Fourteenth Year

"The Paper the Retailer Reads"

JUNE, 1922

THE BRITISH COLUMBIA RETAILER

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

Attend the

R. M. A. Provincial Convention

Victoria, B.C., July 13-14

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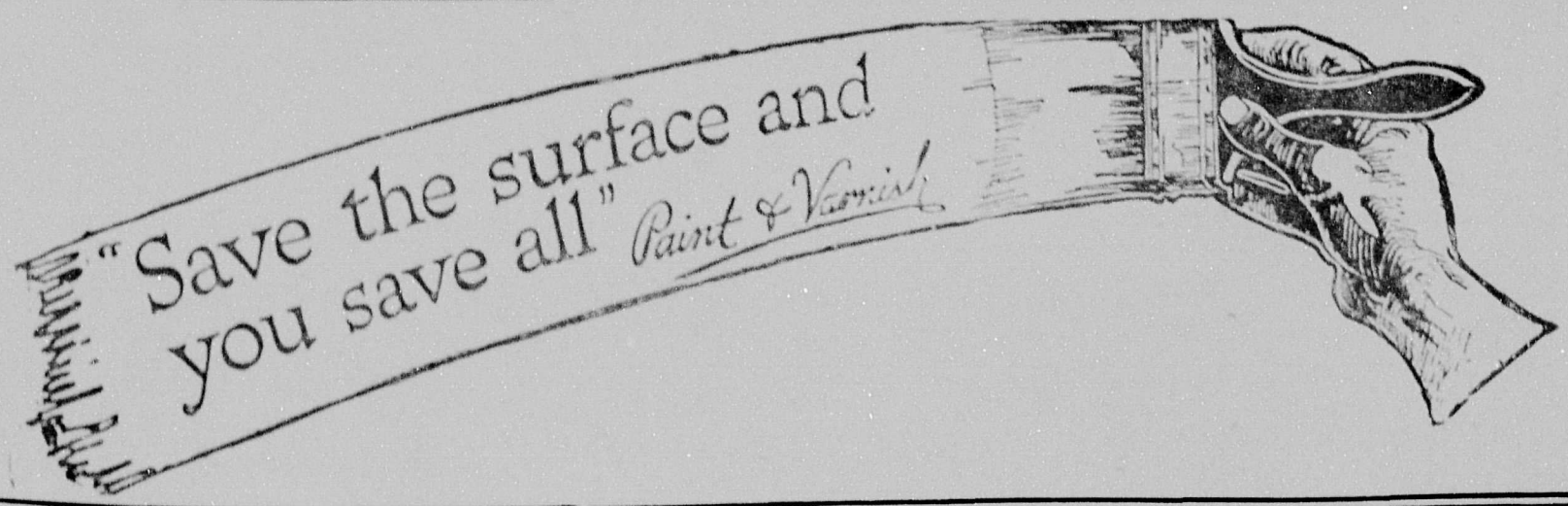

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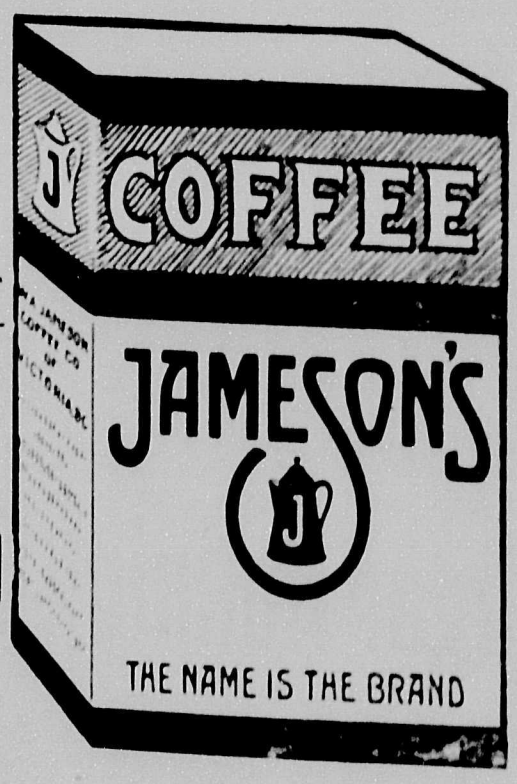

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The BRITISH COLUMBIA RETAILER

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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The 1922 Budget

The way of a Finance Minister, in any country in the world in this day of grace, is hard. The legacy of obligation, foreign and domestic, left by the war—the increasing demands for public service of all kinds—the business depression resulting in a lessened revenue from Income Tax, and many other factors combine to make the lot of the genius who presides over the National Exchequer a thankless task. Add to these factors the emergence of a new group in Federal politics with fiscal ideas all their own and the problem of a National Railway system piling up huge deficits every day, and Mr. Fielding's position is perhaps a shade more aggravated than Chancellors of some other countries.

The Budget brought down by him is a reflection of several different types of advice, as one would expect from a Parliament constituted as is the present Legislative body at Ottawa. The concession to the free trader is apparent in the reduction of the tariff upon certain agricultural impliments, and the desire to strengthen Imperial relationships is equally evident in the preference to British products.

The people who do not sell candy or automobiles and who have neither the taste for the former nor the means for the latter, will undoubtedly think that the additional taxes on these articles are quite in order, because if there is one principle that guides the human mind more than any other, on the subject of taxation, it is the principle that a tax is a good tax that the other fellow pays.

Most people have not got beyond the elementary stages of thinking on the subject of taxation, and for the peace of mind of the great majority it is just as well that they remain in this condition. Superficially the consumer pays all the taxes, but actually there are many artificial barriers which prevent the theoretically even flow of taxes from producer or manufacturer to the consumer.

In the case of the Sales Tax, which is apparently becoming a popular revenue raiser in the minds of more than one government, and which has been increased 50% in Canada, it is a fair and conservative statement to make that 50% of this Sales Tax has been absorbed by the retailer. It is not that Governments wish it that way perhaps, so much as that the knife edge of competition makes it compulsory. Finance Ministers and their technical advisors know little about buying articles by the dozen and selling them one at a time, and they are to be excused, therefore, if they argue in general terms that the consumer pays the taxes.

Criticism of the principle of taxation embodied in the Sales Tax is more or less futile, and we would be wise to devote a little more attention to studying its practical effects. One of two things seems inevitable. (Perhaps both of them are). The first is that the capable shrewd retail merchant will sooner or later find the going too rough and will sell out to less capable and perhaps less scrupulous retail distributors. The public in this case will inevitable suffer, and they will not recognize what has happened until they begin to experience an inferior type of service. This remark, of course, applies more particularly to the independent retailer controlling a moderate sized business, which he has built up through hard work, expert knowledge and efficient service. The public is far better served by this type of store than is generally realized. There are advantages enjoyed by the Departmental store which make a certain appeal to a certain section of the public, but the discriminating buyers who like to be personally waited upon, and their individual tastes catered to, recognize the place and function of the expert retail storekeeper.

It is not too much to say that the accumulation of taxes, of which the Sales Tax is but a part, make it necessary for any business to earn at least 10% upon its capital investment for the Government before securing any return for itself, and

there are still left occupations and lines of business which are not thus penalized, and it is to these that the energetic capable retailer will inevitably turn his attention.

On the other hand the Sales Tax and other forms of taxation are not without a by-product of value, in that they are compelling retail merchants everywhere to abandon "catch as catch can" business methods, because they are compelled to figure overhead in terms of taxes, even though they had never figured them in any other way before.

The decision of the Finance Minister to scrap the regulation requiring stamping and branding of goods with the name of the country of origin is on the whole a wise one. If it were possible to carry out such a regulation efficiently something might be said for it, but in actual practice it would be found to be impracticable, and would lead to all sorts of evasions and subterfuge.

Any tax or legislative enactment that has a tendency to drive otherwise honest citizens to petty deceptions, stands self condemned. . .

From the point of view of the Retail Merchants' Association there are two items of outstanding importance in the Budget, one of which is contained in the regulation which specifies:

"That the Sales Tax shall be payable on sales of goods manufactured for stock by merchants who sell exclusively by retail."

This is a very evident attempt on the part of the government to finally close a controversy that has raged for two years as to what constitutes a manufacturer for the purposes of Sales Tax.

The cases appearing before the Courts which have been won by the Retail Merchants' Association were based upon a clause in the Act which reads "That the Excise taxes specified in this section (i.e. the Sales Tax) shall not be payable on sales of goods made to the order of each individual customer, by a business which sells exclusively by retail", and the new clause, as quoted above, now immediately follows.

If this regulation stands, the effect must be to bring within the operations of the Sales Tax, the twelve lines of business which the Retail Merchants' Association has contended were not manufacturers. These lines are as follows:

Cake and Bread Bakers.
Confectioners.
Druggists.
Harness and Leather Goods.
Hardware and Stove Dealers.
Jewellers and Watchmakers.
Electrical Dealers and Contractors.
Florists.
Furriers.
Optometrists and Opticians.
Pictures, Framing and Artists Supplies.
Publishers, Printers and Lithographers.

These lines will now be required to pay a Sales Tax to the Government of 4½% upon everything manufactured upon their own premises and put into stock for resale to the consumer.

At the moment of writing we are without information as to whether the Dominion Executive Council of the R. M. A., is offering any opposition to the new clause as its attitude has not yet been defined.

The other outstanding feature will be a source of gratification to the Association as a whole, and to the Druggists Section particularly. After two years of insistent agitation retail druggists will now be able to purchase alcohol for medicinal or prescription purposes at a price which will enable them to put up their own prescriptions, meaning a lessened cost to the consumer and incidentally a valuable training to the graduate in pharmacy. The discrimination existing hitherto was around $14.00 per gallon, and every retail druggist in Canada has had his Association dues paid several times over by what the new regulation will mean to him in dollars and cents this year.

So much for the Sales Tax in its present form, but retailers everywhere would do well to be prepared for new experiments which are bound to be made by different Governments actuated by different policies in the immediate future, and the necessity for a closely co-ordinated, efficiently administered Retail Merchants' Association was never more apparent than it is today.

A Rasping Reminder

"John," said a loving wife, "I wish you would sing two or three lines of a song for me."

"What on earth do you want me to do that for?"

"Thre is something I want you to bring, and I've forgotten what it is, but I think I'll remember it if you sing."

The good-natured husband complied, and the charming wife said:

"I remember now. It's a file I want."

The Word "Profit" Erroneously Used

Webster's dictionary describes the word "profit" as the "acquisition beyond expenditure; excess of value received for producing, keeping or selling over cost, hence pecuniary gain in any transaction or occupation; emolument, as profit on the sale of goods." Because the trade, when referring to the margin between wholesale cost and retail selling price has substituted the word profit for the correct term, margin, they have contributed to the erroneous idea that the retail trade has, in the past, and is still making excessive profits. The word "margin" described in the same authentic compilation is described as the "difference between the cost and the selling price of an article"—a vast difference to "acquisition beyond expenditure" descriptive of the word profit. There is a narrower meaning, clearly referring to the difference between total expenditure and ultimate return.

When a manufacturer, merchant, bank, or other commercial firm makes out a balance-sheet, every item of expenditure is totalled to find cost, and if the operations of the period under review have been favourable, a profit will be shown, but it will be a net profit, not a margin between costs of raw material or other items and the total receipts. These matters are carefully hidden from the public gaze, and after every possible deduction has been made a profit which is strictly net is disclosed. The public does not look deeply into these matters, and seldom realises that the 10 per cent. dividend or profit paid by a manufacturing firm represents a huge profit compared to the 26 per cent. margin a grocer, with an overhead expense of 25 per cent., receives on a few of his best lines.

Dealers can blame themselves for the wrong conception in the public mind, which would not exist to anything like the same extent if the position was expressed more accurately. The idea of excessive profits in the trade has probably done a great deal to induce outsiders to enter its ranks, and while they seldom take very long to find their level, they tend to lower the status of the legitimate grocer.

Few people realise the harm that is caused by the inaccurate use of words, and probably few realise the injury done to the retail trade by the indiscriminate use of the word "profit."

Victoria as a Convention City

Fifth Annual Convention British Columbia Branch Retail Merchants' Association of Canada, to be Held in Victoria, July 13-14

There was never a time when business organizations and business conventions were so essential to the healthy growth of business as they are today.

Viewpoints that are obtainable in no other way are brought away from business conventions, acquaintances are made, ideas exchanged and friendships established that are highly profitable to those attending.

important sessions of the convention, which will be confined exclusively to association issues.

Among many important resolutions which will be placed upon the agenda at the convention are:

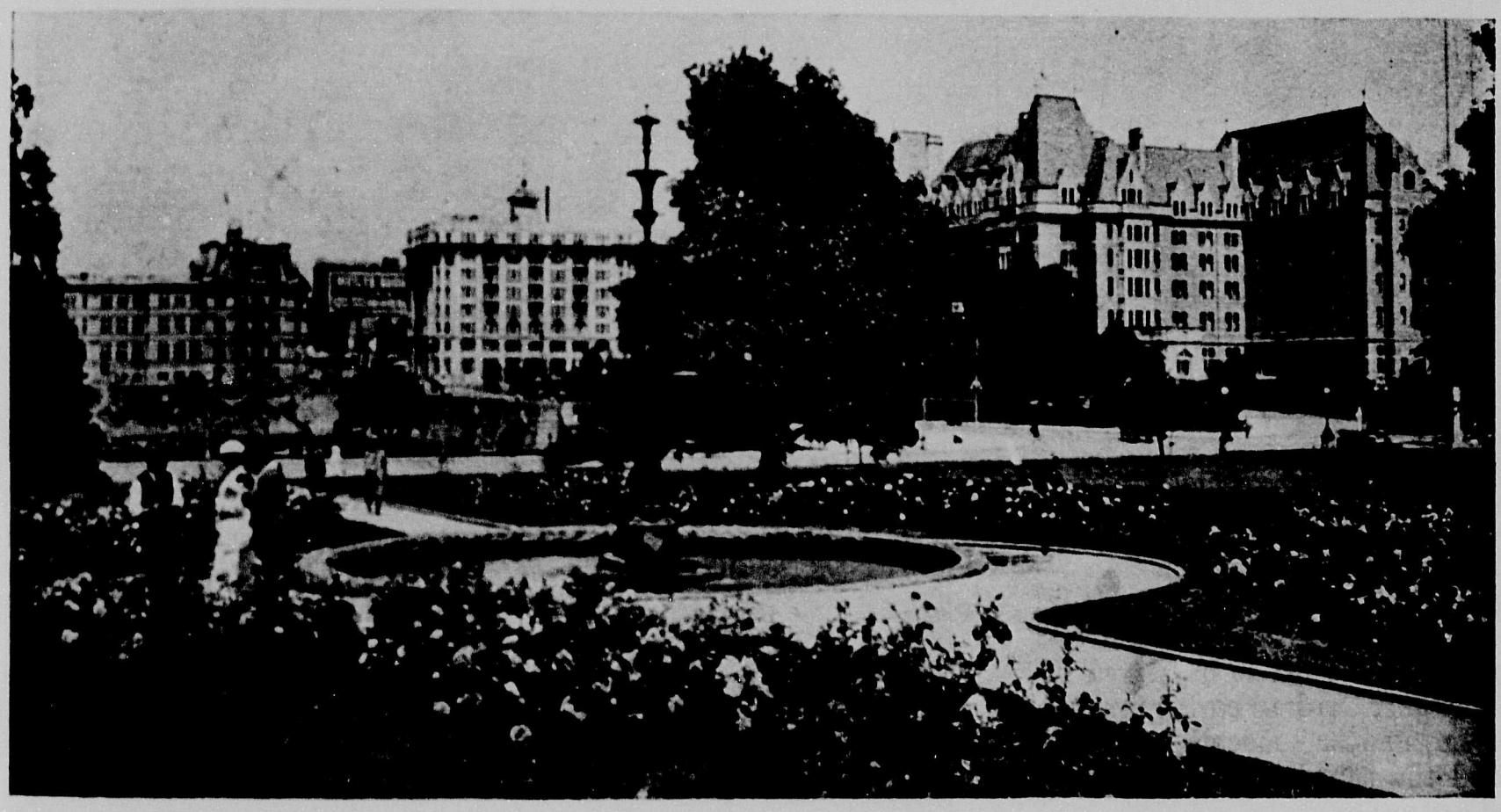
1. The sale and importation of liquor as affecting the business of the retail grocer, who is suffering heavily from the diversion of money into liquor channels.

holiday or half-holiday.

8. Suggestions that officers of B. C. Board be transferred from Vancouver to Victoria.

9. Lords' Day Act. That a provincial act be passed, whereby the sale or purchase of goods and chattels within the province be regulated by the province.

10. Tracing delinquent debtors. Otherwise than through credit re-



Approach to Retail District, Victoria, B. C., with Post Office, Belmont House, and Empress Hotel in foreground.

Possibly no city in Canada can boast the natural beauties of Victoria, with its hundred miles of paved and boulevard streets, its thousands of lovely gardens and magnificent public buildings. This old-world city in its setting of broom-decked hills is a fitting gateway to the island. Within the environs of the city itself, there are many miles of delightful drives, bordered with ornamental trees of many varieties, creating an ideal location for any public gathering.

At the forthcoming convention to be held in British Columbia's capital, the various angles of association work will be discussed to the end that its activities may be ever operated for the betterment of retail merchandising.

It is essential that members and others make an effort to attend the

2. To seek protective measures by amending present Provincial Statutes in order to give protection to the retailer from unfair competition from transient traders, peddlars, and agents, who enjoy certain privileges without contributing their proper share of taxation to the communities in which they operate.

3. Remedies for the present inequalities in connection with cartage charges for wholesalers.

4. The payment of the Sales Tax by the retailer.

5. Early closing in provincial centres.

6. Prosecution of campaign for Oriental exclusion by payment of a per capita assessment by every member of the Association.

7. Amendment of weekly half-holiday act to prevent auction sales of merchandising, being held on any

porting bureaus.

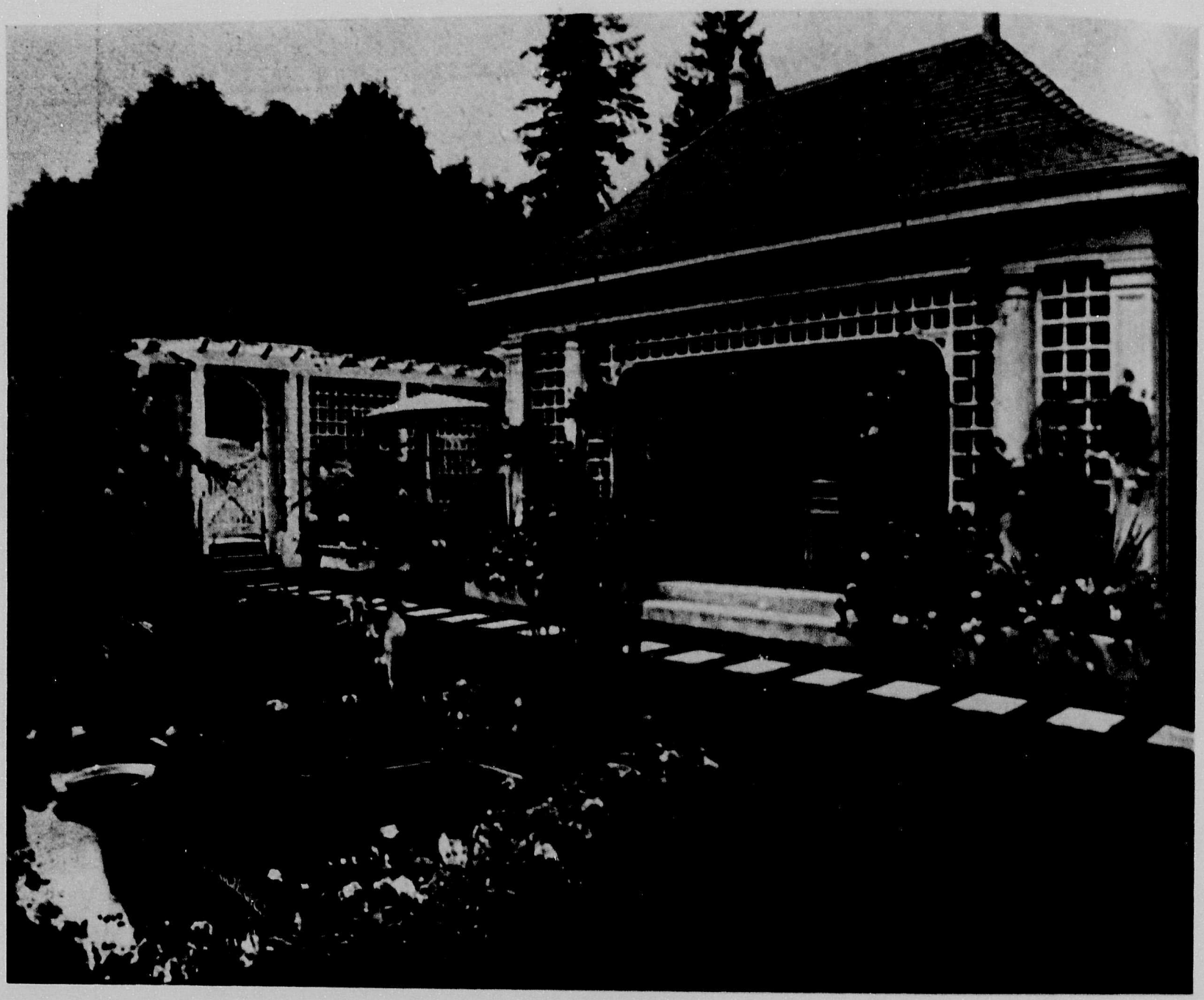
11. Restricting wholesale firms from selling to any person, firm or corporation other than those buying for purposes of resale in the same form as that supplied, with the exception of cases which shall be agreed upon by committees appointed by the R. M. A. and the wholesalers organizations.

Convention Speakers.

Among those who will speak at the convention are: Attorney-General Manson, Dr. Hindley, G. G. McGeer, and T. Johnson Stewart, secretary of the Washington State Retail grocers and merchants association.

Dr. Hindley, that popular and able speaker has chosen as the subject of his address: "Who is Responsible for Present Merchandising Costs?"

G. G. McGeer will Speak upon freight rates and "What Freight



Butchart Gardens, Victoria, B. C.

rate Discrimination Means to the Retailers of British Columbia."

Of particular interest to the lady guests who will attend the Convention will be the tea to be served in the Butchart Gardens on the first afternoon and a moonlight drive around the island will be a special winding-up feature of the 1922 Convention which every member of the Association should endeavour to attend. "Come, and bring your friends!"

B. C. PRODUCTS CAMPAIGN

Extensive plans are being completed for the B. C. Products Campaign to be held in the province June 19-24.

Over one thousand retail merchants have been requested to dress their windows for the occasion and special street decorations will be a feature. Three thousand families have been communicated with representing all sections of the community, and through a final check-up the majority of British Columbians will be appraised of the event.

Thursday June 22, has been set aside as "Canada's Day. At this time people will be asked to restrict all purchases not only to B. C. manufacturers, but also to Canadian. The policy of the campaign it to make it a fact known to everybody, the importance of going ahead with the building and erection of industrial plants in British Columbia and Canada.

The large aspect of the campaign will be dwelt upon by the speakers of that time. The motto of the campaign is "B. C. and Canada in the Empire."

J. P. D. Malkin

Who has been elected to the executive committee of the Canadian Wholesale Grocers' Association. At the annual convention recently held at Niagara Falls, the following officers were elected:—Honorary president, Hugh Blain, Toronto; president, Armand Chaput, Montreal; vice-president, W. E. Skitch, Calgary.

Executive committee—J. P. D. Malkin, Vancouver; H. G. Smith, Regina; J. E. Brown, Edmonton; John Horne, Calgary; A. O. Marrin, Winnipeg; and H. G. Bowser, Winnipeg.

The merchants through their organization are spending time and money to improve business conditions and the non-member derives the benefit of the members' money and effort to accomplish these results. Don't be a slacker, join your organization and help to fight its battles.

Couldn't Afford it Now.

"What did Columbus prove by standing an egg on end?"

"That eggs in his day were cheap enough to be handled carelessly."

The Wallop

The coffee mother used to make furnishes many a married man with the necessary kick.

Oriental Penetration

Government Prepared to Make Restriction Wholly Effective

The culminating incident, in a nation-wide and carefully prepared campaign for the education of the Federal House upon the penetration of the Oriental into Canada, occured when Mr. W. G. McQuarrie, M.P. for New Westminster, moved the following resolution in the House, on Monday April 8th.

"That, in the opinion of this House the immigration of oriental aliens and their rapid multiplication is becoming a serious menace to living conditions, particularly on the Pacific Coast, and to the future of the country in general, and the Government should take immediate action with a view to securing the exclusion of future immigration of this type."

A study of the debate following Mr. McQuarrie's introduction indicates that all the B. C. members regardless of party affiliations made a substantial contribution to the sum total of information placed before the Government and the House upon this question, which is of outstanding importance to the citizens of B. C. particularly, and to Canadians generally.

Conspicuous among those contributing to the debate were Mr. H. H. Stevens, M.P. for Vancouver Centre, Mr. T. G. McBride, M.P. for Prince George, Mr. A. W. McNeill, M.P. for Comox-Alberni, Mr. E. A. Munro, M.P. for Fraser Valley, and Mr. Leon Ladner, M.P. for South Vancouver, and it would seem that the debate generally was of a high order.

The part played by the Retail Merchants' Association in moulding the opinion of the House was very conspicious, as was evidenced by Hansard, which prints the following letter sent from the offices of the B. C. Board to the Premier:

"Retail Merchants throughout B. C. are watching the McQuarrie resolution in the Federal House, calling for Oriental exclusion, with intense interest.

To us it is not merely a question of competitive merchandising, aggravated by lower standards of living. It is in fact a struggle of far deeper significance in which home, family and citizenship considerations outweigh mercenary motives. We are solidly behind Mr. McQuarrie in his efforts to get federal action on this issue. In view of this we urge that, if, for any reason, it should not be possible to pass the resolution as it stands, your Government give the matter the serious consideration it urgently calls for.

As Canadian citizens first and retail merchants afterwards, we ask that this issue be constructively dealt with at this session of the federal House.

The situation of today is acute. The situation of tomorrow will be embittered. Can we with equanimity bequeath to the Canada of the future a race problem worse than the negro heritage in the Southern States?"

And also by the Association's files which indicate that retailers from Prince Edward Island to Vancouver Island brought individual and collective pressure to bear upon the members for their respective constituencies. This was the direct result of making the Oriental question a Dominion Board issue at the Convention at Winnipeg in August 1921, and Dominion Secretary Trowern, together with the Provincial Secretaries in the other Provinces of Canada are to be congratulated upon the co-operation they gave at the psychological moment.

Further, while the Government could not accept Mr. McQuarrie's motion in the form in which it was offered, they certainly accepted it in spirit and the substitute of the term "effective restriction" for "total exclusion" did not weaken the resolution, but simply avoided unnecessary offence, committing the Government to an impractical policy.

The impatient and cynical type of mind that places no reliance upon a Government's pledged word, may perhaps find fault with the Government amendment, but there can be no doubt as to the sincerity of the Premier's intentions when the following dialogue between the member for Comox-Alberni with the Honorable W. L. McKenzie King is carefully read:

Mr. Neill: "Can the leader of the government give us an assurance that, in his mind, the words 'effective restriction' in the amendment convey such a measure of restriction as is, at least, equal to the present Immigration Act in force in Australia today?"

Mr. MacKenzie King: "I have in mind the same object exactly as the people of the country, to which my hon. friend has referred had in mind when they enacted their legislation, namely, to have a restriction that will be effective. If there is any meaning to the English language at all, the term 'effective restriction' comes as near as anything that I think of to describing what has been aimed at where it has been sought to bring about an effective restriction of any character. I cannot find words to describe anything short of exclusion other than the words 'effective restriction.'"

Mr. Manion: "Could not 'effective restriction' be variously interpreted by various people?"

Mr. MacKenzie King: "I do not think there can be a doubt as regards the intention of the government in the mind of any one who reads the debate after what I have said this evening, and after what the Minister of Interior (Mr. Stewart) has said. I think it must be perfectly clear both in our use of words and in the phrases and every expression we have used.

Mr. Clark: "Does the hon. member not suggest that the present restriction is not effective?"

Mr. MacKenzie King: "Most decidedly so. I think the present restriction is not effective; the government is prepared to seek to make it effective. That is what we wish to do."

Following up the energetic policy initiated by the Executive of the B. C. Board, an interesting session was held with the Honorable A. M. Manson, Attorney-General for British Columbia, who is more than merely sympathetic to the policy of "effective restriction" of Oriental immigration into Canada. Mr. Manson's views on this question are clear cut and fearlessly expressed, and it was with pleasure that the Executive officers and a number of visiting retailers heard him define his attitude.

As an evidence of prictical co-operation which immediately followed this address, the folowing exchange of telegrams between the Attorney-General and the Minister of Immigration at Ottawa speaks for itself:

May 18th, 1922,
Victoria, B.C.

Hon. Chas. Stewart,
Ottawa, Ont.

"When you come to consider the effective restriction Oriental immigration we would like to make representations and submit data. Matter exceedingly important this province. Might be advisable you post-

pone dealing with matter till after your visit to British Columbia this summer, when you could get first hand information. In the meantime Premier Oliver will be glad to discuss mater with you on his arrival in Ottawa in few days."

A. A. MANSON.

The Honorable, the Premier (John Oliver)
Ottawa, Ont.

May 18th, 1922

"Have wired Stewart this Province wishes to be heard regarding effective restriction Oriental Immigration. Have suggested Stewart first visit British Columbia before dealing with matter, and that in meantime you would be glad to discuss mater with him when in Ottawa.

A. A. MANSON."

May 20th, 1922.

Minister of Labour.

"Your wire eighteenth re Oriental Immigration. Suggestion made will be quite acceptable.

CHAS. STEWART."

The situation now is that arrangements are being made by the Association co-operating with the Honorable A. Manson to personally conduct the Minister of Immigration through B. C., when he visits the province this year, so that he may get at close grips with all phases of this question before formulating the government's policy to give effect to the term "effective restriction."

So far so good, but it is still true that "eternal vigilance is the price of success."

Provincial Secretary Geo. S. Hougham attended the Fuel Dealers convention at Bellingham, Wash., on the 10th inst. and addressed the assembly on "The Trade Association and the Public."

HIGH COST OF DOING BUSINESS

The necessity for effecting still further economies in the cost of doing business is paramount today.

The cost of making a sale absorbs too great a proportion of the customers dollar, which means that either the customer pays too much for his purchases, or the retailer, or the manufacturer, gets too small a profit.

It is very evident that in order to reduce the cost to the retailer, rail freight and passenger rates must be further reduced, also hotel rates, and a closer scrutiny of all expenses incidental to selling goods to the retailer.

These costs have not yet been deflated, but must come into line with the decreased prices charged for commodities if equitable business conditions are to materialize.

Production costs are down, and any further reductions should be effected by increasing production, rather than by making and drastic cut in the wages paid to employers.

It would appear that, in many cases the retail merchant is working hard for the sole benefit of the landlord, the store equipment man, the newspaper publishers, unnecessary store help, and makers of slow moving merchandise.

Even should he manage to keep his head above water, he makes little or no profit, his goods cost too much to the public, and he unfortunately sets a standard that his competitors feel they must keep pace with.

During 1922 retailers need not fear that prices of the goods they sell will drop to any extent, leaving them with a depreciated stock on their hands but, on the other hand, they can have equal confidence that wholesale prices will not advance materially, despite fluctuations in prices that we hear of. Goods that had gone down too low may advance a little, but the sentiment of the retailer and the buying public will not permit any worth while advances. In other words, merchandise prices are pretty well stabilized at their present levels.

News of the Trade

Guarantee Wholesalers Limited—Change in ownership reported.

* * *

Hastings Shoe Store, Vancouver, are reported seeking an extension. Meeting of creditors held.

* * *

North Vancouver Box Co.—Dissolved partnership.

* * *

Vancouver Milling & Grain Co., Ltd., have opened a branch in New Westminster.

* * *

F. W. Browen & Co. Ltd., mens furnishings, etc. at Vernon, B. C.—Sheriff reported in possession.

* * *

J. R. Wescott, dry goods and notions, Victoria—Reported discontinuing business.

* * *

Lakeside Stock & Dairy Ltd. Victoria, name gazetted to be struck off the register of Joint Stock Companies.

* * *

Dean & Hiscocks, druggists, etc., E. H. Hiscock deceased.

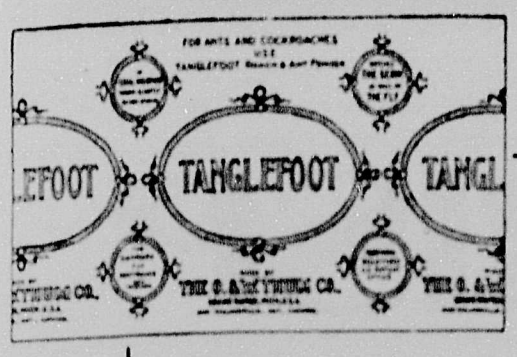
* * *

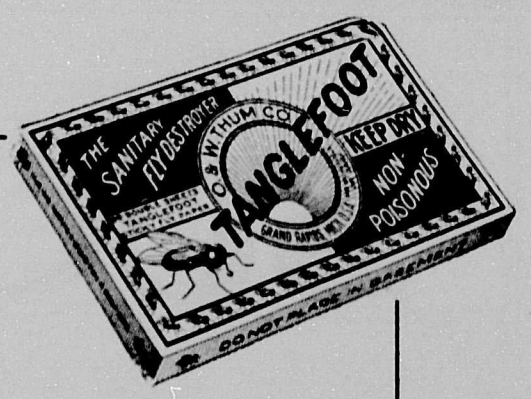
Enderby Supply Co. general merchants of Enderby are dissolved.

ITEMS OF EXPENSE IN RETAIL STORES.

These are the latest figures on various items of expense in the principal branches of retail trade. They represent the common experience in percentage of net sales.

	KIND OF STORE							
Items of expense	Grocery.	Drug.	Hardware	Furniture.	Mens Clothing.	Shoe	Jewelry.	Department Store
Rent	3.07%	4.02%	3.41%	5.64%	3.04%	3.21%	4.98%	3.24%
Salaries	8.46	10.95	10.11	9.73	9.49	10.51	10.96	9.65
Advertising	1.83	2.76	1.12	3.72	3.16	2.65	2.85	4.67
Heat and Light	.39	.69	.43	.92	.62	1.10	.61	.54
Delivery	2.53	.51	.91	.94	.65	.46	.09	1.02
Supplies	.37	.36	.60	.41	.43	.30	.89	.38
Insurance and Taxes	.58	1.21	.99	1.57	1.07	1.03	1.32	1.08
General Expenses	.45	4.49	2.01	1.30	2.31	4.36	3.95	4.15
Depreciation and Shrinkage	.76	.47	.52	2.14	2.16	.50	.95	1.11
Bad Debts	.47	.19	.31	1.94	.34	.10	.21	.21
Percentage Total Expenses to Sales	18.91%	25.65%	20.41%	27.51%	23.27%	24.22%	26.81%	26.05%





A Valuable Impression

A pleasing impression upon customers is of value. You can create one and at the same time save your goods from damage by spreading sheets of **TANGLEFOOT** in your show windows, especially over Sunday.

TANGLEFOOT will then be at work for you and will not only catch the flies, but attract the attention of people who pass your store to your efforts to keep your stock clean and fresh. For 1922 **TANGLEFOOT** has been considerably reduced in price.

Remember **Tanglefoot** *catches the germ as well as the fly, and that poisons, traps or powders cannot do it.*

Now is the Time To Sell More Bread

THE housewife just naturally turns to lighter meals at this time of the year. Salads, fruits and cold collations take the place of hot meals—which means

More Bread per Person

Then there are picnics, hikes and motoring tours with the consequent call for sandwiches. Bread sales—due to the bigger turnover—yield bigger profits than the sale of flour. Shelly's 4 X Bread will give you the fastest turnover because its sales are pushed through every advertising medium. Shelly's ads URGE the housewife to BUY bread instead of baking it. Shelly's 4 X is the Bread to get behind.

4X SHELLY'S 4X BREAD 4X

VANCOUVER VICTORIA
NEW WESTMINSTER NANAIMO

Lake of the Woods Milling Company

LIMITED

Makers of

FIVE ROSES FLOUR

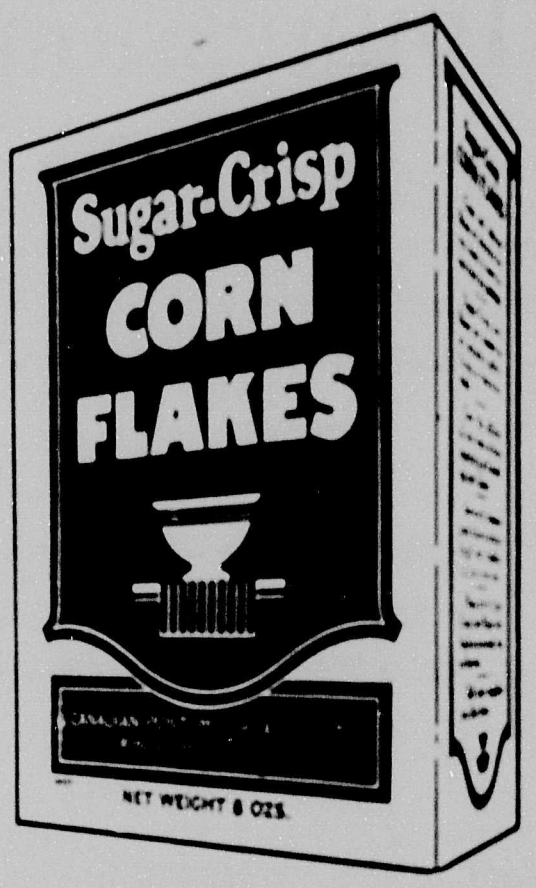
The World's Best

Daily Capacity 14,200 Bbls.

B.C. Offices and Warehouses:

1300 Richards Street, VANCOUVER
1614 Store Street, VICTORIA

SUGAR-CRISP



A New

Quality Corn Flake

At an Attractive Price

PERHAPS you've been expecting it? Well here it is! A new **QUALITY** Corn Flake, in a moisture-proof, wax-wrapped carton that experts say is the most attractive they have seen in years.

SUGAR-CRISP corn flakes are made under sanitary conditions, from the firm white kernels of choice **Sweet Corn**, rolled into delicate, thin flakes, sugar sweetened and toasted crisp and brown.

The flavor is distinctive and delicious. **SUGAR-CRISP** flakes do not break up in the package. They are the best thin flakes on the market, and make a wonderful meal when served with cream or milk and fresh fruit or berries.

Now ready for the trade, Quality and Sale **GUARANTEED**, of course.

Made by

Canadian Postum Cereal Company Limited

Windsor, Ontario, Canada

GROCERIES & PROVISIONS

The grocery business shows but fair activity, the suspense occasioned by the anticipation of the new budget having offered an excuse to defer buying in many cases. Few further exemptions, however, have been announced. The list of exemptions from the sales tax as published is not a long one, and additional commodities as far as the grocery business is concerned, which were taxable under last year's budget, and will be exempt this year, are few.

Market Conditions

Rolled Oats are firmer under an advance. Other cereals are unchanged while flour is steady. Standard brands of canned goods are generally held firm, but there appears to be some price cutting on certain independent packs.

Prepared Breakfast Foods are gradually taking the lead in the movement of breakfast foods, chiefly due to the aproach of the warm weather; market conditions show little change.

Prunes continue to be an active seller while raisins are quiet and continue to indicate weakness.

New shipments of Sair dates are offered at a lower price.

Nuts are quiet and unchanged.

Pickling Spice is showing a firmness while other spices are generally firm with no change in quotations. A good movement is noted in vegetables under easier prices.

Sugar.—The B. C. Sugar Refinery announced a further advance of 15c in the price of all grades of sugar, bringing granulated to $6.75 to the retail trade. This represents an increase of 35c since the first of last month.

In Montreal refiners recently raised their price on granulated 35c to a basis of $6.25 per hundred on granulated.

Anticipating these increases and in view of the approach of the canning season, retail grocers will be well advised to stock up on this commodity.

Tea.—In view of the rapidly advancing price of black teas, package teas are due for another jump in the near future. Some brands have been advancing in step with the bulk market, others which have remained unchanged will show a price increase.

In the past year prices have increased 15c, and with the primary markets advancing, package teas which have not kept pace with the advance, will of necessity be forced upward, or todays cost will be higher than present selling prices.

Pastry Flour.—Wholesale grocers announce an increase in a popular brand of pastry flour of 10 cents. The price now stands at 10s $4.25; 24s, $7.75.

CONSUMPTION OF OLEOMARGARINE IN CANADA.

The action of the Canadian House of Commons in voting down a motion to prohibit the importation of oleomargine into this country (see Commerce Reports for April 17, 1922) is of much interest to American manufacturers of this product. The opinion that Canada might develop as an important market for American oleomargarine is borne out by the statistics of imports from the United States in recent years.

Imports of oleomargarine into this country and the amounts manufactured here during the four years since the restrictions against its sale and manufacture were removed were as follows:

Year.	Manufacture.	Imports.
1918	10,483,000	3,495,000
1919	8,451,000	5,231,000
1920	6,224,000	5,547,000
1921	3,780,000	2,057,000

Except for a small shipment of 5,000 pounds received from England in November of 1921, all imports were from the United States.

GROCERS' PICNIC JULY 19.

Under the auspices of the Grocers Section Greater Vancouver Branch R. M. A. the annual picnic to Bowen Island, will take place July 19. Although it is not usually necessary to urge retail grocers and their families to avail themselves of this popular annual outing, it is nevertheless interesting to note that most elaborate preparations are under way to be directed by the following committees:—

Picnic officials: Chief Picnic Officer, J. Harkness; Asst. Picnic Officer, C. Clarke; Chief Sports Officer, J. Merillees; General Secretary, Walter F. Ing.

Committees:—General, Harkness, Morrow, McTaggart, Blain and Vincent.

Tickets—Messrs. McDowell, Bothwick, Payne, Morrow, Brown and Pritchard.

Finance—S. Pritchard.

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

We Are Sampling Canada—

Are You Getting Your Share of the Business?

SAMPLING crews are now working in every section of the country. Generous samples of POST TOASTIES, the superior corn flakes, are going into the homes of your customers, now.

Striking display advertisements are also appearing in Newspapers, Farm Papers and Magazines with a total combined circulation of 1,496,972—or forty thousand more than the total number of homes in the Dominion.

Retailers everywhere are feeling the effect of this drive, in a steady, insistent demand for POST TOASTIES. Are you ready to fill your customers' orders?

Not only does the year-'round, every-month-in-the-year advertising of POST TOASTIES, GRAPE-NUTS, INSTANT POSTUM and POSTUM CEREAL make certain the prompt movement of these four staple products—

But the Canadian Postum Cereal Company goes further. It guarantees both the quality and the SALE of each and every package.

For this, as for everything else, "There's a Reason."

Write us for attractive cut-outs, and window display material, furnished free, upon request.

Canadian Postum Cereal Company, Ltd.

Windsor, Ontario

General Sports—Chairman, J. F. Merillees.

Announcers and Starters—Messrs. McElroy, Honeyman, Tullidge, Higginson and Ewart.

Judges—Messrs. Blain, McDowell, Morrow and White.

Groundsmen — Messrs. Walford, Brogan, Goranson, Elliott, Merritt and G. Lincoln of Chess Bros.

Dancing and Music—Roy Hunter, Chairman.

Prizes—C. Clarke.

Equipment—O. B. Fennell.

Catering—Messrs. Allison, Chairman; McTaggart, Pritchard, Swan, Beaton, Janes, Fenwick, Fredericson and Carter.

Advertising — Messrs. Pritchard, chairman; McTaggart.

KNOW THE FOODS YOU SELL.

It is Easier to Sell Them After You Have Tried Them At Your Own Table.

Many progressive department stores now conduct classes in which the clerks are taught useful facts about the goods they sell—how they are made, what they are made of, their uses and qualities.

Clerks are most interested in the goods they know all about, and they play a keener personal part in promoting the sale of those goods.

They are able to answer more intelligently, the questions which customers ask about merchandise, and to offer helpful suggestions which please and benefit customers and thus enhance the store's reputation for good service.

The grocer who has schooled himself and his clerks in the daily practice of grasping opportunity—not merely waiting for it—is bound to keep several steps ahead of the grocer who merely fills orders, and takes little or no initiative in pushing his wares.

Now on the shelves of every grocery store are trade-marked foods with a wonderful background—for instance Grape-Nuts.

The grocer may know that Grape-Nuts is a prepared cereal food, which comes in a yellow package, is well advertised and in good demand. But suppose he should decide to learn more about it—take a personal interest in this product.

Suppose that he should take home a package of Grape-Nuts, eat it at breakfast for a while, and thus obtain first-hand knowledge of its unique, pleasing flavor and benefit to health.

Suppose that he should instruct all his clerks to do likewise. And that he and they discovered that Grape-Nuts was a likeable, wholesome food of great sustaining quality: a food made easy to digest by more than twenty-four hours baking; a food with natural sweetness most richly developed by the baking processes: a food ready to eat from the package—a complete food served with milk or cream.

What would be the result of such personal interest in Grape-Nuts? In all liklihood, it would be a considerable increase in the store's sale of the product.

For it would become almost nature for the grocer and his clerks to suggest Grape-Nuts to cusomers as something that they use themselves, and feel safe in endorsing to others.

And a grocer's own personal recommendation is one of the most valuable for increasing the sale of a product.

COURTESY

Ask twenty shoppers why they dislike to trade at this, that or the other store and fifteen of them will say, "Because I don't get courteous attention there.'

Courtesy doesn't cost a cent, but it will pass current everywhere in exchange for real money.

What is courtesy? Courtesy is the art of doing and saying the right thing at the right time in the right way.

Real courtesy springs from an honest and earnest desire to be kind, polite and helpful.

It is possible to develop a veneer that may, for a time, pass for courtesy, but, like other counterfeits, it will neither last long nor go far.

Courtesy is the business man's most valuable asset, because it builds good will and good will builds business.

Courtesy has its reflex upon character, for it is impossible to comprehend how a thoroughly courteous person can fail to grow day by day in the graces that make for higher and better living.—The Optimist.

Any retail merchant who does not take sufficient interest in the work of the organization to become a member and pay in the necessary dues as a part of his business obligations is not entitled to the benefits of organization.

"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

The telephone at your elbow seems so simple an instrument, it does its work so quietly and quickly, that it is difficult to realize the vast and complex equipment, the delicate and manifold adjustments, the ceaseless human care in the central office.

It is the skill behind the scenes, together with scientific development and construction, efficient maintenance and operation, which make it possible for you to rely upon the telephone day and night.

B. C. TELEPHONE COMPANY

THIS SERVICE A WINNER

You need fresh yeast in your business, Mr. Grocer, to meet the wide-spread demand which has arisen for

FLEISCHMANN'S YEAST

Your customers who read the magazines are demanding it as a health-food.
You can render them a neat service by keeping a fresh supply always on hand, and at the same time turn the coins jingling into your cash drawer.

The Fleischmann Company

Fleishmann's Yeast
Fleishmann's Service

Oleomargarine

Illogical Position Assumed by Dairymen.

On Monday, May 15th, a curious debate took place in the Federal House the subject being the manufacture and importation of Oleomargarine in Canada, which is objected to by the farmer group, whose spokesman on this occasion was the Independent Member for Comox-Alberni, Mr. A. W. Neill.

Broadly speaking there were two conflicting points of view struggling to get the approval of the Federal House. The resolution offered by Mr. Neil read as follows:

"That in the opinion of this House, it is desirable that in the best interests of the Dairy Industry and of the public generally, the manufacture and importation of Oleomargine should be discontinued in Canada after September first next.

In his preliminary remarks the member for Comox-Alberni stated that he would prove his case on the ground of public interest as well as on the ground of protection of the dairying intersts of Canada. He may have succeeded in the latter but his argument, and the arguments of the speakers who followed him, were singularly unconvincing as regards the former.

We are not concerned for the moment as to the desires or wishes of those industries who manufacture or import oleomargine, nor even at the moment with the interests of retailers who distrubute it.

The debate seems to be rather an indication of the lines upon which political controversy will develop, if we are to accept the idea of election to parliament by groups. Here is an interest which for the moment is the farming interest. They produce, among other things, butter for consumption in Canada and export. Here, on the other hand, is a substitute for butter. Its food value, and its appeal to the palate is not in the same class with the product of the dairy. To say that is competes with butter is to admit that it is a competitor. It would be just as logical to admit that cotton goods are competitors of woolen materials, either in durability or warmth, or both, but the discriminating buyer knows from practical experience which is the best.

It is unfortunate that the dairying interests of Canada are in the precarious condition that their representatives in Parliament claim, but they cannot permanently be helped by the supression of the manufacture or importation of an article which they argue is inferior.

Hundreds of businesses, manufacturing, wholesaling and retailing, in Canada, and probably elsewhere in the world, are in a very precarious position. Is it reasonable to suppress competition in order that these businesses may live? Perhaps it is, but it is unlikely that the farmers of Canada would be prepared to say so. Hundreds of small storekeepers doing business in rural communities, find it hard to meet the competition of the large mail order houses, with their superior organisation, and buying power. Shall we, therefore, go to Parliament and ask for the supression of T. Eaton & Co? Would that seem reasonable? To ask for the suppression of the manufacture of a vegetable compound which farmers claim is not in the same class as butter, which yet prevents the sale of butter, is an illogical position to assume.

Perusal of the debate and admission of the fact that the dairying interests of Canada are in a bad way makes depressing reading, because Canada primarily is and always must be an agricultural country, but the solution of the problem facing the dairying people must be along more constructive lines than a demand to arbitrarily suppress competition.

THE CANADIAN POSTUM CEREAL CO.

Announce a New Product.

SUGAR CRISP is the latest addition to the line of high grade food products manufactured by the Canadian Postum Cereal Co., Ltd., Windsor, Ont.

This is a new brand of quality corn flakes to retail at an attractive price. The new product possesses some distinctive features which are worthy of special notice. Chief among these are a very fine texture, a new flavor and a unique package.

The flakes are very thin and dainty in appearance, yet they do not crumble nor break up in the package.

The flavor is most appetizing to taste, the flakes being sugar-sweetened and toasted crisp and brown.

The strikingly attractive carton has been pronounced by experts to be the most effective carton of its kind which has appeared on the market in years. Judged on its sales value alone, this new carton is a sure winner. It is wax-wrapped and air-and-moisture-proof.

The manufacturers are now ready to make immediate deliveries of SUGAR CRISP Corn Flakes, and, in accordance with the well-known policy of the Canadian Postum Cereal Company, not only the quality but also the sale of every package is guaranteed.

New Incorporations

F. W. Sterling Ltd., 200 Mercantile Bldg., Vancouver, $50,000. Taking over the business of F. W. Sterling, wholesale and retail woolens and general dry goods.

Gold Bond Ltd., 1069 Hamilton St., Vancouver, $50,000. Exporters and importers.

Howley Brown & Co. Ltd. 100 Rogers Bdlg., Vancouver, $5,000. General mercantile business.

Powell River Creamery, Ltd., 501 London Bldg., Vancouver, $5,000. Taking over the Powell River Creamery.

Emory's Ltd., Nelson, B. C. $50,000. Acquiring the men's clothing and furnishing business carried on by A. D. Emory.

The Safety Signal Co. Ltd., 25 Pemerton Bldg., Victoria, $25,000. Acquiring invention for improvements in reflectors for signalling devices.

F. H. Cunningham & Co. Ltd., 830 Rogers Bldg., Vancouver, $10,000. Taking over the business of F. H. Cunningham; insurance brokers and adjusters.

Wallace, McCall & Thorn Agencies Ltd., 311 Metropolitan Bldg., Vancouver, $50,000. Taking over the business of real estate brokers and insurance and manufacturers' agents now carried on by H. S. Wallace and H. McCall.

Nanaimo.

The new commodious store on Commercial street of the Kennedy Drug Co. Ltd., was recently opened to the public with a fine line of drugs and a first class soda fountain.

* * *

Mr. Arthur Booth bought out a small grocery on Fitzwilliam street from Joe Boris.

* * *

It is reported Mrs. William Bennett is opening a Home Baking and Tea room in the Provincial Hotel Building on Victoria Crescent.

Weston's Bargain Store at Cranbrook—assigned to M. A. Beale.

* * *

Wm. Dyke's general store at Crofton, B.C., creditors meeting held, six months extension granted.

* * *

M. Campbell, grocer of Vancouver, is reported to have sold out to F. Harper.

* * *

Anderson & MacDonald of Vancouver registered dissolved. Division of interests in Paddock & Richards, (retail shoes) Anderson and MacDonald have re-registered, and continue in wholesale as usual.

* * *

Diamond & Co, womens ready-to-wear, Vancouver, assigned to C.C.M.T. Association.

* * *

H. T. Lockyer, general manager of the Hudson's Bay store in Vancouver returned recently from a business trip to Winnipeg.

* * *

Millers Boot Shop, Vancouver—Reported assigned to C.C.M.T. Association.

J. A. Tepoorten

LIMITED

WHOLESALE

DRUGS

PATENT MEDICINES

DRUGGISTS' SUNDRIES

PHARMACEUTICAL PREPARATIONS

308 Water St., Vancouver, B.C

Thorpe & Co. Limited, mfrs. aerated waters, Victoria—building and plant damaged by fire.

A Broughton, grocery of County Line is reported to have sold his business.

* * *

The following merchants are reported to have suffered fire loss at Nelson: J. E. Annable, C. R. Choyce, J. F. Croll, S. J. Gridley, B. Hamilton, Jos. Holland, E. H. Julien, G. B. Matthew, F. Nichols, D. Wade.

* * *

Hyslop Hardware Company of New Westminster are reported to be opening a branch in Vancouver.

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.

SUMMER TIME IS MACARONI TIME

Macaroni is essentially a summer dish. Light, economical, easily digested, easily prepared it appeals at once to the housewife.

Our "Canadian" brand macaroni is made from only the finest Canadian hard wheat in a scientific manner by modern machinery. "Canadian" brand macaroni is guaranteed to be the best on the market.

Full weight guaranteed in every package. It comes in 16 oz. cartons and in bulk.

Kelly Confection Co., Ltd.

VANCOUVER, B. C.

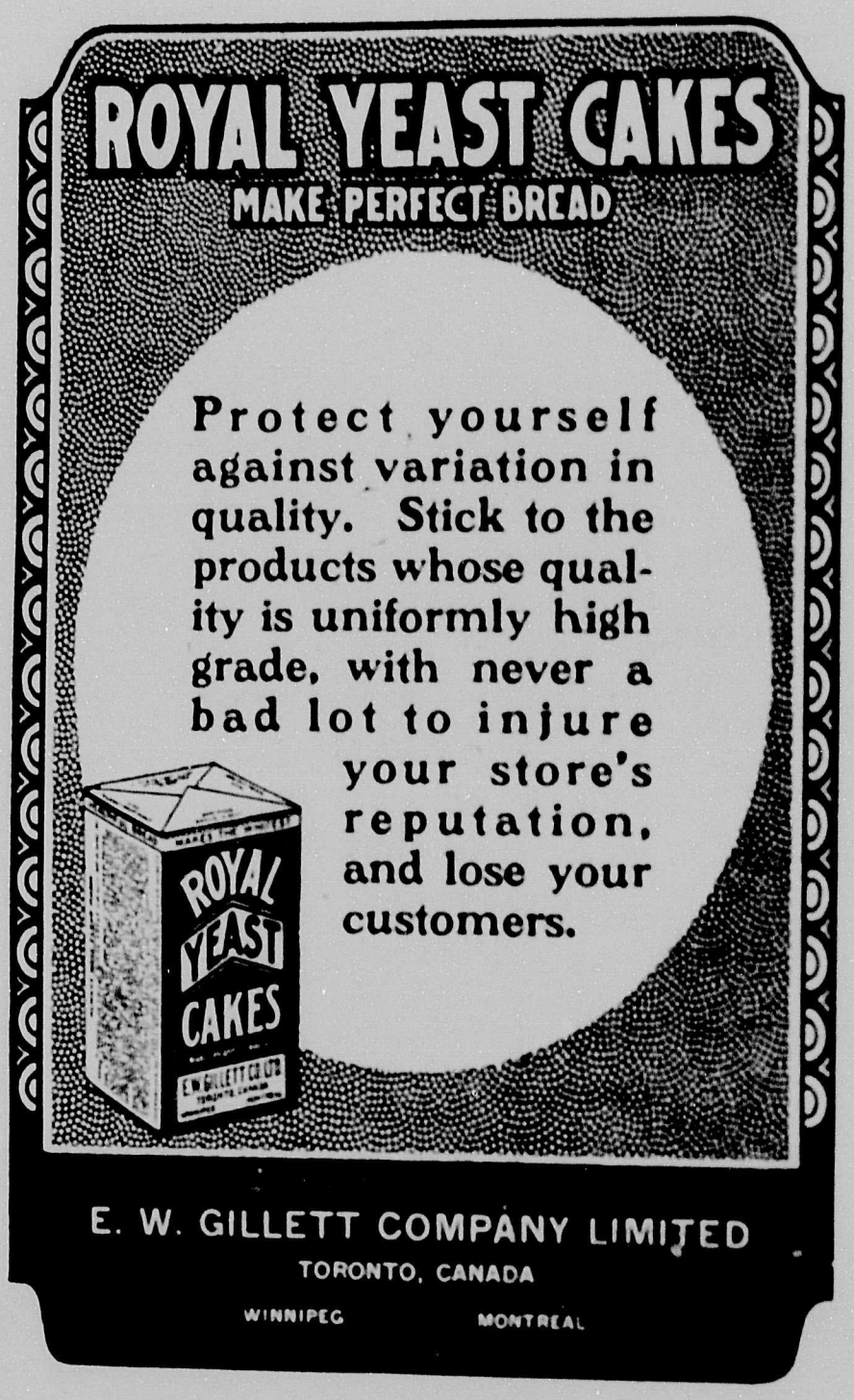
NABOB

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



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.	1.35
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	3.05
5 lb. square canisters (½ doz. in case)	.72¾
10 lb. wooden cases	.64½
25 lb. wooden pails	.64½
100 lb. lined kegs	.59¾
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.	3.15
Baking Powder, 6 5s, dozen	10.10
Celery Salt, glass, doz.	90
Coffee, 1s, lb.	35
Coffee, 5s, lb.	31
Cream of Tartar, ¼s, doz.	1.75
Baking Soda, 60 1s, case	1.10
Baking Soda, 24 ¼s, doz.	60
Custard Powder, doz.	95
Quick Tapioca, doz.	95
Chocolate Pudding, doz.	95
Allspice, No. 3, tins, doz.	90
Chili Powder, small, doz.	1.05
Cinnamon, 2 oz. tins, doz.	1.15
Cayenne Pepper, 3 tins, doz.	1.15
Cloves, small, doz.	1.05
Ginger, small, doz.	1.15
Mace, small, doz.	1.10
Nutmeg, small, doz.	1.15
Paprika, small tins, doz.	95
Black Pepper, tins, doz.	1.10
White Pepper, tins, doz.	1.10
Pastry Spice, 3 tins, doz.	90
Pickling Spice, doz. No. 3.	1.10
Marjoram, Mint, Parsley	
Poultry Dressing, Sage, Savory, Thyme, Tumeric, tins, doz.	1.00
Curry Powder, 4 oz. glass, doz.	2.25
Extracts (all flavours), 2 oz., doz.	2.50
Extracts (all flavours), 4 oz., doz.	4.75
Extracts (all flavours), 8 oz., doz.	9.00
Epsom Salts, ¼s, doz.	80
Fruit Colors, 2 oz., doz.	1.75
Icings (Chocolate, Rose Pink, Lemon, Vanilla, White, Almond, Orange), doz.	1.25
Jelly Powder, doz.	90
Mustard, ¼s, doz.	2.40
Mustard, ½s, doz.	4.75
Mustard, 1s, doz.	8.50

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
3s, 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		2.75

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

Arrowroot		
12/4 oz ctns.	per doz.	1.40
12/8 oz	per doz.	2.75
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	.32
Cream of Tartar		
4 oz ctns	per doz.	1.90
8 oz ctns	per doz.	3.75
Custard Powder		
4 oz. ctns	per doz.	1.00
8 oz. ctns	per doz.	1.90
Extracts (all flavors)		
12/2 oz	per doz.	2.50
12/4 oz	per doz.	4.57
8 oz	per doz.	9.00
16 oz	per doz.	17.00
25 oz	per doz.	24.00
½ gallon	ea h	5.50
gallon	each	10.50
Glycerine		
12/2 oz btls.	per doz.	1.75
12/4 oz btls.	per doz.	3.25
Honey		
24/8 oz jars	per doz.	2.40
24/13 oz jars	per doz.	3.50
24/2s tins	per doz.	6.00
12/4s tins	per doz.	11.50
Jelly Powders (all flavors)		
12/4 oz	per doz.	95
Lemonade Poyder		
12/4 oz ctns	per doz.	1.25
12/8 oz ctns	per doz.	2.25
Mustard		
12/3s tins	per doz.	1.65
12/8s oz tins	per doz.	4.50
24/1s tins	per doz	8.50
12/5s tins	per lb	.60
Spices and Seasonings		
Allspice 12/ tins	per doz	.95
Allspice 12/3 tins	per doz.	.95
Curry Powder 12/3 tins	per doz.	1.35
Chili Powder, Cloves 12/3 tins	per doz.	1.35
Ginger12/3 tins	per doz.	1.05
Mace 12/3 tins	per doz.	1.35
Marjoram 12/3 tins	per doz.	1.10
Mint 12/3 tins	per doz.	1.10
Nutmeg, 12/3 tins	per doz.	1.10
Paprika 12/3 tins	per doz.	1.15
Parsley 12/3 tins	per doz	1.10
Pastry, Mixed 12/3 tins	per doz.	1.10
Pepper, black 12/3 tins	per doz.	.95
Pepper, cayenne 12/3 tins	per doz.	1.15
Pepper, white 12/3 tins	per doz.	1.10
Poultry Dressing 12/3 tins	per doz.	1.00
Sage, ground 12/3 tins	per doz.	1.00
Sage, rubbed 12/3 tins	per doz.	1.00
Savory 12/3 tins	per doz.	1.00
Thyme 12/3 tins	per doz.	1.00
Tumeric 12/tins	per doz.	1.00
Whole Cinnamon 12 ctns	per doz.	.45
Whole Nutmeg 12 ctns	per doz.	.45
Whole Pickling 12 ctns	per doz.	.90
Celery Salt, taper bots.	per doz.	2.10
Curry Powder, taper bots	per doz.	2.25
Tea		
100/1s	per lb	.53
50 /½s	per lb	.53
50/1s and 20/½s assorted	per lb	.54½
12/5s	per lb	.56
Vinegar		
24 qts	per doz.	2.75

P. BURNS & CO., LTD.
Shamrock Products

Hams, per lb	.38
Hams, boned and rolled per lb	.42
Bacon, 6-8, per lb	.44½
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	.49
Ayrshire rolled shoulders, per lb	25
Lard, No. 5, 12 to case	10.75
Lard, No. 3, 20 to case	10.80
Lard, cartons 15 lbs.	.20¼
Lard, No. 1 cartons., 30 lbs.	.20
Compound, Carnation, No. 5, 12 c's	9.40
Compound, Carnation, No. 3, 20 c's	9.45
Dripping, beef, 4-lb. bricks	.15
Mincemeat, kits, 25lb, net, per lb,	17½
Meat Loaf, per lb	.18
Pork Pies, per doz.	.40
Pork, roast legs with dressing lb.	.48
Baked Ham with dressing, per lb	.50
Cooking Oil, 5 gal. tins, 40lb., ped lb	.18½
Creamery Butter, Shamrock, cartons	.37
Creamery Butter, without carton	.36
Cheese, Canadian, large, per lb.	.18
Cheese, Canadian, twin, lb.	.18¼
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 Fowl, per lb.	.28
Selected chicken, per lb.	.38

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

Terms Nett 30 Days.

Royal Crown Soap, 5s, box of 120, 1cs.	$ 5.45
Royal Crown Soap, 1s, box of 100	4.55
Golden West 5s box of 120s	4.85
White Wonder, box of 100	5.30
Linen (unwrapped) box of 100	3.80
Royal Crown Naptha, box of 100	4.75
Klondyke (wrapped), box of 25	6.30
Klondyke (unwrapped), box of 25	6.15
Primrose (wrapped), box of 25	4.55
English Blue Mottled, box of 20	6.20
Royal Crown Powder, 3-lb. box of 24	6.55
Royal Crown Powder, 1-lb. box of 50	4.80
Golden West Powder, 3-lb. box of 24	6.55
Royal Crown Cleanser, box of 48	2.55
Royal Crown Lye, box of 48	5.30
box of 36	3.80
Liquid Ammonia, 2 doz. qts. box of 24	4.05
Liquid Blue, 2 doz. qts., box of 24	4.05
"Apex" Soap Flakes, bulk, 25-lb. boxes	4.75
Crown Oatmeal, 24 6s, box of 144	4.80
Klero Glycerine, box of 144	6.00
Seal Brand Castile, box of 25	4.00
Seal Brand Castile, box of 50	5.70
Olive Castile, cakes, box of 200	4.50
Mechanic's Pine Tar, box of 100	5.50
Mechanic's Pine Tar, box of 50	2.80
Write for Tiolet and Hotel Soaps. Special prices on 5, 10, 25 and 100 boxes.	
White Swan Soap, 5s box of 120	5.45
Golden Rule Soap, 6s, box of 144	5.45
Perfect (unwrapped), box of 100	3.80
White Swan Naptha, box of 100	4.75
Climax or Montreal (wrapped), box of 25	6.30
Red Crown, box of 25	4.55
Golden Bar, box of 30	2.50
Blue Mottled, box of 20	6.20
Blue Mottled, box of 30	5.55
White Swan Washing Powder, 3 lb., box of 24	6.55
Pendray's Lye, box of 48	5.30
Pendray's Powdered Ammonia, box of 24	4.05
Special prices on 5, 10, 25 and 100 boxes	
Pendray's Water Glass, Egg Preserver	
Cases 24 tins, per case	5.00

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	.08
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, 16-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?

Craft and Manila from Ocean Falls

Grocers and other merchants who buy wrapping papers, and other store supplies not made within our Province, should not deny the same right of purchase to the general public. If they send East and order by mail, the principle is the same as when the dealer places an order for wrapping paper and doesn't care whether British Columbia made it, or if it was made outside and the money it costs has been sent to some other part of the country. Like charity, prosperity begins at home.

You should insist upon OCEAN FALLS label on every roll of Kraft you buy and on Manila paper.

Look for CAPITAL or STERLING stencilled on. These marks indentify good "Made-in B. C." wrapping papers.

Smith, Davidson & Wright, Ltd.

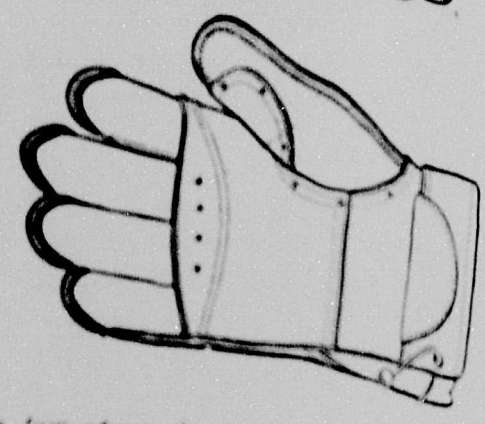
MANUFACTURERS OF SCHOOL SUPPLIES

VANCOUVER VICTORIA

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 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. 118—Light weight smoked buffed horsehide, best quality stock, gun cut pattern, comfortable nice appearing glove, suitable for short driving glove, choppers or fallers. $22.50 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, elute pattern, pultite fasteners. $10.00 per doz.

No. G—Muleskin, 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

Seasonable weather is making an appreciable difference in retail business, especially insofar as women's wear is concerned.

Among the best lines moving are silk hosiery and silk underwear, the demand for these appears inexhaustible. Fall placing with some of the wholesalers shows a distinctiy be'ter volume than was the case last year, and although travellers, out with many lines, are able to interest the retail merchant, hesitation is noticeable to place any quantities at this time.

Men's wear lines are moving elowly.

The men' wear trade has made little provision, so far, for hot weather goods. In June last year balbriggans practicaly went off the market and bathing suits also were impossible to get at the time when there was a big demand for them, but still the retail trade declines to make any better provision this year than they did then.

Purchases of summer hosiery have also been light. The stocks in retailers hands will not be nearly enough to round out the season, and the supply in sight is much below average requirements. The stiffening of hosiery prices as a result of conditions in the world markets indicates that price declines in these goods are over for the time being, and it would not be surprising if advances in some lines took place.

U. S. Leather Footwear Exports

The number of pairs of leather boots, shoes, and slipers exported from the United States during April 1922 (469,532 pairs), was 1.6 per cent. greater than the number of pairs exported during March (461,848 pairs) 18.7 per cent. greater than the February exports (395,671 pairs), and 29.9 per cent. greater than those of January (328,816 pairs). The April exports include 144,559 pairs of men's, 209,307 pairs of women's, and 109,044 pairs of children's boots and shoes, and 6,622 pairs of slippers.

The increase in the number of pairs exported in April is due to the larger demand for women's and children's shoes, the shipments of these two classes being, respectively, 69.9 and 116.4 per cent. greater than those of January, 1922. The number of pairs of men's shoes exported in April was approximately 4,000 less than in January. During April, the Cuban market purchased 80,899 pairs of the 109,044 pairs of children's shoes exported by the United States.

The comparative values of American shipments of boots and shoes to Canada during April, 1921, and April, 1922, are us fololws:

April, 1921

Men's and boys', pairs, 5,052; value, $14,546.

Women's, pairs, 32,652; value, $100,235.

April, 1922

Men's and Boys', pairs, 5,329; value, $16,691.

Women's, pairs, 44,536; value, $88,106.

— (U.S. Commerce Reports).

White Street Footwear for Men!

Low tan shoes are beginning to forge ahead of the race between blacks and tans, according to shoe men.

Two tone sports models also are going big, they say, Oxfords taking the lead, with high shoes running far behind. There is a big increase in the sale of golf shoes in two tone patterns.

It seems to be a recognized fact in the trade that women will wear white shoes during the summer far more extensively than ever before, and this has started some discusion regarding the possibilities of men's white shoes for the warm weather period. The more conservative, naturally, believe it will be impossible to create enough interest among men to wear white shoes for regular street wear, while some other shoe men, are insistent that the vogue, which is expected to be started soon, will be followed immediately by every man who is an advocate of "neat appearance, up-to-the-minute fashion and solid comfort" combined.

Straw Hats

This year there is a big variety in straw braids and body hats. There are a number of fancy braids in both soft and hard shapes. Tans and natural brown shades supplement the whites. There is a variety of brims and the fancy hat band is making another bid for popularity. A fine showing has been made of panamas and also of leghorns, and fancy Italian and Oriental braids. The customer should see these hats when he comes into the store instead of being steered directly to the usual sennit boaters. He should be made to realize there is such a thing as style and quality in straws, that there is some particular reason why he should get his straw at your store.

Shirts

There appears to be more activity among shirt manufacturers at the present time than among any other manufacturers of men's aparel lines. Shirt factories have been qnite busy, are behind with deliveries in many cases, but in this later respect they feel that the retail trade must share responsibility, for the orders for spring goods came in with a rush and it was impossible to make all deliveries at the time they were wanted. Spring orders are still coming in and it is anticipated that with prevailing business conditions this hand-to-mouth buying by the trade will continue until next fall.

J. N. Harvey, president of J. N. Harvey, Limited, with clothing stores in both Vancouver and Victoria, has been honored with a seat on the Dominion executive of the Retail Merchants' Association. Mr. Harvey, who is well known throughout the Dominion as one of the keenest business men on the Pacific Coast, will thus be in a position to fittingly represent the clothing section of British Columbia on the Dominion Board. A hard and consistent worker, this tribute to Mr. Harvey's standing is well deserved.

A branch of the Tip Top Tailors, who have now a stretch of clothing stores right across the Dominion, has been opened on Hastings Street, Vancouver. Laurence H. Brown, well known in local clothing circles manages the Vancouver store.

Our provincial secretary received a great ovation at Yakima May 9th where he spoke at the Conference of the Washington State Retailer's Association.

* * *

A. E. Sealey is successor to C. Neilson, grocer, at 3554 Comercial Drive.

* * *

A. Smith is now operating the grocery store at 2029 Granville St., formerly conducted by Mrs. Price.

* * *

F. Harper is successor to M. Campbell, 1405 Robson Street.

* * *

The offices of The North Pacific Packers, Ltd., are now located at 502 Yorkshire Building.

* * *

S. McDonald now operates the Grand Forks Meat Market, Grand Forks, B. C.

* * *

G. Scheers is successor to the store formerly operated as Gagner and Scheers, Grand Forks, B. C.

* * *

J. F. Johnson is running the store formerly operated by E. R. Boggs at 45th Avenue and West Boulevard, Kerrisdale.

* * *

E. C. McLean succeeds W. A. Moore at Silverdale, B. C.

* * *

Atchison and Vance is the new style of the grocery situated at 630 Kingsway, formerly C. E. Atchison.

* * *

Dewitt Mercantile Co., Bridesville, general store, is reported sold out to Ames Co.

* * *

A. V. Weburg, drugs and grocery, Kerrisdale, is reported to have sold out his grocery busines.

* * *

R. J. Gurney & Co., Ltd., Victoria, (boots and shoes) have assigned to C. C. M. T. A.

B. H. Peeps

Provincial field organizer R. M. A.. Mr. Peeps was appointed to this position as recently as November last, and from results to date, his energy and sound judgment have placed him in a class by himself.

PHONE: HIGH. 3889

IDEAL CONE COMPANY

Manufacturers of
ICE CREAM CONES
Purest Made. Cost Less.
335 PRINCESS AVENUE
VANCOUVER, B. C.

COMMENTS ON RESOLUTION OF SASKATCHEWAN BOOT AND SHOE DEALERS' TRADE SECTION.

At a meeting of the Boot and Shoe Dealers' Section of the Greater Vancouver District held on Friday, June 2nd, 1922, the following motion was moved and seconded:—

THAT in our opinion, the best solution of the question raised in the Resolution referred to, is, that the boot and shoe dealers of Western Canada should take the necessary action, whereby the manufacturers arrange for a satisfactory 'In Stock' Department.

THAT we do not think travellers making four (4) trips per year would afford any relief from the present situation.

THAT we would strongly recommend that shoe travellers arrange to make their trips earlier in the year.

THAT everything should be done to discourage the rapid change of styles, which has been so prevalent in the past.

AND further

THAT in our opinion, the manufacturers should inaugurate a policy of resident representatives in the leading centres of the Western Provinces.

It was the opinion of the meeting, if the above changes could be put into effect, that it would be the means of solving many of the difficulties under which the shoe-dealers are now doing business. We believe that it would have a strong tendency towards stabilising business, and that it would materially lessen the cost of shoes.

We would further recommend that your Convention bring down a strong resolution covering the points outlined above, and can assure you, as far as the Greater Vancouver District is concerned, that any such resolution would be strongly endorsed by the majority of the Boot and Shoe dealers in the district and the Province of British Columbia.

In the "O" Zone

"What is your age?"

"Twenty-two summers, judge."

"You must have been living in a cold climate."

SHOW CASES
STORE FRONTS

Office and Store Fixture
Manufacturers

For information apply

DIXON & MURRAY

1066 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 383
2092 2nd AVENUE WEST VANCOUVER, B. C.

AWNINGS
—for Store and Residence

The next TWO MONTHS you will need them more than ever

Dealers !

We ship to all parts of B.C. and can keep you well supplied to handle the Awning Business in your district.

WRITE FOR PRICES

Buy now at our low prices and enjoy their exterior attractiveness and protection

C. H. JONES & SON LTD.

Manufacturers of "PIONEER BRAND" Tents and Awnings

28-30 Water Street Vancouver

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.

The Economy of Good Paint

Efficient Protection Eliminates the Risk of Decay.

It has been stated by an expert authority that a survey of property throughout the country revealed the fact that a surprisingly small proportion of property was preserved from decay by means of paint and that the majority of this property is being left to destruction for the want of paint.

Common sense suggests that this position ought speedily to be reversed. Think of the capital invested in this large proportion of structural property of the country which is being left to speedy destruction by climatic influences.

Somebody has to pay, and if it were the fire insurance people, prompt action would be taken to prevent the loss; the property that is unpainted is as surely being lost as though it were now on fire, only the process is not so rapid.

Structural materials, protected by paint, will last indefinitely, as the wear and tear comes on the paint, and this can be renewed as often as may be necessary at small cost.

Before the war the state of our resources in timber and iron gave architects and engineers cause for anxious thought concerning the future; now these resoureves are immensely curtailed and much of what was in being has been destroyed.

Timber may grow again in the course of years, but iron, once destroyed, is lost to us forever; it eludes our grasp; it turns to dust, and is scattered over the face of the world in particles too small for the hope of recovery. This loss can be avoided by the use of good paint, which is one of the best investments, and when compared with the value of the materials it can preserve, its cost, reckoned as an insurance premium, is but trifling, and while insurance only replaces loss, the use of paint actually prevents loss.

Why then, with protection so cheap and so certain is such a small proportion of perishable property in a state of protection against alert enemies, corrosion and decay?

It is because property owners do not sufficiently realize the fact that, without paint property will rust and decay and become useless and dangerous, while with paint it will be preserved, and will remain useful and safe for the purpose for which it is intended You cannot afford to do without painting. You must paint or lose your property.

All surfaces capable of being protected by paint should be so protected as an economic necessity; it is the only way from a practical point of view.

Why lose that which is so easy to keep?

Why run risks when efficient protection is so easy?

The price of safety is the price of good paint. A good paint lasts three times as long as an indifferent one and protects all the time.

With regard to the cost of painting, which is a necessary part of the upkeep of all structural work, a statistical account of the yearly cost of this painting ought to be made and kept.

Paints, if poor and ineffecient, are hardly worth the labor of application—in fact, entail actual loss. A paint of a high effieiency and reputation under the mose adverse conditions must be used.

The charges for material, labor and scaffolding must be calculated, and the subsequent duration of the finished work; and then, reckoning painting as an insurance against rust, corrosion, decay, and general deterioration, it will be evident how the greates effieiency can be attained for the samllest premium:

1. Cost of paint per unit (100 yards super) of area;
2. Cost of labor (ineluding scaffolding, etc.) per unit of area;
3. Duration of effective service of paint;

and divide by the number of years of effective service it will give, and one arrives at the cost of painting per unit per annum. The effective life of a paint is more determinative of its economy than its initial cost.

Very few paints manufactured and sold as preservative covering for structural materials can fully justify the claims made for them, although they may pass the usual seientific examinations and tests under which they are put. The reputation of a paint is really of greater value; for, in accepting this, one is accepting the experience of others, covering a far wider range of circumstances than those of the test conditions, and one is gaining all this knowledge without cost, or, as sometimes happens, bitter experience. The universally acknowledged quality, i.e., the reputation, of any goods is the greatest safeguard and assurance a purchaser can have.

The qualities that go to make up a good paint are the inertness of the base and its resistance to all atmospheric conditions. The base should not be capable of oxidation by the atmosphere nor should it contain anything injurious to the surface which it is meant to protect, nor should it have any harmful action on the oil.

The quality of the oil is of equal importance, for it must provide a tough and durable film for a number of years without losing its elasticity. A paint which forms a flinty unyielding coat which cracks with expansion or vibration affords a very poor protection to the surface to which it is applied.

In order to get the most efficient protection, it should be remembered that with only one coat of paint there is always a possibility of minute pinholes and imperfections occurring, no matter how careful the painter may be. These pinholes may be caused by air bubbles, particles of dust, or brush marks.

It is therefore a true economy to apply two or three coats, and it is good practice to make these coats of different shades, as by this method is is more easily determined where imperfections may exist.

HARDWARE, OIL *and* PAINTS

NEW GOODS.

Convenient Packing of the Whitcomb B. D. Latch.

Dealers will be pleased to learn that the ever popular Whitcomb B. D. latch is now being packed one in a box with screws. This makes a more convenient carton, it eliminates the possibility of lost parts and saves time spent in selecting the different parts that go to make up a complete set.

Tallman Wriggler Sprinkler.

The Tallman Wriggler Sprinkler will positively work at a water pressure of four pounds. The holes in the arms are drilled so that the spray is uniform. The nozzle is similar to the standard hose nozzle and is adjustable, so that when revolving it will throw water from a fine spray to a straight stream covering a space from four feet to fifty-six feet.

MARKET PRICES AT A GLANCE

Laco Lamps Reduced in Price.

The Canadian Laco Lamps announce a reduction in price of Laco lamps. The amount of the reduction being twenty per cent.

Sprays now Record Seasonable Movement.

Sprays are among the products which record a fair selling movement at this season of the year.

Lawn Mowers and Other Lawn Supplies Move Out.

Lawn mowers and other lawn supplies are now reported active sellers. Most of these articles were not extensively booked in earlier weeks and with the approach of warmer weather dealers are ordering their seasonable requirements.

Cement Declines to Lower Levels.

Cement declines to lower levels, jobbers are now quoting three eighty-five a barrel which shows a drop of one cent a pound.

Building Paper Declines

Building paper quotations show a decline. The new quotations show approximately ten per cent decline on the different grades. Jobbers report sales continue good on this line.

Range Boilers and Stands Lower.

Range boilers and stands lower in price. Local jobbers now quote:

On 30-gal. boiler at $11.80; on 40-gal. boiler at $15.40; on 30-gal. boiler stand at $1.15; on 40-gal. boiler stand at $1.25.

Dominion Spring Clothes Pins Decline.

Dominion Spring clothes pins decline, jobbers new quotations show a decline of ten per cent.

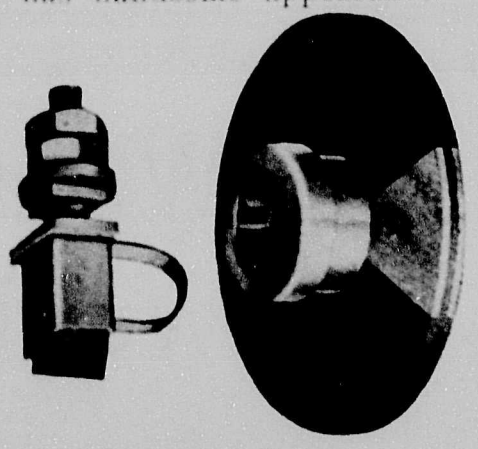
Screen Door Hinges Lower.

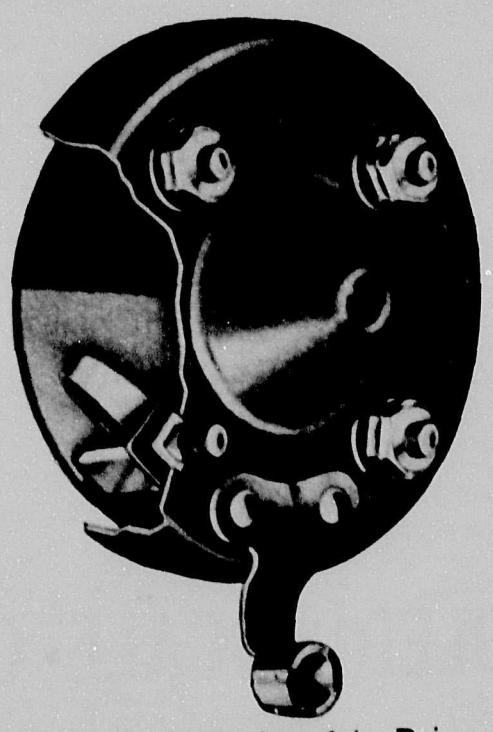
Screen door hinges No. 20 single acting and No. 50 double acting, lower in price. Both lines show a decrease of approximately ten per cent.

AUTOMOBILE ACCESSORIES

New Goods

Triple Life Timer—The shell of this timer is drawn from sixteen guage rolled steel, is copper plated highly polished and has a gun metal finish. The design eliminates entirely all vibration and chatter. The cone is shaped to take either the Ford or Fordson Timer clip. The whole instrument is very durable and has handsome appearance.





Game Traps Reduced in Price.

Manufacturers have reduced their prices on game traps, and jobbers have lowered their prices accordingly. Some of the new quotations are as follows: Victor No. 0 at $2.03 doz. No. 1, at $2.36 doz.; No. 1½ at $3.65 doz.: No. 2, at $5.00 doz.

Mrs. Potts Sad Irons Show a Reduction.

The reduction is approximately ten per cent on the line. Quotations on No. 55 is now $2.30; on No. 50 is now $2.40.

Ammunition

Discounts on American ammunition, both metallics and paper shot shells are revised and reduced quotations appear on all lines.

Higher Price Remains on Linseed Oil.

The recent increase in linseed oil still remains firm, and there is no indication of any further revision although flax seed is a trifle easier.

Rubber Hose Fittings Start Seasonable Trade.

In conjunction with sale of lawn hose may be noted more activity in rubber hose fittings. These products are making an early start this year.

Red Devil Bits on Reduced Level

The Red Devil line of electrician's bits now have revised lower quotations.

Easier Quotations on Square Tower Bolts

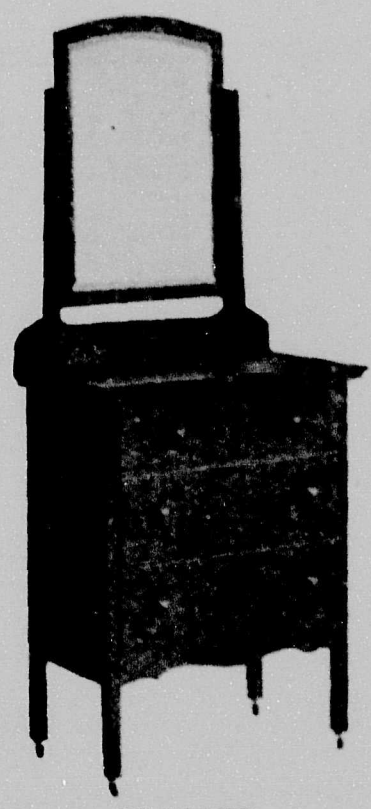
Among the price announcements on the current hardware markets are square tower bolts quotations on this line are lower in price.

Paints and Oil.—Linseed oil has quite recovered from the recent downward trend of the market and has advanced about 9c a gallon on the American market during the month. Consumers are more inclined to cover their requirements and in view of the steady advance of flax seed some interests predict that oil prices will advance materially. The other vegetable oils are firm but quiet. In the lead pigments the only changes have been advances of ½c in dry white lead, red lead, Litharge, and orange mineral, in sympathy with the recent upturn in pig lead.

Dry colors have shown no particular change during the month with the demand giving signs of material improvement.

Sharply higher prices have been recorded in the Shellac market. Turpentine and resins have fluctuated, but generally have held pretty steady

FURNITURE



DRESSER

Our new catalogue is ready.

We manufacture:
Dressers,
Cheffoniers,
Dressing Tables,
Chest of Drawers,
Kitchen Cabinets,
Tables, etc.

DOWLING MANUFACTURING CO.

266 DUFFERIN STREET EAST
VANCOUVER, B. C.

Chloride of Lime

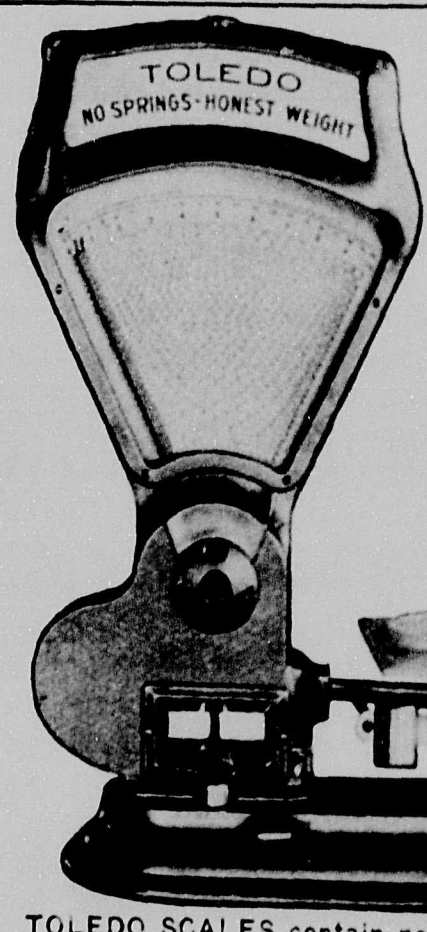
Supplied by all wholesale grocers in British Columbia

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.



TOLEDO SCALES contain no springs and guarantee honest weight. The result is that your profits are always protected.

When You Weigh Profits—

So far as your profits are concerned a pound is only one and three-fifths ounces. After you sell 12 ounces to pay the wholesaler and 2 2-5 ounces to pay expenses, you have left out of each pound of merchandise 1 3-5 ounces which you may sell for yourself. This is true if your profits are ten cents on the dollar. How much less of each pound of goods is yours if your net profits are, as some authorities say, not more on the average than 2 3-10 cents on each dollar of sales. How much of this tiny portion of a pound are you throwing away by using inaccurate weighing equipment.

CANADIAN TOLEDO SCALE COMPANY, LTD.

WINDSOR, ONTARIO

SALES ROOMS AND SERVICE STATIONS THROUGHOUT THE DOMINION

VANCOUVER OFFICE
424 Cordova Street West

Made in 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. $11.80 each.

BUILDING PAPER—Tarred, $1.07 to $1.54 per roll. According to quality. Plain, 72c to $1.25 per roll.

BUTTS—Plated, 241, antique copper and dull brass finish, 2½x2½, per pair 32c; 3½x3½, per pair, 37c; 4½x4½, per pair, 72c.

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, $18.50 per 100lbs; ¼, $16.75 per 100 lbs.; 5-16, $15.60 per 100lbs.; 3-8, $11.75 per 100 lbs.; ½, $12.00 per 100lbs.

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

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

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

CLEVIS, MALLEABLE—Per lb., 17c.

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

DRILLS—Bit stock 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 strap, 4 in. $2.30; 5-in. $2.65; 6-in. $2.90; 8-in $4.15.

CORRUGATED TEE—Per dozen pairs—4-in. $2.20; 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., $12.35; 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., 42c 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.

SCREW, CAP—50 off list.

SCREWS, SET—50/10/5 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; 1½ 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, 29c per lb.; less 31c per lb.

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

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

TACKS—Carpet, 70c off new list.

TOOLS—Harvest, 55 off new list.

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

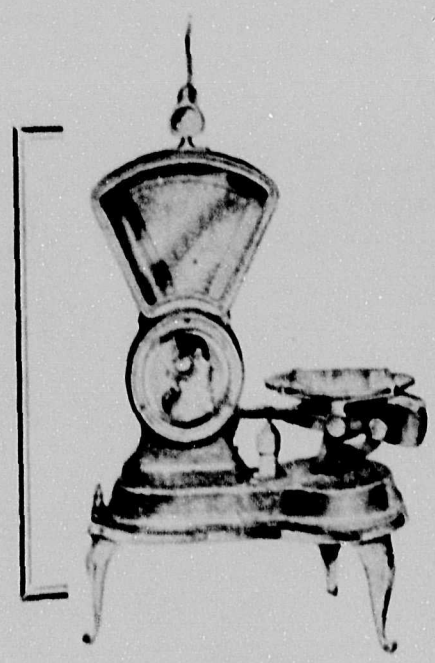
WIRE, PLAIN GALVANIZED—Per 100 lb.—No. 9, $5.50; No. 12, $5.75.

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, $22.00 each; Seafoam Electric, $78.50 each; Canadian $10.15 each; Patriot, $16.95 each.

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



PAINTS AND OILS.

ENAMELS, AUTOMOBILE—

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

Cardinal Red.	Each.
¼ gallon	$2.05
⅞ gallon	1.07
1-16 gallon	.57

ENAMELS, ENGINE—

Ordinary Colors.	Each.
½ 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	.38

Enamel, Bath, tinlets, $4.65 per doz.

PAINTS

	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

365 Cordova West Sey. 2881 VANCOUVER, B.C

"Do You Eat Baker's Bread?"

Learn a Capital Lesson From These Housewives

A canvass was made recently of ten thousand house-keepers of all classes throughout the nation.

Every one of them was asked the question: "Do you eat Baker's Bread—and why?" "

Their answer to the inquiry disclosed the fact that only half of them were satisfied with the kind of Bread they could buy.

The half who preferred to bake their own Bread, gave these reasons for dissatisfaction with Baker's Bread:

"Lacks flavor"—"dry and crumbly"—"not well baked"—"skimpy on nourishment."

Pretty clear proof, isn't it, that QUALITY alone will switch Bread-baking from the home to your plant.

Use quality ingredients leavened with the finest yeast—FLEISCHMANN'S, of course—and you're sure of quality Bread—and increased sales.

THE FLEISCHMANN COMPANY

1166 Burrard Street VANCOUVER, B. C.

Fleischmann's Yeast *Fleischmann's Service*

Vancouver, Victoria, Nanaimo, Calgary, Edmonton.

The Western Canada BAKER

BAKERY, CONFECTIONERY and CATERING SECTION of The British Columbia Retailer

THE STATUS OF THE RETAIL BAKER.

Personality His Biggest Asset

Lo, the retail baker!

We know of no business that has a greater reason for its being nor one that has a greater duty to perform in the upbuilding of the human race than the retail baking business.

We know of no branch of any industry where the individual, catering to the neighborhood desires, can perform his duty in a more conscientious manner, if he works to that end, than the retail baker.

His advantage over the wholesale baker lies in the fact that he meets his trade face to face. He becomes intimate with each customer and gets his information first hand and consequently has before him every day the result of his work and knows personally what is desired, while the wholesale baker must leave his products for the other man to sell, handle and display.

If the retail baker will use this advantage and really make an attempt to cater to the public around him, his store will soon be the rendezvous of all his neighbors seeking the Staff of Life and its kindred products.

His Work.

The retail baker's duties are manifold and his day never ends.

As a general rule, the retail bakeshop is a veritable bee-hive from the very early hours of the morning through the entire day and sometimes until late at night.

In the larger wholesale bakeshops it is possible to work out a greater organization and system, but the retail baker has such a variety of duties to perform, and sometimes all by himself, that he seldom can plan from one day to the other just what he can do. He knows that he is going to make certain things, but his program is so often changed to fill some hurry-up order or make a few special cakes that a thorough system is impossible. Very few people who step into the bakery salesroom realize what is going on behind the scenes. Little do they dream that combined in that one small shop, on a minature scale, is often found an organization that is even greater than is found in the larger wholesale shops.

If the wholesale baker had to depend on his own hands and brain to do everything in his shop, from janitor work to the sale of the goods, he would get some idea of what many retail bakers have on their minds every day.

His Trade.

Usually from boyhood he has worked at the bench learning his trade until its intricate routine has become second nature. Hours make no difference to him. Some retail bakers are up at two o'clock in the morning setting their sponges and then go back to await the time when they can be moulded into loaves, and from that time on during the entire day, he is making a little of this and little of that until late in the afternoon and then he must find some time to spend in the store behind the counter, where he must greet his trade with a smile.

The baking trade is probably the most intricate of all the labor arts because it covers the making of so many different things and calls for a practice and handiwork that rivals the sculptor's art.

His Shop.

The workshop of the retail baker would be like a mystic maze to the average customer it is so full of the tools of the trade, and it should be the duty of every retail baker to keep his shop in a condition where the housewife could visit it and be able to compare it to her own kitchen, for through her idea of the way he does his work and keeps his shop a greater business could be worked up.

The duties of the baker and the housewife are similar in so far as the preparation of their food is concerned, and if the housewife can be assured that the baker is handling his products in the same way she would, there would be a greater intimacy spring up between them.

The average bakeshop is kept clean and neat, but the retail baker who does not have the time to devote to cleaning and keeping his shop in a presentable condition should by all means make other plans to do it, for every cent expended in this manner would come back tenfold in increased business, created by the confidence the trade have in his products.

His Store.

It is the same in his store, for it is here that the first and last impression is made upon the prospective buyer of his baked goods. A one-time customer in the bakeshop is worth very little to the retail baker. His store should be the market place for all baked goods in his neighborhood and kept in a condition to attract and make steady customers out of every one who calls.

Every retail baker is quite naturally working with the thought in mind of continually building up his business, but his duties are usually so confining that he often overlooks the little things that the customer will see, and being of a thrifty nature, as a general rule, the expenditure of a few dollars here and there to improve his store often appeals to him as being unnecessary, little thinking that such improvement will pay for itself in increased business.

Most of the errors made by the retail baker are not the result of any ignorance on his part, but rather the result of being so busy, and it is a fact that no trade has so many angles to it and no tradesman's day is so full as the retail baker. At the same time, he must stop and consider his function in the field, for if he only knew it he has no competition except himself and his competi-

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.

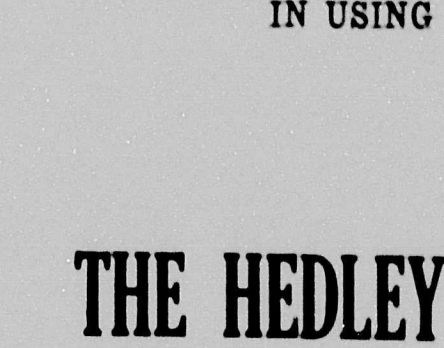
Uniformly Rich Shortening

MAKES UNIFORMLY RICH CAKES

Rich shortening—all fat, saves money and time in mixing.
That is why so many bakers use Bakers' Cottolene. It is 100% fat.
Its uniformity of richness and quality makes it possible to get the same results every time—if the other ingredients do not change in quality or in quantity.

With 12 ounces of Bakers' Cottolene you get the same results as with 16 ounces of other shortenings.

Our files are full of testimonials from successful bakers.



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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

tion with himself is nothing but trying to outdo himself in his own neighborhood and to cater to the desires of his community in a manner to make them proud of his business and anxious to buy from him.

Sales Success.

We have often reamrked in these columns that the secret of sales success lies in breaking down sales resistance, regardless of the manner in which it is done. Anything that builds up resistance to a sale is a barrier to the consummation of that sale, and if the retail baker will view his store from the angle of one who is to make the purchase and visualize everything in it that might act against his making a purchase, he will be going a long way toward breaking down any resistance to the sale of his products.

Bakers' Associations are doing great work along the line of dressing up the retail bakery and there should be no let-up in the work. The retail store's greatest asset, especially where goods are exposed in the open for sale, is cleanliness and neatness and, as the consumer is the one who is going to decide whether he will buy the products of any particular store, it behooves the retail baker to keep the sales end of his business above reproach in every particular.

"The Retailer" is heart and soul for the retail baker. We realize he is a great instituton and we wsh to do everything we can to see his business prosper, but we are of the opinion that many retail bakers are overlooking a great opportunity to increase ther business and get the confidence of their neighborhood by not making their stores attractive and a place where the people would like to trade.

There is no set rule that will cover this branch of the industry because each baker in his own locality has a different problem to face insofar as the class and quality of goods is concerned, but there is one rule that covers them all, and that is cleanliness, regardles of where they are.

His Ideals.

Every man in business should have some ideal, some thing or some condition that he desires to reach. He should view his business continually with the thought in mind, "Where or how can I improve what I have before me?" and in that thought will always rest an ideal. There is no pinnacle to be reached. There is no state that couold be called perfection, for the retail baker's work, as stated before, is never done, and the continual changing of stocks as they come from the shop and go out the front door, together with the constant demand for something new, places him in a position of never arriving at any state of perfection in his store, but by keeping before him the thought that everything he does is to attract his trade to him, he is then building on his ideals and benefiting by them.

His Success.

The successful operation of any retail business is not entirely based on the amount of money made today but rather is based on what can be made tomorrow and the next day and the years to come.

The retail baker's success depends upon the same thing and when he is building on the solid foundation of the best quality for the best possible price and offering to his customers the things they desire, he is building his future, which means his success. Regardless of the community he is in, regardless of the nationality of the people and regardless of the class of baked goods they use in their daily life, the issue is the same.

More retail bakers have failed because of a lack of knowledge of the fundamentals of their business, both from a manufacturing and selling standpoint, than for any other reason.

His Duty.

When men are catering to the food supply of a nation, they are taking in their hands a duty and the human system is so constituted that it quickly decides whether the food eaten is satisfactory or not.

The subject of food value is one being deeply and closely studied by everyone. Newspapers throughout the country are devoting special columns and pages to talks and articles on food values. People are becoming educated to the fact that to pay more for a nutritive article is cheaper than getting a larger quantity for a smaller amount of money without proper nutritive value, and the retail baker who recognizes this in his daily work and aims to also educate his customers along the same line is bound to succeed and will be doing a favor to his trade.

People are quick to grasp the idea of good food, and in the selection of materials the retail baker who buys the best of everything is the one who is going ahead and making more money than the man who buys cheaper, for good food is the foundation of the business of any establishment catering to the table.

The majority of wholesale bakers throughout Canada are primarily bread bakers, unless they specialize on pies or cakes alone, they specialize on pies or cakes alone, but their trade is usually with the retail grocer, while the retail baker must cater to all of the desires of the housewife when it comes to baked goods and, as a consequence, his line of products is so great that much more depends on the way he carries on his business than with the average large machine shop, and consequently his duty is much greater than the baker who never meets the consumer face to face.

It is with the thought in mind of helping the retail baker in every way we can that we offer these suggestions. He is such a great part of the baking industry and has such a great opportunity to play the leading roll in the catering business that we desire to impress upon him some of the things he can do to hold his place in the industry.

It seems the world has always known the baker. He has always played a big part in the success of the world's affairs and as time has changed so has he changed, and to keep up with the procession it is his duty to always figure ahead and visualize his business as the consumer would and give them the service he would like to get himself when patronizing other lines.

The retail baker has it is his power to become greater and greater if he will "watch his step" and make it a rule to do everything with only the thought of the consumer in mind.

FIVE PER CENT EXCISE TAX REGARDED AS DISCRIMINATORY.

A strong protest against the new 5 per cent excise tax on confectionery was voiced by a delegation representing confectionery and candy industries of Canada, which interviewed Hon. W. S. Fielding, minister on May 29th.

Spokesmen of the delegation which numbered about fifty and represented the large candy and biscuit manufacturers throughout the Dominion, stated most emphatically that the industry could not absorb the new tax, that many manufacturers were operating at a loss and they considered the tax discriminatory.

BETTER BREAD, BETTER BUSINESS

By W. S. DUNN,
Agent, The Fleischman Co.
Vancouver, B. C.

Bread is the foundation of our diet. It is part of the very fibre of our existence. It must be in every home, every day and for every meal. The cry for bread rang out louder than the heaviest cannon of the war.

Stop and think. Every wheel of industry turns to produce bread. Iron, coal, timber for the plow that tills the soil for the wheat to be planted. Horses, trucks, railroads, ships to transport it, and so straight down the line—no one part escapes its levy of labor that the people may have bread.

Why is this? The answer is that wheat is the great human food. In every grain there is a complete ration of raw food to met the needs of the human body.

Baked into bread, it is our most palatable, wholesome and economical food. None other supplies so complete a diet at so low a cost.

However, have you ever realized that Canadian's are eating only about one-half of the bread they should, and of that amount one-third is still being baked in the home.

This offers the baker two great sources of increase. First, by increasing the general consumption of bread throughout his district. Second by getting after his real competitor—the home-baker.

The minute the word competitor is mentioned, the baker at once thinks of his rival. Suppose that rival puts on a new wagon, you immediately begin figuring the cost of one. Let him cut a cent from his price and you feel like cutting two. If his name emblazons a sign, you squirm in discomfort. Yet all the time hundreds of home-competitors are around you, the bulk of whose trade if captured, would keep you too busy working overtime even to notice the doings of the rival who is not your real competitor.

How to capture it? The answer is a simple one of salesmanship, you can't capture Eskimos with dancing pumps, or Hottentots with fur overcoats. No more can you enrapture a woman with the kind of bread you think she ought to want, when all the time she's begging you for the kind of bread she does want—the kind she makes herself.

Look about her home, kept spotless with electric iron, patent sweepers, vacuum cleaners. Inspect her pantry, stocked with ready-to-serve soups, just as her wardrobe with ready-to-wear garments.

Turn the advertising pages of her favorite magazine—every page filled with new and better ideas for labor-lighteners—all to the end that she may have more time to live, to enjoy. Does she make her own garments still? Very seldom. She gave that up along with her own weaving, the instant she becomes satisfied that she could buy a better quality of goods than she could laboriously turn out herself.

If she is still a slave to home-baking, it is her way of announcing her dissatisfaction with the bread you offer her. In some way, it falls short of her requirements. "Give me a bread as good as I can bake myself," she says to the baker, "then I'll come to you."

And yet all she asks is—

A simple loaf of good bread. Nothing complicated about it.

A plain, wholesome loaf of good materials, such as she knows and understands.

A rich loaf, with all the shortening and yeast posible; the richer the better, for she loves richness. The question she invariably asks herself is, "How much goodness can I put into it?—not how little?" A loaf skimped in any way does not appeal to her.

A good loaf every time. Here the baker has an immense advantage, for well she knows she cannot claim that her own product is perfect. It is affected by too many conditions; the oven, the children, the way she happens to be feeling. When her bread "turns out good" it is more through good luck than any scientific prevention against failure.

With a bakers superior equipment, it should be no trick at all for him to meet her on her own ground and win her trade for all time by giving her Home Made Bread Better Than Her Own.

In this connection, remember, the baker has much to learn from the housewife, and should not be ashamed to admit it. He should go out in his neighborhood and ask questions. Find out just what his customers are wanting and thinking. Consult their wishes. His reward will be their trade.

There are two classes of retail bakers, the large and the small. While the small one has the apparent advantage of being able to economize on labor by doing the baking himself, he should not be shortsighted about this.

Let him realize that by giving his time and energy to the baking, he often unfits himself by fatigue to attend to the most vital end of his business—that of Sales Promotion.

Learn to criticize your own business. No business is perfect. As a rule, the man closest to his own business is the one least able to see its faults.

If there is any doubt whatever about the quality of your goods, let us help you by offering you tested formula's on bread and sweet doughs, prepared by our baking experts. They visit various parts of the country, seeing what other bakers do. They have watched many successes grow and had a part in helping them. They can help you, too. Whatever your needs, they'll tell you.

Let courtesy be the unfailing law in your bakery—this is the best form of business insurance. It is only human to want to go where service and courtesy predominate. No matter how unreasonable a customer may be, your clerks should never be anything but courteous.

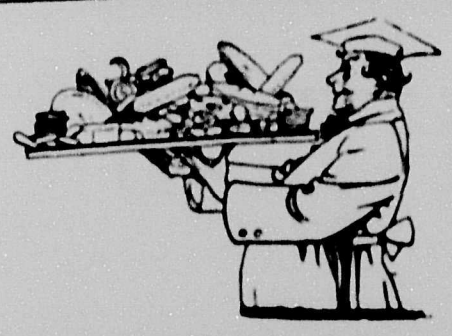
The cleanliness of the outside will be the best assurance to the passer-by for cleanlines of the inside. She naturally stops to look in the windows. Let their appearance be so irresistible she simply cannot get past them. And, if on entering the shop she finds the goods temptingly arrayed, and the same white, shining cleanliness on all sides, she cannot be kept out, but will come again and again.

As you read this, look around your shop and ask yourself, "How proud can I be of it!"

In case the arrangement of the store does not permit of easy access to the windows, or they are awkward or antiquated, do not hesitate to tear them out altogether and install a tempting display case instead where the freshly baked goods may be moved in and out with ease.

Get the goods shown. That's the main thing. Goods well shown are more than half sold. We have many photographs and suggestions for the improving of show-windows. Ask to see them.

The Fleischmann Company are doing possibly more than any other one concern has evert ried to do for its customers. Asking the housewife to buy **Baker's Bread**,—educating her on the real value of bread as a food. You have no doubt seen the advertisements in the street cars and magazines. There is only one thing necessary to assure success to this campaign, and that it, for the baker to make quality bread to back up our advertising. If we don't get this co-operation from our customers, we or they cannot expect to reap any benefits.



Seasonable Tested Recipes

Mocha Cake Formula.

Powdered sugar, 2 lbs.
Eggs, 1¾ lbs.
Flour, 1½ lbs.
Corn Starch, ½ lb.
Butter, ½ to¾ lb.
Vanilla flavor, ⅛ oz.
Lemon juice, ½ oz.

Method

Put the sugar and eggs into a kettle and place over a hot water bath and whip vigorously until the mixture becomes warm. Remove from the water bath and continue mixing until the mixture becomes cool. The lemon juice and vanilla flavor should be introduced gradually while the mixture is being whipped. Carefully add the flour and corn starch which has previously been melted. The butter should not be hot. Put the mixture into slightly greased and dusted layer cake tins, bake, and then prepare as mentioned above. Roasted almonds are sometimes put between the layer with mocha filling

Bran Bread

Hard wheat flour, 21 lbs.
High grade wheat bran, 7 lbs.
Water 2 galons.
Salt, 5 ozs.
Malt extract, 10 ozs.
Yeast, 6 ozs.
Shortening, 6 ozs.

Method

Dissolve the yeast and malt extract in a little of the water and place to one side. Put the balance of water, salt and shortening into a mixing bowl and stir. Add the bran and wheat flour and begin mixing. Add the yeast and continue mixing until the dough is smooth. The dough should have a temperature of from 78 to 80 degrees when mixed.

Fermentation

If a 4-hour fermentation period is required to mature the dough, this period may be divided as follows:
1st rising, 2¼ hours.
2nd rising, 1 hour.
3rd rising, ½ hour.
Allow the dough to rest 15 minutes and then divide.

This bread should not be confused with whole wheat bread as whole wheat bread is made with whole wheat flour or meal entirely.

Rye Bread Formula

Hard wheat flour, 5¼ lbs.
Rye flour, 2 lbs.
Water, 2 qts.
Salt, 2¼ ozs.
Yeast, 3 ozs.

Method

Disolve the yeast in about 1 qt. of water. Put the balance of water with the salt into a mixing bowl and stir. Add the flour, begin mixing and then add the yeast and continue mixing until the dough is smooth. The dough should have a temperature of 78 to 80 degrees when mixed.

Fermentation

If a 4-hour fermentation period is required to mature, this period may be divided as follows:
1st rising, 2¼ hours.
2nd rising, 1 hour
3rd rising, ½ hour
Allow the dough to rest 15 minutes when it should be divided.

After the dough has been properly fermented, divide it into pieces of the desired weight, mould it round and allow it to rest about 15 minutes. Then make it up into oblong shape, place it into cloth-lined boxes with the closure of the loaf upward, pulling the cloth up along the side of the loaf in the same manner as is done when Vienna bread or any other hearth bread is made. Proof to the required size, dust the peel with a little corn meal, wash with water, make cuts across the loaves and put into oven. The oven should be saturated with steam at low pressure not above 5 lbs. Bake to a golden brown. If desired, the dough may be placed directly into boxes dusted with corn meal, after it has been made up into the long shape. If this is done, it is not necesary to dust the peel with corn meal.

Chocolate Cookies

Sugar, 12 lbs.
Eggs, 2 qts.
Milk, 1 qt.
Cake crumbs, 12 lbs.
Pastry flour, 4 lbs.
Chocolate, 2 lbs.
Bicarbonate of soda, 4 ozs.
Baking powder, ½ oz.
Vanilla flavor, 1 oz.
Salt, 2 ozs.

Method

Slightly mix sugar, eggs and milk. Then add some crumbs, flour, bicarbonate of soda, baking powder and salt. Mix thoroughly. After mixing add the melted chocolate and vanilla flavor. This will make a medium stiff mixture that can be run through a cookie machine or cut out with a cutter on the bench. If cut out on the bench, roll out to ¼ inch in thickness, wash with water and cut out with a 2½-inch cutter. Dip into granulated sugar and pan. Use medium cool oven and bake very light. This recipe makes an excellent cookie and should be a good seller .

Butter Cream Icing Formula.

Granulated sugar, 5 lbs.
Water, 1½ pts.
Powdered sugar 8 lbs.
Egg whites, 1½ pts.
Butter, 1½ lbs.
Citric acid, 1 oz.

Method.

Put the water and granulated sugar in a kettle and place in oven; boil to 238 degrees F. When the sugar has been boiled to the proper degree whip the egg whites to a meringue consisteney. Gradualy add 2 lbs. of powdered sugar while the whites are being whipped. After the powdered sugar has been incorporated, gradually pour the boiled sugar syrup in and whip the mass until it becomes light in form. Care must be taken not to pour the boiled sugar in too quickly,as it will cause the meringue to fall. Now put the buter, balance of sugar and citric acid in a kettle and whip very lightly. After this has been done, the boiled meringue mixture should be added and the mass whipped vigorously. The boiled meringue mixture should be cold, however, before adding the butter cream.

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Our Motto is "SERVICE"

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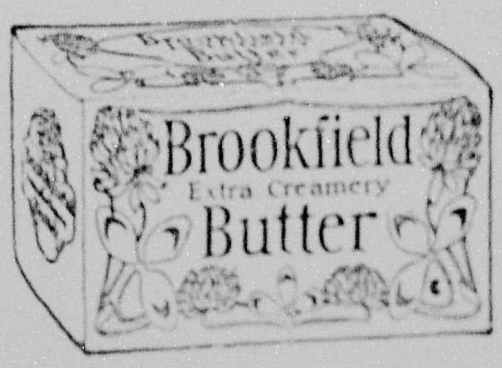

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