—Clay, 6-7 lbs. $1.00 each.

PINE TAR—1 gal. $1.45 each; ¼ gal., 42c each; ½ gal. 25c each.

PLASTER OF PARIS—$3.30 per 100 lbs.

RIVETS AND BURRS—Black carriage, 5lb. Packages less 35% off list, copper rivets, No. 8, 42c per lb; assorted copper rivets and burrs 45c. No. 8, assorted coppered rivets and burrs 28c per lb. No. 8, copper burrs 70c per lb; Coppered Rivets 22c per lb. Coppered burrs 22c per lb.

ROPE SISAL BASE—British manila, base, 18c; pure manila, base 19c.

SAWS, BUCK—Happy Medium, $16.50 per doz. Happy Idea $15.12 doz.; Disstons No. 6, $16.20 dozen.

SCREWS—Bright ⅝at head 70/10/10 off list; bright round head, 70/10 off list; brass flat 65/10 off list; brass round head 60/10 off list.

SCREW, CAP—60 off list.

SCREWS, SET—50/10/5 off list.

SHOVELS AND SPADES—Olds or Fox, $12.60 per doz. ⅝ Jones or Bulldog, $14.40 per doz.

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

IRON, BLACK SHEET—per 100lbs.— 16 guage $5.35; 14 guage $.25; 18-20 guage, $5.85; 26 guage $6.45.

IRON, GALVANIZED SHEET—Per 100 lbs. —28 guage American or English $7.40; 24 guage, $7.00; 18-20 guage $6.80.

SCOOPS—Per doz. Moose, No. 4, $17.05; No. 6, $17.25; No. 8, $18.75; No. 10, $19.50. All above in black finish.

SOLDER—½x½, case lots, 29c per lb.; less 31c per lb.

SPIKES, PRESSED—Per 100 lbs.—¼ inch, $7.00; 5-16, $7.00; ½-in. $5.50.

STAPLES—Galvanized fence, $6.90 per 100 lbs. in full kegs; galvanized poultry netting, $9.00 per 100 lbs. in full kegs.

TACKS—Carpet, 70c off new list.

TOOLS—Harvest, 55 off new list.

WIRE, BARBED—Per roll—4 point, cattle, 80 rod, $4.75; 4 point hog, 80 rods $5.25.

WIRE, PLAIN GALVANIZED—Per 100 lb.—No. 9, $5.50; No. 12, $5.75.

WIRE—O & A—per 1000lbs. No. 10 $5.50; No. 11, $5.55; No. 12, $5.65.

WRINGERS—Eze, $6.35 each; Safety, $7.30 each; Bicycle, $6.40 each; Ajax, $13.55 each.

WASHING MACHINES—Velox water power, $22.00 each; Seafoam Electric, $78.50 each; Canadian $10.15 each; Patriot, $16.95 each.

VISES, WARREN SOLID BOX—35 lbs. $9.50 each; 50 lbs. $11.50 each.

PAINTS AND OILS.
Brandram-Henderson

	Per Gallon
B-H "English" ordinary colors,	$3.95
B-H "English" white,	4.30
B-H Exterior Oil Shingle Stain—	
Ordinary colors, in 4 gal. cans	$1.80
Greens and Greys, in 4 gal. cans	2.05
B-H Anchor Shingle Stain—	
Ordinary colors, in 4 gal cans	1.35
Grrens and Greys, in 4 gal. cans	1.55

PAINTS

	Gallon
Ordinary colors in 1-gal. cans	$4.00
Martin Senour porch paint	4.00
Martin Senour Neutone white	3.60
Martin Senour Neutone color	3.50
Martin Senour floor paint	3.90
Sherwin Williams, white	4.25
Sherwin Williams, color	4.00
Sherwin Williams, porch	4.00
Sherwin Williams, floor	3.90
PUTTY—	Per 100 lbs.
Bulk, barrels 800lbs.	$6.50
Bulk, irons 100 lbs.	7.75
Bulk, irons 25 lbs.	8.30
Tins, 5 lbs; per lb	9½
Tins, 1lb.	.12¾
LINSEED OIL—	Gallon.
Raw, 1 to 2 barrels	$ 1.20
Boiled, 1 to 2 barrels	1.23
LEAD, WHITE IN OIL—	Per 100 s.
1,000 lbs. to 1 ton	$15.05
Less than 100 lbs.	17.05
Brandram's Genuine	16.05
TURPENTINE—	Gallon.
1 barrel lots	$2.50
VARNISHES—	Gallon
Elastic, No. 1	$7.90
Elastic, No. 2	7.25
IV Linoleum	6.40
IV Marine Spar	6.80
IV Furniture	3.55
IV Pale Hard Oil	4.55
Less 33 1-3 per cent.	
Lacqueret	$6.00 less 45
Wax, per lb	.50

Do it this Fall!
Do it this Fall!
Do it this Fall!
Pulling Paint and Varnish off Your Shelves
A united industry is behind this big idea of developing Fall Painting and more Barn Painting.
It is to everyone's advantage.
Here are four of the action-breeding "Save the Surface" advertisements that will appear all over Canada this Fall. They are designed to pull Paint and Varnish off your shelves during the next three months.
If all concerned get behind this big idea through the use of window displays, local advertisements, circulars and personal salesmanship, we will end up the drive to make 1922 the greatest paint and varnish year in a blaze of glory.
With banner crops money will be plentiful.
All together now for a big finish.
DON'T YOU PUT IT OFF—PUT ON A FALL PAINT CAMPAIGN
SAVE THE SURFACE CAMPAIGN
43 St. Sacrement Street, Montreal
"Save the surface and you save all"-Paint & Varnish

"Save the Surface" Competition

Winners of Newspaper Advertisements

Prizes in "Save the Surface" campaign newspaper competition were awarded as follows:

First prize, $50. **Mills Hardware Co. Ltd.**, Hamilton, Ont.

Second prize, $40.00. **Paint and Arts Supply**, 125 8th Ave., Calgary, **Alberta.**

Third prize, $25.00. **Smellie Bros.**, Russel, Man.

First prize winner

Second prize winner

The contest was open to any dealer or dealer's clerk. In the first prize winning advertisement, the Mills Hardware Company feature "Save the Surface" arguments and emphasize the chief purpose of paint and varnish. Emphasis is also placed upon the preservative qualities of paints and varnishes, the value of paint and varnish in preventing deterioration of property, the value of paint and varnish in increasing the value of property, and also points out that paint and varnish can be used on a great many kinds of surfaces in addition to wood, plaster, etc. Reference was made to the necessity of "Saving the Surface" of iron, steel, concrete, etc.

In addition to the introduction in this advertisement, considerable space is devoted to "Twenty Surfaces and How to Save Them." Twenty illustrated panels tell how paint and varnish can be used in a great variety of ways. One of the good features about this advertisement is that special attention is paid to the importance of emphasising the uses and necessity of paints and varnishes on a large number of surfaces which are bound to interest a great many people. In addition to emphasizing the importance of painting and varnishing buildings, the advertisement tells how to "Save the Surface" of wire fences, beds, stove pipes, refrigerators, linoleums, radiators, and many other surfaces.

The second prize winner, headed, "Nature Set Man a Wonderful Example," also makes use of a number of "Save the Surface" arguments and deals specifically with surfaces which may be saved with paint and varnish.

"Standing Room Only"

THE Fleischmann Booth at the Chicago Convention drew a constant stream of delighted visitors.

Small hope for a seat at the little tables—it was "Standing Room Only" — at those hours when sweet-dough samples were served in the Ideal Bakery.

"What's this called?" and "How delicious!" accompanied the rapid disappearance of cinnamon-buns, coffee-rings, the new apple -cakes and the new brioches.

No need to ask "How do you make them?" for the Fleischmann formulas were passed out to bakers by the hundred.

If you haven't yet obtained these formulas--and wish to share this golden harvest of new, profitable specialties --

Ask the Fleischmann Representative

THE FLEISCHMANN COMPANY

1166 Burrard Street VANCOUVER, B. C.

Fleischmann's Yeast *Fleischmann's Service*

Vancouver, Victoria, Nanaimo, Calgary, Edmonton.

The Western Canada Baker

BAKERY, CONFECTIONERY and CATERING SECTION of The British Columbia Retailer

The baker of today is gradually being imbued with a pride in his calling that equals that of any other professional man. The bakers of old were content to turn flour and water and other ingredients into bread, and to sell this product with no other view in mind than to make a living for themselves and their families. Today things are different. The baker of today, noticing the constant changes going on around him, gradually ceases to be a mere baker, and surely, though slowly, is entering the ranks of the scientists, for his is a task that is not only noble but all important. And without hoping, or wishing to tread on anybody's toes, we predict that the man in the trade who is so blind as not to see the paramount needs of the day so far as the baking industry is concerned, and who will not recognize the great responsibility that has been placed upon his shoulders, will surely and promptly be crowded out by those bakers whose very pride in their chosen profession makes them understand that the baking business after all is something higher and nobler than turning so many barrels of flour into so many loaves of bread. We are not afraid to predict that the baker who is so short-sighted as not to keep step in this march of progress all along the line will sooner or later, and more likely sooner, be caused to drop out so as not to impede the progress of the other men who, realizing the newly unfolding possibilities of their trade, will march onward and forward until the final goal—the perfect loaf—shall have been reached.

Truly there are hundreds of bakers throughout the land who are conscientiously turning out a really splendid loaf, but we are still far away from the perfect loaf, and it will take much unselfish, yes, patriotic co-operation on the part of all members of the trade, to work loyally together until that end shall have been reached, and the gratitude of the nation shall have been earned.

We cannot imagine any baker so narrow minded, or so small in his conception of the duties expected of him, that he will persist in shutting himself up within the narrow confines of the four walls of his shop, refusing to accept the hand of help and friendship of his more progressive brother bakers. We cannot imagine a man so dull of understanding as not to comprehend that it is absolutely necessary for him to fall in line and do his share in building up an industry that is bound to be the mightiest in the world.

Puff Pastry—a Few Selected Pointers

Sure-fire Sellers When Properly Made

To the accomplished pastry cook, the above subject may sound void and lacking interest. To the progressive baker, however, whose experience is of a local nature, and who has not had the privilege of associating with his more experienced colleagues (and their number is legion) this subject should prove to be of interest and merit.

To make a perfect puff paste is an art to be acquired, and like anything else worth while can be done by close observation and practical experience.

The average pastry baker who has been accustomed to making puff pastry in a rough manner and turning out a wide variety of goods, day in and day out, with the belief that he is an accomplished mechanic along this line of production, is to be pitied.

The making of puff pastry is an interesting subject, and offers a wide field for a select variety of choice selling goods.

For the preparation of puff pastry the writer will confine this series to two methods of preparation, the standard method and the "chopped-in" method. The latter was at one time understood to be termed the "Scotch method." It is not claimed that such method originated in that country, but it is understood that it is much used in the "Land o' Cakes."

Uniformity the Watchword.

The primary objective in the manufacture of puff paste should be uniformity in rolling and overlapping the butter and dough, with the alternate layers of each substance lying upon the other. When these results are not forthcoming, strictly speaking, the batch is a failure.

In many bakeries puff pastry is daily a failure, from the fact that consciously or otherwise an intelligent effort and initiative is not put into the work.

We would strongly advocate that in the preparation of this work (or any other) that the desire before beginning shall be, "The Best and Most Uniform and Palatable Pastry Possible."

To see so-called puff pastry tartlets in various bakery stores, so close, heavy and soggy, is enough to give one indigestion by the mere sight of it, without the painful experience of trying to masticate it.

To purchase puff pastry at a pastry store of repute, with the goods made of commendable materials, handled by an intelligent workman, is a different matter. When you bite into it you vote it to be a toothsome, luscious and appetizing morsel. This, combined with a very appetizing jelly or filling, is the pinnacle of puff pastry making, and should be the object of the pastry cook.

The writer's attention was very much taken recently with the slogan in the editorial columns of this journal, which was, "Whatever is worth

THE BAKERS' FAVORITES—

Cream of the West Flour

Selkirk Flour

Castle Flour

IN USING THESE FLOURS SATISFACTION IS GUARANTEED BY

THE HEDLEY SHAW MILLING COMPANY, LIMITED

MEDICINE HAT, ALBERTA Affiliated with MAPLE LEAF MILLING CO., LIMITED

Vancouver Office: 425-26-27 Standard Bank Bldg. D. F. Dickson, Mgr.

Phone: Seymour 2245

100% Fat Shortening

MAKES $75 GO AS FAR AS $100

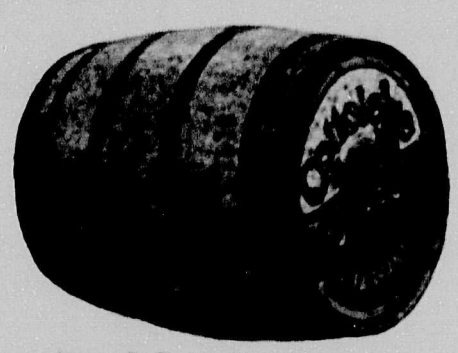
It is the fat that shortens.

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

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

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

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



MADE IN CANADA

THE N. K. FAIRBANK COMPANY LIMITED MONTREAL

Bakers' COTTOLENE

Packed in Tierces, Half Barrels, Tubs and Pails.

B. C. Representative: J. W. NEWMAN, 108 Yorkshire Bldg., Vancouver. Phones Sey. 917 & 918

doing well, is worth doing better."

To my mind this is a wonderful expression, let this slogan be entertained daily in the production of the lines we are about to discuss and formulate, and it is safe to say that we shall have results, and it is the object of this journal and its co-workers to help get them.

Some Deciding Factors.

The choice of flour is a strong feature in puff pastry manufacture. It is not advisable to use too strong a flour, two-thirds spring wheat and one-third cake flour is a good blend. This to be combined with a strong waxy butter. The butter is of itself the primary feature in puff pastry making.

If it is decided to make puff pastry from pure butter only, then it must be tough, waxy and sweet, and of a nature that is not too rich. And to obtain perfect results from pure butter alone, it will be essential to work throughout the process, even to the working out in its various forms, in a cold chamber or refrigerator.

The reason for this is that butter of itself quickly softens and gives way to the warmer atmosphere of the bakeshop. When a large refrigerator is not available, that is, large enough to work in, then it is a good method to use a mixture of half butter and half butterine, in either case the butter should be well washed in ice water, freeing it from salt.

There are very fine butterine mixtures on the market especially made for puff pastry work. They of course, lack the flavor of butter, but at the same time they assure success in the raising qualities of the paste.

It will be found to be a very worthy plan to follow the half and half method, by this means one will be well assured of the raising qualities of the paste, combined with a fair margin of butter flavor

Make it a rule to work the butterine and the butter together in the machine in fairly large quantities, and store away in cold storage for future use.

We give several formulas. The same method of rolling and turning governs all.

No. 1.

2¼ lbs. flour (2/3 spring wheat).
2 lbs. butter (washed and firm.)
1 pint cold water (good measure).
3 yolks.
juice of one lemon.

No. 2.

2 lbs. flour(2/3 spring wheat).
1½ lbs. butter (half and half).
½ lb. lard.
1 pint water.
1 egg.
juice of half lemon.

No. 3.

4 lbs. flour (2/3 spring wheat).
3½ lbs. butter (half and half,if desired).
3 eggs.
½ oz. cream tartar.
2 pts. cold water (tare measure)

No. 4.

Scotch or chopped Method.
2½ lbs. spring wheat.
2½ lbs. cake flour.
12 ozs. good butter.
3¼ lbs. butterine.
2¼ pints water.
4 eggs.
juice of one lemon.

No. 5.

Suitable for cream horns, strips, etc. (Chopped Method.)
1½ lbs. spring wheat.
1½ lbs. cake flour.
12 ozs. butter.
juice of one lemon.
1½ lbs. butterine.
1 pt. water (less than).
½ pt. yolks.

Method.

The same method and principle embraces Numbers One, Two and Three. Of Numbers Four and Five we will deal in turn. Sieve the flour on the table, or for preference a marble slab, and rub in the requisite amount of butter, this being 2 ozs. to the 1 lb. flour. A 4-lb. batch of flour requires 8 ozs. butter. When well and finely rubbed together, make a bay, add the water, yolks or eggs, and the juice of lemon or cream tartar. Mix up into a smooth paste.

This should be worked smooth, but not necessarily tough. Form into a square piece, and set aside covered with a cold damp cloth.

This is done in order to facilitate the rolling in of the butter and makes the paste easier to roll. It should always be the objective, when making up the dough, to have both butter and dough of an even consistency, should the dough be a trifle tighter, that will be found all right, but never the other way

Now take the square of paste and roll three times as long as it is wide, have your butter formed into a square flat piece. Dust it well with flour and roll it just two thirds the size of the rolled dough (if the butter is too soft for this procedure, then place it evenly in small pieces over two-thirds of the rolled dough). In either case this must be done carefully and evenly, bring the one-third unbuttered dough over to the middle portion, then fold the remaining buttered portion back over this and you will have two layers of butter and three layers of dough.

It is of the utmost importance at this stage that you have the butter evenly and smoothly covering the two-thirds of the rolled dough with the edges of the dough and butter straight. In folding over take care that you do not have large cobs of the dough without layers of butter, for if you do, then that portion will be rolled all through with that much less butter. That is part of the trouble resulting in tough and uneven pastries. If puff paste is to be even and regular it must be started even and regular, and kept that way all through the piece.

Now proceed to roll out into an oblong piece, to about a quarter of an inch in depth, fold over in thirds, as formerly. Keep the edges straight and the corners true, brushing the paste clean of surplus flour before overlapping. This is the first turn.

If butterine only is used, then five turns may be sufficient. If half-and-half then six turns will be required. In any case, by cutting the paste across the middle, it can be ascertained whether another turn or not is required. If the layers of butter and dough are truly and evenly balanced, then it should suffice, but if thicker streaks of butter are to be seen here and there it requires another turn.

Set away in cooler again to rest awhile before cutting out. You can also roll out a little and try it out in oven, if it reels over and comes up uneven, it requires another turn, but if it gets a turn too much it will be heavy and have a tendency to not rise enough.

Chopped In Method.

For this method, in which we have reduced the spring wheat to half and half, the flour does not have to be so strong.

This is simply another method by which we get similar results. It is simpler and quicker, and while giving fine results, it is the writer's opinion that the yield of production is a trifle less, due to the fact that the prepared dough method has more spring and consequently more yield. For quick production, when a batch is required in a hurry or for an emergency, it is to be recommended.

Proceed as formerly to rub butter into flour. In this formula it will be noted that 3ozs. to the pound is required for rubbing into flour. Next take the butterine and chop into flour (with scraper) into pieces a little larger than a walnut—never

less—make a bay, add liquor eggs, etc., and gather together lightly, just sufficient to gather it up dry. Do not work or mould it.

Set it square on slab, and roll in same method as the other way. In this case, however, give three turns right away, set to cool and then give the other three, and set away for quite a while before using.

No. 5 formula is of a heavier nature than its forerunners. It is for cream horns, strip pastry, grille pastries, etc.

It is made in the same manner as No. 4, but has still more butter rubbed into flour; in this case, 4 ozs. to the pound. For cream horns four turns will be sufficient, but with this paste, never more than five.

BAKERY BRIEFS

There is no difference between the so-called home-made bread and bakers' bread so long as the baker uses the same materials the housewife uses. The difference, when there is any, usually lies in the use of milk. On baking day the housewife has her milkman leave a bottle of milk and this she uses in her bread. When the baker awakens to this fact and uses the proper amount of milk solids, the amout necessary to produce real milk from the amount of water used, he will solve the question of the difference in quality between bakers and home-made bread.

* * *

During our recent travels we were surprised to learn that in a certain part of England 80 per cent. of the housewives still bake their own bread. Upon asking why the bakers did not go after this very important business, we were told that they would rather put their energies into the production of fine cakes and pastry, in which art they are now excelling the housewives to a very great extent. Seems to us that the majority of Canadian cake bakers have as yet greatly to improve the quality of their goods if they wish to excel the home cake baker. High-class ingredients, alone, will lead eventually to that much desired end.

* * *

Baker in Edmonton, Alta., anxious to cater to the temporary fad for whole wheat bread, has gone a step further and is now producing a very attractive, palatable loaf in which a plentiful supply of luscious raisins is used. Why not extend this idea and create a still greater variety of breads by using nuts, dates, figs and similar products in the making of such a loaf? It will mean a pleasing change for the people in their daily menu.

* * *

The scoring of a loaf of bread cannot be decided on appearance alone. Of course appearance has much to do with it but quality is the first essential. Two loaves of bread with the same appearance will not sell the same if the food value of one is better than the other and in this case the loaf that stands the best test for protein, fat, crude fibre, mineral matter and carbohydrate contents as well as calorific value must be considered the best loaf.

R. M. A. Actively Engaged Protecting British Columbia Confectioner Against Unfair Taxation

The following communication recently passed between the Provincial office and the Dominion secretary at Ottawa:

Vancouver, Oct. 7, 1922

E. M. Trowern,
Dominion Secretary, R.M.A.,
Ottawa.

Government issued Supreme Court writ against Boyd's Bakery, Association member, claiming non-payment of sales tax, May, 1920, to July 31, 1922, amounting to almost $4000 with double amount as penalty, also asking fine $1,000 neglecting to do so. Looking to Association for protection, as only carrying out instructions. This probably test case for whole B. C. Writ returnable Friday, all retailers watching outcome Association sales tax policy involved. Meeting Monday, please wire full instructions how to proceed.

Ottawa, Oct. 7, 1922

G. S. Hougham, Secretary,
R.M.A. 424, Pacific Building
Vancouver.

Your telegram received. Have advised our solicitor to appoint a solicitor in Vancouver to defend Boyd, and he will advise the solicitor he appoints what to do. The defence will be entered before Friday. We are determined to find out from the Court what the Act means, so as to stop the Government persecuting our members. The laws of Canada must be absolutely clear. Ask your members to remain firm.

E. W. TROWERN

SHORT CROP IN FRANCE

Whole Wheat Bread to Replace the White Loaf

Whole wheat bread will replace throughout France the pure white loaves and rolls that since the war have received such a warm welcome back to the French dinner table. This is due directly to the fact that this year's wheat harvest in France is estimated much below the yield of last year when there was a bumper crop of 88,000,000 quintals.

It is feared that before the 1923 wheat crop can be reaped the country will have to buy some 20,020,000 quintals of foreign grown wheat to meet the requirements of the population.

SHOW CASES
STORE FRONTS
Office and Store Fixture
Manufacturers
For information apply
DIXON & MURRAY
1065 Dunsmuir St. Vancouver, B.C.
Phone Seymour 8765--8766

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

Ginger Snaps.

Ginger Snaps may be made as follows:

Formula.

Molasses, 1 qt.
Sugar, 2½ lbs.
Shortening, 1 lb.
Eggs, 5.
Milk, 1 pt.
Flour, 6 lbs.
Soda, 2 ozs.
Ginger, 2 ozs.
Salt, 1 oz.

Method.

Put the sugar, molasses, shortening, eggs, salt and ginger into the mixing bowl and stir. Dissolve the soda, in the milk and add it to this mixture. After this has been stirred add the flour and mix until smooth. Do not mix too much as this is liable to toughen the mixture.

Lemon Snaps.

Formula.

Sugar, 3 lbs.
Shortening, 1¼ to 1½ lbs.
Eggs, 8.
Milk, ½ pt.
Soft winter flour, 3¼ lbs.
Baking powder, ¼ oz.
Lemon extract, 1 oz.

Method.

Put the sugar and shortening into a bowl and rub until smooth. Gradually add the eggs, while the mixture is being stirred. After the eggs have been incorporated, add the milk and lemon extract and stir. Now add the flour and baking powder and mix until smooth. Do not handle the mixture too much as this is liable to toughen it.

ICING

Granulated sugar, 12 lbs.
Powdered sugar, 1½lbs.
Corn syrup, 6 lbs.
Water, 1½ qts.
Egg white, 1½ pts.
Powdered gelatine, 2 ozs.
Vanilla flavor, 1 oz.

Method.

Put 1½ qts. of water, the granulated sugar and corn syrup into a kettle, place it over a fire and boil to 238 degrees F. While the syrup is boiling, put the egg whites in another kettle, and whip to a meringue consistency. Gradually add the powdered sugar and gelatine while the eggs are being whipped. When the sugar has been boiled to the proper degree, add it to the meringue mixture and continue whipping until the icing is light. Now add the vanilla flavor and incorporate. This icing should be applied while warm.

Fruit Bars

Formula

Brown sugar, 4 lbs.
Shortening, 2lbs.
Eggs, ½ pt.
Milk, 1 qt.
Soft wheat flour, 4½ lbs.
Cake crumbs, 2 lbs.
Baking powder, 3 ozs.
Raisins, 4 lbs.
Chopped nuts, 2 lbs.
Cinnamon, ½ oz.
Salt, ½ oz.

Method.

Put the sugar, shortening, eggs salt and cinnamon into a mixing bowl and rub thoroughly until the mixture becomes smooth. Add the milk and stir. Then add the flour, cake crumbs, and baking powder and mix. Now add the raisins and the chopped nuts and mix until they have been incorporated.

French Coffee Rolls.

Formula

Patent flour, 25 lbs.
Sugar, 8 ozs.
Shortening, 11 ozs.
Milk (powdered) 12 ozs.
Malt extract, 4 ozs.
Yeast, 10 ozs.
Water, 14 lbs.
Salt, 6 ozs.

Method.

Dissolve the salt, sugar and milk in 12 lbs. of water, having the water of proper temperature. Next dissolve the yeast in 2 lbs. of water, having the water at 85 degrees. Add the flour and shortening to the liquid and when partly mixed, add the yeast and mix into a medium stiff dough. The temperature of the dough should be 80 degrees F. You may use all liquid milk in place of the water. You may use butter or any combination of butter and other shortening, depending on the quality wanted.

Light Fruit Cake

Powdered sugar, 3 lbs. butter, 1¼ lbs. compound lard, 1¼ lbs. eggs, 1¼ qts. powdered milk, 4 ozs. liquid milk, ¾ pt. flour 3½ lbs. vanilla flavor ½ oz. raisins, 4 lbs. currants, 2 lbs. cherries, 1 lb. walnuts, 1 lb. filbert, ½ lb.

Method

Cream the sugar, shortening and milk powder to a very light consistency. Then gradually add the eggs while the mass is being rubbed. After the eggs have been incorporated add the milk and flavor. Stir slightly. Now add the flour and mix to a smooth batter. Dust the fruit and nuts with flour, add to the mixture and incorporate. It is now ready to be placed in the forms. Bake at about 360 degrees F. It is well to surround the forms with wooden frames.

If a cheaper dark fruit cake is desired, the following formula may be used:

Molasses, 1 qt. sugar, 5 lbs. eggs, 2½ qts. milk, (liquid), 1¾ qts. milk, (powdered), 8 ozs. butter flavor, 4 ozs. soda bicarbonate, 1 oz. citron, 2 lbs lemon peel, ¼lb. raisins, 8 lbs. cinnamon, 2 ozs. mace, 1 oz. cloves, 1 oz. salt, 3 ozs.

Method

Slightly rub together the shortening, molasses, eggs, sugar, spice, salt, powdered milk, butter flavor and soda. Then add the liquid milk and flavor and stir to break up the creamed ingredients. Mix into a smooth paste. When the mixture is smooth stir in the fruit. The mixture is now ready for the forms.

WILSON BROTHERS

Established 1890

Our Motto is "SERVICE"

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

ECONOMY

to deal with us

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

Wholesale Grocers

SHAMROCK BRAND

Stands for the Highest Grade Butter

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

Reliability goes with SHAMROCK BRAND

P. Burns & Company, Limited

VANCOUVER CALGARY EDMONTON

"EFFICIENCY" Brand Heavy Rubber Footwear

Brown and White.

HIP, STORM KING and KNEE BOOTS

THREE, FOUR and SIX EYELET LUMBERMEN'S

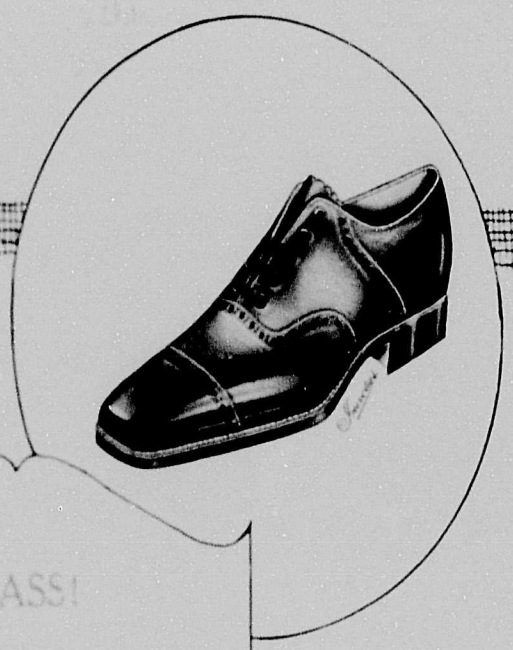
WE ALSO CARRY A LARGE STOCK OF "MALTESE CROSS" BRAND BOOTS—LUMBERMEN'S —AND LIGHT RUBBERS.

Send Your Rush Orders to Us.

Gutta Percha & Rubber, Ltd.

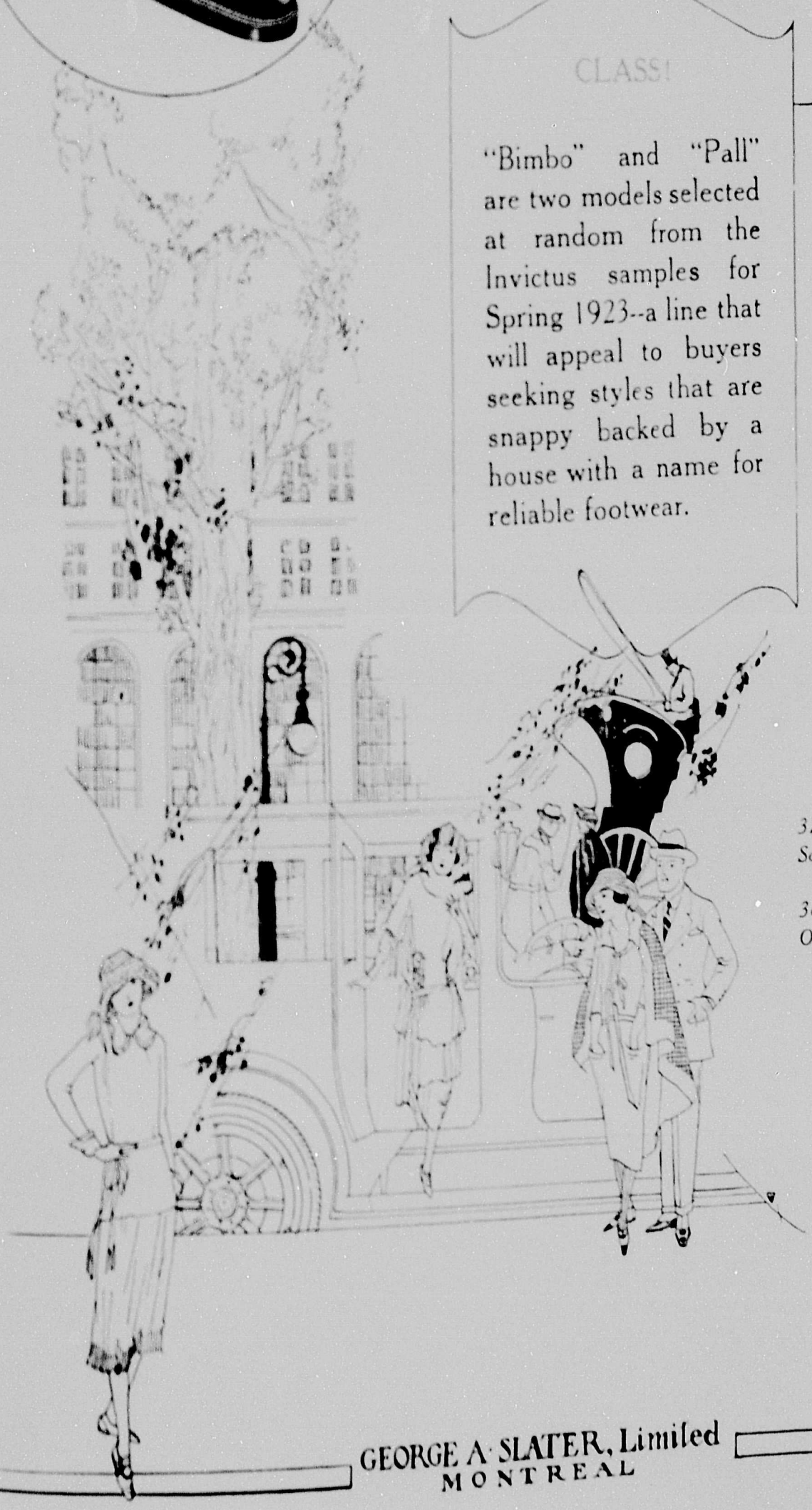
526 BEATTY STREET, VANCOUVER. 564 YATES STREET, VICTORIA.

Invictus
THE BEST FOOTWEAR



CLASS!

"Bimbo" and "Pall" are two models selected at random from the Invictus samples for Spring 1923--a line that will appeal to buyers seeking styles that are snappy backed by a house with a name for reliable footwear.



373/45-Br. Willow Calf Slip Sole Bal. "Bimbo" Last.

387/128-Br. Willow Calf Saddle Oxford Single Sole. "Pall" Last.

GEORGE A. SLATER, Limited
MONTREAL

The Best Cooks use—

Purity Salt

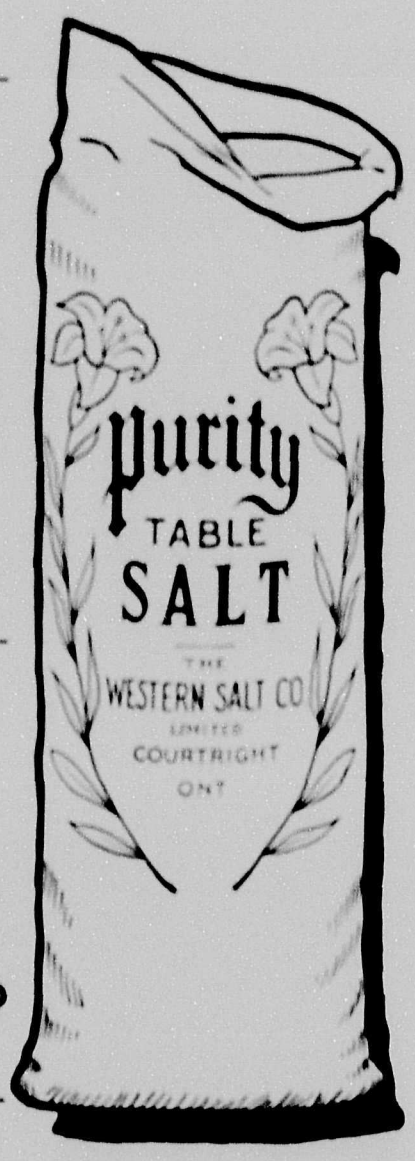
And the Best Grocers Sell It

Purity Salt is a Canadian Production made in a sanitary, up-to-date Canadian plant. Its purity has given it a first place in the selling market. You can give your customers their choice of either the free-flowing table salt in cartons, or that put up in bags. You cannot recommend a better salt to any housewife than Purity.

And you'll get a good margin of profit on every sale, too.

Always Distinctly Specify

"PURITY"

THE WESTERN SALT CO., LIMITED

Courtright - Ontario