Fourteenth Year

"The Paper the Retailer Reads"

MAY, 1922

THE BRITISH COLUMBIA RETAILER

20c Per Copy; $2.00 Per Year. VANCOUVER, B.C. VOL. XIII., No. 9

RED ARROW
BISCUITS
The Sign of Quality

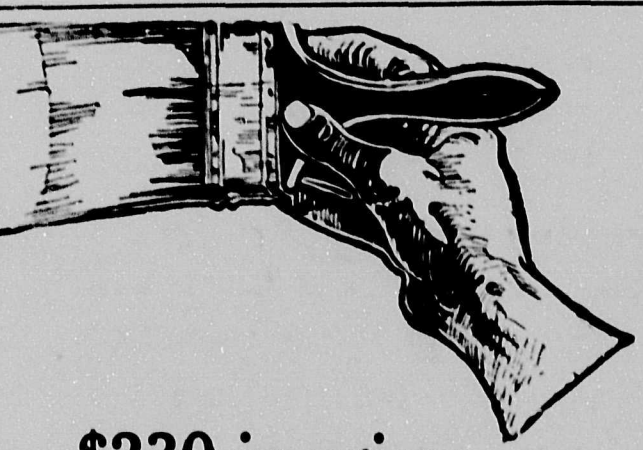
RENNIE'S SEEDS
"ALWAYS GROW"
PROMPT AND EFFICIENT SERVICE
TRY US WITH YOUR NEXT ORDER
WM. RENNIE CO., LTD.
321 FRONT ST. E. VANCOUVER, B.C.

THE firms advertising in this journal are among the best soliciting your trade. They believe that you are a big factor in the sale of their merchandise and appreciate your goodwill.

Give them your kind consideration when "stocking up."

"The Paper the Retailer Reads."

"Save the surface and you save all" Paint & Varnish



See Contest page 701 — $230 in prizes

OVER $2,000,000 IS INVESTED

Paper Mills:
Lachute and St. Jerome, Que.
Manufacturers since 1870

J. C. Wilson, Limited, have considerably more than two million dollars invested in pulp mills and paper plants. Our very large output together with fifty years' experience in manufacturing Paper Bags, enables us to offer our "STANDARD" Paper Bags the best on the market, at lowest prices. We guarantee every bag made, and stand behind it. Be sure and order

"Standard" Paper Bags

By using "STANDARD" Paper Bags you are taking out as much insurance possible that your customers will receive their purchase in the best possible condition. Please your customers—it pays.

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J. C. WILSON, LIMITED

Phone: Seymour 781

1068 HOMER STREET, VANCOUVER, B. C.

Dealers attention!—the

TENTS Season has commenced

Sell your district the "PIONEER BRAND"

Send the Coupon for Catalog and Dealers' Prices.

Most everybody can use a **Tent** and really need one of some kind during the hot summer months. We can supply your every need. You will find our Dealers' prices most attractive and you certainly must admit there is a lot of tent business you could get if you had the goods—get the goods and add a real **summer seller to your stock.**

C. H. Jones & Son Ltd.

"PIONEER BRAND" Tents—Awnings and Canvass Goods

28-30 Water Street Vancouver, B.C.

C. H. Jones & Son Ltd. 28-30 Water Street Vancouver, B. C.

Please send me your Tent Catalog and full information re Dealers' Prices.

Name .....

Address .....

SHIPMENTS TO ALL PARTS OF B. C.

IMPERIAL
Floor
Dressing

Clean Floors - Clean Goods

You can't have one without the other. Imperial Floor Dressing keeps both clean at all times. It holds the dust to the floor, where it is easily swept up and removed without any of it rising and settling on your goods, your counters or your display shelves.

Imperial Floor Dressing will not gum or evaporate. It prevents cracking and checking, and is a sanitary, efficient preservative of wood, linoleum or oil cloth. One gallon will treat about 700 square feet of floor surface and one application will last for weeks.

Stores, where the floors are treated with Imperial Floor Dressing, always present the spick and span appearance that attracts discriminating customers. Use it and display it. There is a large, profitable market in your territory. Our salesman will be glad to tell you about it.

IMPERIAL OIL LIMITED

Canadian Company Canadian Capital
Canadian Workmen

To insure even distribution of Imperial Floor Dressing, use the Imperial Floor Oiler. It does the work quickly, easily and most economically.

ROGERS' GOLDEN SYRUP

"The End of a Perfect Day"

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

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

¶In packages designed to beautify your store.

2-lb. tins, 24 to a case.
5-lb. tins, 12 to a case.
10-lb. tins, 6 to a case.
20-lb. tins, 3 to a case.
Perfect Seal jars, 12 to a case.

The British Columbia Sugar Refining Co. Ltd.

VANCOUVER, B.C.

Enter these 2 Important Contests

"Save the surface and you save all" - *Paint & Varnish*

Window Display Competition

CONDITIONS.—This competition is open to any dealer or dealer's clerk. The "Save the Surface" window trim and slogan must be a part of the display. Preference will be given to those windows which illustrate to the greatest advantage the idea of protection and preservation as embodied in the "Save the Surface" idea.

1st Prize $50
2nd Prize $40
3rd Prize $25

Send photographs of window trims with your name on back

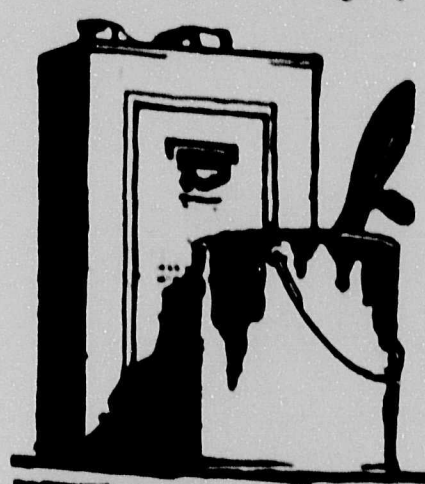
Newspaper Competition

CONDITIONS.—Open to any dealer or dealer's clerk. For the best Paint and Varnish advertisement appearing in your local newspaper. The "Save the Surface" slogan must form a prominent part of the advertisement. Awards will be based on the uses of the Save the Surface arguments in the most unique and novel way to attract the attention of the local trade.

1st Prize $50
2nd Prize $40
3rd Prize $25

Send copy of newspaper in which your advertisement appears

The Save the Surface Committee will act as judges of both contests.
Merchants or clerks may contend for one or both of these contests.
Photographs and newspapers must be in the Committee's hands on or before July 1st, 1922.



Save the Surface Campaign

509 Royal Trust Chambers
107 St. James Street
MONTREAL

78

PAPER BAGS

The NEW RAVEN—Manilla
" " GARRY—Light Craft
" " RUPERT—Heavy Craft

WRAPPING PAPER

Made at Ocean Falls, B.C.
Krafts and Manillas

ALL MADE IN THE WEST

Your customers are not properly satisfied if they receive your goods parcelled in a tawdry or insecure manner. To insure satisfaction in this insist on buying the best paper and paper bags available. OCEAN FALLS, B. C. Kraft and Manilla paper together with our NEW RAVEN GARRY and RUPERT PAPER BAGS—all manufactured in the West—will enable you to make and retain satisfied customers.

NORFOLK PAPER COMPANY

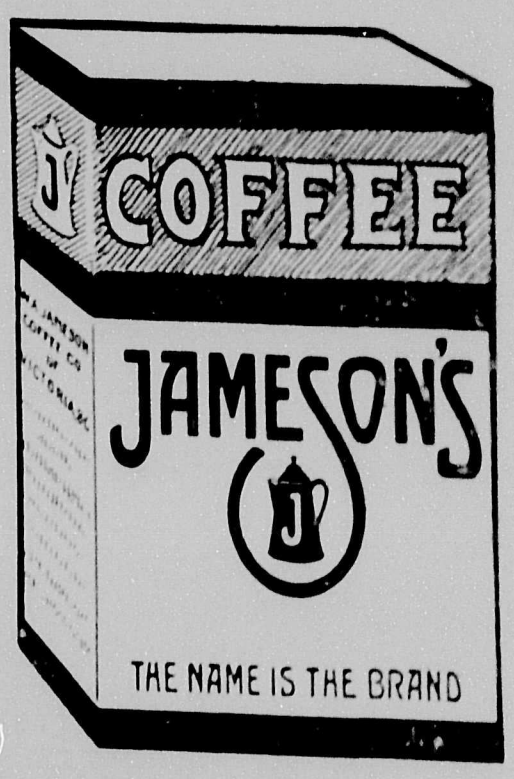
LIMITED

TISSUES, WAX PAPERS, TOILETS, TWINES, ETC.

Sole Agents for Mono Service Containers.

136 WATER STREET PHONE: SEY. 7868 VANCOUVER, B. C.

Real Coffee



ensures a steady patronage and repeat sales

The W. A. Jameson COFFEE CO. of Victoria, B.C

Your Customers Want

EDDY MATCHES

Because EDDY'S are good matches—the finest obtainable anywhere at any price.

Therefore it is good business to sell EDDY'S — good business and sound common sense.

Your customers know them, they want them, they accept them without question as the best matches made.

Don't experiment with unknown matches of doubtful quality. Protect your own interests and your customers' by selling

EDDY'S MATCHES—*Canada's Best*

The E. B. Eddy Co., Limited

HULL, CANADA

Agents:

Mitchell Bros., Victoria and Vancouver.

The BRITISH COLUMBIA RETAILER

Published Monthly. THIRTEENTH YEAR

GROCERIES, DRYGOODS, HARDWARE, FOOTWEAR, GENERAL MERCHANDISE.

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

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

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EDITORIAL

Whoever made the very obvious remark about a mule being unable to kick and go ahead at the same time, was somewhat of a philosopher and the precept induces us to consider that any effort towards progress will ever be hampered by constant kicking at conditions which in reality are extraneous to immediate prosperity. It has ever been noticeable that during quiet or depressed periods we are apt to dig up some element that is supposedly detrimental to our particular business, and no matter whether that element be real or imaginary, it is usually magnified to such an extent that it blinds our vision, and prevents our grasping whatever opportunities for progress offer themselves.

Complaints are heard on every hand of retail grocers who have no right to be in business, as such; of too high rentals, immoderate price cutting, together with countless other "Kicks" that occupy the merchant's time and energy, and dim his business perspective.

It would seem that such energy would be of value if directed towards going out after business, and not towards constantly beseeching the various governments of the country to dispel grievances, which however real they may be, are not always curable through government paternalism. Self-reliance and initative are liable to wither if the daily round of existance is to be controlled by legislation. Too much legislation obstructs that independence which fosters national prosperity and encourages "kicks" which prevent the stubborn element of the business world from going ahead.

We predicted in our earlier issues that excessive optimism regarding business conditions during 1922 was not justifiable, and although the opening months of the new year do not supply any reason why the merchant, who was sanely optimistic, should change his viewpoint, it must still be remembered that the prosperity he enjoys, or the depression he suffers from, are reflections of business conditions throughout the world. These conditions are showing signs of improvement, but it will be some time yet before the reflection is focussed upon the retail trade of this dominion, and although this improvement is manifesting itself, the contention that every effort must be put forward if the retail fraternity would break even at the end of 1922, is based on a sure foundation.

EFFECTIVE RESTRICTION.

The passing of a resolution in favor of effective restriction of Oriental Immigration savors of an attitude of complacency dangerous to the solution of a problem so vitally important to the people of Canada.

Such a resolution but favors a system already in existance, since power to prohibit certain classes is embodied in the Immigration Act.

The fact that certain classes of their immigrants are undesirable, is well known both to Chinese andJapanese authorities, who sympathise with Canada's difficulty in regard to immigration, and who would have no hesitation in co-operating with her in effecting a satisfactory and workable basis for entry into this country of a restricted number of their citizens. It is unnecessary to reiterate here why the present influx of Orientals is undersirable. Sheaves of evidence have flooded this office for months past, illustrating the danger of this unrestricted influx, and the Provincial Board, Retail Merchants' Association, has advocated the absolute exclusion of further Oriental immigration into British Columbia. Ever since the Duncan Convention last year, this subject has been assiduously followed up until every branch in the province is solid in support of the exclusion movement. Every assistance has been given W. G. McQuarrie, member for New Westminster, whose resolution tabled in the Federal House that legislation be enacted to exclude further Oriental immigration into Canada, was recently amended by the Minister of Immigration to "effective restriction." Mr. McQuarrie has personally expressed his thanks to the local office of the R.M.A. in a letter to the Provincial Secretary "for the splendid work you are doing in this matter."

Organized labour throughout Canada has been influenced to support Mr. McQuarrie's resolution through the efforts of the Retail Merchants' Association.

Provincial Secretaries of this organization wired Hon. W. L. McKenzie King to request that his government give this matter the serious consideration it urgently calls for, and many are the evidences of their determined efforts to assist in overcoming this very real menace to Western civilization. In spite of the amended resolution, the R. M. A. will continue in their determination to assist in effectively restricting this excessive immigration, if indeed no better solution of the problem is forthcoming.

Competition

Competition is What We Make It. The Remedy is to Sell More Goods That Pay the Largest Profit

Competition is one of the most discussed words, terms or factors — whichever is the most accurately descriptive—entering into business of anything in the mercantile world. The average business man, and perhaps the average layman, knows, or thinks he knows, what competition is, but competition is susceptible of great variety of interpretations, and what may appear to one person to be competition would be otherwise described by another. It just depends upon the point of view.

We have before us a quotation which says: "The dictionary defines competition as the act of endeavoring to gain what another attempts to gain at the same time and which, as a rule, only one can enjoy."

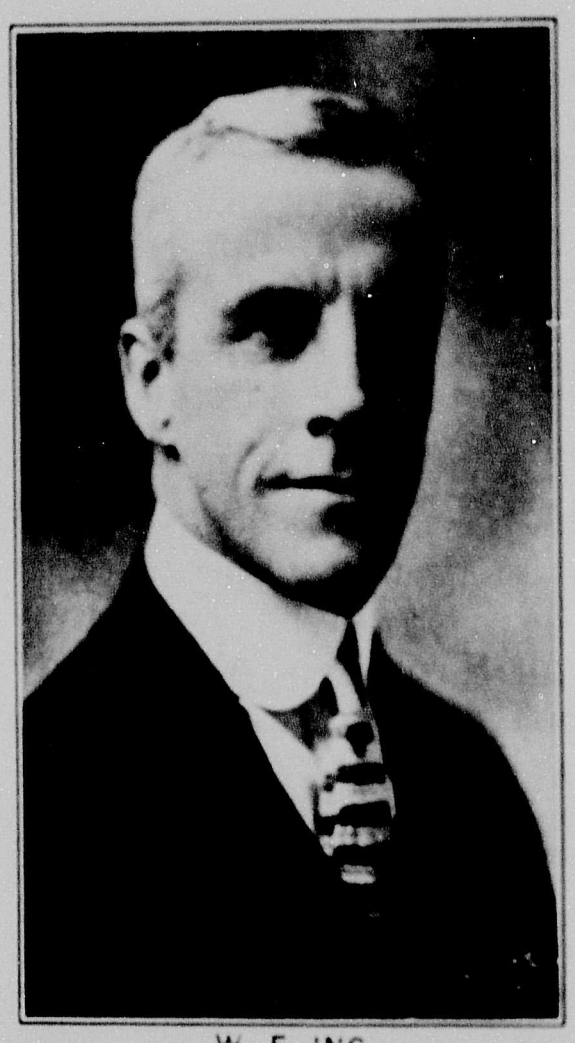
But this leads to further consideration. Ordinarily when we endeavor to do something that does not succeed, the most natural thing for us to do is to say "My competitor keeps me from it." That, or words to that effect, is constantly being uttered by merchants of all classes, especially retail merchants.

Now let the merchant who deems that he is overcome or hampered by competition ask himself if he is less alert, less competent than his competitor. Is his competitor his superior as a business man? Superior as to ability, alertnes, in general qualifications which make a successful business man and which causes his business to grow steadily year in and year out? Certainly this is food for deep reflection.

It would seem that the object to be sought by two competitors cannot be enjoyed by both in the same degree. One or the other must secure the larger portion of the benefits. One forges ahead and the other drops behind. What is the reason? Every merchant should ask himself this reason and if he is dropping behind, get very busy to overcome the deficiencies, which surely pays, if he is being worsted by a competitor.

In the grocery business, who are our competitors, speaking as a retail grocer? Naturally we think of all the people selling groceries as competitors. If business conditions are demoralized it is only the part of human nature to believe that one's competitors are responsible for a large share of the unsatisfactory and unhappy conditions. But then the competitor reflects along the same line, which brings us back exactly where we started.

From statistics before us we select a year far enough before the outbreak of the Great War to make sure that we are dealing with normal conditions. We take the year 1906, when it was estimated on the basis of the business of one concern, that forty-three out of every one hundred dollars of average income was spent for food. We think that a retail dealer, knowing his customers so intimately and personally as he does, is in an



W. F. ING

Who has been appointed secretary of the Greater Vancouver branch R. M. A. Mr. Ing held a similar position in New Westminster for over seven years and his services, after such an experience in Association activities, will be valuable to local retail merchants.

excellent position to make such an estimate. Further on in these statistics, in the year 1920, we notice that twenty-eight dollars out of every one hundred dollars are spent for food, which proves beyond question that neither the grocer, nor the packer, or the coffee man or the specialty man got the business. That being the case, who did get the business?

How many of us pause to think that within this period the moving picture show, the automobile, the phonograph and our friend, the silk shirt, have all come into existence. This is where the fifteen dollars—the difference between twenty-eight and forty-three dollars have gone. So all these things and all the allied things of this character and nature are competitors of the grocery business, and probably the retail grocer is carrrying the burden because the great public must pay with uniform promptness in some form or other for the pleasures of the moving pictures, the automobile and the phonograph.

It is this way. The average man when he finds he must economize, starts on the household expenses and announces standing firmly upon the hearthstone, that the grocery bill must be cut down. Usually the grocery bill is cut down, but the new phonograph records must be had every month, the automobile must be maintained, and every new reel in the movies must be seen.

Thus the essentials of life, those things that keep body and soul together, keep people from starving, are curtailed, while the family continues to patronize the soda fountains and to buy twelve dollar pairs of shoes.

What does this all lead to so far as the retail grocer is concerned? It calls upon him for more and still more hard intelligent thoughtful work in trying to sell more profitable goods, articles that carry a margin of profit over and above the cost to allow a net return equal to a satisfactory investment on the money tied up in the business.

The hardship comes largely, we think, because the main essentials in foods and, indeed, in other staples do not pay a reasonable return for investment and for effort. This condition has been brought about by the unreasoning and unreasonably wild extravagance of the consuming public, who, in order to give themselves the luxuries which they crave, or think they crave, cut down their appropriation for the real essentials.

People, of course, must be expected to pay attention to appearances. They do not wish to be conspicuous by glaring differences between themselves and others, and this is perfectly right and laudable. Nevertheless, if people were sufficiently independent and had sufficient common sense to be governed by those two prime qualities, things would be better—much better.

Primarily people buy and wear shoes to keep their feet off the ground, but the overpowering influences which now actuates them in buying shoes is to make their feet

look neat, and pretty. Clothes were first put upon the human body to keep it from being exposed in the comparatively mild climate where the garden of Eden is assumed to have been, and then to keep the body warm in more rigorous climates; but vanity, pride, conceit, styles, have brought about wide variations until the primary object of clothing is lost sight of. Therefore, people do not buy clothes to keep warm—they buy clothes in order to look well and appear to the best advantage.

This ought to be the case with foods. People should buy food in order to maintain bodily perfection, the highest degree of health and vigor, but they do not. They allow themselves to go ill nourished for the sake of making an appearance before the world.

The only way for distributors of food to improve these conditions is to sell as much as possble of goods that pay the largest profit and as little as possible of the goods that pay the smallest profit.

OLEOMARGARINE

The law permitting the manufacture and importation of oleomargarine, first pased as a war measure in 1917, and since then renewed in permissive form year by year, is due to lapse in September next, and sale will cease by March 1st, 1923, if removal of the ban is not obtained.

The imagination does not need to be taxed to any great extent to determine whether such a nutrative and palatable food as oleomargarine has proved a godsend to the thousands who have been forced to join the ranks of the unemployed. With a consumption of over 1,000,000 lbs monthly, and a test covering a period of over four years, the popularity of oleomargarine has been established beyond a doubt, and the Canadian manufacturers' and importer's demand that it be permanently permitted, and that as a rightful article of food it should be freely allowed in the Dominion taking its proper place as an article of commerce, appears to be a just one.

Mutual Fire Insurance

The application of Mutual Insurance in the fire branch, while not as universal as in Life Insurance, has nevertheless proven itself to be equally satisfactory when conducted under proper conditions and in accordance with the fundamental principles of the system.

It will doubtless be of interest to our readers to know that less than a quarter of a century ago, among others, four fire companies were being operated on the Mutual plan in England. These were the Essex and Suffolk, County, Hand in Hand and Westminster. So successful were they, that in the case of one of these companies, as high as 45 per cent of the premium was being returned to policy holders. Naturally they attracted the attention of the companies operating on the stock system, and eventually, they were all bought up and retired from business, in the process, some of the individual policy holders being granted their fire insurance free for practically the rest of their natural lives.

The Mutual system in the United States has been developed to an extraordinary degree, and at date of 31st December, 1920, Best's Manual, which is the standard authority regarding the status of Fire Insurance Companies on this continent, gives a list of some one hundred companies with assets of $417,-935,550, and cash surplus of $65,199,200.

These companies are so substantial and the State restrictions in connection with them are so severe as to prevent their elimination by the process of buying them up, and so extensive have their operations become, that today it is estimated that Mutual Companies are writing over one-fourth of the total amount of Fire Insurance in the United States. The essential feature of Mutual Insurance is co-operation on the part of the policy holders, combined with a close system of inspection and the elimination to a large extent of agency expense. The result, as our readers will readily grasp, is lower expense and loss ratios, and as the profits of the business, minus a very small percentage for a Guarantee Fund, go to the policy holders, it can easily be seen that the field for Mutual Insurance must keep on expanding, as it is plainly in the best interest of the community, or, at least that portion of it which believes in exercising reasonable care as regards their property.

In Canada the Mutual system of fire insurance has hitherto been worked upon rather a limited scale and has followed largely the practices obtaining among stock companies which has militated against their success. In "The Chronicle" of Montreal under date of March 24th last, there is a list of some eighty-six companies (Canadian and foreign) which have been either absorbed, liquidated or retired from business in this country. Of this list seventy-four were stock companies and twelve Mutual companies. This appears to be pretty much the same in the United States, where the percentage of retiremnt of Mutual Companies is considerably lower than that of the stock companies, but the larger and more substantial of each class are the same today as they were fifteen years ago, the retirements being confined, particularly in the case of mutuals, to the very small fry.

There are over two thousand six hundred (2600) Mutual Fire Companies in the United States today. The beter known being the New England Mutuals, seniors and juniors, who first came into being because of the difficulty of manufacturers in securing the recognition and assistance they desired from the regular insurance companies. The method of underwriting pursued by these New England companies was a radical departure from existing practices, and at the time, it was generally believed that they would not succeed. The results, however, were beyond the most sanguine expectations and this New England group of companies blazed the trail which the old line companies have since endeavored to follow with varying degrees of success.

What the New England Companies have done for manufacturers, other Mutuals, organized mostly in the West, are accomplishing for the general public and with an equally favorable record. The Executive of the Retail Merchants of Canada, with an eye to benefitting their members, made arrangements for a Fire Insurance Department, back in 1920, guaranteed by the Northwestern Mutual Fire Association of Seattle, which is one of the larger Mutuals operating in the United States. Under this arrangement the members of the Merchants' Association are benefited in a remarkable degree as regards the cost of their insurance.

The Northwestern Mutual Fire Association is a

company of over twenty years standing. It has been uniformly successful from its inception. In the first six years the savings to policy holders were equivalent to 25 per cent. dividends annually. In the next fourteen years dividends ranged from 25 per cent. to 45 per cent., according to classes of risks. The company has complied with all Dominion requirements as to deposits, reserves, etc., and issues an absolutely non-assessable cash premium policy and affords the opportunity to our citizens generally of realizing the benefits to be derived from insuring under the Mutual plan.

TRADE SECTION ACTIVITIES

Dominion Retail Merchants' Association

JEWELLERS.

At a meeting of the Advisory Committee of the Jewellers' Section of the Retail Merchants' Association held at Ottawa April 20th, 1922, the following were named as having been elected to represent their respective provinces, and who now form the Dominion Committee:—

British Columbia: J. B. Knowles, Kelowna.

Alberta: D. E. Black, Calgary.

Saskatchewan: A. L. Wheatley, Regina.

Manitoba: Carl Johnson, Winnipeg.

Ontario: C. A. Olmsted, Ottawa.

Quebec: Alphonse Couture, Hull.

New Brunswick: James Gibson, Woodstock.

Nova Scotia: S. Eastwood, New Glasgow.

Prince Edward Island: Lloyd Wellner, Charlottetown.

After referring to the three judgments relative to the Sales Tax recently given in favor of the R. M. A. which are of interest to every Retail Merchant in Canada, including, of course, Retail Jewellers, especially those who have a repair department, and who make up a small number of wedding rings or other articles during the quiet season customer by a Retail Jeweller is exempt from a sales tax), the R. M. A. are endeavoring at this Session of the Dominion Parliament to have the Act amended so as to make the position of all retail merchants quite clear, as the Association do not consider it was the intention of the Government that retail merchats should come under its operation in any way. The position of the Retail Jeweller is similar to that of any other line of retail trade, and the cases above recited would apply equally to Retail Jewellers if they were taken into the Court.

Meetings have been held of all the different lines of retail trade who would be affected by the Court judgments, and they have all decided, after fully considering the matter, that in the event of the Association not being able to secure total exemption for the Retail Jewellery Trade, the simplest way out of the difficulty would be to insert a clause in the Act exempting all Retail Jewellers who make any articles for stock and for sale over their own counters up to a certain amount. By exempting all Retail Jewellers up to a certain amount it would do away with the Government having to collect a sales tax from hundreds of small Retail Jewellers all over Canada, and which would be very small indeed, and, would hardly be worth the expense of collection.

It was decided to recommend to the Retail Jewellery Trade throughout Canada that in the event of the Association not being able to secure exemption from the Sales Tax in the case of Retail Jewellers doing a small amount of manufacturing that they be allowed under the Sales Tax Act an exemption of five thousand dollars ($5,000.00) on the wholesale cost price to their retail store, and that no change be made in the present exemption of the sales tax on all articles made to the order of customers for sale at retail.

It was also decided that for the purpose of fixing a resale price on silver-plated flatware, (forks, spoons, etc.) at which the retail trade would be asked to sell to their customers, that manufacturers should place on the price at which they sell to the retail trade a profit of at least sixty-five per cent.

PUBLISHERS AND PRINTERS

Those who were appointed from the members of the various Publisher's and Printers' Sections to represent their respective Provinces, and who now form the Dominion Committee, are as follows:—

British Columbia: (to be appointed).

Alberta: (To be appointed).

Saskatchewan: C. A. Elvin, Saskatoon.

Manitoba: Geo. H. Saults, Winnipeg.

Ontario: E. D. Lowe, Ottawa.

Quebec: J. A. Beaudry, Montreal.

New Brunswick: S. B. Granville, St. Stephen.

Nova Scotia, F. H. Zwicker, Halifax.

Prince Edward Island: Robert L. Cotton, Charlottetown.

The Secretary states that he regrets to find that the Job Printers throughout Canada are not in unison among themselves with regard to their views concerning the Sales Tax Act. The members of the Advisory Committee are doing their utmost to protect the position of the Job Printers so that they will not be compelled to carry out Government regulations that are, in the opinion of the Association contrary to the Act, and which have been so decided by the Courts. It is very necessary that all Job Printers should be of one accord but if some Job Printers either as an organised body or separately, go to the Department of Customs and Excise and state that they are satisfied with the Act as it is, it handicaps the Association and weakens its case.

DRUGGISTS.

The following have been appointed from the members of the various Drug Section to represent their respective provinces, and now form the Dominion Committee.

British Columbia: A. Galloway, Kamloops.

Alberta: F. J. Temple, Calgary.

Saskatchewan: W. J. M. McMullen, Kerrobert.

Manitoba: T. A. Connell, Winnipeg.

Ontario: Henry Watters, Ottawa.

Quebec: G. A. Lapointe, Montreal.

New Brunswick: G. M. Ross, St. John.

Nova Scotia, R. C. Fuller, Amherst.

Prince Edward Island: G. E. Hughes, Charlottetown.

After referring to the prosecution of a certain retailer for selling time

ture of iodine, which did not conform with the official standard, (see March issue of B. C. Retailer), which was ordered withdrawn by the Deputy Minister over the signature of T. L. Leckie, the following memorandum was prepared.

"That whereas regulations establishing bonded warehouses for the manufacture of pharmaceutical preparations are operation to the disadvantage of the legitimate Pharmaceutical Chemist by depriving him of the right and privilege of preparing the medicinal articles for which his training qualifies him, and by further depriving him of the opportunity of training apprentices in the profession of pharmacy to meet the proper legitimate needs of the practice of medicine, and debarring the Pharmaceutical Chemist from the need of taking on apprentices to learn the profession of pharmacy, and so eventually work a wrong and hardship on the public by withdrawal of the professional class of Pharmacist from the service of the people. While the administration of the Food and Drugs Act insists on the quality of tinctures and other alcoholic preparations being of official standard, the uncertainty under which the Retail Pharmacist is laboring as to the proper character, quality and condition of articles supplied by him, which he has not the privilege of preparing economically, must ever interfere with the high standard of service required in the important function of the professional Pharmacist. Evidence is not wanting to substantiate the statement that preparations have been put on the market and supplied to the Retail Drug Trade which were not up to official standard, and which threatened the persons selling those articles with extremely undesirable publicity and prosecution through no actual desire on their part to supply articles which were not of approved standards; and

Whereas we are empowered by the Pharmaceutical Licensing bodies of the different provinces to carry on the function of pharmacy, one of whose essential requirements is the general use of alcohol, and, furthermore, inasmuch as the removal of the preparation of alcoholic products from the retailer to the large manufacturer obviates the need of extensive instruction in pharmaceutical manipulation, the manifest effect of a preparation of the present bonded system must be to deprive the teaching Colleges of Pharmacy of one of their most essential functions, and a further reason for objecting to the bonded system of supply is the extreme difficulty of securing supplies of quite necessary and proper tinctures which the bonded manufacturer does not deem essential to manufacture and cannot be manufactured by him unless on a special order from the Pharmacist.

Therefore, be it resolved that we request from the Government that alcohol be obtainable by the qualified Pharmacist in such quantities as the character of his business may require, and that he be held responsible for the legitimate use and application of all such supplies. As a suggestion for the control of the distribution of alcohol, it is recommended that provision similar to those obtainable under the Opium and Narcotic Drugs Act be applied to the purchase and sale of alchol. A further proposal is that, if required by the Government, we should consider the advisability of all Retail Druggists giving a bond to the Government, secured from a properly chartered Bonding Company, that the alcohol they purchase for pharmaceutical preparations will not be sold or used for any other purpose."

FLORISTS

The following have been named as elected to represent the Dominion Committee of the Florists' Section:

Alberta: A. M. Terrill Co. Ltd., Calgary.

Saskatchewan: Regina Florist Co., Regina.

Manitoba: A. R. King, Winnipeg.

Ontario: R. H. Wright, Ottawa.

Quebec: Chas. C. DeLorimier, Montreal.

New Brunswick: Adam Shand, St. John.

Nova Scotia: Mr. Derbyshire, Halifax.

An attempt is being made by the R. M. A. to have florists exempt from the Sales Tax. Failing this Secretary Trowern, has submitted that an exemption should be asked up to $5000 and that it should be made quite clear that no tax would be paid on any flower or plant grown in another country which has had duty and sales tax paid on it already; that the sales tax be payable only on flowers produced in the retailer's own green-house for sale to the trade or to his retail store to be sold over his own counter. Any plant that is brought into the country and had duty paid on it should be exempt from any further tax, no matter whether it is sold immediately or in a year's time, and the flowers borne by such plant should not be taxed; the clause in the Act exempting all goods made to the order of a customer to remain as it is.

A report has been sent to the members of the Dominion Committee of the Florists' Section, and to the Secretaries of the various Provincial Boards for their consideration, with the request that they send their views on the same as early as possible, and that all the members of the Florists' Sections throughout Canada be asked to defer taking out licenses, until further advised by the Association.

THAT SIMPLE EXPRESSION OF GRATITUDE.

A letter of thanks may be a simple and easy method of expressing pleasure for a real service rendered, but does it denote honest-to-goodness gratitude?

Recently, the action of a certain organization, resulted in saving a considerable sum of money to a dealer in toilet preparations, stationery, etc.

In addition, an opportunity to join said organization, operating for that dealer's benefit has been profferred him.

The question is, should he avail himself of such an opportunity, as a token of gratitude, or after expressing thanks in writing, complain that "business does not at present warrant the expenditure, necessary for affiliation fee." (note—the amount saved this dealer was equivalent to three years' membership fees to the organization!)

It is plainly evident that prompt and efficient action having "provided" sufficient funds for said dealers to become affiliated, the most reasonable method of expressing his gratitude, is to immediately become a member of an organization, which has rendered and is rendering such as he, a very real service.

Of course it is the R. M. A. we're talking about. We have received many expressions of gratitude for service rendered, but why should the other fellow be asked to foot the bill?—Join the R. M. A. now!

News of the Trade

Robert Anton, grocer of Central Park, has sold hs business of J. Harrington.

H. Ballard is reported to have sold his grocery store at Chase, B. C., to G. Grant.

A. B. McNichol's confectionery store at Duncan is reported sold to H. F. Vidol.

Crossley's Grocery, Vancouver—branch at 2049 Granville Street, reported sold.

The General Store at Mission, of M. DesGrisay & Co., is reported succeeded by DesBrissay's Departmental Store Limited.

Hollyburn General Store operated by Watt and Cuthill at West Vancouver, is reported sold to J. W. Lynn.

Young, Seabrook Estate at Victoria—Creditors meeting held. Compromise offer accepted.

Firth Tire and Rubber Company, Vancouver—Dissolved partnership.

Howard's Limited, manufacturing confectioners of Vancouver, have assigned to T. S. Annandale.

Sample Shoe Store of Vancouver have dissolved partnership.

Hoyle Limited (jobbers, confectionery and tobaccos) at Victoria, succeeded by Brown Hoyle Limited.

Oscar Lewis, crockery and glassware, &c., is discontinuing temporarly in retail line.

Chambers Drug Company have acqured the business of R. W. Smith.

M. Lenz, of Victoria, wholesale and retail drygoods—selling off stock and advertises discontinuance of business.

E. E. Richards of Victoria, is offering grocery business and property for sale.

Western Pickling Works, Limited, Victoria—Assets disposed of by Sheriff under landlord's distress warrant.

Whittall Electric Co. (estate) — Creditors meeting held.

T. Dawson and Co. (E. T. Abbott, prop.), furniture, &c., Armstrong, has sold out to William Watson.

H. E. Wallis, druggist, of Cobble Hill, has discontinued business.

McAusland and Spence have sold out their general store at Grindred to A. D. Stranger and Son.

Simpson and Cranna, jeweller at Merritt. — Reported dissolved. W. S. Cranna continues.

Smith and Fox, general store at Milner is reported dissolved. Fox continues.

Dominion Starch and Dextrine Co., Limited, of Vancouver, have assigned to A. P. Foster. Meeting of creditors held.

The incorporation of the Sun-Maid Raisin Growers of Canada, Limited, was recently announced; an extra provincial company with headquarters in Vancouver and Montreal.

P. Hill Fairley, who recently resigned the position of secretary of the Greater Vancouver branch R. M. A., has entered business on his own account in Vancouver.

I. Claman, of Claman's Limited, gents, outfitters, &c., Vancouver, returned May 4th, from an extensive trip to England and Eastern manufacturing centres.

To Locate on Granville Street

Sommers Limited of Montreal, are establishing a ready-to-wear store in the building formerly occupied by the David Steele Company Limited, at 556 Granville Street, and are making arrangements to open August 1st.

This firm has been engaged in the manufacture of ladies' wearing apparel for the past twenty years, and contemplate the establishment of a chain of stores across Canada.

More Bread Sales Now
Outdoor days are here!

OUTDOOR days bring picnics. Warm weather means cold luncheons for the family. There'll be **more** bread but **less** baking in the home! Here is a natural movement for you to get behind, for the profits on bread are bigger, with turnover quicker, than those on flour. Shelly's 4 X Bread gives you the fastest turnover, and, therefore, the biggest profits because its advertising capitalises the trend of the season. It coaxes the housewife from her hot kitchen. Shelly's 4 X Bread not only pays you more, but it brings a steadily growing trade.

4X SHELLY'S 4X BREAD 4X

VANCOUVER VICTORIA
NEW WESTMINSTER NANAIMO

Lake of the Woods Milling Company
LIMITED

Makers of

FIVE ROSES FLOUR

The World's Best

Daily Capacity 14,200 Bbls.

B.C. Offices and Warehouses:
1300 Richards Street, VANCOUVER
1614 Store Street, VICTORIA

New Material for Soles

A material has been discovered in England, said to be suitable for shoe soles, and is given the name of Crepe Rubber.

This is plantation rubber, unvulcanized, but specially milled to a dense gristly texture and in its finished state has a bright golden color. It has several marked advantages over the usual vulcanized material, especially for outdoor and indoor sports, tennis, golf and gymnastics.

If you would progress, don't kick. Even a mule can't kick and go ahead at the same time.

Sounds Reaosonable!

Teacher— "Take this sentence: Let the cow be taken out of the lot. What mood?"

Pupil—"The cow."

Hello! Are You There?

Central—"812 Green."

Voice—"No, drunk one too soon."

At the Auction Sale

You want to keep your eyes open around here to-day.

What for?

Because people will think you are a derned fool if you go around with them shut.

A PRESCRIPTION

If there were more red-blooded men who would get busy to take the "press" out of "depression," the present general talk about the dullness of business would soon cease. Prosperity cannot be achieved by people folding their hands in their laps and waiting for things to happen. The thing to do is to look happy, put your shoulder to the wheel, give employment to as many people as you possibly can afford to, and be constantly on the job drumming up trade. If everybody will do this the present long faces will soon give place to happy smiles again.

The Manufacture of

WHITE STAR YEAST CAKES

Is superintended by an expert of 25 years Yeast Cake manufacturing experience

Reliable——No Experiment

Every Package Guaranteed

3 DOZ. CARTONS TO BOX

A. MACDONALD & CO., Wholesale Grocers **VANCOUVER, B.C**

The McCormick Reputation

Every product from our "Sunshine Factory" maintains the McCormick reputation for cleanliness, purity and quality.

The building is outstanding. It is the biggest, most modern and sanitary of its kind in America. Inside and out the walls are glistening snowy white. Every corner is flooded with sunshine. Every condition is ideal. Every process of manufacture is scientifically correct and scrupulously clean.

Biscuits with such a reputation are the kind your customers want.

McCormick Manufacturing Co. Limited

LONDON, CANADA

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

What Does Experience Teach the Grocer?

That experience is the best of all teachers is familiar knowledge to the successful grocer.

He has learned many things about selling—but the most important about *BUYING*.

He hears lots about quick turnover. But he knows it's an empty phrase unless the sale of the goods he buys, as with Post Toasties, Grape-Nuts, Instant Postum and Postum Cereal, is guaranteed.

Positive turnover, certain profits and interesting volume on Post Toasties, Grape-Nuts, Instant Postum and Postum Cereal are the result of an uninterrupted, year-'round advertising campaign.

The advertising policy on these products is as certain as taxes. It's not a fad, but a part of our business—which is your business.

Canadian Postum Cereal Co., Limited

Windsor, Ontario, Canada

HEALTH BY THE BOTTLE

Is the drug store today getting some of the trade that was the grocer's yesterday? This is not a catch question. It is something for you to think about, and what's more, act upon.

It is a matter of history now. The Fleischmann Company a few years ago undertook investigations of the food and health value of yeast, and as a result it was authoritatively established that yeast is one of the richest sources of Vitamine B, a necessary element in the diet. Also, that yeast possesses additional properties which render it efficacious for boils, and pimples and give it certan laxatve qualities.

The Fleischmann Company has spent many hundreds of thousands of dollars to carry this message to your customers, and you know how your sales of Fleischmann's Yeast have responded. You also know how success begets imitators, and during the last year or so a flood of products, many of which make extravagant claims, have come upon the market.

Most of these products have been in tablet form, and sold through the drug stores. The pioneer work done by The Fleischmann Company having blasted the trail, the promoters of these various yeast and vitamine preparations found the field practically all developed for them.

Many concerns have provided the products in a simple form, easy to take and easy to keep on hand. They have catered to the "get-well-quick" idea that Mr. Wallingford made famous in applying to riches. Whether or not the tablet was the form best adapted to give desired results to the consumers seems not to have been considered.

Unfortunately, health does not come by the bottle. Fleischmann's Yeast is a food product that builds up the bodily resistance and therefore, aids not only in remedying certain specific conditions but also helps to build up general health and strength that in itself is the best safeguard against disease.

The Fleischmann Company supply you upon request with booklets describing the food and health properties of Fleischmann's Yeast so that you, in turn, can furnish a booklet to any of your customers who may be interested.

Why not map out a regular campaign? Make it a point to talk to each customer that comes into your store covering say, the period of a week and learn whether any of them are taking Yeast for Health or should be doing so. It is a matter of profits for you and it may mean a great deal more than that to your customers.

The modern drug store, carries many things you may also sell such as soaps, confections, possibly cigars and tobacco and other miscellaneous items. In the course of a year the difference to you might run up into hundreds or even thousands of dollars if the customer goes into the drug store instead of yours.

So the sale of a yeast cake carries with it great possibilities for increased business for you because it gets the customer into your store frequently and regularly.

THE STENOG'S VACATION.

This manager evidently used the "Hunt" system.

My typust is oi hor vacution
My tryist's awaw fpr a week
My typudt us in hwe vacarion
Wgile thse daum kews plsy hude
& seej.
Cjoras
Oy, bring back, bting bzek,
Brung beej my b Onnie ti my, tp
me;
B (&ng b$xj b6ng, biex,
Bjing boxk m'% beinio—o nix oJ
Helk.
—Clothier and Habadasher.

PRODUCES PROLIFIC PLANTS AND PROFIT

Not an idle boast, but a startling fact. FERTABS quickly prove their wonderful fertilizing powers, resulting in a continual flow of orders from Horticulturalists, Amateur Gardeners and users of cut flowers. This line does not compete with the sale of any other article in your stock. Aim to make 100% of your customers, FERTABS users.

FERTABS

PILLS FOR PLANTS.

If your jobber cannot supply write for prices.

Andrews Escott Company

114R Empire Building,
VANCOUVER, B. C.

"INGERSOLL"

CREAM CHEESE

Spreads Like Butter

Profit to the Dealer.

Satisfaction to the Consumer

Urquhart & Co. Ltd.

Distributors.

98 Powell Steet, Vancouverr

Phone Seymour 4200

Statistics recently compiled show that British Columbia has more telephones to population than any other province of Canada. It is to maintain this enviable record that extensions of outside plant and central office equipment are constantly being made and this year large expenditures are planned. Facilities for adequate telephoning are always kept up to top notch, with the result that our whole system is in excellent condition, and we are in a position at all times to supply service when the request is made.

B. C. TELEPHONE COMPANY

SERVING TWO INTERESTS

The present-day health slogan is "Eat right and you'll be right."

To vast numbers of people, many of them your customers, right eating means one to three cakes daily of

FLEISCHMANN'S YEAST

You can best serve your customers' health-interests—and at the same time speed up business—by making it easy for them to buy fresh yeast daily over your counter.

GROCERIES & PROVISIONS

The hoped for further improvement in the grocery business forecasted in our last isue has not materialized to any appreciable extent. The late spring is undoubtedly accountable for this disappointment, and it is doubtful whether the early summer will come up to expectations.

Wholesalers report good business from up country points, but city trade is still below normal.

The backward weather is responsible among other things, for the unfavorable summer resort business, which in the past years has been noticeably brisk at this time.

It would appear from reports reaching this ofice that retail business over the line shows unfavorable comparison with our local trade, and the activity noticeable in Vancouver's shopping centres indicates that retail merchants at this point are better situated than some of our southern neighbors.

With the surplus stocks of 1919 and 1920 practically cleaned up, an increased amount of production appears imperative.

There is evidence of optimism in the grocery trade of the prairie sections with the usual prediction of a good crop year. Business is spotty, some districts showing very fair demand, while others report slow movement of grocers commodities. Some sections of British Columbia report frost damage to small fruit acreage, this is not a general condition, and will not materially effect the outlook for a yield, well up to the average.

Market Changes.

Sugar—Local prices declined 10 cents per hundred pounds on May 3. The prevailing price for granulated in Montreal is $5.90 per 100, as compared with the local price of $6.40. Further declines locally are not altogether unexpected during the next month or six weeks.

Maple Suger—Supplies on new season's maple sugar are due now. The price will be $5.85 per box of 50 ½lb. cakes. The early shipment is eagerly looked for by Eastern Canadians resident here. A box well displayed on the retailer's counter is easily sold.

Canned Fruit—The Hawaiian pineaple pack this summer will show a heavy decrease over the past two years. Arrival prices are showing an increase over those prevailing earlier in the year. New pack arrives on the market about September 1, and will register an advance of some 10 per cent, all round. Canned apricots are practically unprocurable until new pack. Other lines of canned fruit show a fair demand with no apparent shortage.

Canned Lobster.—The retail trade are now feeling the effects of last year's short lobster pack, finding it impossible to secure supplies of reliable goods. New lobster will be ready in limited quantities about July 1st. The price will be $2.90 for ¼s, and $5.00 per doz. for ½s, an increase of about 20 per cent. over the last prices quoted.

Jam—Jam of all descriptions are moving freely, housewives' preserves being practically depleted. It is safe to predict that both manufacturers and retailers' stocks will clean up before arrival of new pack.

California Dried Fruit— Market inactive, very few changes with the exception of a slight reduction in seedless raisins, and firmer prices on prunes, and evaporated apples.

Oysters.—Common variety of Cove oysters packed on the Atlantic coast show quite a reduction in price on recent arrival—1s. are now selling at $2.25, and 2s. at $3.75 per doz. The fancy grade of Blue Point oysters is ruling at higher prices, owing to a very limited production, 1s are selling at $3.75, and 2s at $4.00.

Sardines.— Recent shipments of Norwegian sardines are selling at slightly higher prices owing principally to the increased value of European exchange. Popular price for best known brands is now $15.75 per case of 100 tins.

Jelly Powder.—Jelly is down in price to 95c per doz. a drop of 25c doz., while jelly powders of local manufacture have followed suit with a special discount of 10 per cent. on gross lots.

Clothes Pins reduced from $2.40 to $1.80 per box of 5 gross.

New Season Canned Spinach, 24/2½s at $2.65 doz.

Pumpkin advanced 15c per doz. on 2½s to $2.15 doz.

Ridgeways Tea advanced from 65c to 70c per lib.

Cheese—Ontario solids reduced to 19c per lb.

Macaroni advances 1c per lb.

Pure Olive Oil has advanced 10c per gallon.

A rival for the California date, which has supplied the local demand with this delicious fruit, has arrived on the market and much comment has been made regarding the packing and growing of this new brand, namely, the Turban date. The product is British, and is being received here in preference to the California product, although the price is slightly in advance of the southern brands.

NEW STORE BUILDINGS

Robson street is to have another block of stores, construction being under way upon the new business structure in the 1000 block. The building is to be brick and tile construction with tar and gravel roofing It is to have a frontage of 66 feet on Robson street with a depth of 50 ft. and will be divided into five stores, each of which will have an attractively designed plate glass front and modern lighting and plumbing fixtures.

Two new buildings are shortly to be erected at the corner of Granville and Robson Streets. Construction of a three storey block on the S. W. corner of these thoroughfares is to be commenced about June 1. This building will be erected upon a large modern basement, and will consist of stores on the ground floor and offices upstairs, at an expenditure of some $75,000.

On the S.E. corner of the same streets, a two-storey modern brick building is being planned. This structure is to be erected for the Service Tobacco Shops Limited, at an approximate cost of $40,000.

The contract has been awarded for the construction of a block of four stores to occupy a site at 680-690 Kingsway. The stores will be of concrete foundation and will cost

$6000. They will have a frontage of 100 feet on Kingsway with a depth of 160 feet.

A store building is to be erected in the 2400 block Main street near Broadway, at an approximate cost of $10,000.

ADVERTISING

When a manufacturer puts persuasive color advertisements in the magazines, the customers of the merchant who buys from that manufacturer read those advertisements. The manufacturer advertises for the sole purpose of having the ultimate consumer go to the store to buy from the merchant who handles his product. When the manufacturer sends that merchant cutouts for his windows, a set of signs for his store shelves, booklets for counter use or wrapping with packages, he is providing that merchant with sales ideas to help him move his goods—the goods which the merchant has bought from him and which he wishes to sell. The manufacturer isn't doing all this, of course, from a charitable impulse. He is in business to make money just as the retailer is, but he realizes that if he is to make money the retailer must make money first, so that if he can give the retailer a market with the products that he sells to him, the merchant's shelves are going to become empty faster and consequently will be refilled faster and the more the merchant takes advantage of this advertising, making it work for him to the utmost, the bigger dividends it will pay. Gearing one's store with advertising which the manufacturer is doing gives an added force that costs the retailer nothing but it turns a merchandising current into his store.

E. GAMLEN
Recently elected third vice-president of the B. C. Board, R. M. A. Mr. Gamlen is in partnership with W. W. Ballard at Gordon's Limited, Victoria.

RAMSAY'S CREAM SODAS

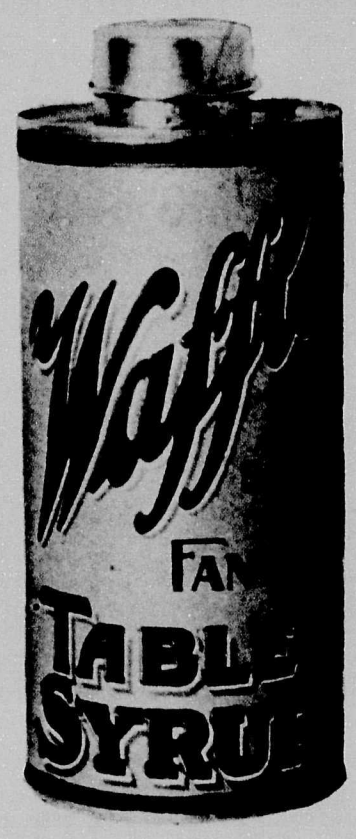
TRY OUR NEW
DIAMOND PACKAGE
FAMILY SIZE

ALSO PUT UP IN
SMALLER 10 CENT
PACKAGES

SOLD BY ALL LEADING GROCERS.

Ramsay Bros. & Co., Ltd.

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



SPRING TIME
IS MAPLE SYRUP TIME

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

Kelly Confection Co., Ltd.

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

GILLETT'S LYE
EATS DIRT

Profit is only profit after you sell the merchandise. A large margin does not put a dollar in your pocket if the goods set on your shelves until they are bespecked and unsalable.

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	.40
10c Cream Sodas, packages, doz.	.96
15c Cream Sodas, packages, doz.	1.40
10c Assorted Sweet Biscuits, packages, per doz.	.96
15c Assorted Sweet Biscuits, fancy carton, per doz.	1.50
Chocolate Bars, assorted kinds, 2 doz. to a box, per box	.90

E. W. GILLETT CO., LTD.

Royal Yeast—

	per case
3 doz. pkgs. in case	2.05

Perfumed Lye—

	per case
4 doz. in case	$ 5.70
5 cases	5.60
10 cases, 4 doz in case	5.55

Magic Baking Powder—

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

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

Caustic Soda (Granulated)—

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

Cream Tartar—

	per doz
1lb. cans, screw covers (doz. in case)	9.15
¼ lb. paper pkgs. (4 doz. in case)	$2.05
½ lb. paper pkgs. (4 doz. in case)	3.95
	per case
4 doz. ¼ lb. paper pkgs; 2 doz. ½ lb. paper pkgs., assorted	15.85
	per doz
½ lb. case with screw covers (4 doz. in case	5.05
5 lb. square canisters (½ doz. in case)	.72¾
10 lb. wooden cases	.64½
25 lb. wooden pails	.64½
100 lb. lined kegs	.59¾
360-lb lined barrels	.58½

Magic Soda—Case No. 1—

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

Bi-Carbonate of Soda—

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

KELLY, DOUGLAS & CO., LTD.

Nabob Products

Alum, ¼s, doz.	.75
Borax, ¼s, doz.	.75
Tartaric Acid, ¼s, doz.	2.50
Baking Powder, 48 12 oz., doz.	2.65
Baking Powder, 48 16 oz., doz.	3.75
Baking Powder, 12 2½s, doz.	6.30
Baking Powder, 6 5s, dozen	10.10
Celery Salt, glass, doz.	90
Coffee, 1s, lb	.32
Coffee, 5s, lb.	.67
Cream of Tartar, ¼s, doz.	1.75
Baking Soda, 60 1s, case	1.10
Baking Soda, 24 ½s, doz.	.60
Custard Powder, doz.	.35
Quick Tapioca, doz.	.35
Chocolate Pudding, doz.	.35
Allspice, No. 3, tins, doz.	1.35
Chili Powder, small, doz.	1.10
Cinnamon, 2 oz. tins, doz.	1.15
Cayenne Pepper, 2 tins, doz.	1.15
Cloves small, doz.	1.15
Ginger, small, doz.	1.15
Mace, small, doz.	1.10
Nutmeg, small, doz.	1.15
Paprika, small tins, doz.	1.15
Black Pepper, tins, doz.	1.15
White Pepper, tins, doz.	1.15
Pastry Spice, 3 tins, doz.	1.10
Pickling Spice, doz., No. 3	1.15
Marjoram, Mint	
Poultry Dressing, Parsley, Sage, Savory, Thyme, Tumeric, tins, doz.	1.15
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.	1.35
Jelly Powder, doz.	.90
Mustard, ¼s, doz.	2.40
Mustard, ½s, doz.	4.75
Mustard, 1s, doz.	1.50

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

Castor Oil, 2 oz., doz.	1.25
Castor Oil, 4 oz., doz.	2.00
Salt Petre, ¼s, doz.	1.50
Sulphur, ¼s, doz.	.75
Tea, Green Label, 1s lb.	.53
Tea, Green Label, ½s, per lb.	.54
¼s, lb. packages	.51
5 lb. packages	.50
Tea, de Luxe, Afternoon, 1 lb.	.72
Tea, de Luxe, Afternoon, ½s, per lb	.73
Lemonade Powder, doz.	2.25
Vinegar, doz	2.[illegible]6

THE W. H. MALKIN CO., LTD.

"Malkin's Best" Products—

Ground Arrowroot (Pure St. Vincent) 12/4oz. cartons, per doz.	1.40
Baking Powder, 48-12 oz., per doz.	$ 2.90
12-2½s, per doz.	9.35
12-5s, per doz.	16.85
Coffee, 48-1s, per lb.	.52
Cream of Tartar, 4-oz cartons, per doz.	1.90
Cream of Tartar, 1s tins, per doz.	9.00
Custard Powder, 4-oz. cartons, per doz.	1.00
Custard Powder, 12 oz. tins, per doz.	3.00
Extracts (all flavors) 12-2 oz., doz.	2.50
12-4 oz., per doz.	4.75
8 oz., per doz.	9.00
16 oz., per doz.	17.00
26 oz., per doz.	24.00
½ gallon, each	5.50
Gallon, each	10.50
Glycerine, 12-2 oz. bottles, per doz.	1.75
12-4-oz. bottles, per doz.	3.25
Honey, 24-8 oz. jars, per doz	2.40
24-13 oz. jars, per doz.	3.50
24-2 tins, per doz.	6.00
12-4 tins, per doz.	11.50
Jelly Powders, 4-oz. all flavors, doz.	1.00
less 5% in ½ gross lots	
less 10% in gross lots.	
Lemonade Powder, 4-oz. cartons, doz.	1.25
Lemonade Powder, 8 oz. tins, per doz.	2.40
Mustard, 12-3s, tins, per doz.	1.65
12-8s, tins, per doz.	4.50
24-1s, tins, per doz.	8.50
12-5s, tins, per lb.	.60
Spices and Seasonings:	
Celery Salt, taper bottles, doz.	2.10
Curry Powder, taper bottles, doz.	2.25
Allspice, per doz. tins	1.05
Cinnamon, Ginger, Black Pepper, Poultry Dressing, Sage, ground, Sage, rubbed, Savory, Thyme, Tumeric, per doz. tins	1.15
Cloves, Mace, per doz. tins	1.35
Marjoram, Mint, Nutmeg, Parsley, Pastry, mixed, Pepper, white, Pepper Cayenne, per doz. tins	1.25
Paprika, Chili Powder, Curry Powder, per doz tins	1.75
Whole Cinnamon in carton, per doz.	.45
Whole Nutmeg in cartons, per doz.	.45
Tea, 100-1s, per lb.	.53
60-½s, per lb.	.55
30-1s and 20-½s, assorted, per lb.	.54½
12-5s, per lb.	.56
Vinegar, 24-qut., per doz.	2.75

P. BURNS & CO., LTD.

Shamrock Products

Hams, per lb	37
Hams, boned and rolled per lb	41
Bacon, 6-8, per lb	44
Dominion Hams 12-16lbs.	36
Dominion Bacon, 6-10 per lb	37
Dominion Bacon, 10-14, per lb.	.34
Dominion Shoulders, boned and rolled	.20
Cooked Hams, Shamrock, per lb	47
Ayrshire rolled shoulders, per lb	25
Lard, No. 5, 12 to case	11.35
Lard, No. 3, 20 to case	11.40
Lard, cartons, 15 lbs.	.21¼
Lard, No. 1 cartons, 30 lbs.	.21
Compound, Carnation, No. 5, 12 c's	9.85
Compound, Carnation, No. 3, 20 c's	9.90
Dripping, beef, 4-lb. bricks	.15
Mincemeat, kits, 25lb, net, per lb,	17½
Meat Loaf, per lb	.18
Pork pies, per doz.	.45
Pork, roast legs with dressing lb	.40
Baked Ham with dressing, per lb	.45
Cooking Oil, 5 gal. tins, 40lb., ped lb	.18½
Creamery Butter, Shamrock, vartons	.40
Creamery Butter wnthout carton	.39
Cheese, Canadian, large, per lb.	.23½
Cheese, Canadian, twin, lb.	.24
Smoked fish, kippers, 20s, per lb.	. 9
Smoked fish, kippered salmon, 10s and 20s, per lb	.16
Smoked cod, 30s, per lb.	.16
Head Cheese, 5 lb tin, each	.60
Jellied tongue, per tin	1.75
Selected Foyl, per lb	.30
Selected chicken, per lb.	40

THE ROYAL CROWN SOAPS, LTD.

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

Terms Nett 30 Days.

Royal Crown Soap, 5s, box of 120, 1cs.	$ 5.40
Royal Crown Soap, 1s, box of 100	4.50
Golden West 5s box of 120s	4.80
White Wonder, box of 100	5.75
Linen (unwrapped) box of 100	3.75
Royal Crown Naptha, box of 100	4.70
Klondyke (wrapped), box of 25	6.25
Klondyke (unwrapped), box of 25	6.10
Primrose (wrapped), box of 25	4.50
Extra Hard (unwrapped), box of 30	2.50
English Blue Mottled, box of 20	6.15
Royal Crown Powder, 3-lb., box of 24	6.50
Royal Crown Powder, 1-lb, box of 50	4.75
Golden WestPowder, 3-lb., box of 24	6.50
Royal Crown Cleanser, box of 48	2.50
Royal Crown Lye, box of 48	5.50
Royal Crown Powdered Ammonia, 1lb., box of 36	3.75
Liquid Ammonia, 2 doz. qts., box of 24	4.00
Liquid Blue, 2 doz. qts., box of 24	4.00
"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 6, 10, 25 and 100 boxes.

White Swan Soap, 5s, box of 120	5.40
Golden Rule Soap, 6s, box of 144	5.40
Perfect (unwrapped), box of 100	3.75
White Swan Naptha, box of 100	4.70
Climax or Montreal (wrapped), box of 25	6.25
Red Crown, box of 25	4.50
Golden Bar, box of 30	2.50
Blue Mottled, box of 20	6.15
Blue Mottled, box of 30	5.50
White Swan Washing Powder, 3 lb., box of 24	6.50
Pendray's Lye, box of 48	5.50
Pendray's Powdered Ammonia, box of 24	4.00

Special prices on 5, 10, 25 and 100 boxes

Pendray's Water Glass, Egg Preserver

Cases 24 tins, per case	5.00

Sundries

Royal Crown Washing Powder in barrels, per lb.	.07¼
Royal Crown Cleanser in barrels, lb.	.05
Terrazzo Cleanser in barrels	.07
No. 1 English Soft Soap in barrels, lb	11
No. 1 English Soft Soap in pails, lb.	.13½
No. 2 Common Soft Soap in barrels	.07
Witch Hazel Liquid Soap in bbls., gal.	1.25
Witch Hazel Liquid Soap in 4-gal. tins, per gallon	1.75

THE JAMESON LINE

W. A. Jameson Coffee Co. of Victoria.

Coffees:	
"Jameson's Brand" 50—1s to case	$ .48
"Jameson's Brand" ½s	.50
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	2.40
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
Spices and Herbs: Allspice, Cinnamon, Curry Powder, Ginger, Mixed Spice, Mustard, (pure), Nutmeg, Paprika, Pepper, (black), Pepper, (Cayenne), Pepper, (white), Pickling Spice, Tumeric, Marjoram, 2-oz. per doz	1.15
Cloves, Mace, 1-oz.	1.15
Mint, Poultry Dressing, Sage, Savory, Thyme, 1½-oz.	1.15
Celery Salt, 2-oz. bottles	1.25

"The House Behind The Goods"
MALKIN'S BEST

MALKIN SAYS

That from recent cable advices of crop conditions in India the price on "MALKIN'S BEST TEA IS TOO LOW."

Have You a Good Stock on Hand?

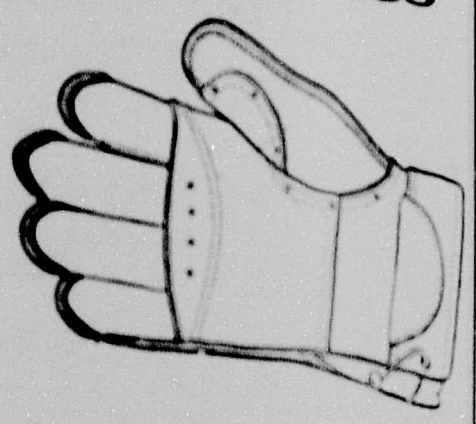
Style 673. Medium weight tuxedo model. A great seller for year-round service. There is a wealth of finish and detail here, including butterfly belt and detachable front vestee.

Shown by courtesy of Universal Knitting Company

Watson's Gloves

We Would Like to Do Business With You.

Here Is Our Hand On It.



The following are a few of our best quality lines.—

No. 223—Lineman's Gauntlet, made from best quality No. heavy medium cream grain horsehide, double thumb strap protecting seam, protected tips, double sewed waxed linen thread, guaranteed not to rip. $21.00 per doz.

No. 416—Light weight smoked buffed horsehide, best quality stock, gun cut pattern, comfortable nice appearing glove, suitable for short driving glove, choppers or fallers $22.10 per doz.

No. 211—Very soft heavy weight double palm, thumb and first finger, second and third fingers also heavy weight. Very suitable for handling cable or rigging $27.00 per doz.

No. 292—Folding cuff auto glove. Best quality No. 1 colt skin. Cuff leather bound and leather lined. Adjustable wrist strap $36.00 per doz.

No. H—General Work Glove. Pigskin, very pliable, glove pattern, pultite fasteners $10.00 per doz.

No. G—Mulesskin, canary color, gun cut pattern, outside seam, protected tips, pultite fasteners, for handling lumber $8.00 per doz.

Samples of these and other lines will be forwarded for approval on application

J. WATSON

MANUFACTURER

127 DUFFERIN STREET E. VANCOUVER, B.C.

Phone Fair. 1988

ANNOUNCEMENT

We are specialists in window draperies, shades and fixtures and tapestries. If its for the window, we have it.

Write for samples and our specially reduced prices which will show you great savings.

GEO. H. HEES SON & CO.

Limited

TORONTO MONTREAL

603—325 HOWE ST. VANCOUVER, B.C.

Seymour 5279

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

The infinitely improved tone in commercial reports would indicate that better conditions are due to materialize. Nothing approaching a boom, however, is looked for, but a healthy revival of retail buying seems assured. Factors indicative of this cheerful premise include stock market activity and lower rates of interest. Factories turning out seasonable goods for spring have been exceptionally busy. Building operations have shown a substantial revival, and rail shipments have increased to a very marked extent. There is little doubt but that retail business generally will feel the influence of these improved conditions, but as to whether mens' wear business will reap the full benefit depends upon the withdrawal of special sales. Bargain merchandise has been offered the public in such volume that the public are liable to consider regular prices still abnormally high when special price offerings are suddenly withdrawn. The merchant cannot run legitimate business upon these lines indefinitely, and we should suggest that they forget special sales in mens' wear for the time being. Even should smaller volume of business result immediately, it will mean more profitable business eventually, resulting in mens' wear stores reaping the benefit of the better conditions forecasted.

Sports Goods

Dealers in sports goods are congratulating themselves, for the entire continent has apparently "discovered" this style of apparel. Sports clothes being less bound by convention than any other form of dress, afford both the dealer and customer an attractive proposition, offering opportunity for exploitation to the dealer, and the working out of originality to the sports enthusiasts.

This style has been in gradual process of evolution for some time, and those merchants who were long-headed enough to see that sooner or later sports goods wear would become popular with the public, are now reaping the rewards of their foresight.

Head Gear

Soft hat shapes for fall show very little change from those shown for spring. The small, neat shapes still prevail with some models showing slightly wider brims. Browns and greys are expected to be the leading colors and rough finishes are expected to be good. In the latter mixtures, various heather and lovat shades will be shown and it is expected that these colors will meet with some favor. Very good qualities of velours are now being produced in Canada and they can be sold at a very reasonable price for this class of headwear. The velour hat is expected to have considerable popularity and a good variety of domestic and imported hats are being shown to the trade.

Clothing Wage Reductions

Clothing manufacturers in Chicago have presented to the Amalgamated Clothing Workers formal demands for a 25 per cent. wage reduction, a 48-hour week, abolition of holiday and vacation pay, selection of workers by employers, and adjustment of standards of production by the management. If this move is successful in Chicago, it will probably be a signal for additional wage reductions in the clothing industres in the East.

KNIT GOODS

Knit goods offer the retail merchant his greatest opportunity in the spring of the year when outdoor sports and recreations demand this popular wear. For golf, tennis, boating, swimming, bowling, motoring and many other recreations, some knitted garment is almost indispensable, and it must appear that dealers in these garments are not on to their business if they do not bring the merits of knitted goods to the attenton of their customers sufficently to result in a healthy volume of sales. The possibilities for extra sales in the knit goods department are so obvious at this season that they deserve speeal featuring and advocation.

If they are not universally worn or if those who wear them do not buy more of them, it is simply because their attention is not more frequently directed to them by displays of garments that embrace both style and usefulness.

Regarding the woollen market, styles and general conditions, the views of one of the heads of a leading knitting company, expressed hereunder, are of more than passing interest.

"Like our many customers from this coast to the Atlantic, we have been hoping for the past year to find the prices of high-grade yarns to show an weaeknng. But true to the predictions of our British spinners we find there has been a very steady upward trend, and we congratulate ourselves upon having followed their advice and placed our orders a full year ago, and thereby are enabled to offer those customers the benefit of our early purchasing. Even today we are urged to place yarn contracts for year 1923, as the market conditions indicate further rises.

Regardng procuring orders from the trade we found conditions on the prairies show a decided inclination to withhold placing until crop outlook warrants. Throughout British Columbia, Ontario, Quebec, and Maritime Provonces, however, the returns have been considerably in excess of 1921. Bathing suit business on this coast and at all watering places across Canada has been more than double any previous year's placing, due, we find, to the preference for pure woollen garments and the fact that the making of a bathing suit is, today more than ever before a mat- of style and fit worked in pleasing color combinations. The popular demand for the present wear in both ladies' and gentlemen's kntted outer

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

Style 1524. Men's finely knitted "jersey" Sports Coat, a favorite for sports wear, or general use, combining a pleasing appearance with the greatest comfort.

Shown by courtesy of Universal Knitting Company

garments are largely the lighter weights or jersey cloth coats. The Tuxedo model for ladies and the 'V' neck coat for men, being equally serviceable and stylish in appearance."

Bathing Suits

Bathing suit business for the coming summer season should be charted to gain a large volume on a close margin. The wise merchant will stick to conservative things, plain colors and stripes, and shades that the average man wants to wear. Freak styles should be avoided. Extreme novelties are apt to pull down the profits at the season's end. Window displays should be used freely to build bathing suit business. More thought should be employed in the presentation of bathing suit displays. plays.

Estimate Cotton Crop of World Will Be More Than 15,000,000 Bales

It is interesting to recount the usual predictions as to the future trend of the raw cotton market. While no marked degree of optimism is voiced, there is a general feeling that the beginning of 1922 presents a more encouraging outlook than early 1921. The "Journal of Commerce" of New York says that the general trade prospects for this year "are believed to be distinctly better. Production of goods is bound to increase."

BRITISH EXPORTS OF BOOTS AND SHOES

Before the war Great Britain was firmly intrenched in the world's boot and shoe markets. That country's products found sale in North and South America; Europe was a large consumer; and British Dominions and colonies were very heavy importers of these goods. During the war, with manufacturers devoting practically their whole attention to army supplies, these former markets were of necessity neglected. Consequently countries dependent on British goods were compelled either to seek other sources of supply or to manufacture for their own needs. Since the resumption of normal activities results indicate that British manufacturers have attained only very limited success in recovering these markets.

A great shrinkage in overseas shipments of boots and shoes has been experienced by British manufacturers during recent years. An idea of this decrease will be gained by making comparisons of certain pre-war exports with those of the last three years. Official trade statistics show that in the year 1910 exports of boots and shoes, made wholly or mainly of leather, from the United Kingdom totalled 1,086,638 dozen pairs. These exports rose to 1,152,600 dozen pairs in 1911, 1,393,096 dozen pairs in 1912, and 1,452,815 dozen pairs in 1913. During the post-war years the following overseas shipments were made: In 1919, 545,766 dozen pairs; in 1920, 818,969 dozen pairs; and in 1921, 313,252 dozen pairs.

SECRETS OF SUCCESS

"What is the secret of success?" asked the Sphinx.

"Push," said the Button.

"Never be led," said the Pencil.

"Take pains," said the Window.

"Always be cool" said the Ice.

"Be up to date," said the Calendar.

"Never lose your head," said the Match.

"Make light of your troubles," said the Fire.

"Do a driving business," said the Hammer.

"Don't be merely one of the hands," said the Clock.

"Aspire to greater things," said the Nutmeg.

"Don't try to be too sharp in your dealings," said the Knife.

"Find a good thing and stick to it," said the Stamp.

"Do the work you are suited for," said the Chimney.

A Welcome Visitor

Talking of hard times, unemployment and the breadline, we met an old friend of ours the other day who assured us fervently that he had long since given up trying to drive the wolf from the door. He is now laying for the next wolf in order to eat it.

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.

SPORT SHOES AND SPORTS SHOES

Can Your Salespeople Explain These Two Types to Their Customers?

The shoe trade should be well prepared for a season in which sports costumes, wool hose or silk and wool, or silk lisle, in all of the soft colors, will be worn with footwear of the sport order in a variety of leathers.

It is well to get a proper definition of sport footwear. There is a difference between sport shoes and sports shoes. The first term is generally applied to a rather wide variety of footwear that is used quite generally for street wear in summer. These shoes are made of a variety of materials on rather broad toe lasts carrying flat, broad heels, and are frequently fitted with rubber soles.

For Particular Sports

The second term is used to designate footwear intended for use for some particular game or sport and used exclusively, or nearly so, for that sport, such as football, baseball, bowling, basketball and track, etc.

From a style viewpoint, sport footwear, being the types of oxfords and straps in combination of leathers as first mentioned above has a leading place in all retail stocks for spring and summer. Golf has exerted a primary influence toward the use of such footwear and the wearing of tweeds and knickerbockers has affected the types of shoes.

Know the Leathers

A knowledge of the sport leather is generally needed. It is fortunate that the unprecedented demand for sport footwear finds the most suitable and favored leathers at a lower price than they have been for years. Most of these leathers are as low—some are lower—in price than before the war. Then, too, the finishes which are now in great favor do not add to the expense over ordinary finishes.

The most talked of leathers in the new sport shoes are buck, elk, horse, calf, veal and kip. These vary in cost according as to whether they are the genuine, as their name implies, or are side leather finished to closely resemble the genuine. It should not be gathered from this that side leather is not serviceable, or that it lacks any esesntial qualities for excellent footwear.

Most Favoured Leathers

Right at this minute "the craze" so called, is for smoked leathers and coffee shades of elk, horse and calf, and white and pearl buck. The smoked leathers are very popular for the new footwear. In the best smoked calf, the leather is actually smoked; likewise with the best elk and veals and glazed horse. There is a light leather dressing finish over the smoked calf.

Little Genuine Elk

There is very little genuine elk. Elk leather, such as we see in most sport shoes, is the grain split of a light cowhide. The finish is durable, but it needs a cleaner specially adapted for it, to clean it properly and mellow the leather. Elk leather of the variety mentioned wears well and should give good service.

White buck is one of the most popular of our sport leathers. It is used in footwear for a large varety of sport and outing wear. A number of leading and smaller tanners are turning it out in large quantities. One of the leading tanners makes a white buck which is easily cleaned. He has made a discovery in tanning and finishing this leather so that it can be cleaned with luke-warm water soap and cloth, or soft brush so that the leather does not harden when dried. It is restored to its original appearance, soft and mellow, thus proving a boon to golfers, tennis players and others who have regard for the appearance of their footwear.

A Practical Bag Holder

The Cowan Bag Rack

holds paper bags so they feed down automatically—having one of each size ready for instant use at all times. To fill it is no more trouble than piling bags under the counter. There is no waste.

This new rack is a simple, very practical device that sets on or under the counter and costs but a small sum.

Write or ask our traveller to show you a demonstrator model.

Smith, Davidson & Wright, Ltd.

MANUFACTURERS OF SCHOOL SUPPLIES

VANCOUVER VICTORIA

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.

Hints on Selling House Paint

Demonstrate.

Call on home owners and farmer.

Know the ingredients and why they are there.

Sell covering capacity and life.

Sell by the square foot or square yard.

Estimate quantities.

Suggest color schemes.

Submit directions for use, priming thinning, applying number coats, etc.

Back up the goods and your promises.

Study your competition and beat it.

Train your clerks to sell.

Hold paint demonstrations.

Be a live advertiser.

Have a personality in your store.

Have a paint department.

Have a paint department head.

Make your store paint headquarters.

Install a Wireless Phone in Your Automobile

Any one who owns an enclosed automobile can now equip their cars with a wireless telephone at a cost of about $50., or just about the price of a new tire or battery. Four parallel copper wires are run around the top of the auto on six-inch posts fastened to each of the four corners.

BANKER OR MERCHANT?

A few Don'ts that are Worth While Posting Where Your Sales Force Can See Them.

Don't cash checks for strangers.

Don't cash checks for casual acquaintances.

Don't accept checks from strangers for any considerable amount of merchandise.

Don't cash checks Saturday or before a holiday.

Don't allow yourself or clerks to be hurried in making change. The "rush act is the Con Man's game."

Don't forget that you are not running a bank.

Don't fail to bank your money every day.

Don't hold checks more than twenty-four hours even if you take them from your customers.

Don't fail to call at the bank for your cancelled checks on the first of every month.

Let the banks do the banking business, they carry "bad check insurance," you don't.

Bad checks reported are almost as much as "Bad Debts" reported. The total is appalling. Why not post a sign, "No checks cashed," and don't try to be a banker, you may get "stung" tomorrow.

"Oregon Merchants Magazine."

SITUATION WANTED.

Position wanted by Gents Furnishing clerk, six years experience in Vancouver, three years experience in the interior. Am thoroughly familiar with present day prices and conditions. Can produce excellent references. Box 701, B. C. Retailer.

J. A. Tepoorten
LIMITED

WHOLESALE
DRUGS

PATENT MEDICINES
DRUGGISTS' SUNDRIES
PHARMACEUTICAL PREPARATIONS

308 Water St., Vancouver, B. C

RATES ARE TOO HIGH

INSURANCE costs are generally admitted to be too high. In fact, recently compiled figures would indicate that in British Columbia during the past five years only 30c. out of every dollar collected by the insurance companies from the property owner was paid out in losses, whereas 70c. was retained for profits and expenses.

¶ The Retail Merchants' Underwriters Agency paid last year in losses approximately 30c out of every dollar collected, but paid back to the retail merchant 35c of every dollar collected. Why continue to add to the profits of the insurance companies by paying excess rates when an inquiry at this office will show you how you can keep this profit yourself?

Retail Merchants' Underwriters Agency
Seymour 1539—Seymour 2905
501 VANCOUVER BLOCK VANCOUVER, B.C.

HARDWARE, OIL *and* PAINTS

NEW GOODS

The United Royalties Corp., New York City, have placed on the market a new egg beater, "the Ladd Egg Beater No. 00." This being smaller and cheaper than the Ladd No. 0.

Nickel Plated Aluminum

By a new process, aluminum can be so substantially nickel-plated that the metal can be hammered and bent without cracking.

Automobile Tire Factory

"The Firestone Tire and Rubber Company of Akron," Ohio, are now occupying their new factory at Hamilton, Ontario. This plant is one of the most complete exclusive tire manufacturing plants in Canada equipped with all the latest machinery.

AUTO ACCESSORIES

The improved weather conditions have given an impetus to summer accessory sales. Out-of-town dealers are reported to be showing considerable interest in this general line. Repair parts and replacement equipment are in fairly good demand. Tool kits and special tools are also going well.

Auto-Kamp-Koot- Kit

A handy camping outfit will appeal to automobile and motor boat owners. Compact as a suit case and when closed it takes up less room. Can be set up in a few minutes and gives a stove complete in every detail with flame regulator, grates, pressure gauge and warming place. It burns gasoline the same grade that you use in your car. Can be regulated the same as a gasoline stove. No smoke, soot or odor. A 20 mile an hour wind will not blow it out. It will heat your tent on a cold day. Fitted with two burners, 6 in. grates, size closed 5½ in. thick, 10 in. wide and 18 in. long, weight complete 18 lbs.

Canadian Made Adze Eye Nail Hammers

Canadian manufacturers of adze eye nail hammers have lowered their prices, and jobbers have lowered their prices accordingly. The drop is approximately ten per cent. on the different lines.

Sash Cord Prices Steady

Sash cord demand is better, and prices show no indication of change.

Sash Weights

Building activities are bringing out nice business. Prices are considered favorable and no early changes seem likely.

Refrigerators

There is a growing demand for refrigerators, and with the price situation stabilized sales are expected to be good.

Friction Tape Reduced

Friction tape prices come down. Jobbers quotations now show a drop in price of ten per cent.

Prices Are Lower on Wire Clothes Lines

Prices lower on wire clothes line. The new quotations show a decline of approximately ten per cent. on the different lengths.

Fifty foot is now quoted at $3.60 a dozen; one hundred foot at $6.00 a dozen; one hundred and fifty foot at $9.00 a dozen.

Lower Prices on Auger Bits

Lower prices on auger bits. The new lower prices show a decline of ten per cent. on the entire line. Jobbers now quote net list.

Roofing and Building Papers in Better Demand

Manufacturers and distributors of prepared roofings and building papers now state that business has taken the active turn usually noticeable in the spring months.

Linseed Oil.

A fairly good sale is reported of linseed oil, with quotations unchanged.

Baseball and Lacrosse Goods

There is a steadily increasing and good demand for baseball, lacrosse goods, etc., in preparation for the coming season.

Builders' Hardware

Owing to the early start in building activities and prospects of a greater amount of construction work than last year, business in builders' hardware is expected to be exceptionally brisk.

Paints

Good sales are reported, and there are no changes in market prices.

Bar Iron and Mild Steel Prices Advance

By changing the base of mild steel and bar iron quotations are now higher. The smaller sizes are now quoted at four dollars a hundred pounds base, showing one cent. a pound advance over the old price, while the large sizes are three and a half dollars a hundred,showing advance of half cent a pound.

Barbed Wire Moves Out

Jobbers report barbed wire moving out in fair volume. Quotations are now— on Cattle, $4.65 a spool; hog, $5.15 a spool.

Screens and Screen Doors Move

Weather conditions make screens and screen doors move out. Jobbers report fair sales on this line.

Higher Quotations on Wood Screws

A revision has been announced in the discounts on wood screws resulting in an advance all through the list of about ten per cent.

Building Stimulates Nail Demand

With the added stimulation of brisk building activity the seasonable movement of nails usually noticeable at this time of year is evidenced.

Glass Wash Boards Reduced

A reduction of fifty cents a dozen has been made in quotations on glass wash boards. Zinc and enamelled unchanged.

Higher Quotations on Dazey Churns

Manufacturers have raised the prices of Dazey Glass Churns. The new quotations show an advance of ten per cent.

Lower Quotations on Cap and Set Screws

Through a change in discounts cap and set screws are now quoted at lower prices. Square and hexagon head cap screws are now less 50%. Set screws have a new discount of fifty, ten and five per cent. off.

New Lower Prices on Cotter Pins

New lower prices are given cotter pins through a revision of discounts These are now quoted at ninety per cent. of list.

Scale Quotations Lower

Ten per cent. decline in scale quotations has been announced on the Champion and household scales.

Wholesale Hardware Service

MARSHALL-WELLS B. C., Limited

Successors to

Wood, Vallance & Leggat, Limited

THIS is to inform you that we have purchased the Wholesale Hardware business of WOOD, VALLANCE & LEGGAT, Limited of this city.

TO THE CUSTOMERS of this well known Company we offer the same faithful service that has rendered enviable their good name, augmented by a specialized knowledge of the Pacific Coast.

TO OUR FRIENDS, and they are many throughout the Great North West, we take this opportunity of recording our continued adherence to the principles of honesty, value and service which have stood us in such good stead in the past thirty years, and which we believe are in no small way responsible for the growth of our business from humble beginnings to its present continent-wide extent.

We trust that we may be permitted to serve you and are confident that our relations will be mutually pleasant and satisfactory.

Business will be transacted at 573 CARALL STREET. Phone Seymour 7200.

Marshall-Wells, B.C., Limited

A Square Deal

Mr. Merchant, do you realize that your scale is the only fixture in your store in which your customers have a financial interest? They want a SQUARE DEAL and they are entitled to it.

TOLEDO SCALES guarantee a SQUARE DEAL on both sides of the counter by giving sixteen ounces to the pound—no more—no less. When your customers see the famous sign "No Springs—Honest Weight" which appears on every **TOLEDO SCALE**, they know positively that the buying power of their dollar is being protected.

Install **TOLEDO SCALES** and protect your customers. Give them a SQUARE DEAL. You will find that you will soon have more customers.

CANADIAN TOLEDO SCALE COMPANY, LTD.

WINDSOR, ONTARIO

VANCOUVER OFFICE
424 Cordova Street West

Branch Offices and Service Stations Throughout Canada

CALGARY OFFICE
1003 First Street

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.	8.30m.
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	6.30m.	7.85m.
22 Long Rifle	7.35m.	9.20m.
25-35		72.30m.

LOADED SHELLS
Dominion Smokeless

Sovereign, 12 guage	47.20m.
Regal 12 guage	47.20m.
Cannuck 12 guage	51.05m.

ANVILS—Peter Wright, 80lbs. to 139 lbs., 25c lb; over 139 lbs. 23c lb.

AXES—Boys' Axes, 1½ lbs. $10.25 to $11.40 doz. double bit axes, unhandled, $18.00 to $21.00 doz.; hunters axes, $14.00 doz.; single bitted axes, unhandled, $18.50 to $1950 doz.

BARS—Crow, $10.50 per 100 lbs.

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

BOLTS, CARRIAGE—(in full packages). ⅜ and smaller up to 6-in. long, less 40 /5 /10 off list; over 6½ in. 25 /10 /10 off list; 7-16 and larger all lengths, less 30 /10 off list.

BOLTS, MACHINE—⅜ and smaller up to 4-in. long, less 45 /10 /10 off list; over 4-in. less 35 /10 off list; ⅝ and ¾, less 30 /2 /2 /10 off list.

BOLTS, STOVE—Less 65 off list.

BOLTS, TIRE—Less 35%. 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, $1.17 to $3.30 per roll. According to quality. Plain, 88c to $2.00 per roll.

BUTTS—Plated, 241, antique copper and dull brass finish. 2½x2½, per pair 32c; 3½x3½, per pair, 37c; 4½x4½, per pair, 73c.

BUTTS—Wrought steel, No. 804, 2½x2½, $1.35 per doz; 3½x3½, $2.40 per doz.; 4½x4½, $4.73 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, $20.00 per 100lbs; ¼, $18.50 per 100 lbs.; 5-16, $15.50 per 100 lbs.; 3-8, $13.50 per 100lbs.; ½, $12.00 per 100lbs.

CHAIN—Logging, 5-16x14, $2.75 each; ⅝x14, $3.25 each.

CHOPPERS FOOD—Universal, No. 0, $1.55 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 50 /10% off new list; blacksmith ½ in. 50 /10% off new list.

EAVETROUGH—Per 100 feet, 8-in. $6.22; 10-in., $6.96; 12-in., $8.27.

FILES—Great Western, 60% off list; Black Diamond, 35 /10 off list.

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

CORRUGATED TEE—Per dozen pairs—4-in. $2.20; 6-in $3.60; 8-in. $5.90; 12-in. $11.95.

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., $1.50 per doz.; A, per doz. $1.80; B, per case 6 doz. $1.70 per dozen.; B, per doz $2.00.

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

MATTOCKS—Pick, $12.00 per doz.; Cutter, $12.00 per doz.

NAILS, WIRE—Base, $5.10 f.o.b. Vancouver; Cut, base, $6.00 f.o.b. Vancouver.

New 1922 Prices on Lawn Mowers

4-blade—12-in., $10.25 each; 14-in., $11.00; 16-in., $11.55; 18-in., $12.50 each.

5 Blade—14-in., $11.75; 16-in., $12.25; 18-in., $13.00 each.

BALL BEARING—4 Blade—12-in., $12.50; 14-in., $13.10; 16-in., $13.80; 18-in., $14.40 each.

BALL BEARIN—5 Blade—12-in., $13.10; 14-in., $13.80; 16-in., $14.50; 18-in., $15.20; 20-in., $15.85 each.

NETTING, POULTRY—Per roll—2x12, $1.95; 2x24, $3.00; 2x36, $4.20; 2x60, $6.90; 1x12, $2.95; 1x24, $5.25; 1x36, $7.50.

NUTS—Per 100 lbs. advance over list—Square, small lots, $2.35; square, case lots, $1.35; hexagon, small lots, $2.90; hexagon, case lots 90c.

PICKS—Clay, 6-7 lbs. 90c each.

PINE TAR—1 gal. $1.45 each; ¼ gal., 43c each; ⅛ gal. 25c each.

PLASTER OF PARIS—$3.30 per 100 lbs.

RIVETS AND BURRS—Black carriage, 5lb Packages, less 40% off list, copper rivets, No. 8, 42c per lb; assorted copper rivets and burrs 45c, No. 8, assorted coppered rivets and burrs 35c per lb. No. 8, coppered burrs 70c per lb. Coppered iron burrs 37c per lb. Coppered burrs 37c per lb.

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

SAWS, BUCK—Happy Medium, $16.50 per doz. Happy Idea $18.00 doz.; Disstons No. 6, $18.95 doz.

SCREWS—Bright flat head 75 /-0 /10 off list; bright round head, 75 /10 off list; brass flat 70 /10 off list; brass round, 50 off list.

SCREWS, CAP—45 /5 off list.

SCREWS, SET—50 /5 off list.

SHOVELS AND SPADES—Olds or Fox, $12.00 per doz. ⅝ Jones or Bulldog, $14.15 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 $5.10; 14 guage $5.00; 18-20 guage, $5.60; 26 guage $6.00.

IRON, GALVANIZED SHEET—Per 100 lbs.—28 gauge American or English $7.15; 24 guage, $6.75; 18-20 guage $6.55.

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, 26c per lb.; less 28c 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, 50 /5 off new list.

WIRE, BORBED—Per roll—4 point, cattle, 80 rod, $4.65; 4 point, hog, 80 rods $5.15.

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

WIRE—O & A—per 1000 lb. No. 10, $5.15; No. 11, $5.20; No. 12, $5.30.

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

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

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

PAINTS AND OILS.
Martin Senour Co. Ltd.

ENAMELS, AUTOMOBILE— Ordinary Colors	Each.
¼ gallon	$1.45
⅛ gallon	.80
1-16 gallon	.45
Cardinal Red.	**Each.**
¼ gallon	$2.05
⅛ gallon	1.07
1-16 gallon	.57

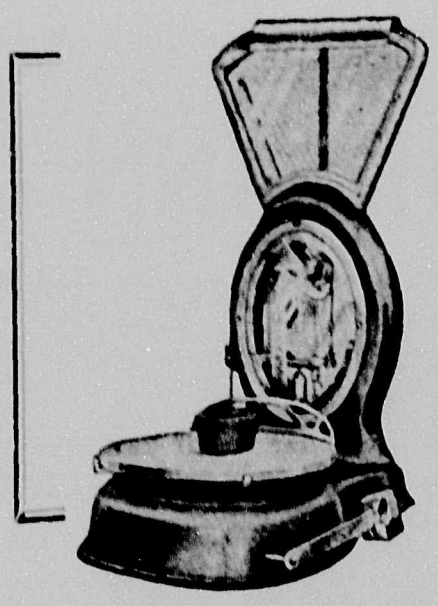
ENAMELS, ENGINE— Ordinary Colors.	Each.
¼ gallon	$1.45
⅛ gallon	.80
1-16 gallon	.45
Scarlet	**Each.**
¼ gallon	$2.05
⅛ gallon	1.07
1-16 gallon	.57

ENAMEL, MARTIN'S WHITE—	Each.
1 gallon	$7.00
½ gallon	3.58
¼ gallon	1.83
⅛ gallon	.95
1-16 gallon	.52
Decorative Enamel	
1 gallon	$5.00
½ gallon	2.58
¼ gallon	1.33
⅛ gallon	.70
1-16 gallon	.39

Enamel, Bath, tinlets, $4.65 per doz.

PAINTS
Martin Senour.

	Gallon
Ordinary colors in 1 gal. cans	$3.90
Martin Senour porch paint	3.70
Martin Senour Neutone white	3.50
Martin Senour Neutone color	3.40
Martin Senour floor paint	3.80
Sherwin Williams, white	4.25
Sherwin Williams, color	3.90
Sherwin Williams, porch	3.70
Sherwin Williams, floor	3.80
PUTTY—	Per 100 lbs.
Bulk, barrels 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 5 barrels	$1.35
Boiled, 1 to 5 barrels	1.38
LEAD, WHITE IN OIL—	Per 100 s.
1,000 lbs. to 1 ton	$14.80
Less than 100 lbs.	16.80
TURPENTINE—	Gallon.
1 barrel lots	$1.80
VARNISHES—	Gallon
Elastic, No. 1	$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



BRANTFORD SCALES

THE ALL-CANADIAN LINE

COMPUTING SCALES
MEAT SLICERS
CHEESE CUTTERS
AND CABINETS

EXACT WEIGHT SCALES—For Straight Weights

IMPERIAL STANDARD SCALES—For Heavy Capacity and Household Use.

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

The SCALE SHOP, Ltd.

W. E. Walter, Manager

65 Cordova West Sey. 2881 VANCOUVER, B.C

SPEED UP!

This is the age of speed—dispatch. The spirit of "Get There" is in the air.

In order to insure customers the freshness they demand in Bread and other bakery products, speed is indispensable.

The wise baker economizes on time and effort by using

Fleischmann's Yeast

—It saves time
—Adds Vitamin content
—Increases absorption
—Gives better fermentation; and a finer-looking, more delicious, delicate-flavored loaf.

No wonder it's been the standard for more than fifty years.

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

We have always contended that there is no formula for breadmaking. One baker can obtain a certain result with a specified formula, while another uses the same formula, carries out the operation in as nearly the same manner as possible, and obtains an entirely different loaf. Of course, this is due to the varying conditions under which different bakers work. They may have the same machinery and methods of handling, but there are always the little things that cannot be controlled.

It is these little details that may make or mar a loaf in a great many instances—such things as not rounding the loaf after it comes from the divider, not allowing the proper time of rest between the rounder and moulder, using too large pans for the amount of dough used, improper proofing in the pans, and not having the oven in the proper condition for baking the particular character of bread desired.

If you build your loaf around the proper amount of yeast, salt, water, and flour, using the other ingredients to obtain certain desirable characteristics, you are on the road to the result you are after in a good quality loaf.

In the examination of a loaf, one should be particularly interested in the amounts of flour, yeast, salt and water, the time of risings, and the temperature. The other ingredients used may be taken into consideration only in reference to some particular characteristics desired in the loaf. These can be varied to a considerable extent without a decided change in flavor or character of loaf.

Flour

As flour represents in quantity the largest amount of any ingredients in bread-making, it might be well to speak of some characteristics not generally known or considered by the average baker.

We all know of the changes we find on passing from the old crop wheat to the new, and the difficulties we encounter in baking the first of the new crop under ordinary conditions. Of late years this has been quite generally overcome by the gradual introduction of the new wheat into the old, instead of jumping all at once from old to new wheat flour. It is not generally known, however, that there is a change taking place in wheat the year around.

Flour is generally stored before baking to allow it to age. This aging process goes on in the wheat as well as in the flour. There is a continuous change taking place in wheat whether in its original form or in the form of flour. Just as you have noted the lack of ageing in the first flour from the new crop, we have found that the fermentation period shortens as the flour becomes older. In fact, we found this shortening of the time to be about five minutes per month or one hour during the year. This means that a flour having a fermentation period of five hours in the fall will need only four hours the next summer.

Have you ever noticed how fast your doughs ferment in July and August? And again when you get on to the new wheat flour, how the fermentation period is lengthened.

This rapid fermentation in the first case is due to the ageing process which has taken place in either the wheat or flour. We do not know just what takes place during this change. In fact, it is the miller's problem, just as determining when a dough is ready is the baker's problem. Neither of these problems is thoroughly understood. The miller is studying his problem and the baker must also study his.

Changing Conditions

For the baker to counteract this shortening of the fermentation period it requires a change either in time or in the ingredients of his formula.

Generally the shortenng is not noted by the baker until suddenly his doughs appear too old. He has not made changes to eliminate the gradual shortening, and after three or four months, or in December, he notices his bread is not up to the usual standard. It just means that the time required for fermentation has shortened fifteen to twenty minutes. He has not considered this and may think his difficulties caused by any one of many things.

He will notice the same thing again after three or four months, or in April or May. This same condition will appear again in midsummer.

There are two methods of overcoming this: the baker may shorten the time of risings, which he usually dislikes to do on account of the rearrangement of his shop system; or he may change the amounts of some of the ingredients of his formula in order to adapt it to the shortened fermentation period.

AIRLESS BUTTER.

Good results have followed a method of making butter which eliminates air from the product. During the ordinary churning process a quantity of air is forced into the butter; and even after the butter is ready for the consumer about one-tenth of its volume consists of air.

The air thus entangled certainly contains dust and it is likely to contain germs as well. As a result the butter soon becomes rancid unless kept at a low temperature. Dairymen have tried in many ways to produce butter which would remain sweet without the use of a preservative.

The best and most practical results have been obtained by a method which is simple and inexpensive. It consists in driving out the air by the means of carbonic acid gas, the carbon dioxide of the chemist. The gas is forced into the churn at the bottom and, being heavier than air, expels the air at the top of the churn. The cream is then churned in an atmosphere of carbon dioxide; and the butter when packed for shipment still contains a smal proportion of

THE BAKERS' FAVORITES

Cream of the West Flour

SELKIRK CASTLE

IN USING THESE FLOURS SATISFACTION IS GUARANTEED

Manufactured by

THE HEDLEY SHAW MILLING COMPANY, LIMITED

MEDICINE HAT, ALBERTA

Phone Seymour 2245

Affiliated with MAPLE LEAF MILLING CO., LIMITED

Vancouver Office: 814 Standard Bank Bldg.

Rich Shortening

SPEEDS UP THE MIXERS

There is only one shortening—fat. The greater the fatty richness of the shortening, the better the cakes and the **less shortening** required. And the quicker it works into the dough.

That is exactly the case with Bakers' Cottolene. It is 100% fat.

In the mixers, Bakers' Cottolene creams up quickly. The dough comes out **smooth**. The fat works through the dough **fast**. It works into the dough **thoroughly**.

Bakers' Cottolene is the result of years of experience. Write for price list.

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

the gas but no air.

Butter thus prepared is free from the flat taste which often makes it unpalatable; it has a pleasant flavor, and it does not become rancid even after exposure to the air for a long time—three or four months in some instances. In other methods used to make butter proof against fermentation and rancidity the flavor is impaired; in still others the vitamines, those mysterious somethings necessary to life, are destroyed. The use of an atmosphere of carbon dioxide does not impair the flavor of the butter nor does it destroy the vitamines. This method, therefore, is finding favor with dairymen.

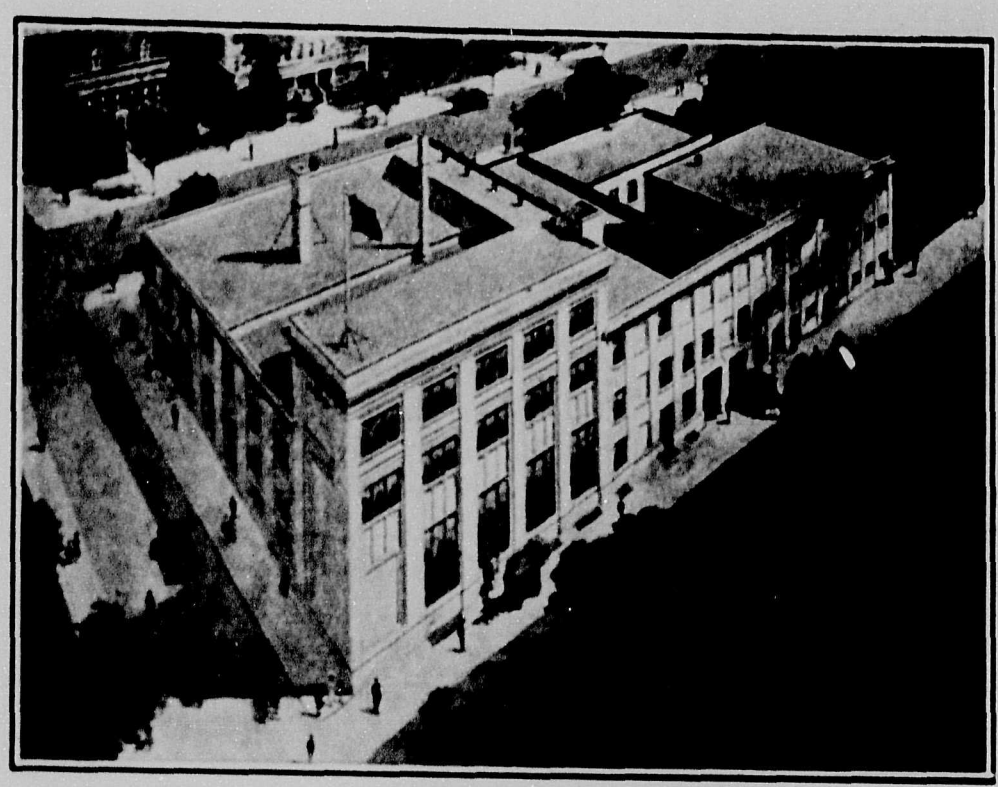
Probably no other food is subjected to greater possibilities of contamination by impure air than is milk. In the various processes of milking, precooling, bottling and churning air is forced into the milk; and inasmuch as every cubic inch of air carries several thousands of visible dust particles—and no one can tell how many invisible dust motes—contamination is pretty certain. An exhaustive research made in the laboratories of the Department of Agriculture has shown that the deterioration of butter, especially as regards rancidity and loss of flavor, is due not so much to the air outside of it as to the air held within it.

Carbon dioxide is a pleasant and refreshing stimulant. It is the bubble of soda water and the fizz of sparkling wines and aerated waters. Within the past two years its use has been extended to the preservation of fresh fruits and vegetables; and it has proved especially valuable in the preparation of fruit juices. There is neither chemical nor medicinal action in its use; it merely expels the air which contains the causes of deterioration; and no matter what the economical features of the process may be, one thing is certain; it is in the interest of public health.

VANCOUVER'S NEW BAKERY PLANT

Messrs. Shelley Brothers Erecting Structure That Will Out-rival Any on the Pacific Coast

Plans and specifications for the model bakery to be erected in Fairview by Shelly Bros. Limited, have been approved and construction commenced on the superstructure. The foundations for the larger part of the plant were put in some time since, and the structure will cover practically three acres of ground at 11th avenue and Ash street, with a frontage of 300 by 15 feet. The bakery plant proper, comprising four storeys constructed of reinforced concrete will be erected on Ash street, and the remaining area will be devoted to a wagon room 60 feet wide extending from 11th avenue to the lane, also a large garage and machine repair shop. The entire plant will thus be self-contained, under one roof, and the total cost complete with machinery will be in the neighborhood of $500,000.



New Bakery plant of Shelly Brothers Limited now in course of construction in Vancouver, which, when completed, will be the largest in Western Canada

Automatic sifters and blenders are to be installed and the travelling ovens will have a very large capacity. British Columbia materials are to be utilized wherever possible, and the bakery when completed will be an acquisition that Vancouver may justly be proud of.

ICE CREAM WEEK

During the first week of May, the four principal ice cream firms of Vancouver—Arctic, Almond's Fraser Valley and Crescent—put on an ice cream week, preceded by extensive advertising, for the purpose of educating the public to the real food value of ice cream.

An enterprising event which proved of great interest, particularly to the younger members of the community was the parade held on May 2. Headed by the carriage in which our present king rode, while on a visit here when he was Duke of York, numerous delivery trucks from each of the above companies passed along the main streets and distributed free cartons of ice cream to the hundreds of children following them.

To create further interest in this product, cash prizes amounting to $75 are being offered the school children for the best essay on ice cream as a food.

While it is not thought that the children of any household need to be convinced of the desirability of using more ice cream, doubtless increased sales will result when the true food value of this product is realized.

SUGAR CONCERN'S LOSSES.

The staggering blow received by the Canadian sugar industry in common with the sugar industries of other countries where Government control obtained and were decontrol left the industry unprotected, is reflected to the full in the financial statement covering the twenty months ended December 31, 1921, presented to shareholders of a large Eastern company recently.

Even with the help of the reserve as at April, 1920, amounting to $3,148,326, which is wiped out, there stands at the foot of the profit and loss account a deficit in the period of $5,188,279. The chief item in the losses of the company is the loss on raw sugar purchased in 1920, which aggregated over $10,000,000, but profits reduced the net loss to $7,977,040.

The president in his remarks to the shareholders said:

"These losses are the direct result of a breach of faith on the part of the Government in declining to live up to the undertaking of the Board of Commerce to protect the refiners in a falling market."

PERMANENCE IN BUSINESS

Detrimentals of "Keep Moving"

By John M. Hartley.

The hills and valleys of readjustment are leaving sore spots in every trade. In the retail baking business we are feeling certain lingering effects. Comes around the merry month of May and the renewal of leases to those who rent. At least in the larger cities far too many tradesmen rent. That very fact nurses a feeling af casualness that is not good for us. During the last few years we have found that it leaves us at the mercy of the landlords. To build up a good business offers temptation to put on the screws. I know a few bakers who have to move or pay rent that is worse than enforced partnership. We face two distinct trade evils, undue rental costs that bring immediate loss, and a feeling of impermanency that does our trade no good.

Advertised "For Sale"

I think about the shortest thinking group of alleged business men in this country are the realtors. Another case where competition has added an enormous overhead to the cost of living. A few good streets in this city are being boosted to an early grave. I know one fine street where nearly every other legitimate business has been advertised for sale during the last few weeks. A little enquiry found that expiring leases could not be renewed except under impossible conditions. For the last two years there has been an influx of candy and ice cream parlors, bootblacking joints, and other hole-in-the-wall businesses. Basic food and necessity stores have moved out. One baker had his rent doubled two years since and was refused a long lease. This year he gets nailed some more. He is finding it hard to pay fancy retail rent for manufacturing purposes. A bakery is going out of business because the owner can make about as much renting his good corner store as he can by continuing business.

Being Crowded Off Main Street

There is one baker who wins, and more would have a choice such as he has if more invested in their buildings. But if this high pressure renting keeps up too much, recognized business centres will suffer. Side streets will have to be the refuge of legitimate business, which is far from being a healthy condition. Non-productive business, luxuries, and fripperies whose chief cost lies in overhead, are overbidding basic trades. The landlord is having an expensive inning, is getting immediate dollars, while agents and brokers are reaping a harvest that the future must pay for.

It is a poor condition for business and one that reflects immediately to our trade. One baker faces the removal of a good grocery, a big meat market, and a dry goods store of long standing from his block. These every-day businesses are being replaced by ladies' suits, furniture, shoes and a restaurant. None of these latter help a baker much. We depend on steady bulk business, the same as the other food trades. Women like to market within the block if possible. The baker feels that he faces a harder task to sell his goods regularly, and the making or breaking of a baking business doesn't depend so much quantity as on regularity. Regularity means a minimum of waste. Waste and stale means loss.

Beauties of Ownership

If this baker owned he would have a choice of accepting a future with less trade, or of renting to businesses more in keeping with changing conditions. Some wise landlords who look on their investments as permanent income-producing property try to group their businesses with an eye to their continued prosperity. A high lease this year may disrupt the orderly flow of business to a block, and lay the foundation of volunteer removals another year. It is a known fact that businesses do much better in congenial groups. One group of food trades who were being gouged got together, bought a building, and moved down a block in a body. They held their trade and carried their following with them. In ordinary cases they are scattered, and each one has to work up a large percentage of new clients.

Few Owners Lose

Moving is a thing that should be well and seriously considered. I think we all know that. That itself is an argument for permanency. The man in our business, who accepts the business as his life work, will do well to locate properly. I know that most bakers who have retired with a competency earned it by staying with one location a reasonable time. We can build up a good will in our trade as easily as in any other, and I know of but few who ever lost because of ownership. A resale after many years may not net quite what was paid for it, but if we figure the benefits that have come through ownership, seldom has any baker had cause to regret a full investment in building as well as business. The trade is getting more important and more stable year by year, and permanence is going to pay better as the years go by.

DRUGGISTS PROTEST

Druggists of the state of Washington have registered a protest against the thoughtless use of the word "drug" by newspapers.

The Washington State Pharmaceutical Association has passed resolutions commissioning the secretary to ask newspapers to refrain from using the word "drug" when "narcotic" is meant. It is believed that newspapers will co-operate.

The Spokane County druggists were the first to adopt measures to try to stop this newspaper practice and they subsequently called it to the attention of the state association.

For years druggists have suffered unjustly from the reporter's word and the copyreader's pencil in stories dealing with narcotic raids and arrests. The word "dope" being barred by many newspapers, reporters and editors have substituted in most cases the word "drug." Rarely have they used the proper word, "narcotic."

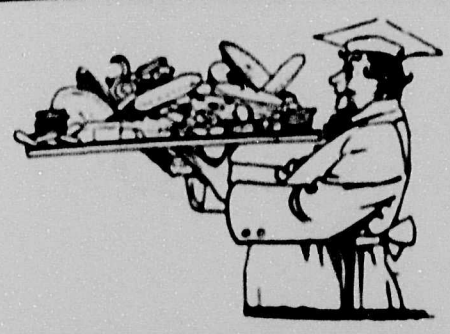
REACH AGREEMENT ON STRAWBERRIES

Canners and Growers Finally Come to Terms on a Ten-cent Basis.

After conducting negotiations for several weeks, the British Columbia Coast jam factories and berry growers have finally come to terms and have signed contracts running to nearly twelve hundred tons. Negotiations were completed May 13, when the Island growers came to terms and contracted to deliver roughly 370 tons of the first market berry.

The price is 10c to the grower, who must pick the fruit in buckets supplied by the canneries. This is 4c higher than the price paid last year. In 1920 the record of 20 to 22c was reached, and this at a time when sugar was selling at around 23c a pound. In 1919 the growers were paid 17c.

At the recent meetings between the growers and the cannery and jam interests a deadlock was reached when the growers held out for 10c and the canners offered nothing above 8c. This increase in price from last year is said to be occasioned by the somewhat serious loss from frost damage during the winter and also by the fact that last year's crop was a record.



Seasonable Tested Recipes

Marshmallows

Formula

Granulated sugar, 15lb.
Corn syrup, 3lbs.
Water, 3 quarts.
Gelatine, 12 ozs.
Egg white, 6 ozs.

Method

Heat 2 quarts of water and then add the ground gelatine and stir until it is dissolved. Put the dissolved gelatine, 9 lbs. of the sugar and the corn syrup into the mixing kettle and whip briskly. While this mixture is being whipped put the balance of cane sugar and 1 qt. of water nto a kettle and boil until it reaches a temperature of 238 degrees F. Add this boiled syrup to this mixture in the kettle and continue whipping until it becomes light and fluffy. Now gradually add the egg whites and whip until the marshmallow becomes light enough. Put the marshmallow into clean containers and use immediately. It it is desired to keep the marshmallow for the next day, it is necessary to heat it over a water bath so as to make it soft and pliable.

English Muffins.

Formula

Milk, 1 qt.
Yeast, 1½ ozs.
Sugar, 4 ozs.
Butter, 2 ozs.
Eggs, 2.
Salt, ½ oz.
Flour, 2¼ to 2½ lbs.

Method.

Place the sugar, shortening, salt, eggs and part of the milk in a bowl. Stir to dissolve the ingredients. Dissolve the yeast in the balance of the milk. Now add the flour. When partly mixed, add the dissolved yeast and beat the mass into a medium thin batter. The cakes may be baked in ordinary muffin tins or in English muffin rings which are made especially for this purpose.

Ginger Cups.

Formula

4 lbs. flour.
1 lb. lard.
1 lb. butter.
1 lb. Karo syrup.
1 lb. fine sugar.
½ lb. molasses.
1¼ pints eggs.
3½ oz. baking powder.
½ oz. mixed spice.
½ oz. ground ginger.
6 oz. preserved ginger.
Split almonds.
2 pints (about) milk.

Method.

Cream butter and sugar thoroughly; add syrup and molasses, and again cream; add eggs carefully, taking care not to curdle, and beating well together; add spices, preserved ginger, etc., flour and baking powder sifted together, break all together and add sufficient milk to make into a soft batter.

Use well-greased cup pans, or fluted pans, and place a split almond at bottom of each, place your mixture in a bag with plain tube, and fill each cup pan three parts full.

When baked turn out of cups and show the cake bottom side up, showing the white split almond.

Spice Cakes.

Formula

3½ lbs. flour.
½lbs almond paste.
½lb. cake crumbs.
1 lb. butter.
1½ lb. dark sugar.
1¼ pint eggs.
1 lb currants.
1 lb. Sultana raisins.
½ lb. chopped peel.
½ oz. cinnamon and nutmeg.

Method.

Mix flour, baking powder, and sifted cake crumbs together; rub almond paste and butter together thoroughly until light and creamy; add the sugar and cream again, and gradually cream in eggs; add the spices at this stage, also fruits, and then incorporate the whole mass together with the flour, etc. Work into a fairly tight dough and let stand awhile; afterwards roll out in lengths, and cut up in small pieces, mould up round, and then into finger shape, set in rows on well-greased pans, stand awhile, and then bake in medium oven; just before finished baking, wash over tops with water icing and sprinkle with finely chopped almonds; finish baking, taking care not to over cook the sugar wash; if you do, it will all come away from the cakes, and tend to make the cakes look stale and messy.

Another variety can be made by rolling the paste out in lengths, placing each length on a baking pan, flattening down a little, and baking, afterwards washing over with water icing and sprinkling with chopped almonds, and setting same back in oven for a few seconds.

When cold cut up into suitable size pieces.

Ginger Cake.

Formula

1¾ lbs. butter and compound.
¾ lb. granulated sugar.
½ lb. moist sugar.
2¼ pints eggs.
5 lb. flour.
½ lb. rice flour.
1 oz. ground ginger.
½ oz. mixed spice.
¼ oz. cinnamon.
¾ oz. cream tartar.
1 oz. soda (carbonate)
1 lb. Karo syrup.
1¼ lb. honey (liquid).
Milk, if necessary.

Method.

Cream butter and sugar together thoroughly; add honey, and cream again; beat in eggs two or three at a time, dissolve soda in a little milk and add to batter, with all spices; at this stage add Karo syrup and stir well into mix. Sift flour, rice flour, and cream tartar well together, add to mixture and mix to a regular cake consistency; if too stiff, add sufficient milk to obtain regular cake batter, taking care not to get it too soft; weigh into greased and paper-lined round or oval pans, to come out at one or one and a half pounds. Place several blanched almonds on top of each cake. These cakes should be shallow, and not so high as pound cake, etc.

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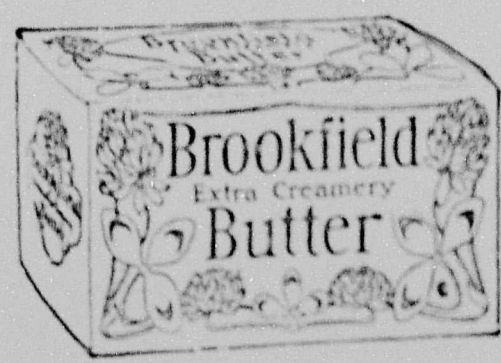

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