Fifteenth Year

"The Paper the Retailer Reads"

NOVEMBER, 1922

THE BRITISH COLUMBIA RETAILER

20c Per Copy; $2.00 Per Year. VANCOUVER, B. C. VOL. XV. No. 3.

The Butter that satisfies, builds your butter business, and holds it. It is always uniform in quality and texture.

REGISTERED TRADE MARK

PURE Creamery Butter

Our Own Brand

MANUFACTURED BY

CENTRAL CREAMERIES LTD.
CALGARY, ALBERTA.

When you sell your customer "OUR OWN BRAND" you have their trade for life.

CENTRAL CREAMERIES OF B. C. LTD.
Cor. Railway and Gore Avenue.
VANCOUVER, B. C.
Phones:
Sey. 6908 and 7222.

"Standard" Paper Bags

Retail Merchants cannot afford to look upon paper bags, merely as containers.

The Customer whose purchase is presented in a bag that tears, is humiliated, possibly lost.

The "STANDARD" paper bag is the result of nearly fifty years experience in the manufacture of paper bags. This statement warrants our assertion that the name "STANDARD" on a paper bag means your protection.

We carry a large, assorted stock of light and heavy Kraft and Manila bags, and can fill your order promptly at the best prices.

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

QUALITY FIRST AND ALWAYS

J. C. WILSON, LIMITED

Phone: Seymour 781

1068 HOMER STREET, VANCOUVER, B. C.

To build up a successful Sausage Business it is necessary you handle popular brands and product that will mean repeat business—Our "Brookfield" brand Pure Pork Sausage is bound to give satisfaction to your trade and can be handled by all dealers at a reasonable profit.—"Brookfield" Brand represents 100% pure pork, packed in one pound cartons.—Place a trial order—Results will surprise you.

Swift Canadian Company, Limited

Vancouver New Westminster Victoria Nelson Calgary Edmonton

MAKE BIG SALES BY FEATURING

CROWN OLIVE

Manufactured in British Columbia and Guaranteed by

"The Perfect Toilet Soap"

THE ROYAL CROWN SOAPS, LTD.

VANCOUVER, B.C.

They're O.K.

Your customers will appreciate these good Matches.
Sturdy sticks with heads that do not fly off.
Non-poisonous — full count.

THE DOMINION MATCH CO., LIMITED.
DESERONTO, ONT.

DOMINION
MATCHES

Speed and Attractiveness In Delivery Service

Why have an attractive store and spoil the effect by using inferior looking messengers for your delivery service?

Our messengers, who are fully uniformed, will add to your prestige when delivering your goods.

Save time by using our Call Box Buzzer service when desiring errand service performed. These buzzers are installed free of charge to patrons having a fair volume of deliveries. By simply turning the handle on the call box a signal is transmitted to our Central Office indicating that you require a messenger.

Our rates compare favorably with those of any Delivery Company in the City.

Auto Truck Service. Parcel Delivery. Messenger Service

B. C. DISTRICT TELEGRAPH & DELIVERY CO. LTD.

In Connection with Great North Western Telegraph Co.,

516 HASTINGS WEST VANCOUVER, B.C.

Phones Sey. 651—5880

Coming a big demand

An extensive local advertising campaign is selling B. C. Women

SHELLY'S

Christmas Cake

Christmas Pudding

You are certain to find your customers in a very acceptive mood . . . many will demand this new 4X PRODUCT. You can "cash in" by booking orders NOW! Simply place samples on display with attractive cards we supply.

PHONE FAIRMONT 44 NOW!

VANCOUVER VICTORIA

NEW WESTMINSTER NANAIMO

FOR EVERY MATCH BUYER---

EDDY'S

Better, Safer, Surer Matches

Matches that sell and satisfy Matches that have met the requirements of the Canadian people for more than seventy years. Matches Canadians know and rightly regard as "The most of the best for the money."

Tell your wholesaler to fill your order with Eddy's—everytime.

THE

E. B. EDDY CO., Limited

HULL, CANADA

Agents:

Mitchell Bros., Victoria and Vancouver.

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

ROGERS' GOLDEN SYRUP

"The End of a Perfect Day"

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

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

¶In packages designed to beautify your store.

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

The British Columbia Sugar Refining Co. Ltd.

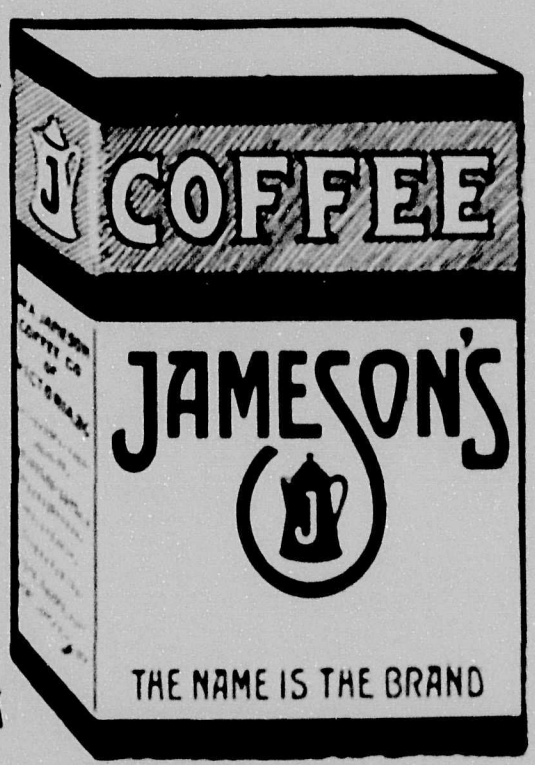
VANCOUVER, B.C.

Jameson Coffee

will be a real seller

This Xmas

Replenish your stock NOW!



JAMESON COFFEE COMPANY
of Vancouver and Victoria

Order this week

"Mono" Service Containers For Fall Use

The original waxed pail container made by the Mono Service Container Company, of London, England and Newark, N. J.

"Mono" Service containers are ideal for the putting up of jams, jellies, cottage cheese, honey, almond paste, potted meats, beef drippings, etc.

All Users Are Repeaters

Paper Bags, Wrapping Paper, Tissues, Wax Paper, Toilets, Twines, etc.

Norfolk Paper Company
Limited.

136 Water Street. VANCOUVER, B. C.
Phone Seymour 7868

When Business is Quiet Collections Are Slow Taxation is Heavy

THEN it becomes imperative to watch overhead closely, and to reduce it relentlessly, consistent with Efficiency.

The Retail Merchants' Association offers practical assistance in this direction through its fire insurance department.

Members participating in this service last, **Saved Thirty-Five Cents Out Of Every Dollar Paid In Fire Insurance Premiums.**

Is there any other department of your business that offers so attractive a reduction in overhead costs?

Why not investigate further? An enquiry will bring you particulars, without obligation on your part, if addressed to:

Geo. S. Hougham

Retail Merchant's Underwriting Agency

422 PACIFIC BUILDING VANCOUVER

The BRITISH COLUMBIA RETAILER

Published Monthly. FIFTEENTH YEAR

GROCERIES, DRYGOODS, HARDWARE, FOOTWEAR, GENERAL MERCHANDISE

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

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UNFAIR TRADING.

Fraud, false pretences and misrepresentation are offences dealt with by the criminal law. There are, however, practices denounced by all lovers of a straight deal which the law does not touch, and which can be followed without fear of prosecution. In this country unfair trading usually spells loss instead of profit, though the law, in the opinion of many people, allows undue latitude for the unscrupulous. It is interesting to note that the Norwegian Government has recently passed an Act to combat unfair trading. It deals with misrepresentation of the kind to which we have referred, and a measure on similar lines would, no doubt, find a good many supporters here.

This Norwegian law provides that no incorrect or misleading statement shall be put forward calculated to convey the impression that a particularly favourable offer is being made, and forbids any statement likely to produce a wrong impression of the goods. This, obviously, is capable of very wide application. Expressed literally, it would render liable to prosecution the authors of advertisements or circulars in which exaggerated language was employed. It would become dangerous to talk of "astounding bargains" or "exceptional value", and such expressions as "below cost" or "usual price $5," could not be used safely unless the trader was prepared with legal evidence to substantiate their absolute accuracy. This new law places responsibility not only upon the trader but upon newspapers publishing the incorrect statements.

The kind of thing at which the Norwegian law appears to aim is not unknown in Canada, but we doubt the propriety of making it a criminal offence. There are some transgressions against the unwritten commercial code that are better dealt with by moral suasion than by prosecution. The advertiser who habitually employs exaggerated terms will at last defeat his own end. The public cannot be persuaded that any trader sells goods below cost price always. Nor do lucky chances of exceptionally advantageous purchases invariably fall to the lot of particular people. These things being repeated lose their force, and it is one of the faults of overemphasis and the too common use of superlatives that nothing is kept in resrve for use when real occasion occurs. An audience, however faithful and credulous, loses its capacity for astonishment when everything is described as being astounding. The time arrives when the only way to create genuine surprise is to discard adjectives altogether. By a similar process, familiarity brings into contempt all sorts of colourable mis-statements of fact which are assumed to be good selling points by the people employing them. The hotel contract that failed and left huge stocks of goods in the hands of the contractors, the good bishop who died in a foreign land and whose effects have to be realised, the countless people going abroad and who have to sell off before departing, all these and many others are accepted by the public as recognised sources of supply and arouse little interest. After all, a bishop's goods are not increased in value by episcopal ownership, and goods made for a big hotel are not necessarily more desirable. In the end the plain advertiser, whose goods are offered unaccompanied by a romantic history or a tragic past, wins in the end by securing the confidence of his customers, and building up a goodwill that is not dependent upon a constant succession of "stupendous" offers.

DISTRIBUTION COSTS.

The noticeable advance in the general price level has greatly accentuated the necessity for an effective solution of high distribution costs.

Although the buying public may be correct in contending that these costs should come down, there appears no simple method by which such a result can be accomplished.

It may be necessary to eliminate largely some types of organization,

and the consolidation of existing agencies in manufacture, warehousing and selling, may be required to secure results. A more direct line of dealing between the original producer and the final consumer will produce a more nearly effective solution of the question.

Present costs of distribution cannot be attributed to any one factor or line of factors.

It is the result of a more complex character of modern living conditions, the increased variety of the consumers' requirements, customs and habits, unorganized and unstadardized farm production which increases the risk to the middleman; overplant capacity, increasing capital cost, and inducing seasonal unemployment.

Production in excess of effective demand, congesting the channels of distribution, adds to the charges for interest, storage and obsolscence. Overcompetition has brought about duplication of agencies, adding expensive service for accomodation and the ever-widening radius of distribution of many lines adds to the cost of selling. The increased cost of transportation together with the fact that distributing agencies are not co-ordinated in such a manner as to make an even flow of merchandise from producer to the consumer possible.

Intensive reorganization is necessary, with courage to eliminate every needless agency and to depart from traditions which may be found to have no basis for survival under modern conditions.

It is not contended that distributive trades are wholly responsible. Production in relation to consumption must be regulated and destructive competion avoided.

More efficient organization of the physical facilities of terminal markets would materially reduce distribution costs and the consumer also, must realize that elaborate service is expensive and that systematic and orderley purchases are a factor in securing lower prices.

Your Association's New System of Operation

An Idea for Individual Service Known as the Trade Section Plan— How It Will Work, and What You May Expect

By Daryl Kent, First Vice-President B. C. Board, R. M. A. of Canada

Before attempting to explain what the new plan for Association service is and how your Executive officers, through same, expect to increase the efficiency and effectiveness of Association service, I think it is necessary to explain the reasons leading up to this new plan of operation.

If your automobile suddenly develops symptoms and refuses to climb a hill that it generally takes quite easily, or if your lawn mower seems to tear the grass instead of cutting it, you know at once that there is something wrong with the machinery and it is very easy to visualise and understand this when you have the machines before you.

In the case of an Association, such as the Retail Merchants' Association, however, where the selling of service is something that is not tangible and cannot actually be seen and quite often not fully realised by the membership, it becomes much harder to ascertain just what is wrong when your officers feel that they are not getting the support and response that they should get.

This was first brought to the attention of your officers during the first hectic days of the late Luxury Tax, when it was realised that the Association machinery was not functioning on all cylinders. For example: at that time we sent out some thirty very important letters with reference to this tax, this letter was very explicit on what was impending, and called for an immediate answer so that your officers might know and decide what action to take. Only about eight answers to this all important question arrived in time to be of use, as only that number of branches apparently were active enough to call meetings to discuss this question.

As a result of this your officers endeavoured to discover where the trouble was and have since decided that the system of operation in effect at that time, of trying to function through a third party who may or may not be interested in the subject matter, was wrong. I do not wish to be understood as criticising any branch or officer, but to point out that it could not be expected that a Clothier or a Hardware man or a Boot and Shoe man would be impressed with the importance of certain legislation which affected the grocery trade only. Neither would a Grocer or a Butcher be expected to take as much interest in a Dry Goods problem as the Dry Goods man himself.

You can well imagine the case of certain Legislation coming up that if passed would practically put certain merchants out of business, and your office endeavouring to obtain a concensus of opinion from the lines of trade affected as to what they wished done and only eight replies coming where there should have been at least 28 or 30. It became evident as time went on that some new system of operation must be put into effect in the shortest space of time with that end in view, under the new plan Grocers' problems will be taken up with all Grocers of the Province, Automotive with Automobile men, Clothiers' with the clothiers, Hardware with the hardware man and so on, on the understanding that our membership is primarily interested in the problems in his own line of business and none other.

Under the old system we have been in direct touch with the branch executives, relying on them to relay the information to the lines affected. I do not wish to be understood as giving the impression that this lack of co-operation was apparent in all branches—on the contrary there were some branches that gave us instant response on almost any subject, but in order for your Association to make itself felt at the proper time and in the proper place, it is necessary that we have the co-operation and immediate response of at least sixty to seventy per cent of our members or their branches, all the time.

The new plan of operation outlined on the next page will take care of the branches that are functioning or who expect to function in the future, and also take care of individual members who wish to operate either through their local or Provincial Trade Section.

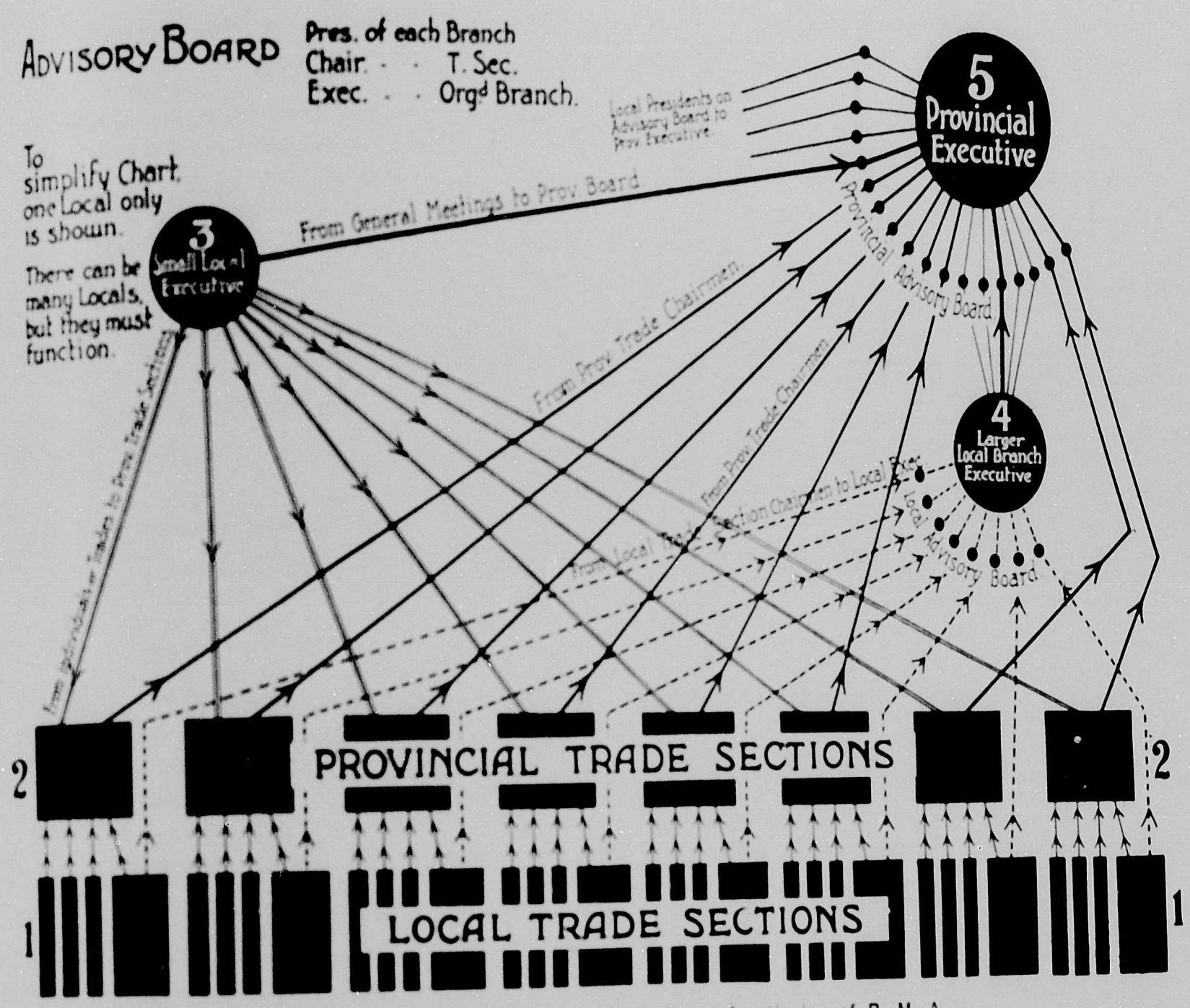


Chart showing proposed Trade Sectional functioning of R. M. A.

Under this new plan also everything affecting any individual member in any certain line of trade will be communicated with direct, a general bulletin being sent out probably half a dozen times a year; in other words, when this plan is operating smoothly every member of the Association will be getting individual service where any matters affecting his line of trade are needing discussion.

There are a great many details to be worked out and it is not expected that this plan can be put into complete working operation until about January of next year, 1923.

In the next article I will endeavour to explain in detail just how it is expected the members and branches will function by the use of the Chart illustrated above.

Asiatic Menace in America

Drastic steps advocated for the suppression of the "visible symbol of the Mikado," in the U. S.

In our October issue there appeared the resolution passed by B. Stanley Ross, New Westminster's representative at the Dominion Convention of the Retail Merchants' Association at Halifax, regarding effective restriction of Asiatic immigration into Canada.

Mr. Ross emphasised the point, that, among other signs of Oriental aggression, Asiatics practically controlled the market gardening industry of British Columbia and it appears that our southern neighbours, (whose co-operation in this vital question is essential), are out to put a check upon the increasing menace, caused to American farmers and store-keepers by the prevalence of Japanese on the American Pacific Coast.

Miller Freeman, a prominent Seattle publisher and a leading figure in this campaign of elimination, claims that the U. S. government is permitting Japanese to compete with American farmers, not on an even basis, but with a decided advantage, and he is endeavouring to induce Congress to amend the provision which exempts farmers from the Sherman "Anti Trust" Act forbidding combination in restraint of trade. He is desirous of denying this exemption to all farmers, except American citizens, and thus put an end automatically to the great organization of Japanese farmers, that flourish from one end of the coast to the other. Such a course, Mr. Freeman, points out, would not cause any hardship to the Japanese, but merely place them on the same plane as their American competitors and would end the virtual monopoly which they now enjoy in many sections, in agricultural production and distribution.

Not only does the lower standard of living, nor the fact that their womenfolk and children work in the fields with the men, give the Japanese a decided advantage over the American, but they are ever more easily herded together in concerted action on account of their centuries of subjugation to the Mikado, and Mr. Freeman rightly asserts that it is absolutely fatal to American inter-

ests to give them the weapon the present law provides of combining in restraint of competition. In certain sections of the American-Pacific Coast the Japanese are said to have obtained a stranglehold on the agricultural industry and day by day Americans are being squeezed out. The matter has passed the stage where public co-operation can put an end to the menace.

It is evident from this writer's remarks that the Japanese dominate the situation so completely that a boycott would be impossible for the simple reason that it is absolutely impossible for a merchant who deals in agricultural products to do business without buying from these Asiatics. Even if the housewife buys from a white dealer the chances as that the product bough is raised by Japanese.

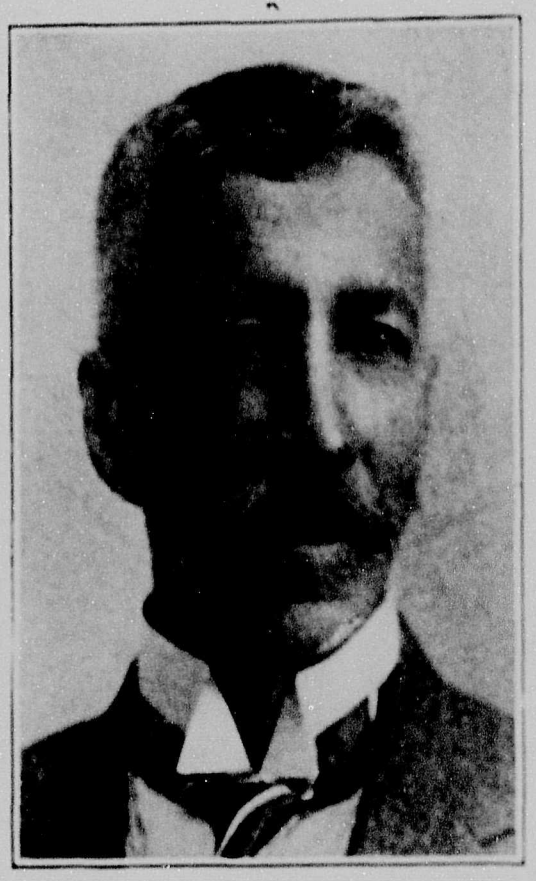
Retail merchants of this province are only too familiar with the condition of agricultural production, controlled as it is to a similar extent by Asiatics in the province. The citizens as a whole must realize still another phase in the situation which is even more dangerous from an economic standpoint. The many Oriental associations that exist form a menace to the laws under which they exist. To quote Mr. Freeman:—"These associations are more than they seem. They not only strangle American industry, but are literally a government within a government Although on the surface they are merely a combination of Japanese farmers, they are actually the visible symbol of the Mikado in the U. S. The associations are controlled from Tokio, just as mannikins are pulled across the stage with a string, and if it ever came to the showdown you would find that the members would pay their allegiance to the invisible hand which pulls the string—and not to the country in which they are making a living."

EDDY COMPANY OFFICIALS PLEASED WITH OUTLOOK.

Recent Western Tour Created Optimism Regarding Fall and Winter Trade Prospects.

That Canada is about to enter a new era of prosperity in the immediate future is the opinion of Mr. J. T. Shireff, vice-president and assistant-manager of the E. B. Eddy Co. Limited, Hull, Canada.

Mr. Shireff's optimism is based upon first hand knowledge gleaned during his recent tour of Western Canada. Accompanied by Mr. J. F.



J. T. Shireff.

Taylor, secretary and sales manager of the Eddy Company, Mr. Shirreff visited every important centre west of the Great Lakes, calling upon their many selling agencies throughout this vast territory. Both executives were impressed with the spirit of optimism apparent in every quarter of the West and report that, consequent upon the excellent crops

J. F. Taylor.

now harvested, there is every indication of a real boom in Fall and Winter business throughout the entire Dominion.

As proof of this it is interesting to note the authentic statement that The E. B. Eddy Company is even now being operated at capacity.

The increasing demand for Eddy Matches, Indurated ware and other products produced at the big Hull plant where between 2,000 and 2,500 people are employed would seem to indicate that competition only serves to still further popularise Eddy lines with the Canadian people.

Some idea of the tremendous Eddy output may be derived from the fact that upwards of 125,000,000 matches are produced every day in addition to some 125 tons of paper, 100 tons of wrapping paper and fibreware utensils.

COCHRANE'S COMMENTS

On Credit.

To those of our readers who may not be acquainted with the author of "Cochrane's Comments," we desire to state that Mr. D. Cochrane is the "live-wire" general merchant at Queen Charlotte, whose previous "Comments," appearing in these columns have been very favorably commented upon.—Editor.

SAY, Mr. Editor:
A ROUGHNECK blew into my joint once,
AND handed me this Oration:
"I'm Broke—
I DON'T know when I'll have any money
BUT I need some grub."
AND I answered him
"'TIS WELL, bo; what wilt?"
AND I SOLD HIM a month's grub
ON JAWBONE
NOW maybe I was a moron
TO START an account like that.
BUT HEARKEN unto this:
NEXT MONTH that guy came in
AND PAID up gaily
AND BOUGHT a lot more junk
FOR CASH
AND AS LONG as he lived here
HE WAS a good customer
AND SOMETHING better too,
A FRIEND
AND THE Indians—
'NIKA TIKKY Lend five dollar;
SPOSE FISHIN' kopit, nika Pay."
AND DO they pay?
NAWITKA
(THAT MEANS "I rede you yea")
OH YES, I've been stung sometimes;
TOO BIG a family—
AN extravagant wife—
"Luck is against me"—
THOSE are the danger signs
AND ANOTHER is "Co."
NO HOME Lumber Co.
SOMEBODY'S Logging Co.
WILDCAT Mining Co.
SOMEWHERE Fishing Co.
AND a dozen more
STUNG me good.
BUT THE FACT is that men,
SMOKERS, drinkers of moonshine,
USERS of deplorable language
TOUCHED WITH socialism, atheism
AND rheumatism,
ARE NINETY-NINE and 44/100 per cent
HONEST.

Christmas Business---Increasing Plans From Canada

Special to the "British Columbia Retailer," by Ernest A. Dench

(All rights reserved)

The Christmas Souvenir Presentation.

Usually it is not necessary to stimulate business during the few weeks prior to Christmas; it comes so fast that the merchant is sorely over taxed to cope with it. But the past two Christmasses money has been tight, so sale inducements have been necessary. L. Higgins, and Co., New Glasgow, N. S., commenced a Christmas Souvenir Presentation during the whole of December. The idea was to get folks to loosen up their purse strings as much as possible. This was accomplished by offering the choice of a number of souvenirs with each purchase for a certain amount. Every person spending under a dollar received a pretty greeting card, but if he spent between one and two dollars, he had the choice of a decorated china tooth pick holder, a child's picture book, a squeaking toy, a child's cup and saucer, a good wall thermometer, an A. B. C. plate, a cake of toilet soap, a small noise toy, a nail brush, a baby's celluloid rattle or a china figure for holding matches. More elaborate souvenirs were given each dollar purchase from three to five dollars. Not only were many tastes considered in getting in the front part of the store so that people could see what they were getting and make their own selections. Liberal newspaper advertising space was employed to call attention to this Christmas Souvenir Presentation stunt. This boxed in piece of copy headed the extensive list of souvenirs:

> **"Souvenirs"**
>
> It is getting increasingly difficult to pick out desirable lines for our Souvenir Tables, but we have looked at dozens of lines of samples and have picked the best out of each and feel that we have as nice an assortment as at any time in our history. These Souvenirs absolutely **free** to you are displayed on tables in the front of the store. Come in and see them."

AN EARLY SHOPPING APPEAL

Morris, Smith and Beer, Charlottetown, P.E.I., employed newspaper advertising to call attention to the advantages of early Christmas shopping. Here is the ad in question:

"CONSIDER

The advisability and advantages of early shopping of avoid- the Xmas rush, of having the largest assortment to choose from.

THEN

Think how much more a useful present will be appreciated than one that will be put away and forgotten.

ACT

on this advice, pay us a visit and see what we can show you."

THE DOLLAR GIFT TABLE.

Mappin and Webb, Ltd., Montreal, P. Q., is an establishment noted for the high grade merchandise it carries. But at the same time such an establishment is liable to carry the impression that everything sold is high-priced, with the result that people with limited incomes are scared away. So Mappin and Webb, Ltd., helped to remove this mistaken impression by arranging a Dollar Table inside the store. This Dollar Table contained all sorts of novel and useful odds and ends, but proved additionally attractive because every gift was put up in a dainty gift box. One of the announcements on the subject in the local dailies was in this vein:

"A WONDERFUL SELECTION OF $1.00 GIFTS

Beginning Saturday

A Mappin gift at $1.00 sounds almost too good to be true, doesn't it!

Well, it is true, and if you come in on Saturday you will be surprised and delighted at the wonderful assortment of appropriate gift articles you can choose from at this price.

Just to give you some idea of the variety, we mention the following:

Every article packed in a dainty gift box

(Although this "Dollar Table" will be continued until Christmas, we strongly urge you to do your shopping now.")

KEEPING CHRISTMAS TRADE IN A SMALL TOWN

The merchants of Grimsby, Ont., all combined to prevent most of the Christmas gift business going to Hamilton, the nearest large city by a series of seasonable attractions, the chief of which was a community Christmas tree. This beautifully decorated tree stood in the heart of the town, and all sorts of publicity was resorted to in order to bring the greatest crowds to Grimsby on the Saturday before Christmas. The preliminary event was a Christmas parade, with Santa Claus, who beamed on the crowd that lined the streets, riding in a gorgeously decorated motor car. A boy scout band proceeded Santa's car, with more boy scouts marching alongside the automobile. The parade concluded before the Community Christmas Tree, before which a large and enthusiastic crowd gathered. Bags of candy were handed out to the kiddies, with inexpensive gifts for the grown-ups. More excitement was provided by the releasing of fifteen baloons from a tall building. Attached to each balloon was an order good for a free chicken, goose or turkey. A scramble ensued for the balloons, which flew over the town. This co-operation served to keep the people in the town on the busiest day of the year, and all of the Grimsby merchants experienced heavy sales, so that all their efforts and donations were really worth while.

CALENDERS THAT ARE KEPT IN USE.

Merchants who give calenders away around holiday time are dissatisfied with the method of distribution. Some families receive more than their share and many of the calenders are thrown away before the year is up. Howell Brothers & Knowlton, Windsor, Ont., give a calender to everyone calling at the store before Christmas, but every calender is separately numbered. Every recipient is encouraged to keep his or her calender, because on the back of it is printed a list of the prizes given to the ten lucky numbers drawn at the end of the year for which the calender is dated. Fair play is ensured by a drawing committee consisting of the mayor and two other locally prominent men. At the time the drawing is made, the winning numbers are announced by newspaper and window display publicity.

A TIMELY MESSAGE FROM MRS. HOMELOVER.

Banfield's, Winnipeg, Man., believes in the effective use of news-

paper white space. Banfield's are liberal users of little three-inch single column spaces, containing generally an attractive cut and a significant sentence or two. One of their Christmas announcements was begun with the sketch of a smiling housewife, with the caption below:

"MRS. HOMELOVER SAYS
'I hope my Christmas Gift will come from
BANFIELD'S
492 Main Street."

NEWSPAPER PUBLICITY FOR WINDOW DISPLAYS.

McPherson Brothers, Medicine Hat, Alta., called attention to their Christmas window displays by an attractive newspaper advertisement. If one hestitated about finding what he wanted at the right price, the following announcement offered the right kind of encouragement:

"THE EASIEST WAY TO SELECT YOUR GIFT.

Is to take a look at our windows. There you will find 100 different articles on display, ranging in price from 75c to $125.00, everything priced in plain figures.

Inside is a much larger assortment, many of them just arrived and only unpacked yesterday. Fresh goods.

Decide how much you want to spend, it will be our pleasure to help you make your selection.

Shop early or late, morning or evening, we will always be glad to see you.

Take your time and be sure you get what you want. We would rather you took a five dollar article that pleased you than one twice the value that you were dissatisfied with."

Partnership Wanted

I WILL INVEST UP TO $5,000.00 WITH SERVICES IN GENERAL STORE IN GOOD INTERIOR TOWN. MUST BE SOUND PAYING BUSINESS AND STAND INVESTIGATION. ADVERTISER CAPABLE ACCOUNTANT, EXPERIENCED IN THIS LINE.

ADDRESS COMMUNICATIONS TO BOX 703., B. C. RETAILER, VANCOUVER, B. C.

News of the Trade

J. Finlayson is reported to have bought the Central Park store of the Chambers Drug Co

* * *

Delaney & Sinclair, hardware and furniture dealers of Cranbrook, have incorporated.

* * *

Geo. B. Smart, butcher and grocer at Union Bay, is reported burnt out.

* * *

G. T. Jordan is reported the successor to H. How's stationery and confectionery store at North Vancouver.

* * *

Wm. F. MacKenzie, Vancouver, is reported to have sold his bakery to J. Slight.

* * *

D. C. Timewell Co. Ltd., Vancouver, furniture manufacturers, have discontinued.

* * *

Slight and Strang, bakers, have sold out their business at 1162 Granville Street, Vancouver.

* * *

The grocery of Reginald Dove, Victoria, is reported to have discontinued business.

* * *

T. W. Grimason, dry goods merchant at Victoria, is reported deceased.

* * *

The fruit and confectionery store of C. J. Marsh, Victoria, is reported assigned.

* * *

John Stewart of Victoria is reported closing out the "Cash Shoe House."

* * *

Timothy S. Morton, grocery of Lulu Island, is reported deceased.

* * *

Chas. J. McDonald, general storekeeper at Mayne Island, has sold out to Geo. H. Allen.

* * *

The boot and shoe store of P. Antenick, Merritt, is reported discontinuing.

* * *

A. G. Golightly's drug store at South Vancouver is reported sold out.

* * *

The grocery store of Landon & McNutt, Vancouver, has been sold out.

* * *

W. F. Kinney is the successor to the Okanagan Fruit Market Ltd., Vancouver.

C. P. Bussey is reported successor to the 6th Street Store of J. Mort, New Westminster.

* * *

D. E. Clindinning, wholesale and retail tobacconist of Dawson, Y.T., is reported deceased.

* * *

Mrs. B. L. Blow, Vancouver, is reported to have sold her delicatessen business.

* * *

The retail hardware business of Salsbury's Ltd., is reported assigned to the C.C.M.T.A.

* * *

K. N. Cowan is reported successor to the general store of R. P. Boyle at Burquitlam.

* * *

Zenus Ault is the successor to Plimlott Bros., the Royal Oak Grocery.

* * *

R. Frey is reported to have purchased the grocery business of Annie H. Blackhall at Vancouver.

* * *

Mrs. O. George is reported to have sold the Model Grocery at Vancouver.

THE TOP DOG

If you are the top dog, and have
won Good Fortune's smile;
If all the blessings that you wish
come to you all the while;
If food and raiment trouble not,
your coffers flowing o'er;
If you can buy the very best from
your increasing store—
Just look around you and beneath
for one who needs your aid,
For one who, ever in the depths
Good Luck seems to evade.
Look round and view this luckless
one with sympathetic eyes,
Then reach a paw and help the
struggling bottom dog to rise.

There may have been a bygone time
when you were struggling there;
When you, too, in the toil of Life,
stood in and took your share,
When, buffeted and torn by Fate,
you needed someone near
To raise and lift you from the mire
and speak a word of cheer,
And if that help was given to you, in
measure great or small,
If you have reached to dizzy heights
where once you feared to fall,
Then view the struggling bottom
dog with sympathetic eyes,
And lend a paw to help the poor unfortunate to rise.

Standardization

Correspondence From Merchant Who Resents Preponderance of Unqualified Storekeepers—Relief Will Necessitate Government Intervention

Editor,
"B. C. Retailer,"
Vancouver, B. C.

Dear Sir:

Some months ago I noticed a letter in an issue of the "Retailer" from a traveller giving his experience of the various kinds of people met at the different stores in Vancouver and suburbs, commenting on the inexperienced persons he came into contact with suggesting some means of regulation in the issuing of Trade Licenses to show that applicants were qualified as experienced merchants. It is undoubtedly a fact that the economical conditions of the last few years have thrown many people through economical pressure into business who are not qualified to follow a business which demands years of learning and experience in the buying and selling of merchandise to the consuming public, and are only there for the time being, until their own particular line of business improves.

I maintain that the profession of merchandising goods between the Producer and the Consumer demands as high a standard of proficiency as the study of dentistry, surveying, architecture, or medicine, and actually takes the same period of time to learn as any other of the professions mentioned. Is there any reason why the vocation of a merchant should not be protected by organisation such as all the professions before mentioned have today by Acts of Parliament, which are enacted for the public protection as much as for the persons engaged in these occupations.

Having been many years in business after serving the usual apprenticeship, my observations lead me to the conclusion that there are too many engaged in merchandising who are not by any means qualified for retailing goods to the community, as through their inexperience they sell goods without consideration of overhead costs of retailing, and particularly in these days, which in the final analysis results in much loss to the consumer, retailer, wholesaler and these very persons themselves, who eventually (in most cases) have to sell out or lose all they have, after doing much real harm to the established businesses, as it is well understood anyone opening a store takes a percentage of the business from the stores already being operated by genuine trained merchants, to the detriment of all concerned.

Please do not think I am wishing to show a selfish spirit in stating the foregoing, because I realise that all have to live, but to my mind the situation created by these conditions only aggravates matters.

Property owners are helping to a great extent these deplorable conditions. Under pressure of Taxation and other expenses they are building more stores to receive revenue from their property, and inconsistently with the business conditions of today are increasing rents and making more contenders for the business at present in existence which in the end may "kill the goose that lays the golden egg," i.e. the retailer who rents the property and works not only for himself, but also for the various interests which touch his business at all points, meaning the wholesaler, manufacturer, general public, from whom he receives his patrons, the property owner, and in the end, the City Tax payers of whom the landlord is an important part. So the result is just to complete a circle by building more than the requisite needs of the community.

Does it not seem inconsistent that during the war years when money was more plentiful that rents were generally very low, and today when money is very scarce rents are very high? What is the reason of this result of our citizens "thought and action"? Does it not look like a reflection on our intelligence, in spite of the educational advantages of the last thirty years at an ever increasing cost, which today most thinking people are severly criticising. At the same time one does not overlook the fact that the property owner is entitled to a revenue that will return a fair and reasonable percentage on his investment, but why multiply business premises at a time when there are more businesses than are required for the population of B. C.? Some other means of dealing with land and property must be found by property owners, otherwise the multiplying of business sections in advance of requirements will only stay the return of settled and favourable conditions of business welfare.

The recognized professions are protected through the efforts of their members, then why should not the Retailer be protected from the incursions of untrained persons?

MERCHANT.

It is evident from the preceeding communication that the writer takes a commonsense viewpoint of a subject that is worthy of the widest discussion.

There are undoubtedly too many persons endeavoring to sell merchandise without any knowledge of the business but it usually happens that such folk sooner or later find their level, and fade into obscurity. The retail merchant who is operating his business on a sane and efficient basis need not fear that these "mushroom" dealers will seriously retard his trade but there is no doubt the increasing number of "pill-box" stores in Vancouver reflect unfavorably on the retail fraternity, and certainly are no indication of civic prosperity.

Such conditions are bound to exist just so long as no legislation is enacted to prevent any but qualified retailers of merchandise or produce from operating as store keepers.

Whether property owners are justified in "subdividing" their premises to satisfy a popular rental demand is another matter. The question of store rentals has been fully discussed in these colums, but the prevalence of these minature emporiums would appear due to the fact that the average layman imagines that but three factors are necessary to operate a retail establishment: a small capital, a reasonable rental, and a pleasant disposition, and if the retail merchant is not protected by legal standardisation the average person will continue to try his or her luck in a business that outwardly presents so few difficulties.

"A Sudden Loud Noise *and then*—dead silence"

From the May 1st issue of "Marketing," the well-known magazine of business published in Toronto, we quote from an article on advertising:

> *"Too often a firm makes up its mind to spend $5000 on a big bang of an advertisement. It does so. There is a sudden loud noise and then ---dead silence. Nothing much has happened."*

Our object in quoting this statement to the grocers of this country—a statement that might cause many a grocer to nod his head, look over certain slow-moving stocks and sigh—is merely to emphasize the Canadian Postum Cereal Company's Merchandising Policy.

Which is this:

Protection for every grocer who handles **POST TOASTIES, GRAPE-NUTS, INSTANT POSTUM** and **POSTUM CEREAL** by absolutely guaranteeing the sale of these products.

It is not a new policy. Over 25 successful years stand back of it.

POST TOASTIES, GRAPE-NUTS, INSTANT POSTUM and **POSTUM CEREAL** advertising never "blows hot and cold." It's a steady, year-round schedule in the recognized media that reach your customers.

The slogan "There's A Reason" has as much significance to the alert grocer who specializes in and pushes the Postum Company's Line as it has to the millions of consumers who buy **POST TOASTIES, GRAPE-NUTS, INSTANT POSTUM** and **POSTUM CEREAL.**

Canadian Postum Cereal Company, Ltd.

45 Front St. E., Toronto

Factory: Windsor, Ontario

GROCERIES & PROVISIONS

GENERAL CONDITIONS

The retail grocery business during the past month, has with other lines of retail trade, been of fair proportion. There is usually a quiet period noticeable immediately pr or to Xmas business and reports reaching this office indicate that no pessimism exists among the local merchants, who are preparing for an increasing volume during the next thirty days.

The fact that the consuming public is annually growing more tardy in the purchase of Xmas requirements makes it increasingly difficult for the retail trade to gauge correctly their purchases of seasonable lines.

In most instances, Christmas supplies are reaching this market earlier than usual this year, new raisins, table figs, shelled almonds, etc, being already to hand.

Sugar: Since our last issue sugar has advanced locally a further 25 cents a hundred, making today's (Nov. 13th.) quotation to the retail trade $8.10 for granulated.

Raw sugar markets remain firm with no immediate signs of weakening. Retailers would be well advised to carry little more than their normal requirements for neither the demand, nor market conditions justifies very extensive purchases.

Cereals: Rolled oats declined 20 cents per 80-lb gunny early in the month.

Beans, including white bayos and Limas are easier, with the sago and tapioca market stiffening, higher prices on these latter commodities being expected shortly. Today's prices on both sago and tapioca are less than half the prices ruling in 1914.

Rice: New crop California Japan rice is now on the market, showing a reduction of ten dollars a ton, from prices prevailing on old crop.

Dried Fruit: Shortage of cars has delayed deliveries of California prunes and raisins to quite an extent and although numerous small shipments have reached this market, the delay has presented difficulties to California packers who are uncertain of ther position as regards unsold stock, so much so that packers have temporarily withdrawn quotations on prunes. California raisin prices show a big reduction over last year's opening figures. Evaporated apples are 50% less than prices quoted two months since, while evaporated figs remain firm, with no price change reported. Black figs are entirely cleaned up, owing presumably to the use being made of the fruit by the public for wine-making purposes. Brokers in California are said to be holding stocks of black figs for speculative purposes at prices considerably higher than those ruling at the local wholesalers.

The first shipment of the season of Spanish cluster raisins reached the market early in the month and is of excellent quality. Prices of the popular sizes are as follows:

3 Crown 20/lb pkg	$6.85
5 Crown 20/1lb pkg	$8.00
7 Crown 20/1lb pkg	$9.30

California cluster raisins arrived recently, selling at $4.25 a case of 20/1lb packages.

Canned Vegetables: The market is steady with only a limited demand for all lines and no immediate changes are expected.

Canned Pumpkin reached this market early in the month, opening prices are 10 cents per can less than 1921 figures on the No. 2½ size.

Apples in gallon containers have opened at 50 cents per dozen less than a year ago.

Brooms: Local manufacturers anticipate an advance of from 50 cents to a dollar a dozen on brooms and retailers should not delay their purchases in this commodity.

Fish: The first car of Eastern fish reached Vancouver Nov. 10th, and goes to the retail trade at the following figures:—

Quail on Toast 18/2 bricks	13½c
Codsteak 8/2lb bricks	15 c
Whole Cod, med. 50lb box	$6.25 per box
Whole Cod, large, 100-lb box	$12.50 per box
Eastern Herring 100-lb half bbls.	$11.75 each
Digby Chicks, boxes	26 cents each

LONDON TEA MARKET.

Tea prices in London, Eng., have risen steadily during the past few weeks, and it is reported from Mincing Lane that the advance will increase.

Common tea, particularly, is at a high level, and Indian cannot be got at less than 1s. 2½d. per lb. in bond. Export trade is increasing, large orders having been received from the United States and Canada. Shipments of Northern Indian tea to this country are not up to expectation, on account of labour troubles, but Ceylon exports have considerably increased.

PROPOSED CHANGES IN THE CIVIC LICENCE BY-LAW.

Flat rate of $25 to cover the majority of retailers, advocated.

Changes are contemplated in the civic license bylaw for next year which will affect a large number of retailers.

This year merchants have paid a major fee of $20 for their principal line of business, and a minor fee of $5 for each subsidiary line.

Experience has shown that the major and minor system has not been equitable.

Many stores, particularly in the suburbs, have to carry several lines of goods in order to make up one good business, with the result that their fees become higher than those of many of the larger stores in the centre of the city.

The proposal for next year is to make $25 the basis for all licenses, with the exception of a few trades such as chimney sweeping and boot-blacking, which are charged only $10. This will mean a flat rate of $25 on all businesses except those which paid a higher fee than that this year, and the elimination of the major and minor principle altogether. The flat rate system will bring in approximately the same revenue as the major and minor system.

Chloride of Lime

Supplied by all wholesale grocers in British Columbia

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

Manufactured by

CANADA COLORS AND CHEMICALS LIMITED

Succeeding

THE JOHN B. PAINE CO., LTD.

Toronto Winnipeg Vancouver

Agents:

QUELCH & STERLING

VANCOUVER, B. C.

Display——

An appetizing dish and so economical.

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

From your jobber or

Kelly Confection Co. Ltd.

VANCOUVER. B. C.

The McCormick Standard of Excellence

Every operation in the manufacture of **McCormick's** products is carefully and scientifically performed. Only the best and purest of ingredients are used. They are mixed and baked by expert bakers who take pride in their work. Absolute cleanliness rules.

Take advantage of the **McCormick** reputation for quality, purity and cleanliness and offer goods that sell rapidly and add prestige to your store.

McCormick Mfg. Co., Limited, London, Canada

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

1922 Canadian Trade Figures

The summary of Canadian trade issued recently by the Dominion Bureau of Statistics, contains interesting comparisons in exports from Canada during the past two years. In consequence of the reduced value of most commodities, the report indicates a healthy condition of export trade where the increase is most noticeable.

An increase is noted in Canadian exports to the United Kingdom, of $26,287,152; to the United States a decrease of $94,651,306; to Australia an increase of $271,501; to Japan, an increase of $8,774,024; to New Zealand a decrease of $3,245,946; to China a decrease of $891,699, and to Germany a decr. ase of $2,563,258.

Figures relative to imports for consumption into this country show the following fluctuations:—

Imports from the United Kingdom for twelve months ending September 1922 totalled $127,437,704, as against $137,624,015 in the preceding year. United States imports show a decline of $150,500,869. Australian imports have increased by $736,640. Japan's imports declined $1,330,843, as have also New Zealand's, the latter country to the extent of $436,417. Chinese imports have advanced $115,523. Germany's imports into Canada stand at $1,804,827, a decrease of $298,682, over last year's figures.

Exports from Canada during 1922 to date of September last on the commodities listed hereunder show the following fluctuations:—

Butter exported from Canada during the current year to September 30th, shows an increase of $8,853,627.

Eggs, (doz), a decrease of 4,231,041.

Fruits, an increase of $1,073,371.

Sugar, an increase of $10,616,425.

Fish, a decrease of $1,845,148.

Coal, a decrease of $4,103,473.

Furs, an increase of $4,512,508.

Leather, an increase of $1,822,261, (unmfd).

Sole leather, an increase of $4,499,454.

Hides and skins, (raw), an increase of $2,508,801.

Wheat flour (brl), an increase of 277,416.

Hardware and cutlery, a decrease of $2,123,332.

Boots and shoes, a decrease of $206,178.

Bacon and hams, a decrease of $5,913,025.

Autos, (no), an increase of 16,673.

Milk, (condensed), a decrease of $4,099,463.

Wool, a decrease of $3,238,519.

TOTAL EXPORTS 1921, 905,961,941; 1922 732,904,818.

Fluctuations in the following items imported into Canada during the past two years are of interest.

Butter imported into Canada to September 1922 shows an increase over the preceding year of $1,853,531.

Eggs, (doz) an increase of 4,329,911.

Fruits, a decrease of $2,328,741.

Nuts, an increase of $261,721.

Sugar, a decrease of $23,726,483.

Tea, an increase of (lbs.), 5,333,848.

Tobacco, a decrease of $3,841,948.

Fish, a decrease of $550,894.

Coal, a decrease of $21,334,101.

Paints and Varnish, an increase of $429,384.

Wool, raw, (lbs.), an increase of 4,812,241.

Tweeds, (yds.), an increase of 837,260.

Worsteds and coatings, (yds.), an increase of 2,876,438.

Yarns, an increase of $1,133,809.

Wearing apparel, a decrease of $480,710.

Furs, an increase of $4,224,429.

Boots and shoes, an increase of $798,185.

Bacon and hams, a decrease of (lbs.), 4,190,494.

Clocks and watches, a decrease of $1,420,231.

Farm implements, a decrease of $6,772,263.

Hardware and cutlery, a decraese of $1,088,013.

Autos (passenger) an increase of (no), 4,113.

TOTAL IMPORTS 1921 905,961,941; 1922 732,904,818.

MILK BYLAW TO BE EFFECTIVE JANUARY 1.

Vancouver's new milk bylaw, which comes into effect on the first of January has been passed on to the civic trades licence department for the necessary changes to be made in the licensing regulations governing the preparation and sale of milk. The bylaw has already received its first reading and the two remaining readings are not likely to result in any changes or amendment of the measure.

Although the bylaw has been in the hands of the city health department for several months and has been made the subject of considerable attention by officials there, the fact that it has not been put into effect before is not through any great objection from milk dealers or any other direction, but simply because of the changes necesary in regard to licensing. On that account it was decided to bring it into effect at the opening of the licensing year.

While it does not call for any change in the percentage of butterfat in milk, it makes it imperative for every container of milk offered for sale to contain a label stating definitely the particular kind of milk in the container.

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.

When your telephone is left accidentally off the hook, it registers the same as a call at central. If the operator gets no response to her "Number, Please," the number is handed over to the repairing forces as being out of order. All this involves tests, reports and time. In the meantime, no one gets you on your telephone.

"Off the hook" is a very common cause of interuption to telephone service. By the exercise of care in this connection you will protect your service and avoid inconvenience to yourself and others.

B. C. TELEPHONE COMPANY

CARRY ON

Now is the time to gather back Summer and Spring trade. Time to get back Yeast customers—Those who have tried it at Summer resorts—Those who want to settle down and eat it regularly for the Winter.

FLEISCHMANN'S YEAST

is as good for you as for them. It encourages elimination, good digestion, good health—as well as good sales. Prove it.

The Fleischmann Company

Fleishmann's Yeast
Fleishmann's Service

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

CANDLED WITH CARE

Expert candlers examine each "B. C. Maid" Egg. Your customer gets 12 fresh graded eggs out of every dozen. A growing B. C. Industry. Help it along. Write for quotations.

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

DID YOU EVER STOP TO THINK—

THAT people are interested in reading the ads when their pockets are bulging with money to spend.

THAT they are INTENSELY INTERESTED in advertising, when what they spend must be carefully spent.

THAT then they buy what they can afford and ads tell them where to find the bargains.

THAT when business is lagging is the time to spend more money for advertising.

THAT those business men who do so, feel a depression much less than those who cut down expenses by cutting down advertising.

THAT to curtail advertising, cuts down sales.

THAT cutting down sales cuts down production.

THAT cutting down production cuts down employment.

THAT when employment is cut down, it leaves a whole lot of people with no money to spend.

THAT you should keep up your advertising so you can keep up your sales.

THAT it will increase production and that will increase employment.

THAT with increased employment, people will have money to spend.

THAT "BUSINESS AS USUAL" is the slogan to use. ADVERTISE!

E. R. Waite, Secretary
SHAWNEE, OKLAHOMA, BOARD OF COMMERCE.

BUSINESS SALES SERVICE

For quick sale list your business with us. You are assured reliable, efficient, confidential service at minimum cost.

Retail stores anywhere in B. C.

Pemberton & Son
418 Howe St. Vancouver, B. C.

I know all about it—I was a grocer myself once. How often we hear that said by those wanting to buy groceries for nothing. Every time I hear it I recall what my boyhood friend Artemus Ward said—you men know a lot but most of what you know ain't so.

Partnerships Registered

Chilliwack—

Chilliwack Shoe Co.—Clarence W. Muirhead.

Marpole—

Marpole Feed Co.—Gordon Maurice Thompson.

Summerland—

Lawler Fruit Co.—John Lawler.

Vancouver—

Army & Navy Store—Samuel J. Cohen.
De Cew, W. Mark Lumber Co.—W. Mark De Cew and Robt. Sinclair.
Hopps Sign Co.—Frank W. Hopps; James Wellburn; Fred C. Spray; Wm. G. Schwan.
National Coal Co.—Edna Secor Widdes.
Ramsay Tea Co.—Geo. Henry Saltmarsh and Wm. M. N. Ramsay.
Standard Stove Range and Furnace Repair and Sheet Metal Works.—John L. Dionne.
Vancouver Music Co.—Arthur B. Miller.
Western Telegraph Schools—Januarius Wm. Kinnary.

Vernon—

Vernon Steam Laundry—C. D. Johnston.

Victoria—

Buena Cigar and News Stand—Robt. Mahon and Wm. Tranter.
Reliable Auto and Bicycle Messenger Co. (Stockers)—Wm. Carlton and Emma Stocker.
Reliable Auto and Baggage Co. (Stockers)—Wm. Carlton and Gladys Beebee Stocker.
Standard Shingle Co.—R. E. N. Nash and E. E. Brown.

Brown: "I'm the most forgetful man."

Black: "Why not buy a flivver?"

Brown: "What for?"

Black: "It'll jog your memory."

J. A. Tepoorten
LIMITED

WHOLESALE
DRUGS

PATENT MEDICINES
DRUGGISTS' SUNDRIES
PHARMACEUTICAL PREPARATIONS

308 Water St., Vancouver, B. C.

REGULATIONS AS TO MARKING OF IMPORTED EGGS.

All shipments of eggs in the shell imported into Canada for domestic consumption in lots of ten or more cases are now subject to government inspection. This is provided for in the amendments to egg regulations under the federal Livestock and Livestock Products Acts, which have just become law. Provision is made for the marking of the cases of imported eggs, with the name of country of origin, and in the event of the eggs grading as "seconds" it will be necessary for the cases to be marked "fresh", "storage," or "preserved" seconds, as the case may be.

This grade includes eggs for food and weighing less than twenty-three ounces to the dozen, or forty-three pounds net to the thirty-dozen cases.

Should any imported eggs be re-packed, marks must be put on the cases or containers similar to those on the cases from which the eggs were taken. Further, in all cases, imported eggs must bear the Canadian inspection of approval, which consists of the words "foreign eggs, government inspected."

The regulations respecting the grading and marketing of eggs are administered by the Dominion Livestock Branch, Department of Agriculture, and they now cover inter-provincial, export and import trading. In order to give some measures of protection to those buying eggs on grade, there is a clause in the amendments making it illegal for any person to ship or cause eggs to be shipped or delivered or displayed in cases or containers marked with any standard class or grade unless the eggs are actually equal to or better than the class and grade specified.

RELIABLE FURNITURE COMPANY ENLARGE PREMISES.

Taking over the premises formerly occupied as automobile salesrooms, the Reliable Furniture Co. New Westminster is now in a position to cater to the most particular wants of New Westminster and Fraser Valley patrons. Connection has been made between the corner store, which has been operated by Mr. Stanley Ross for many years, and the new premises which, combined, represents a total floor area of 25,000 square feet.

New Westminster and Vancouver made furniture are specially featured by the Reliable Furniture Co., the by the Reliable Furniture Co., the concern having a permanent staff of skilled employees who are turning out chesterfields and morris chairs the framework of which is all made locally.

THE RULING PASSION.

A lunatic asylum keeper in a large town was showing the inquisitive visitor about the building. A large room with twenty cots reached, but the place seemed empty.

"This is where the mad chauffeurs are kept," said the keeper.

"Oh, is it," asked the visitor. "But where are they?"

"Well, you can't see them," the guide replied. "They're all under the beds examining the springs."

The Mystic Heating Co., manufacturers of gas heaters, has started business in Vancouver.

RECENT INCORPORATIONS.

Thompson Motors Ltd., Vernon, B. C. $10,000. Automobiles and accessories.

A. I. Johnson & Co. Ltd., 844 Cambie St., Vancouver. $50,000. Manufacturers agents, importers, exporters.

Associated Agencies Ltd., 1404 Standard Bank Blgd., Vancouver. $50,000. Wholesale and retail merchants.

The Shore-Wallace Co. Ltd., 155 Pender St. W., Vancouver. $100,000. Taking over the wholesale and retail paint. and varninsh business of the Callander Shore Co. ltd.

Fraser & Mackenzie Ltd., Williams Lake, B. C. $30,000. Acquiring the business of Fraser and Mackenzie; merchants and general brokers.

Stevens, Baker & Co. Ltd., 626 Pender St. W., Vancouver. $50,0000. Importers, exporters, manufacturers' agents.

Loumindon Fruit Confections Ltd., Penticton, B. C. $200,000. Acquiring recipes for manufacturing fruit confections.

Thomas Shotbolt Ltd., 589 Johnson St. Victoria. Druggists and chemists.

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

NABOB

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

And you can Recommend and Depend on NABOB to Satisfy

Rich, Fragrant, Delicious—And Always Fresh.

VACUUM PACKED

GILLETT'S LYE
EATS DIRT

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

E. W. GILLETT COMPANY LIMITED
TORONTO, CANADA
WINNIPEG MONTREAL

90 per cent of
STEVENSON'S
QUALITY BREAD

IS SOLD BY
RETAIL GROCERS

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

Phone Fairmont 227
VANCOUVER, B.C.

GROCERY PRICES CURRENT

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

RAMSAY BROS. & CO., LTD.

Family sodas, packages, per dozen	$ 2.40
Cream sodas, 2s, tins, each	.42
10c Cream Sodas, packages, doz.	.96
15c Cream Sodas, packages, doz.	1.45
10c Assorted Sweet Biscuits, packages, per doz.	.96
15c Assorted Sweet Biscuits, fancy carton, per doz.	1.46
Chocolate Bars, assorted kinds, 2 doz. to a box, per box	.90

E. W. GILLETT CO., LTD.

Royal Yeast—	Per case.
3 doz. pkgs. in case	2.10

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

Magic Baking Powder—

	per case
[illegible] oz., 4 doz.	$ 5.70
[illegible] oz. 4 doz.	7.55
8 oz., 4 doz.	9.05
12 oz., 4 doz.	12.25
12 oz., 2 doz.	6.35
1 lb. 4 doz.	15.55
1 lb. 2 doz.	8.00
2½ lbs. 1 doz.	9.85
5 lb. ½ doz.	8.80

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

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

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

Magic Soda—Case No. 1—

1 case (60 1 lb. packages)	7.20
5 cases or more	7.10

Bi-Carbonate of Soda—

112 lb. kegs, per keg	7.80
400 lb. barrels, per barrel	25.25

KELLY, DOUGLAS & CO., LTD.

Nabob Products

Alum, ¼s, doz.	.75
Borax, ¼s, doz.	.75
Tartaric Acid, ¼s, doz.	2.50
Baking Powder, 48 12 oz., doz.	2.25
Baking Powder, 48 16 oz., doz.	3.75
Baking Powder, 12 2½s, doz.	8.30
Baking Powder, 6 5s, dozen	15.10
Celery Salt, glass, doz.	.90
Coffee, 1s, lb.	.48
Coffee, 5s, lb.	.46
Cream of Tartar, ¼s, doz.	1.75
Baking Soda, 60 1s, case	3.10
Baking Soda, 24 ½s, doz.	.60
Custard Powder, doz.	.95
Quick Tapioca, doz.	.95
Chocolate Pudding, doz.	.95
Allspice, No. 3, tins, doz.	.95
Chili Powder, small, doz.	.90
Cinnamon, 2 oz. tins, doz.	1.05
Cayenne Pepper, 3 tins, doz.	1.15
Cloves, small, doz.	1.15
Ginger, small, doz.	1.05
Mace, small, doz.	1.15
Nutmeg, small, doz.	1.10
Paprika, small tins, doz.	1.15
Black Pepper, tins, doz.	.95
White Pepper, tins, doz.	1.10
Pastry Spice, 3 tins, doz.	1.10
Pickling Spice, doz. No. 3	.90
Marjoram, Mint, Parsley	1.10
Poultry Dressing, Sage, Savory, Thyme, Tumeric, tins, doz.	1.00
Curry Powder, 4 oz. glass, doz.	2.25
Extracts (all flavours), 2 oz., doz.	2.50
Extracts (all flavours), 4 oz., doz.	4.75
Extracts (all flavours), 8 oz., doz.	9.00
Epsom Salts, ¼s, doz.	.60
Fruit Colors, 2 oz., doz.	1.75
Icings (Chocolate, Rose Pink, Lemon, Vanilla, White, Almond, Orange), doz.	1.25
Jelly Powder, doz.	.90
Mustard, ¼s, doz.	2.40
Mustard, ½s, doz.	4.75
Mustard, 1s, doz.	8.50
Castor Oil, 2 oz., doz.	1.25
Castor Oil, 4 oz., doz.	2.00
Salt Petre, ¼s, doz.	1.50

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

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

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

Arrowroot (St. Vincent)		
12/4 oz ctns	per doz	1.40
12/8 oz	per doz	2.75
Baking Powder (Pure Phosphate)		
48/12 oz	per doz	2.90
12/1½s	per doz	9.35
12/5s	per doz	14.65
Baking Soda		
12/4 oz. ctns	per doz	.65
12/8 oz. ctns	per doz	.60
Coffee (Vacuum Pack)		
48/1s	per lb	.52
Cream of Tartar (99% pure)		
4 oz ctns	per doz	1.50
8 oz ctns	per doz	2.75
Custard Powder		
4 oz ctns	per doz	1.00
8 oz ctns	per doz	1.90
Drug Sundries		
Bkwax, 12/4 oz	per doz	.80
Epsom Salts 12/4 oz ctns		.50
Sulphur, 12/4 oz ctns	per doz	.60
Extracts (all flavors)		
12/2 oz	per doz	2.50
12/4 oz	per doz	4.75
8 oz	per doz	9.00
16 oz	per doz	17.00
32 oz	per doz	24.00
½ gallon	each	6.00
gallon	each	10.50
Glycerine		
12/2 oz bts	per doz	1.75
12/4 oz bts	per doz	2.50
Honey		
24/4 oz jars	per doz	2.40
24/8 oz jars	per doz	3.50
24/2s tins	per doz	6.00
12/5s tins	per doz	11.50
Jelly Powders (all flavors)		
12/4 oz	per doz	95
Lemonade Powder		
12/4 oz ctns	per doz	1.25
12/8 oz ctns	per doz	2.25
Mustard		
12/2s tins	per doz	1.45
12/8s oz tins	per doz	4.50
24/1s tins	per doz	8.50
12/5s tins	per lb	.60
Spices and Seasonings		
Allspice 12/2 tins	per doz	.95
Cinnamon 12/2 tins	per doz	1.05
Cloves 12/2 tins	per doz	1.35
Curry Powder 12/2 tins	per doz	1.35
Chili Powder, Cloves 12/2 tins	per doz	1.35
Ginger12/2 tins	per doz	1.05
Mace 12/2 tins	per doz	1.35
Marjoram 12/2 tins	per doz	1.10
Mint 12/2 tins	per doz	1.10
Nutmeg, 12/2 tins	per doz	1.10
Paprika 12/2 tins	per doz	1.15
Parsley 12/2 tins	per doz	1.10
Pastry, Mixed 12/2 tins	per doz	1.10
Pepper, black 12/2 tins	per doz	.95
Pepper, cayenne 12/2 tins	per doz	1.15
Pepper, white 12/2 tins	per doz	1.10
Poultry Dressing 12/2 tins	per doz	1.00
Sage, ground 12/2 tins	per doz	1.00
Sage, rubbed 12/2 tins	per doz	1.00
Savory 12/2 tins	per doz	1.00
Thyme 12/2 tins	per doz	1.00
Tumeric 12/tins	per doz	1.00
Whole Cinnamon 12 ctns	per doz	.45
Whole Nutmeg 12 ctns	per doz	.45
Whole Pickling 12 ctns	per doz	.90
Celery Salt, taper bots	per doz	2.10
Curry Powder, taper bots	per doz	2.25
Tea		
100/1s	per lb	.53
60/½s	per lb	.55
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		.30
Hams, boned and rolled per lb		.34
Bacon, 6-8, per lb		.41
Dominion hams, 12-16 lbs		.29
Dominion Bacon, 6-10 lbs. per lb		.33
Dominion Bacon, 10-14 per lb		.31
Dominion Shoulders, boned & rolled		.25
Cooked hams, Shamrock, per lb		.41
Ayrshirerolled shoulders, per lb		.22
Lard, No. 5, 12 to case		11.35
Lard, No. 3, 20 to case		11.40
Lard, cartons, 15 lbs		.21¼
Lard, no. 1, cartons, 30 lbs		.21
Compound, Carnation, No. 5, 12 case		9.25
Compound, Carnation, No. 3, 20 case		9.30
Dripping, beef, 4-lb bricks		.15
Mincemeat, kits, 25-lb, net, per lb		.14
Meat Loaf, per lb		.18
Pork Pies, per doz		.40
Pork, roast legs with dressing lb		.44
Baked ham with dressing, per lb		.44
Cooking oil, 5-gal. tins, 40 lb. per lb		.15½
Creamery Butter, Shamrock, cartons		.42
Creamery Butter, without cartons		.41
Cheese, Canadian, large, per lb		.26½
Cheese, Canadian, twin, per lb		.27
Smoked fish, kippers, 20s, per lb		.8½
Smoked fish, kippered salmon, 10s and 20s, per lb		.16
Smoked cod, 30s per lb		.15
Head Cheese, 5 lb tins, each		.56
Jellied tongue, per tin		1.75
Selected fowl per lb		.25
Selected Chicken, per lb		.40

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

Royal Crown Soap, 5s, box of 120, 1cs	$ 5.46
Royal Crown Soap, 1s, box of 100	4.55
Golden West 5s box of 120s	4.85
Crown Olive, per gross	9.60
White Wonder, box of 100	5.30
Linen (unwrapped) box of 100	3.80
Royal Crown Naptha, box of 100	4.75
Klondyke (wrapped), box of 25	6.30
Klondyke (unwrapped), box of 25	6.15
Primrose (wrapped), box of 25	4.55
Extra hard unwrapped, box of 30	2.50
English Blue Mottled, box of 20	6.20
Royal Crown Powder, 3-lb. box of 24	6.55
Royal Crown Powder, 1-lb. box of 50	4.80
Golden West Powder, 3-lb. box of 24	6.55
Royal Crown Cleanser, box of 48	2.55
Royal Crown Lye, box of 48	5.30
Royal Crown Powdered Ammonia 1 lb box of 36	2.80
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 6, 10, 25 and 100 boxes.

White Swan Soap, 5s box of 120	5.45
Golden Rule Soap, 6s, box of 144	5.45
Perfect (unwrapped), box of 100	3.80
White Swan Naptha, box of 100	4.75
Climax or Montreal (wrapped), box of 25	6.30
Red Crown, box of 25	4.55
Golden Bar, box of 30	2.50
Blue Mottled, box of 20	6.20
Blue Mottled, box of 30	5.55
White Swan Washing Powder, 3 lb., box of 24	6.55
Pendray's Lye, box of 48	5.30
Pendray's Powdered Ammonia, box of 24	4.05

Special prices on 5, 10, 25 and 100 boxes

Pendray's Water Glass, Egg Preserver

Cases 24 tins, per case	5.00

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

Coffees:	
"Jameson's Brand" 50—1s to a case	$ .47
"Jameson's Brand" ½s	.48
Tea:	
"Jameson's Brand" 50—1s to case	.52
"Jameson's Brand" 100—½s to case	.53
Baking Powder: Jameson's "Featherlight"	
5-lb tins, per doz.	13.80
2½-lb tins, per doz.	7.20
12-oz. tins, per doz	2.30
Extracts: Almond, Banana, Cherry Lemon, Orange, Peppermint, Ratifia, Rose, Raspberry, Strawberry Vanilla.	
2-oz., per dozen	2.25
4-oz., per dozen	4.20
8-oz., per dozen	8.40
16-oz., per dozen	16.80
Summer drinks:	
Persian Sherbert 8-oz. tins, per doz	2.25
Lemonade Crystals, 10-oz tins, per doz	2.25
Allspice, per dozen	1.00
Cinnamon, per dozen	1.00
Cloves, (1 oz.), per dozen	1.15
Curry Powder, per dozen	1.15
Ginger, per dozen	1.00
Mace, (1 oz.), per dozen	1.15
Mixed Spice, per dozen	1.00
Mustard pure, per dozen	1.15
Nutmeg, per dozen	1.00
Paprika, per dozen	1.15
Pepper, black, per dozen	1.00
Pepper, white, per dozen	1.10
Pepper, cayenne, per dozen	1.15
Pickling spice, per dozen	.90
Tumeric, per dozen	1.00
Marjoram, per dozen	1.00
Mint, (1½ ozs.) per dozen	1.15
Poultry dressing, (1½ ozs.), per dozen	1.00
Sage, (1½ ozs.), per dozen	1.00
Savory, (1½ ozs.), per dozen	1.00
Thyme, (1½ ozs.), per dozen	1.00
Celery salt, (2 oz. btls.), per dozen	1.25

"The House Behind The Goods"
MALKIN'S BEST

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

Fall Drapery Stock
Is Now Complete !

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

Samp'es and Prices Quoted on application

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

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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

MORE TAXATION TROUBLES.

Former executive, Victoria branch, R.M.A., takes exception to proposed tax on "the rental value of premises occupied by those trading in the City of Victoria."

In an open letter to J. B. Clearihue which appeared in the Victoria "Daily Colonist" of November 9th, Mr. E. Gamlen voiced his opposition to a recent speech of Mr. Clearihue upon the subject of Victoria's finances and taxation. Contending that the speaker ill-advisedly favored the imposition of any further taxation upon the merchants of Victoria, Mr. Gamlen desired to know:—

1 "What businesses will come under the heading of "those trading" in the City of Victoria?

2. Will the premises occupied by doctors, dentists, lawyers and other professional men be subject to this new tax? If not, why not?

3. Who are the merchants or firms referred to in the following sweeping and misleading statement: "At present we find many firms carrying on business in the best part of the city and making very extensive profits," and where did you obtain your information?

4. When making comparisons with other cities wasn't it fair that you should have stated that the merchants of the other cities mentioned do not have to pay a personal property tax?

5. Are you in favor of repealing the personal property tax if the new tax is imposed, or if it is not imposed?

6. Did you not admit to a deputation of retail merchants that the personal property tax was "unsound?"

7.Can you explain why no mention was made of the personal property tax in your speech?

8. Do you know what percentage of businesses in the City of Victoria and Vancouver amongst the retail merchants were called upon to pay the personal property tax for last year?

9. Did you know that the assessment and taxation commission of Manitoba, described the annual rental value tax as "a very imperfect measure"and "in many cases appears to work unjustly and inequitably as between those engaged in certain classes of business, noticeably the retail merchant as compared to the wholesale merchant, and fails to reach adequately, and in many instances not at all, many persons in the community."

WHAT ARE YOU DOING WITH THAT WINDOW SPACE?

If, as is conservatively estimated, your window space represents one-half your total rental are you getting full value out of that space? Could you do just as much business if you were on the second floor and didn't have that window facing on the street?

According to recent figures including all retail locations in both large and small communities, it is estimated that the average number of shoppers who walk by or into a store is 70 per daylight hour, 700 in ten hours or 4,900 per week. How many do your windows stop?

Cigar Clerk: "For three hundred bands of that brand they give you a gramophone."

Customer: (puffing hard): "If I smoked three hundred of these I wouldn't want a gramophone, I'd want a harp."

DRYGOODS AND FOOTWEAR

CLOTHING.

With factories busy, and renewed confidence everywhere noticable, the spring of 1923 bids fair to open advantageously for the retail clother. In the past, the retailer's policy has been to buy as close to the selling season as possible, and during 1921 and 1922 has generally speaking, underestimated his needs.

Close buying, although always good business, does not mean waiting too long before buying for any given season.

It has been possible for the retailer to buy from hand to mouth when stocks have accumulated on the market, and when slack buying, and generally listless business have been the order of the day. This, however is not the normal condition of business, and with the revival of retail trade, will not exist during 1923. Textile market conditions at the present time indicate without a doubt that the time to buy goods for next spring is NOW.

The advice given to the retail trade since the boom of 1920 collapsed, that they resist making early purchases was sound, but such a policy does not in the least apply to the present period. Policies effective last year even are not necessarily of any value at this time, nor can this years' policy be adapted for 1923, and if the retail clothier does not wish to see a sudden advance in the spring, occassioned by a hurried demand for merchandise by those who are not provinding sufficiently for their spring needs, it is wisdom on his part to buy now.

It is only necessary to examine the basic markets in order to appreciate such a contention.

Cotton.

Cotton goods which play such an important part in the mens' wear trade, must be given full consideration. This market has maintained its present high level for several months. Piece goods and cotton yarns have advanced, and it is hardly to be expected that present prices can be maintained for the manufacture of cotton into the spring season. Anyway, prices will go no lower, and those intimate with the cotton goods trade have already predicted an advance.

Woollens.

Prices of this commodity continue very firm, with fine woollen yarns at a premium. Manufacturers are flooded with orders, with which they are finding it difficult to keep pace. An improved demand in the British market resulting in a general stiffening of prices, has created a situation, wherein woollen cloth users are more anxious to buy, than manufacturers are to contract sales.

Gloves.

Prices are decidedly firm, and many manufacturers predict an advance in the spring. Hide prices are the highest they have been in two years, and fine leathers have advanced accordingly. It is intimated however that manufacturers will make an effort to produce gloves that will sell at popular prices, in order that retailers' business will not become depressed.

Headwear.

No reduction appears likely in felt hat material, indications are that this industry is operating on a higher cost basis, and it is quite in order to anticipate higher prices next season.

BRADFORD WOOL PRICES.

Influence of American Buying.

The upward movement of wool values and, consequently, of prices for tops and yarns, is continued at Bradford.

It was expected by some that when the tariff was settled there would be liberal buying by American importers of the finest descriptions of merino wool, because the new duty is relatively less on the dearer type of raw material. This, it was expected, would force the purchasing of the dearer wools, which, as is well known, are scarce, and already are at a very high price. The level to which these fine wools have been raised, which is altogether out of normal proportion to other qualities, appears to have largely neutralized the duty consideration. The lower grades of wool are so cheap in relation to the best merinos that they are being taken by the Americans in preference to merinos. Increased attention is now being given to fine and medium crossbred wools.

Fine and medium crossbreds have made more progress than merinos since the passing of the new American tariff. This has put some of our own users of these wools in a difficult position, for they, too, were encouraging the use of the cheaper wools to give relief to the merino position. Fine crossbred wools are now far above this market, and our users are having to stand aside largely until the Americans have done buying.

CHANGING THE BASIS.

"Mr. Smith," a man asked his tailor, "how is it you have not called on me for my account?"

"Oh, I never ask a gentleman for money."

"Indeed! How, then, do you get on if he doesn't pay?"

"Why," replied the tailor, hesitating, "after a certain time I conclude he is not a gentleman, and then I ask him."

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

Fashion Show for Men

Male Apparel Display in New York Demonstrates Conservative Styles

The innovation of a fashion show of mens' apparel recently staged in Maddison Square Gardens, New York, attracted attention to mens' clothing, superseding anything ever done in the history of the mens' apparel business.

To eliminate all possibility of prejudice or favor, and to insure that every garment was chosen strictly on its merits, a contest was held under rules compelling all models entered to appear minus names and labels or indeed any identification mark whatever. The services of one of the greatest stage directors in the world were engaged to plan and conduct the show. Alexander Leftwich, general stage director for Daniel Frohman, was in charge of this work, a man who enjoys the unique reputation for his successful staging on other fashion shows, his work in connection with the recent "Merchandise Fair", under the auspices of the womens' apparel industries being particularly notable.

The show opened in a blaze of colour, produced by special lighting effects developed for the occasion by Mr. Leftwich, and while the basic idea was the presentation of mens' apparel styles for the current period, the spectacle developed into a panoramic play, depicting the evolution of styles from the middle ages to the present day. Male and female characters were used in the production, allowing scope for picturesque effects.

The first episode was entitled "Fashions of Yesterday," which offered an excellent vehicle for the artistic talents of the producer. The cast consisted entirely of men and women well known to patrons of the silver screen, each male costume having its counterpart in feminine attire of a similar period, making possible the employment of performers of both sexes, who depicted the fashions of the years 1430, 1634, 1756, 1776, 1789, 1794, 1861.

There were ten episodes in all, the second being entitled "Coffee and Rolls," in which a dozen models paraded, wearing the latest creation in mens' pyjamas and morning robes. These latter garments were models in brocaded satin, black ribbed with rainbow stripes, and other fancy patterns.

Following this display, the "Sport Hour" was shown, featuring fishing suits, skating suits, bathing and golf suits. The latter were most numerous, with Norfolks predominating, featuring the belted model, pleated, with shoulder straps. Other styles noted were inverted pleats, box point back with straps, three and four button, short rolls. Patch pockets were shown in many cases, also back pleats.

"School Days" was the next episode featured, devoted to the boys' division of the apparel industry. The models were in sizes from six years up. Norfolk suits in tweeds, and check material predominated, with a tendency towards pleat effects, yoke backs and knife pleats. Boys' play suits, rompers, wash suits, school overcoats and school top coats being also featured. Sports hose to the knees were generally worn, and the caps appearing in this number were mostly of tweeds.

Returning to adult fashions in male attire, the next scene in the pageant was devoted entirely to mens' business garb and entitled "Business Hours." This was divided into two parts, the first showing garments for the office and the second the business mens' street attire. In the latter case brown and grey hats were featured, while among the coats shown was a smart three button model, with well-cut lapels, medium short. Others were of a longer type, narrow lapels rather high. Particularly attractive was a raincoat of the Norweather type, gabardine all around belt, also a double-breasted coat, of check material with broad notch lapels. Predominating colours were browns and greys. One noticeable number was an ulster of plaid material with belted back and high collar.

"On the Avenue" was next depicted, featuring further popular tendencies in overcoats, the Raglan being shown as the popular type with belt around or half belt. A two-button English walking coat attracted particular attention in this number. Trousers, in the majority of cases were worn with wider buttoms, of the bell type, with cuffs.

The next episode was entitled "The Evening Star" and gave the delegates the promised opportunity to view "close-ups" of their favorite screen stars. It was evident that in this scene apparel was of a secondary consideration, and the notable array of stars came in for a rousing reception.

Three further episodes followed this digression, entitled respectively, "The Dinner Hour," "The Opera," and "At the Ball", featuring in each case presentations of evening apparel for men. Embroidered shirts were much in evidence, together with some striking effects in tuxedos. An unusual effect was obtained with a Chesterfield coat of black material with a velvet collar. The full dress coats were shown mainly with a high waist line effect.

One point particularly to be noted in this presentation was the absence of "jazz" models among the exhibits. It is evident from this exhibition, representing the most expert authorities in the industry, that style trends in mens' wearing apparel are to be along more conservative lines from now on.

So successful was this demonstration that it has been decided that similar showns shall be a feature of the conventions of the association.

COLLARS.

There is no apprehension that the five per cent preference given to British collars and cuffs will have any influence upon Canadian business since these goods are being sold only to a small section of the community who prefer Old Country shapes and do not object to pay a higher price for a linen collar. The vast majority of Canadian men prefer collars of a vastly different style from that in which British collars are made and do not favor British manufactured collars.

The soft collar holds the field as far as popularity is concerned. One large manufacturer tells us that eighty per cent of sales are for this more comfortable style of neckwear.

John W. Peck & Co. Ltd., Vancouver are showing a particularly attractive range of spring samples in caps. A smart eight-quarter cap with band. "The Clarendon," shown in velours, light shade tweedss, checks, overchecks, and Donegals promises to be a big seller.

Conditions Ruling in the Textile Market

Trend of Prices Indicated Through a Survey of World Market Conditions

By J. B. Thomson, President, Jas. Thomson & Sons Ltd., Wholesale Dry Goods and Manufacturers, Vancouver

The market outlook for the future condition of dry goods indicates higher prices for Spring merchandise than we have been enjoying during the past year. The latest information with reference to cotton predicts that prices will soar even higher than they are as I write this article. Many who are termed conservative, predict that we are likely to see American raw cotton reach thirty cents before Christmas. There is no question to any of us engaged in business, either manufacturers, wholesalers or retailers but that this will have a disastrous effect upon business. Such tremendous advances as have taken place in both the cotton and the wool markets mean the curtailment of the sale of goods. The public do not understand conditions that bring about such advances in price and the factor of supply and demand is very often overlooked by them.

The cotton goods which the majority of retailers have on their shelves whether they be textiles or knit goods are manufactured on an average price of cotton between 18 and 19c. Today the price hovers around 26c for December contracts, so that you can see new goods which are coming forward for Spring must bear a proportionate advance, and there seems to be no hope at the moment of a reaction in price of raw cotton.

The main supply of this raw cotton is the United States, and let us look briefly at the situation there. Early in the season a fair average crop was estimated of about 12 million bales. This kept falling as the crop matured and today the crop is estimated to run between 9 and 10 million bales which is a very small crop, and deterioration has occured which would show the cotton crop of the United States to be on a down grade. The estimated total requirements of the world is some 12½ million bales per annum, and with business conditions improving and reaching a higher level, the consumption would naturally be increased rather than decreased. The carry-over of raw cotton on the best authority is stated to be slightly in excess of 4 million bales. You will remember that the American crop last year, according to the Bureau report of the final ginning returns, showed 7,977,000 bales, so that you can readly see that there is little hope of a decline in price in raw cotton as far as American cotton is concerned.

In Egypt production has been very much reduced owing to the construction of the Nile dam which raised the water table, and cotton does not grow well on too much moisture.

J. B. Thomson

Australia has come forward and some 700 bales of Australian cotton are now on the way to England, but so far she is not a sufficient factor in the production of raw cotton to make much difference in the world situation. However, the prospects of growing raw cotton in Australia must not be forgotten and she is very rapidly increasing her production.

India grows considerable cotton but her own mills use more cotton than India can produce so that we cannot look for any relief from that quarter. The demand created for cotton goods this year is very much heavier than last. We have to figure that prolific crops were harvested in China and India and that they are in the market for much heavier requirements of finished textiles, so that though Central Europe is not using up her pre-war requirements in cotton goods, still she is coming back again as a big factor. A considerable quantity of cotton is going into Germany, and also Austria. It is common knowledge that one American firm alone is supplying a Vienna manufacturer with 2000 bales of American cotton per month, the goods being sold in Austria, and also exported but the American firm retains title to the goods until such time as they are sold on a satisfactory credit basis, so that you can see this reconstruction in Europe whether it be by individual industrial agreement or of a Government character, is creating a heavy demand upon the markets for raw material. I would, therefore, like to reiterate that my opinion is that all retail merchants will be well advised to get their requirements as early as possible. The index figure shows that if they do not they will pay a higher price. This remark is equally applicable to knit goods lines such as underwear and hosiery.

With reference to woollens in the finer grades of yarns, these have been marked with an increase in price. This has already been reflected in quotations which we in common with other jobbers have received for repeats which we require in the woollen market. As a basis, only today we received a quotation from a well-known manufacturer for serges which we had on order at 9/10, that the next price they would be willing to accept would be 11/9. The Scottish mills according to reports in tweeds ask an advance on Saxonies of about 1/6 to as high as 2/3. The British Australian Wool Realization Association passed a resolution that they would still control the allocation of wool submitted at Australian sales for another year. The prices they obtained last year were very fair when considered with the decline in the finished article, fleeces averaging 34½d. as against the previous year 1920-1921 of 46½d. The clip for 1921—1922 is

computed at 1,930,596 bales. On June 30th, 1921, there was a carry-over of 540,000 bales. From July 1st, 1921 to June 30th 1922, 2,200,402 bales were sold, obtaining an average price of £16/15/3 per bale which was considered a very fair return when the major portion was medium merino and cross breds. Therefore, you can see from these figures that if consumption of wool goods remains even as it has been during the past year reserves will have to be drawn upon if a similar number of bales are marketed this year.

Present indications would point to the fact that the demand for wool is greater than the supply which augurs that prices will at least be maintained on today's level if not advanced.

It is interesting to note the important position that the Canadian woollen industry including woollen goods, yarns and wool fabrics, has in the requirements of the country today. The value of products given is in excess of 28 million dollars. This is a very fair return from a capital investment in plants, which I understand totals somewhere in the neighborhood of 23 million dollars. It is also interesting to note that Great Britain has exported in woollen rags during the past year, six times more than it did in pre-war years, and this increase has been mostly created by American purchases. Therefore, when one considers all these factors, and if we have confidence in the general business conditions in our own Province, it is up to all of us to protect ourselves for goods which we have to get from the world markets.

In submitting this article, I would state that it is given to you as a personal opinion which is arrived at after consideration and study of reliable reports both from private individuals engaged in the larger manufacturing centres of Eastern Canada and the United States, coupled with information given through the source of other trade journals which also endeavour to give accurate information on world market conditions.

FOOTWEAR

Although the retailer realizes that shoe prices can go no lower since hide prices started to move up a few months ago, he is firmly opposed to any increase that he feels he would have to absorb himself.

Prices of hides and skins are approximately the same as in 1914, although in the interim they have been ruling considerably lower. The advance from the low point represents upwards of thirty percent, but as some manufacturers covered their requirements fairly liberally at lower prices, they have been able to hold shoe prices steady.

As available supplies become used up, advances made in leather create the necessity for the manufacturers to raise prices, or to absorb the additional cost. Few manufacturers are inclined to adopt this latter course, with the result that any increase in price must be borne by the retail merchant.

It would appear that to advance selling prices at retail, when most other commodities are registering a decline will not be tolerated by the public, who generally indulges in the simple expedient of meeting advanced prices by "doing without," and the retail dealer is then forced to forget profits, in his endeavour to get business at any price.

The retailer's antagonism to higher prices and the manufacturers' unwillingness to absorb the advance are both justifiable, for the shoe business cannot be run satisfactorily unless all parties are making a legitimate profit, but stiffening prices at this time can do no other than cause depression in the retail shoe trade. Reports indicate that in many quarters there is a very hazy impression regarding the real cause for this advance, as the remarks of a prominent dealer would so indicate:—

"We do not see why there should be any advance in leathers. There should be a decline in price rather than a rise.

"Looking back for the past seven years, while the war was on, the tanners' excuse was that leather was advancing on account of European markets. Later on, cargo rates were high and leather markets stayed firm. What excuse they will have next, we do not know. We understand that our tanneries are overloaded with skins to day. European money is so low in value, that our Canadian dollar should buy a tremendous quantity of leather at a very low price, and this is one reason why prices should decline. Another reason the tanners have given for the high prices, is that nearly all of the better grades of skins are imported from United States and foreign countries. The money markets of these countries seem to be declining and this will give another opportunity of buying skins at lower prices instead of paying 18 and 20% exchange which has been the case for the past six months. The situation as we see it may not be exactly right, but leather conditions, as they exist to-day, are a serious irritation to the public."

THE O. H. STRAIT LACE.

The O. H. Strait Lace (Patent Pending) recently invented by Mr. O. H. Lawrence of Canonto, Ontario, is making a favorable impression on the public. The O. H. Lace according to the manufacturers will eliminate shoe strings for all time. It is claimed that the O. H. Lace once fitted will outlast the shoe. They are comfortable, neat and economical, and are more speedy in operation than the old style shoe string.

The O. H. is made of ribbon steel, strong and unbreakable. They are made in various sizes for all lace shoes, and can be fitted to any deformity of the feet. The retail price is 25 cents per pair, high shoes 50 cents. Any manufacturer or retailer interested in this specialty should get in touch with Mr. J. M. Watson, General Sales Manager, 6 Dundas St. West, Toronto.

ROTHSCHILD'S GOLDEN RULES

The following maxims were found in the desk of Baron Rothschild, the banker, shortly after his death in 1836:

Carefully examine every detail of your business.

Be prompt in everything.

Take time to consider, but decide positively.

Dare to go forward.

Bear trouble patiently.

Be brave in the struggle of life.

Never tell business lies.

Make no useless acquaintances.

Never appear something more than you are.

Pay your debts promptly.

HARDWARE, OIL *and* PAINTS

HARDWARE PRICES.

It is somewhat difficult to determine the trend of hardware prices during the next few months. A large proportion of recent market developments have been in the nature of upward revision and it might appear that the present offers an opportunity for more liberal purchases than has been the case for several months.

The raw materials of the iron and steel industry have been advancing owing to the combined influence of natural seasonal trade conditions and certain labor complications. This situation has been reflected in rising production costs of many manufactured products and a review of market developments during this period may give some indication of the trend of hardware prices.

It is interesting to note that the effect of higher prices in the preliminary iron and steel centres has not been immediately apparent on finished hardware lines. This may be a result of raw materials being purchased a considerable time ahead by manufacturers, or protection given at time of purchase against rising costs.

It now appears that increases on raw material markets have generally abated and it is problematical as to how long the upward trend will continue to be reflected on the general run of manufactured hardware goods. While these two factors an co-related, the latter development is in succession to, and not in conjunction with the primary cause, and a survey of these advances during the past few weeks portrays an imposing list of such revisions.

Improved business conditions may have caused this movement towards higher prices, and if so an recession in the volume of orders during the ensuing months should prove a test as to current conditions, for the seasonal dullness in the buying movement during the winter will tend to prove the stability for continuation of higher price levels.

Several hardware manufacturers have stated that they are contemplating advancing quotations on the majority of their lines, which indicates, that prices have seemingly reached a temprorary level from which market developments will continue to be variable and complicated, including both recessions and advances, ruled by the trend of basic materials and also of production costs. Business recovery has not developed to the degree hoped for, but three principal factors in the process of improved business relationship are worthy of note. High priced goods, left on the hands of producers and dealers have practically been disposed of. The building activity of the present year has reflected a stimulating influence in the hardware trade generally.

Thirdly the bountiful harvest, promising to increase the purchasing power of the agrucultural element, will see outstanding obligations discharged with consequent beneficial effect upon trade generally. Local conditions are generally satisfactory although upcountry committients are not being met with the rapidity looked for and due payments are behind. Collections are fair in most cities. Rural districts are ordering well, chiefly for immediate requiremnts.

PAINTS AND OILS.

Although paint specialties in some line are moving still, there is a noticeable falling off in demand for ready-mixed paints.

The turpentine market is still on its upward climb, a further increase of ten cents per gallon being recorded this week. There is a variation of five cents per gallon among local distributors, but it is noted that the advance is generally quoted. Southern markets continued to move upwards during the week with buying active, although purchasers are still conservative in their orders. The position of this product in primary centres is strong, and with demand continuing good and fresh receipts only ample to meet importers anticipate no recession from present levels and still higher prices would not be surprising to some well informed.

Linseed Oil.

The Linseed oil market continues to advance and decline with more or less regularity and the general result of such fluctuations places current quotations on a slightly higher level the tendency of the past two weeks having been in an upward direction.

MARKETS AT A GLANCE.

Snow Shovels and Furnace Scoops.

Dealers have practically all made arrangements for their fall stocks. Prices remain firm.

Stove Goods.

More activity is apparent in this line and sales are expected to develop rapidly.

Nails.

Nails are moving out in good volume although lighter than in the earlier building season.

Builders Hardware.

Sales of Builder's Hardware are exceptionally good, considering the lateness of the season. Many price advances have been made.

Bale Ties.

Sales of Bale Ties are of about average volume. Stocks are fair with prices firm.

Rope.

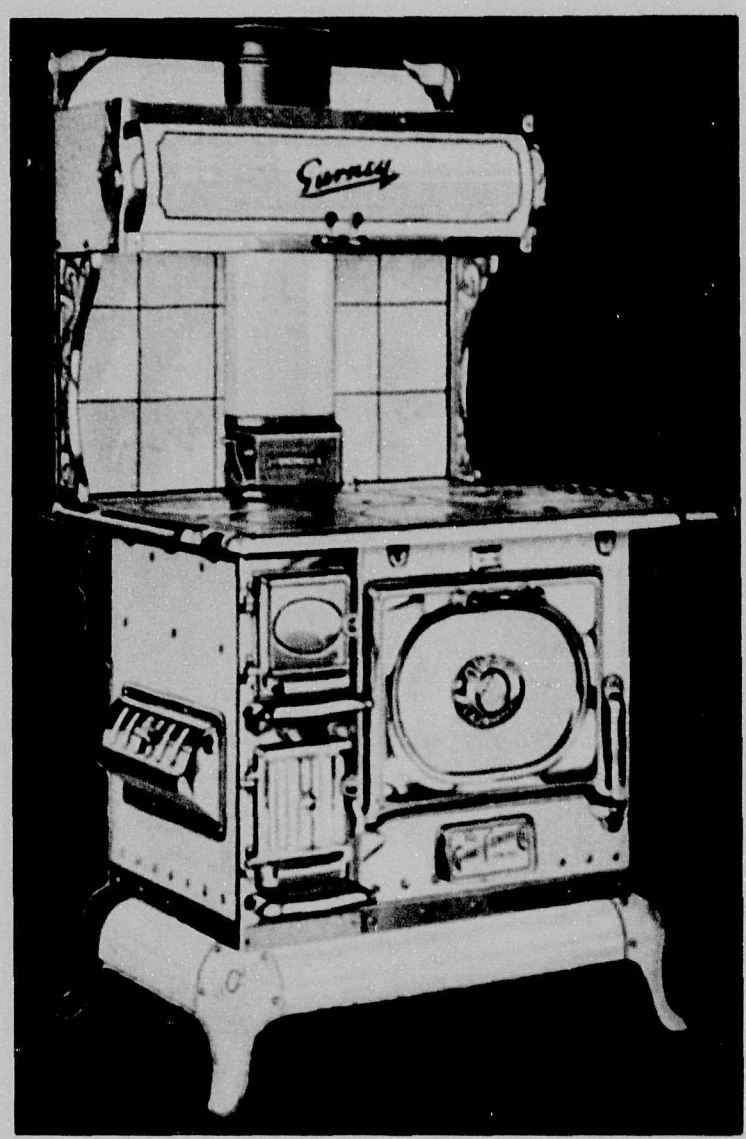
Sales of Rope continue in good volume. Prices have shown no change for some time.

Sash Cord.

There still continues to be a fairly good demand for sash cord. Prices have advanced slightly.

Padlocks.

A price advance of about ten per cent. has been made on Padlocks.



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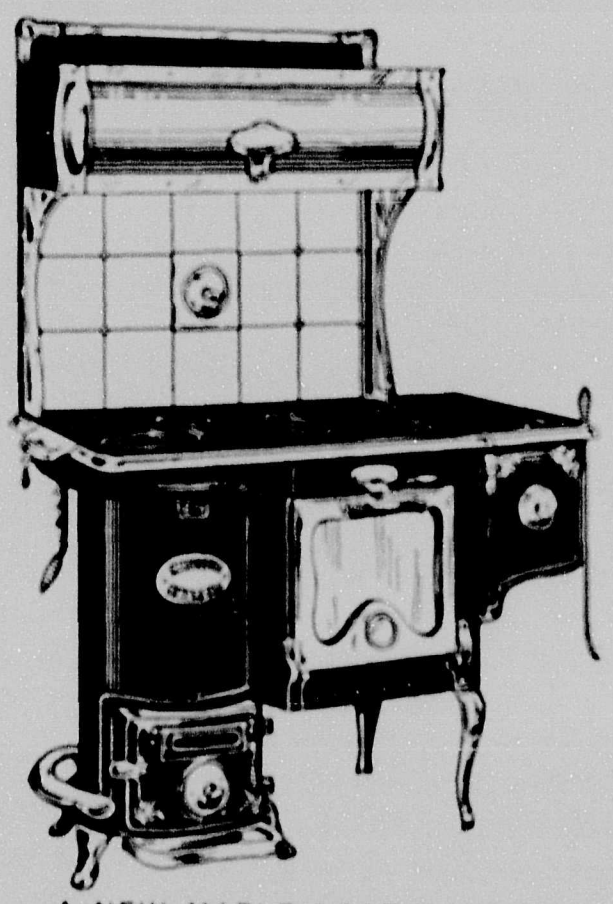

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Rubber Roofing.

The market is very firm and the demand fair. While one or two manufacturers have made advances, there has been no general marking up in prices.

Paper.

Building paper is meeting with a fairly good demand for this season. Prices show no change.

Ammunition in Seasonable Demand.

There is a seasonable demand for shells and cartridges. No change in price has been made.

Garden Hose.

New Lower Prices for The "Season 1923" now recorded on garden hose. The new quotations show a lowering in price from ten to fifteen per cent with a special discount for earlier bookings.

Ice Skates.

While there has been no cold weather as yet the local ice skating rink is well patronized and the demand for ice skates is already active. Prices are holding firm.

Lanterns.

Sales at this season are good with prices unchanged.

Axes.

Sales are gradually improving but the total volume is not large as yet. Prices remain firm.

Reduction in Auto Tire Prices.

Lower Prices on Sand Paper and

made the average decline being in the neighborhood of ten per cent. Keen competition is stated to be a factor in making this decision to reduce quotations.

Lower Prices on Sand Paperand Emery Cloth.

Quotations on both sand paper and emery cloth have been reduced through a revision in the discounts.

Sporting Goods.

New 1923 season prices issued on A. J. Reach Co. goods show baseball mitts slightly higher and baseball bats lower.

The Sissel Carpet Sweeper Co. are making their annual Christmas offer to the trade of a free sweeper with every dozen assorted sweepers ordered.

Automobile Accessories.

The heaviest demand is running into winter accessories. There is evidence of considerable buying in general lines of accessories for Holiday business as it is anticipated that this merchandise will be in large demand for Christmas gifts.

NEW GOODS ON THE MARKET.

The American Chain Co. have placed on the market the new Ford Type Weld Safety Bumper. It is described as a wide-faced bumper for Ford cars, with beauty design, strength, and rigidity. It is made of one and three-quarter inch spring steel, hardened in oil and tempered; so designed and constructed that it will absorb the heaviest smash as effectively as the every-day bumps that crumple mudguards, break lights, crush radiators. Fits all model Ford Cars front and rear, is easily attached and does not interfere with shock absorbers or any working parts.

AUTOMATIC BLOW TORCH.

The Lenk Manufacturing Co., Boston, Mass., are placing on the market an automatic blow torch, which generates its own power. This is described by the makers as a convenient and practical tool for tinsmiths, farmers, autoists, and electricians. It operates on denatured oil. It is constructed in two cylinders, the size being $5\frac{1}{2}$ x 2 x $\frac{7}{8}$ inches. After filling both cylinders, the wick is ignited and it is said that within a few seconds a force is automatically generated, producing a long needle-point flame. This blow torch is non-leakable, and other features pointed out by the manufacturers are that no pumping, priming or blowing is required. This device is stated to be capable of producing a flame of more than 1,400 degrees Fahr.

INVISIBLE HINGE

The Soss Mfg. Co., Grand avenue and Bergen Street, Brooklyn, New York, have placed upon the market their No. 110 Soss Invisible Hinge for furniture and cabinet work. The specifications of the hinge are as follows:—Diameter of posts one-half inch. Depth of mortese five-eigths inch. Minimum thickness of wood required three-quarters inch clearance between posts three-eigths inch Packed two dozen pairs in box.

RADIATOR HUMIDIFIERS.

The Sheet Metal Products Co., of Canada Ltd., Toronto, are placing on the market a new radiator humidifier.

This himudifier is designed so as to fit in between the upright sections of a hot water or steam radiator. The evaporating pan is 18 inches long by $9\frac{1}{2}$ inches deep, and the supply can is three inches in diameter by $9\frac{1}{2}$ inches high, this holding over two quarts of water.

The manufacturers point out that in experimenting with this humidifier, it was found that almost one quart of water per day was evaporated in a cold temperature. It is stated that in large radiators and under special conditions, two of these humidifiers can be used to each radiator, one at each end.

For the present the makers state that these products will be made in one size only and will be finished in either pearl gray of white. It is claimed that this humidifier will fit almost any standard radiator, except the very low ones.

SHEFFIELD CUTLERY FIRMS BUSY

The feature of Sheffield trade is the revival in good measure of the silver and electro plate trades. This is a curious development, as they are both luxury trades, and in slack times such as these they are usually the last to benefit. No doubt the explanation is largely that the slump affected these trades first and that stocks on hand have become low.

Of course, to some extent the increase in business is attributable to the overseas demand, which operates at this time of the year. Goods which are required for the Christmas trade overseas must be ordered about this time in order to be ready for window display a week or two before the festive season. The trade is so good now that many of the firms have orders in hand which will keep them busy for a considerable time, and many of them are behind-hand in their deliveries.

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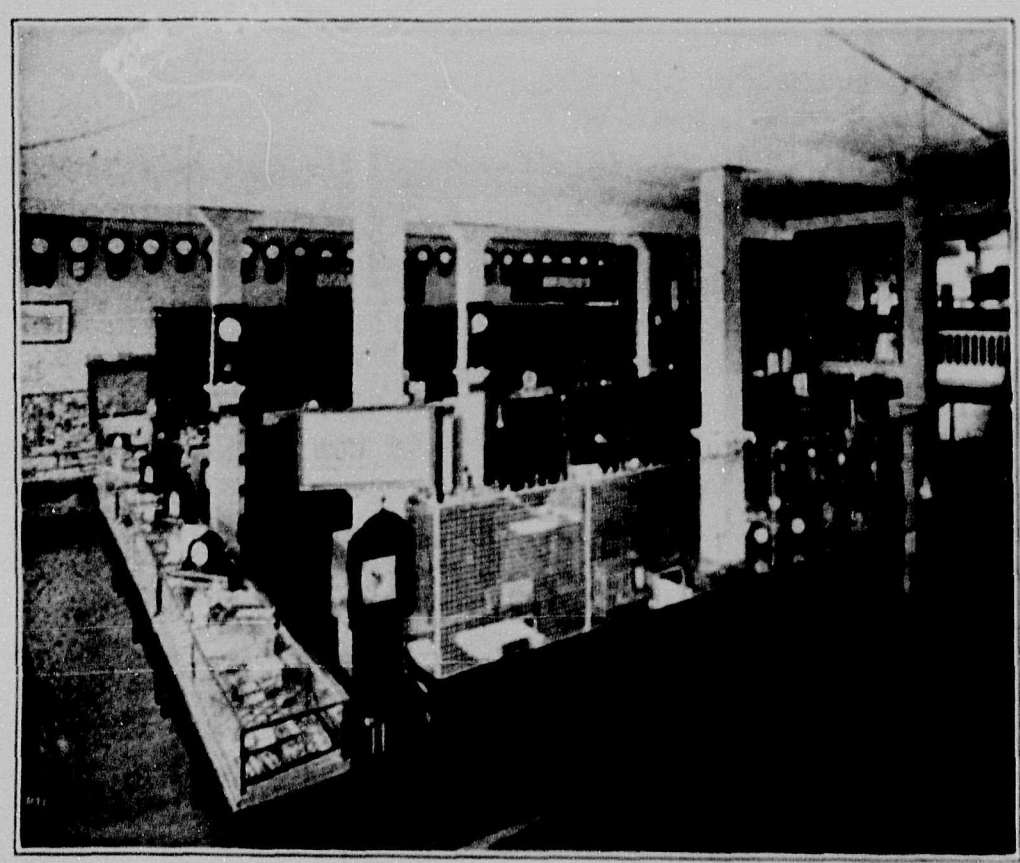

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HARDWARE PRICES CURRENT

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	$ 5.50m.	$ 6.45m
22 Long	$ 5.40m.	$ 6.72m.
22 Long Rifle	$ 6.90m.	7.90m.
22 W. R. F.	9.50m.	10.90m.
32-35 S. of Point		$4.25m.

AMMUNITION, AMERICAN

	Black	Smokeless
22 Short	$ 5.25m.	$ 6.60m.
22 Long	$ 6.30m.	$ 7.45m.
22 Long Rifle	$ 7.25m.	$ 9.20m.
32-35		$2.30m

LOADED SHELLS

Dominion Smokeless

Sovereign, 12 guage	$7.20m.
Regal 12 guage	$7.20m.
Canuck 12 guage	$4.50m.

ANVILS—Peter Wright, 50lbs. to 139 lbs., 20c lb.; over 139 lbs. 22c lb.

AXES—Boys' Axes, 1½ lbs. $12.00 to $13.25 doz. double bit axes, unhandled, $21.00 to $24.00 doz.; hunters axes, $18.00 doz.; single bitted axes, unhandled, $15.60 to $17.40 doz.

BARS—Crow, $13.00 per 100 lbs.

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

BOLTS, CARRIAGE—(in full packages) ⅝ and smaller up to 6-in. long, less 30/10 off list; over 6½ in. 20/10 off list; 7-16 and larger, all lengths, less 17½/10 off list.

BOLTS, MACHINE—⅝ and smaller up to 6-in. long, less 40/10 off list; over 6-in. less 35/10 off list; ¾ and ⅞, less 20/10 off list. off list.

BOLTS, STOVE—Less 60 off list.

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

BOARD, Beaver—Per 1,000 to 5,000 feet, $11.00 per 1,000 feet.

BOILERS, RANGE—30 gals. $12.50 each.

BUILDING PAPER—Tarred, $1.07 to $1.14 per roll. According to quality. Plain, 79c 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; 2½x3½, $2.80 per doz.; 4½x4½, $4.71 per doz.

CARPET FELT—14 oz., 50lb., $4.10 roll.

CATCHES, CUPBOARD—Old copper and dull brass finish, $10.35 per hundred.

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

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

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

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

CLEVIS, MALEABLE—Per lb. 7½c.

CLOTHES LINE WIRE—Per each, 50 ft., 10c; 100 ft., 20c.

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

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

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

HINGES—Per doz. pairs—Heavy strap, 4 in. $2.10; 5-in. $2.65; 6-in. $2.90; 8-in $4.15.

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

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

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

KNOBS, RIM DOOR—Japanned, $1.25 per doz.

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

LANTERNS—Short or long globe, plain, $16.50 doz.; Japanned, $11.00 doz.

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

NAILS, WIRE—Base, $5.30 f.o.b. Vancouver; Cut, base $7.00 f.o.b. Vancouver.

NETTING, POULTRY—Per roll—2x12, $1.92; 2x24, $3.00; 2x36, $4.20; 2x60, $6.90; 1x12, $2.85; 1x24, $3.15; 1x36, $7.50.

NUTS—Per 100 lbs. advance over list—Square, small lots, $1.00; square, case lots, $1.90; hexagon, small lots, $3.50; hexagon, case lots $1.50.

PICKS—Clay, 6-7 lbs. $1.00 each.

PINE TAR—1 gal. $1.45 each; ¼ gal., 45c each; ½ gal. 25c each.

PLASTER OF PARIS—$2.00 per 100 lbs.

RIVETS AND BURRS—Black carriage, 5lb. Packages, less 35% off list, copper rivets, No. 4, 42c per lb. assorted copper rivets and burrs 45c. No. 8 assorted coppered rivets and burrs 38c per lb. No. 8, copper burrs 70c per lb.; Coppered Rivets 22c per lb. Coppered burrs 32c per lb.

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

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

SCREWS—Bright ¾at head 70/10 10 off list; bright round head, 70/10 off list; brass flat 65/10 off list; brass round head 60/10 off list.

SCREW, CAP—40 off list.

SCREWS, SET—50/10,5 off list.

SHOVELS AND SPADES—Olds or Fox, $12.00 per doz. ⅜ Jones or Bulldog, $14.40 per doz.

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

IRON, BLACK SHEET—per 100lbs.—16 guage $5.35; 14 guage $5.35, 18-20 guage, $5.45; 26 guage $6.45.

IRON, GALVANIZED SHEET—Per 100 lbs. —24 guage American or English $7.40; 24 guage, $7.00; 18-20 guage $6.50.

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, 28c per lb.; less 31c per lb.

SPIKES, PRESSED—Per 100 lbs—¼ inch, $7.00; 5-16, $7.00; ⅜-lb. $6.30.

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

TACKS—Carpet, 70c off new list.

TOOLS—Harvest, 55 off new list.

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

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

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

WRINGERS—Eze, $6.35 each; Safety, $7.30 each; Bicycle, $8.40 each; Ajax, $13.55 each.

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

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

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Brandram-Henderson

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

PAINTS

	Gallon
Ordinary colors in 1-gal. cans	$4.00
Martin Senour porch paint	4.00
Martin Senour Neutone white	3.60
Martin Senour Neutone color	3.50
Martin Senour floor paint	3.90
Sherwin Williams, white	4.25
Sherwin Williams, color	4.00
Sherwin Williams, porch	4.00
Sherwin Williams, floor	3.90

	Per 100 lbs.
PUTTY—	
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

	Gallon
LINSEED OIL—	
Raw, 1 to 2 barrels	$ 1.33
Boiled, 1 to 2 barrels	1.36

	Per 100 s.
LEAD, WHITE IN OIL—	
1,000 lbs. to 1 ton	$15.05
Less than 100 lbs.	17.05
Brandram's Genuine	16.05

	Gallon
TURPENTINE—	
1 barrel lots	$ 2.65

	Gallon
VARNISHES—	
Elastic, No. 1	$7.90
Elastic, No. 2	7.25
IV Linoleum	6.40
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IV Furniture	3.55
IV Pale Hard Oil	4.55
Less 33 1-3 per cent.	$6.00 less 45
Lacqueret	.50
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The Western Canada Baker

BAKERY, CONFECTIONERY and CATERING SECTION of The British Columbia Retailer

Precautions Necessary for Handling New Wheat Flour

It seems that some of the bakers who are finding it difficult to handle the new flour, find themselves in this situation unexpectedly, that is, they seem to have paid little attention to the fact that new wheat flour begins to roll in at this time of the year, which, although possessing good characteristics, needs considerable more attention and must be handled with greater care than flour that has become matured. Flour that has been milled from new wheat and not had an opportunity to become matured, may take on considerable moisture, even in some cases as much as matured flour, but again releases some of this moisture, slacken down, and become somewhat sticky.

The slackening down and the stickiness of the dough is, of course, in proportion to the water released during the fermentation period. It appears that the slackening down and the becoming sticky of the dough is what causes the unprepared baker considerable difficulty. It also seems quite apparent that this property not only causes the difficulty in handling the dough in preparing it for the oven, but is to some extent responsible for the lower volume, larger cell structure, poorer texture and darker colored crumb which is obtained when this condition is encountered.

As bakers we should make ourselves prepared for the time when the new wheat flour begins to come in and attempt to carry as much stock of the old flour as we can afford and then blend the old flour with new flour as it is received, in a judicious manner. We know of cases where the bakers purchase considerable old the new wheat flour and then make no attempt to blend the same with the new flour, but rather use up the old wheat and then begin to use the new wheat in an abrupt manner without attempting to arrive at the condition of the new flour.

It is by all means advisable to carry a stock of old wheat flour and blend the same with what the baker finds is the proper proportion of old and new wheat, thus gradually going into the situation and also giving the new wheat flour time to mature.

Storage Precautions.

We must also pay particular attention to the storage of the new wheat flour, so that it will mature best in the shortest possible time, as the extent of maturing is dependent upon a number of factors, such as light, temperature, available oxygen, etc. It is further necessary that we store our flour in a dry place where we have plenty of light and air and are able to maintain a temperature of 80 to 90 degrees. Such a place is best prepared up over the ground and, where possible, on the second story of the building. In preparing the storage, high skids should be provided where the flour can be packed in such a manner that the air will circulate underneath the skids and between the sacks themselves.

At no time store flour onto a moist cement floor or near moist walls. In this connection it might also be well to state that flour should never be stored in places where undesirable odors circulate, as flour is very susceptile to odors and takes them on with avidity.

Use in Doughs.

In making doughs, especially where all new wheat flour is used, it is advisable to make the dough somewhat stiffer, that is add from 1 to 2 per cent. less liquid than the flour shows it could take on by the absorption test to make a dough of the proper consistency. This will take care of the slackening of the dough during the fermentation period.

It seems that the slackening of the dough is to a considerable extent also due to the higher enzymatic activity which new flour seems to possess. This causes the dough to mature faster than doughs containing old wheat flour and this is probably why some of us find it difficult to obtain as large a volume and as good a grain, texture and color of crumb as we do when bread is made with old wheat flour, as we ferment our dough for the same period of time when we pay very little attention to the changes which are taking place during the fermentation period.

To overcome this, we shou'd study the doughs made with new wheat flour, especially when new wheat flour is first received and we will find that we can improve the condition by cutting our fermentation period from 12 to 20 per cent. depending upon the rapidity at which the dough is fermented. In some localities it is advisable to increase the salt content allowing the salt to rise up to 2 per cent. of the flour, also raising the yeast content proportionately and fermenting the doughs at a lower temperature, preferably between 78 and 79 degrees F.

This, with a stiffer dough and a shorter fermentation period will aid the baker considerably in producing better bread. We will find that if these precautions are taken, we can also handle the dough better when it is being made up into loaves or rolls. If the dough is not so sticky, it is possible to make up a firmer leaf if the bread is being made by hand and also prevent the dough

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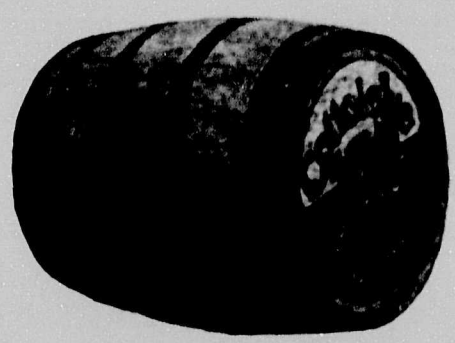

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from sticking to the machinery and apparatus if machinery is used. This gives a more solid mass to begin with and produces a closer cell formation from the beginning with an improved color of crumb, grain and texture in the finished loaf.

Where the baker experiences a paler color in baking, it might be advisable to raise the sugar content from ¼ to ½ per cent. of the flour and bake at a slightly lower temperature. This gives the dough a little more time to expand in the oven and eliminates to some extent the harsh, flinty crust which we get sometimes when new wheat flour is handled improperly in dough making.

In concluding, it might be said that new wheat flour, like the products of all vegetable growth, is more delicate and unstable when it is first taken from the plant than after it has had time to age and become dryer and for this reason needs greater attention and care as stated in our article.

We will find that if we take the above precautions there will be less irritation on the part of the baker and the miller and less correspondence between the two, with a production of better bread and other yeast dough products and a more stable condition in baking at this time of the year.

The Plum Pudding

Has Most Interesting History of all Baker's Delicacies.

All of those who eat plum pudding, whether out of compliment to their hostess, to the cook, or to the season, or because, being blessed with a good digestion, they can eat with impunity whatever they are offered, are not interested in the origin of the succulent, though stodgy, dainty, nor yet in its popularity in countries outside their own. Others, however, possess that thirst for information which prompts children to ask the veritable visitor how many jam-pots would have to be placed in a line to reach from Charing Cross to Constantinople, and for their delectation the following story of the plum pudding is submitted.

The Mysteries of the Past

Although there is no actual record of the first plum pudding ever made, diligent search has revealed the interesting fact that over one hundred years ago it was firmly established in the affections of the public. This is proved by the following recipe, which the famous Soyer culled from a widely circulated cookery book of the period.

"Pick and stone one pound of the best Malaga raisins, which put in a basin, with one pound of currents (well washed, dried, and picked), a pound and a half of good beef suet (chopped, but not too fine), three-quarters of a pound of white or brown sugar, two ounces of candied lemon and orange peel, two ounces of candied citron, six ounces of flour, and a quarter of a pound of bread crumbs, with a little grated nutmeg; mix the whole well together, with eight whole eggs and a little milk; have ready a plain or ornamented pudding-mould, well butter the interior, pour the above mixture into it, cover a sheet of paper over, tie the mould in a cloth, put the pudding into a large stewpan containing boiling water and let boil fast for four hours and a half (or it may be boiled by merely tying it in a pudding cloth, previously well floured, forming the shape by laying the cloth in a round-bottom basin and pouring the mixture in, it will make no difference in the time required for boiling); when done, take out of the cloth, turn from the mould upon your dish, sprinkle a little powdered sugar over, and serve with the following sauce in a boat: Put the yolks of three eggs in a stewpan, with a spoonful of powdered sugar and a gill of milk; mix well together, add a little lemon peel and stir over the fire until becoming thickish (but do not let it boil), then add two glasses of brandy and serve separate."

It is worth noting that about the middle of the last century even the most down-to-date recipe was founded on the above, while the mode of mixing and applying the ingredients has scarcely altered one iota during ten fleeting decades.

Plum Porridge

Although the plum pudding proper, which is supposed to have played a part in enlarging George the Fourth's naturally portly figure, was not in general request till five years after the Battle of Waterloo, its immediate predecessor, plum porridge, had enjoyed a vogue since the earliest days of the 18th century. Served immediately after the soup, it was a truly economical dish, for when the bowl in which the savoury mess was served had circulated twice, diners whose appetites were of moderate dimensions found themselves hors de combat. With the best intentions in the world, they could not find room for another course. According to "The Art of Cookery Made Plain and Easy," an entertaining and informative work published in 1747, plum porridge was made as follows:

"Take a leg and shin of beef, put to them eight gallons of water and boil them till they are very tender and when the broth is strong strain it out; wipe the pot and put in the broth again; then slice six penny loaves thin, cut off the top and bottom, put some of the liquor to it, cover it up and let it stand a quarter of an hour, boil it and strain it and then put it into your pot. Let it boil a quarter of an hour, and then put in five pounds of currents, clean, washed and picked; let them boil a little and put in five pounds of raisins of the sun, stoned, and two pounds of prunes and let them boil till they swell; then put in three-quarters of an ounce of mace, half an ounce of cloves, two nutmegs, all of them beat fine, and mix it with a little liquor cold and put them in a very little while and take out of pot; then put in three pounds of sugar, a little salt, a quart of sack, a quart of claret, and the juice of two or three lemons. You may thicken with sago instead of bread if you please; pour them into earthen pans and keep them for use. You must boil two pounds of prunes in a quart of water till they are tender and strain them into the pot when it is a-boiling."

Plum Broth

Plum porridge was an offshoot of plum broth, a dainty peculiar to the early Middle Ages, though stubborn antiquaries have been known to declare that its earliest appearance is shrouded in the mysteries of the past. As, however, the spices which entered so largely into the preparation of plum broth were not imported into England till the Middle Ages, it stands to reason that antiquaries, like many less learned people may, when put on their mettle, talk bunkum by the yard. This, of course, does not apply to the writer.

The broth was in reality a kind of semi-sweet soup. A couple of pounds of beef were boiled in a large pan of water, quantities of different spices being added during the boiling process. Raisins, dates, and even prunes, were thrown in, till eventually, though scarcely any thicker

than soup, the concoction was almost as rich as plum pudding—and in all probability quite as indigestible!

An Unlimited Vogue

Although the stay-at-home English pride themselves on their appreciation of plum pudding, it is almost equally popular in the Colonies. No matter how out-of-the-way a place exiled Britons may find themselves in, by hook or by crook they almost invariably contrive to have the time-honored dish served up. In India, for instance, there probably is not one English in a dozen who fails to feed off plum pudding on Christmas Day—even in the most isolated "station" each "Khansamah" (native cook) makes it a point of honor to furnish "Master" with the customary delicacy, while the colored domestic in charge of the recondite "dak bungalow" (rest house) sometimes astonishes the traveler by proudly placing on the table a genuine "perlum pud-deen," swimming in liquid flame, and perhaps decorated with a sprig of holly procured from the Himalayas. In sultry Ceylon, too, plum puddings enter largely into the Christmas menu, and in muggy Burmah, where a natural vapor bath is no uncommon thing on Christmas Day, the expatriated white people eat it with what appetite they may. In short, go where you will from Port Said to Pernambuco, and from the North to the South Pole, true born Britons refuse to be deprived of the dainty which forms a connecting link with "home." As to the soldiers who are quartered at home and abroad, were their ration of plum pudding to be cut, there is no knowing what might happen. As long as the national dish has been invented has it figured at the man of war's Christmas dinner; for days beforehand every "non com" and private in the regiment has looked forward to sampling the dainty, and as to the little drummer-boys and fifers, it is the joy of their young lives. Danes, Russians, Germans, Austrians, French, Italians and Spanish, though preferring their own dishes to plum pudding, if professing a sympathy for all things English, strengthen the entente cordiale by causing the plate to be served at the Christmas dinner. They, however, eat sparingly of it.

Of late the old custom of inviting a party of merrymakers to stir the Christmas pudding has been revived and during November many lusty persons have worked off their superfluous energy by becoming amateur cooks. At these parties the hostess hands her guests sixpences, thimbles and rings, all of which are thrown into the savoury mixture to the ultimate danger of those who are cursed with small gullets, or who, hog-like, bolt their food.

MESSAGE TO CANADIAN BAKING TRADE.

James McIntosh, the newly elected president of the Bread and Cake Manufacturers of Canada, has sent out a message to the Canadian baking trade in which he pledges his efforts in the direction of furthering the interests of the organization. He adds: "Our first duty is to the public and we can fulfill it by giving them the best bread and cake we can make at a fair price. Our next duty is to ourselves and our employees. We should endeavor to have conditions in our shops such that they will make working conditions as ideal as it is possible to make them, and pay them good wages in order that they may enjoy some of the pleasures of life. What we need is a school where we can send our young men where they can obtain a full knowledge of the baking business. We, as a Dominion Association, want a place in Canada where our young men can go and get this knowledge."

BAKERY BRIEFS.

As a result of the recent convention in Toronto of the Bread and Cake Manufacturers Association of Canada, an organization has been formed, with headquarters in Toronto, to be known as the Canadian Association of Allied Trades of the Baking and Confectionery Industries. The organization will work in close co-operation with the baking industry and is expected to do much in the way of strengthening the bakers association. The following officers have been elected: Hon. president, H. E. Trent; president, J. L. Bowes; 1st vice-president, E. G. Fletcher; 2nd vice-president, B. Cope, Jr.; treasurer, J. W. G. Grecy; acting secretary, W. E. Floody; executive council, S. B. Pefler, Toronto; F. H. Whitcomb, Toronto; J. McGill, Toronto; R. C. Brown, N. Tolton and H. G. Whittet, Toronto.

Thomas Dodds, who recently sold his well-known "English Bakery" in Victoria, B. C., has gone on a visit to the Old Land, where in 1911 he won the eighty-guinea Challenge Cup for the best bread open to all England. Owing to poor health Mr. Dodds has had to retire from business for a time, and is now visiting the bakers' exhibition in London and renewing old friendships.

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Seasonable Tested Recipes

Cream Buns

1 pt. water.
9 ozs. shortening.
¼ oz. salt.
½ oz. sugar.
1¾ pts. eggs. (about).
1 lb. flour.
pinch of Col.

Place shortening, water, salt and sugar in a stew pan and boil. Stir flour in quickly and beat eggs in vigorously with a spatula a little at a time until the mixing is smooth and leaves the side of the pan. With bag and tube pipe out to two inches. Bake in the usual cream bun pan. When cold cut open and fill with whipped cream. Dredge over with icing sugar.

Macaroon Biscuits

14 ozs. fine granulated sugar.
8 ozs. ground almonds.
1½ ozs. rice flour.
4 ozs. egg whites.

Mix well together just soft enough not to run. Dress out on wafer paper with bag and ½-in. plain tube, the size of a penny. Place two halves of blanched almonds on top, sprinkle with water and bake at 320 deg. F.

Date Drop Cookies

3½ lbs. granulated sugar.
2 lbs lard and butter.
4 lbs. dates.
4 lbs. flour.
12 eggs.
½ lb. walnuts.
¾ qt. milk.
½ oz. soda.
½ oz. cinnamon.
¼ oz. allspice.

a. Cream sugar butter and lard.
b. Add eggs and spices slowly.
c. Dissolve soda in milk and add.
d. Chop nuts fine and cut dates into small pieces.
e. Mix dates and nuts with flour and add to batter.
f. Drop out on greased and dusted pans about the size of a half dollar.
g. Bake in a medium oven.

Date Layer Cake.

1¼ lbs sugar.
1 lb. butter.
3 lbs. flour.
1 lb. fine cut dates.
1¼ lbs. raisins.
½ lb. walnuts.
1 pt. honey.
2 pts. milk.
1 pt. egg yolks.
1½ ozs. baking powder.
1 oz. soda, cinnamon and lemon.

a. Cream sugar and butter.
b. Add egg yolks.
c. Add honey and milk.
d. Add baking powder to flour; add soda to milk.
e. Add nuts, dates and raisins.

Bake in medium oven. Put paper on bottom of layers.

Date Loaf Cake.

5 lbs. "A" sugar.
2lbs. lard and butter.
5½ lbs. winter wheat flour.
16 eggs.
1¼ qts. milk.
2 ozs. cream of tartar.
½ oz. soda.
3¼ lbs. dates.
½ oz. cinnamon.
¼ oz. nutmeg.
½ lb. walnuts.

a. Cream sugar, lard, and butter.
b. Add eggs and spices and mix with flour and cream of tartar.
d. Nuts should be chopped fine.
e. Add milk, flour, dates, cream of tartar and nuts to batter (soda having been dissolved in the milk).
f. Scale off in 16-oz. pieces and bake in loaf molds in a medium oven (about 375 degrees).

Cocoanut Macaroons.

2½ lbs. sugar.
1½ lbs. medium cocoanut.
¾ pt. egg whites.

Mix altogether in a pan. Place on stove and heat up to about 150 deg. F., stirring contiually. Dress out on wafer paper with ¾ in. Savoy tube to about 1½ in. diameter. Bake in a cool oven 350 deg. F.

Milk Cakes.

10 lbs. flour.
1¾ lbs. shortening.
2 lbs. sugar.
¼ oz. salt.
3 lbs. currants.
1 lb. powder.
Milk.
½ pt. eggs.

Rub shortening into flour, make bay, mix into a soft dough. Weigh off 7 oz. split. Place on sheet tins and wash over with eggs. When half baked turn over. Bake at 450 deg. F.

Chocolate Cookies Formula.

Sugar, 12 ibs.
Eggs, 1½ qts.
Milk, 1½ qts.
Cake crumbs, 12 lbs.
Flour, 4 lbs.
Bicarbonate of soda, 4 ozs.
Cream of tartar, 1 oz.
Melted Chocolate, 2 lbs.
Vanilla flavor, 2 oxs.

Method.

Put the sugar, eggs, soda and vanilla into a bowl. Start the machine at low speed to incorporate the ingredients. Add the milk and stir to break up the mass. Now add the crumbs, flour, and cream of tartar and begin maxing. When partly mixed add the melted chocolate and continue mixing until smooth. This mixture will be rather stiff, but do not thin down.

Crumb Spice Cookies Formula.

Sugar, 3 lbs.
Shortening, 3 lbs.
Eggs, 1 pt.
Molasses, 3 qts.
Water, 1½ qts.
Crumbs, 4½ lbs.
Flour, 9 lbs.
Bicarbonate of soda, 6 ozs.
Salt, 2 oz.
Cinnamon, 1 oz.
Cloves, ¼ oz.

Method.

Put the sugar, shortening, molasses, eggs, salt and spices in a bowl and rub to incorporate the ingredients. Dissolve the soda in the water and add it to the mixture. Now add the flour and crumbs and mix until smooth. These cookies may be made by rolling out a sheet of the mixture about ¼ of an inch in thickness and cutting out with a 2½ inch cutter. Dip them on sheet pans and bake at about 400 deg. F.

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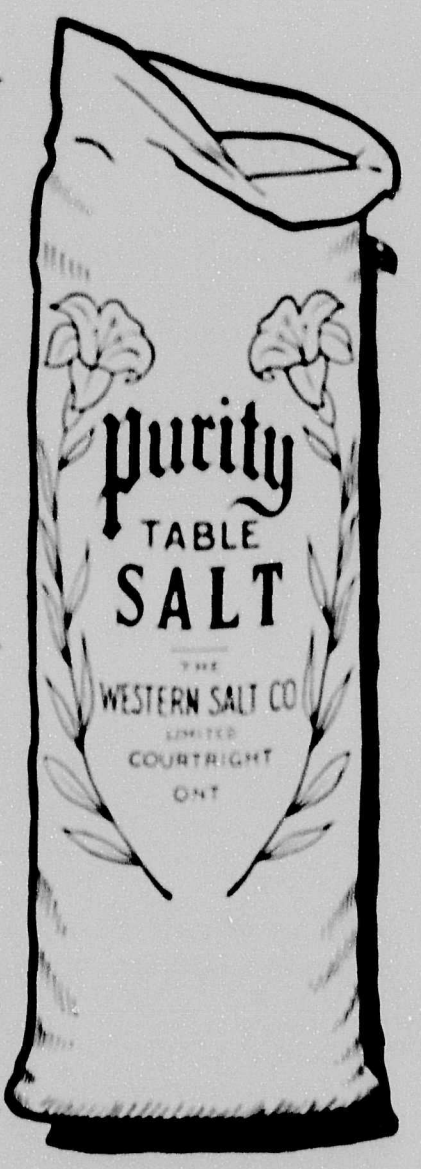
Purity Salt

And the Best Grocers Sell It

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

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

Always
Distinctly
Specify
"PURITY"



THE WESTERN SALT CO., LIMITED

Courtright - Ontario