Fourteenth Year

"The Paper the Retailer Reads"

JULY, 1922

THE BRITISH COLUMBIA RETAILER

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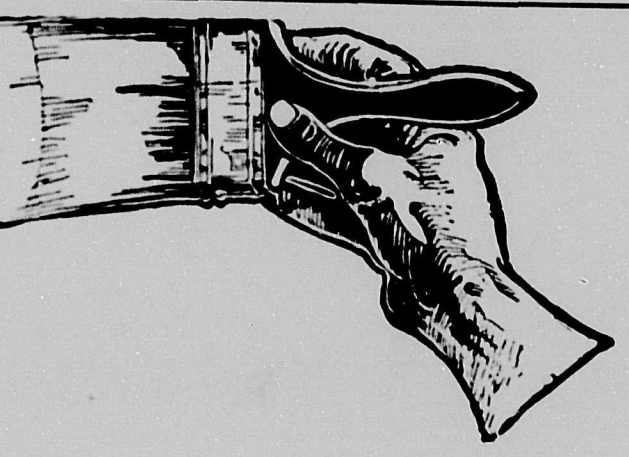

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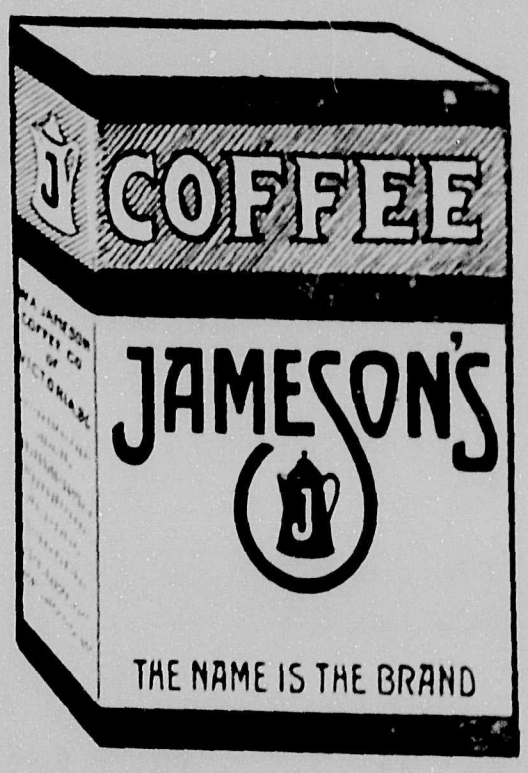

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Published Monthly. THIRTEENTH YEAR

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EDITORIAL

The retailer today, under modern conditions although not obliged to bargain with his customers, is compelled by ruthless competition to give the utmost in price, quality and service.

The consumer obtains the advantage from the invisible and relentless forces, which compel the retailer to meet this competition and he is repeatedly asked why prices of particular lines of merchandise which he is selling rest on the level, while basic materials, and agricultural products have fallen to lower price levels.

The merchant must inform himself on basic economic questions, holding the position he does between the producer of primary products and the body of consumers, for he knows full well that volume of production and sale are the only factors which reduce manufacturing and selling costs, and make it possible to find full employment for his equipment, capital and labour force. To aid in restoring the economic equilibrium as between the several classes of producers is of prime significance to retailers, for on that restoration depends the free flow of economic goods upon which their business stability depends.

The attainment of business stability should be the chief object sought by commercial and industrial leaders in Canada. It goes without saying that the merchant prospers in that community where the general standard of living is high, and where goods are abundant and distributed in volume. The retailer can distribute only what is produced, and the workers can consume, and share among themselves, only the product of their labor. A false economic philosophy has gained currency of late, to the effect that, somehow or other, high money wages and a high standard of living can be attained merely by a round table conference, by agreement. All the agreements in the world will not secure these desirable results unless labor is efficient and produces the goods. Merchants are unjustly blamed for high prices, whereas the root of the trouble is to be found not in any machinations of the retailers, but in the limitation of the supply through inefficient methods of production and arbitrary agreements between capital and labor.

Much is said of co-operation these days, but the co-operation that counts most is voluntary. Our industrial success in the long run must rest upon the free, intelligent and harmonious co-operation of every worker in every sphere of labor and enterprise. By free choice men and women must be permitted to distribute themselves throughout the entire field of labor, and so direct their energies as to effect the freest and most complete exchange of the products of industry. There is urgent need to mobilize all our economic resources, and to break down selfish class aggrandizement, if, as people, we are to realize industrial and commercial stability.

YOUR ASSOCIATION AND YOU.

How do you treat your association? As a thing apart from yourself, or as an aid to you in your business and your relations to your fellow business men?

Associations are formed so that each individual member may have an opportunity to work in harmony with his fellow business men to the end that friction will disappear and the wheels of business will be lubricated by the oil of good fellowship and friendly co-operation.

Are you one of those who expect your organization to give to you without first giving something of yourself, your time, your ideas, your friendliness?

If so, change over quickly. It is a give and take proposition. As you serve, so will you be served. If you expect your association to be a trade builder, an evil remover, a business policeman, a trade protector, it is up to you to make it so,

through co-operation with your fellow merchants. Simply paying your dues is only a first step. Lots of men think, and some of them say, "Oh well' I will join, but you must not expect me to do anything." That is a good deal like a man stocking a store and then locking the doors to keep the customers out.

That would look like a foolish proposition, would it not? And it is just as foolish to image that an organization will go forward by its own momentum.

The real way to get the good out of an organization is to join and pay your dues. Then take a part in the working out of its program. To act on committees, to put the best of yourself into the work. This will be a good organization that will stand for something in your community besides a name.

What a power we could make organization if we would all treat it as a business asset instead of an object of benevolence.

Increased Efficiency for the R. M. A.

Changes Decided Upon at Convention Should Re-Vitalise and Speed-up Whole Organization

Probably the most important matter dealt with at the recent convention of the Retail Merchants' Association at Victoria, judging from the viewpoint both of its interest at the Convention itself and its probable and vital effect on the efficiency, scope and very existence of the Association in this province, was that dealing with the reorganisation of the membership into groups representing individual trades rather than the previous alignment into geographical groups in each city and town.

Up to the present time the Association's activities have largely been centred upon the matter of organisation. The principle upon which it has been sought to carry on the Association work in this province has been to appoint a president and secretary in each individual centre, who acted in an honorary capacity, except in the larger cities where there has been a paid secretary) and where the medium of communication between the head office of the provincial organisation and the general membership. Thus it often occurred that the secretary in a country town, who might be, for the sake of argument, a jeweller, would receive from head office a letter on some subject dealing especially with the grocery business,—a subject which he was neither familiar with nor personally interested in. He would take it up as soon as he could conveniently do so with the grocer in his locality, who might or might not already have become acquainted with the particular subject dealt with.

It is obvious that this method depended very largely on the amount of time available to the executive officers in each centre and also to the degree of enthusiasm displayed in their work by the officers themselves and the local membership.

The system has been successful in some centres and a flat failure in others.

As a result of a ten-hour discussion in committee and a full canvass of opinion at the convention meetings, it has now been decided to make a radical change in the above organisation. From now on, the membership of the Association in British Columbia will be grouped into trade sections. That is to say, every member in the particular business represented by a trade section will be a member of that section and will be kept in close personal touch with all that is being done by that section of the Association and will have an opportunity of expressing his views and taikng part in decisions arrived at. As rapidly as may be practicable, conventions of these various trade groups will be called, for the purpose of electing permanent officers under direction of a provincial chairman who will sit in an advisory capacity with the provincial executive of the entire organization. This will mean that the executive will have available at all times expert advice upon subjects with which they may be personally unfamiliar. Each section of the Association will refer all important matters of policy to a provincial executive of five, who will be elected to carry on the affairs of the Association.

Naturally the change will take a little time to work out, but there is no doubt, in fact it has already been proved by experience in other provinces, that the system can be worked to great advantage, greater indeed than has attained the efforts of the Association up to the present time.

In order to maintain the personal touch with members throughout the province, it is proposed to appoint a travelling secretary or sereetaries, whose business it will be to visit the membership continually obtaining their views and explaining to them the objects of various activities being carried out. This plan however will of course not be put into effect until Association finances permit, and in the meantime the Provincial secretary will plan a province-wide itinerary that take him to every branch of the Association in British Columbia, when he will explain the whole programme in detail. From the general expression of opinion at the convention, there can be no doubt whatever that the new system when it is in working order, will be welcomed by retail merchants throughout the province, as it will enable them to keep in personal touch with the problems arising from day to day in their own respective lines of business and they will receive information regarding these problems and their progress direct and not through the medium of any third party, who may or may not be pesonally interested.

The new development will be watched with great interest by all those who have the interest of retail merchandising in this province at heart.

Much depends upon it, for it can not be gainsaid that only by co-operation can the retail merchant hope to combat the manifold problems and difficulties confronting him, during the present period of "reconstruction."

Fifth Annual Convention

British Columbia Branch Retail Merchants' Association of Canada

Re-organization of Provincial Branch—Various Trades to be Classified in Sections, with Executive in Control.—Important Resolutions Passed

Attended by retail merchants from every section of the province, the fifth annual convention of the British Columbia branch of the Retail Merchants Association of Canada opened in Victoria on July 12.

The proceedings commenced with the registration of visitors at the Elks Club Rooms, Douglas Street at 9 a.m. The following are among those who attended:

F. Cooke, R. J. Wood, W. A. Deaville, Esquimalt; J. T. Crowder (President), Vancouver; T. J. Wilcox, J. R. Colley, S. R. Wilson, Kamloops; R. E. Cooper, Clayburn; T. J. Cox, N. P. Mandale, Mission City; H. Manning, Revelstoke; F. Payne, Nelson; J. F. Scott, Cranbrook; J. Vallance, Vernon; G. E. McMahon, Enderby; Harvey Murphy, R. J. Wilson, J. Quennell, W. R. Griffith, Nanaimo; A. W. Bull, Ladner; C. Parkhurst, Vernon; A. E. Fulmer, G. E. Hodgson, Esquimalt; James Duncan, Duncan; J. Z. Parks, Armstrong; W. J. Andrews, Chas. Parker, Chilliwack; H. Reynolds, Spuzzum; W. E. Ford, North Bend; J. M. McCormack, Ladysmith; H. Kent, Victoria; W. B. Rivercomb, Victoria; R. Thompson, F. A. Squaires, E. Marcow, North Vancouver; G. H. Jacobson, B. L. S Ross, J. W. Hyslop, D. Stuart, A. P. McDonald, New Westminster; G. S. Hougham, E. R. McTaggart, W. F. Ing, D. H. Kent, C. Slater, H. B. Neilson, C. D. Bruce, H. Wilson, Vancouver; R. A. Thorpe, Duncan; J. H. Ashwell, Chilliwack; R. W. Smith, New Westminster; J. N. Harvey, Vancouver.

At 10 a.m. president J. T. Cowder, (chair.), called to order the meeting, the following executive officers officiating: first vice-president, Harvey Murphy, Nanaimo; second vice-president, G. H. Jacobson, New Westminster; Darl Kent, treasurer, and provincial secretary, Geo. S. Hougham.

Committees Appointed

Prior to the luncheon adjournment the president announced the following appointees to the several committees:

Resolutions Committee

T. F. McDowell, J. N. Harvey, Vancouver; H. Manning, Revelstoke; J. Squair, North Vancouver; J. R. Colley, Kamloops; R. A. Thorpe, Duncan; J. Z. Parkes, Armstrong.

Finance and Administration

James Harkness, Grocery Section; R. A. Thompson, North Vancouver; W. E. Ford, North Bend; H. B. Nielson, Vancouver; B. Stanley Ross, New Westminster; James Vallance, Vernon; R. Wilson, Nanaimo; T. J. Wilcox, Kamloops; P. B. Scurrah, Victoria; A. E. Howse, Princeton.

J. T. Crowder, past President B. C. Board, elected Dominion representative.

Legislation Committee

Mayor Sutherland, Kelowna; J. N. Harvey, Vancouver; Ross Smith, New Westminster; T. J. Cox, Mission; F. F. Payne, Nelson.

Nominations Committee

J. M. McCormack, Ladysmith; H. C. Wilson, Vancouver; A. W. Bull, Ladner.

Constitution

Mr. Cook, Esquimalt; J. H. Ashwell, Chilliwack; C. D. Bruce, Vancouver; W. R. Griffith, Nanaimo; James Hyslop, New Westminster.

Secretary's Report.

Secretary G. S. Hougham, in his report pointed out that the retail distributing system of the country was suffering severely from the fluctuations of the commercial conditions of Canada.

"The retail trade is the highly sensitized barometer that instantaneously registers the slightest shock in commercial conditions," said Mr. Hougham, who remarked that when the conditions are abnormal the retail trade "immediately becomes the practising target for the theories of men whose intentions are probably the best, but who have little practical knowledge of business."

Fire Insurance.

Mr. Hougham told the convention that 485 members had availed themselves of the fire insurance service of the association, and allowing 35 per cent. dividends paid to policy holders, the department had saved retailers in the Province the sum of $17,922.35, which exceeded the total cost of administration of the association during the period.

Mr. Hougham made reference to the successful district conferences held in New Westminster and Chilliwack. He also alluded to the convention at Vernon for the Okanagan held on February 9, and made reference to the various towns visited throughout the province during his tours, and their local retail problems.

He stated that the association in this Province has been passing through a time of exceptional growth notwithstanding. Last year at this time the membership stood at 882; at the end of June last it stood at 1,176, distributed in the membership of thirty-three branches, making a net increase of 294. Thirteen new branches have been added to the list during the year and other centres are in line for an organization at an early date. Changes had been made in the provincial office arrangements of the association, and the segration of this office from Vancouver branch had made is possible to give more attention to the outside branches than was formerly possible.

Dealing with the resolutions calling for consideration of the Convention, the Provincial Secretary emphasized the import ance of the Personal Property Tax issue, describing in considerable detail the Executive's activities in endeavouring to have this tax removed. It was evident to the entire Convention that everything humanly possible had been done to persuade the Provincial Government to give serious attention to the Association's recommendations in this line.

Shops Regulations.

Another important resolution which would concentrate the opinion of the members on political issues that affect the retailers in this province and which will be dealt with by the convention, Mr. Hougham pointed out, was that dealing with amendments in the Shops Regulations Act, compelling places of business carrying more than one line of goods to segrate that portion of their goods which they could not sell after hours prescribed in the Weekly Half-Holiday Act.

Comment was made also on the action that had been taken and which was proposed by the executive regarding the standardization of trades. It was felt

that some sort of recognized standard should be established to define retailers. Some effort along the lines of persuading wholesalers to sell only to retailers had been made during the year, and in one case the wholesaler had notified the association that they had ceased to sell to any but legitimate retailers.

Mr. Hougham described at considerable length the Association's activities in connection with Oriental penetration, it being evident from his report that British Columbia had succeeded in awakening the rest of Canada, at least so far as the retail mercaants were concerned, to the seriousness of the continued Oriental immigration to the Dominion. The report on this subject showed that upon the occasion of the introduction of the McQuarrie Resolution into the Federal House on April 8th, the Retail Merchants' Association of Canada had mobilized its entire organization from the Atlantic to the Pacific, and had succeeded in creating a sympathetic attitude in the House of Commons through urgent representations made by retailers all over Canada to their respective members.

Among other matters touched on were the necessity for amendment to the Bank Act and proper protection for retailers in connection with N.S.F. cheques. In this connection the Secretary stated that the subject had become so stale that the Association should either refuse to entertain any further resolutions along this line, or else compel action at Ottawa.

New business for the association's consideration was suggested along the lines of some method of keeping a record of the removal of householders from place to place for the protection of retailers extending credit.

Concluding his report, which occupied one hour fifteen minutes in presentation, and was received by a standing vote of appreciation, the Secretary stated that the report was a record of things attempted as well as things accomplished, but was chiefly interesting to him, at any rate, and probably to the general membership of the Association, as indicative of the comprehensive nature of the services demanded by the membership individually and collectively.

The Secretary remarked that the criticism was frequently heard that the Association's activities were largely visionary and lacked practical and constructive application.

It was probable that there was a basis for this criticism, but it became necessary to remind the membership that all organisation work, by its very nature, was largely idealistic because it is educational.

It was one thing for a Convention to pass a number of resolutions demanding this or that condition to be remedied, but it was quite another thing to carry out these wishes with wisdom and discretion. Further, it was unfortunately true that the greater part of the Association's time, money, and energy, had to be expended, firstly on maintaining membership, and secondly, on preventing the retail trades from being taxed out of existence, which was literally what was happening in a large number of cases.

The Secretary hoped, however, that the foundation laid as indicated by his report, would render possible in the future the devotion of more time to practical service and he conceived it as the major task of the Convention to so put the Association's house in order as to

Geo. S. Hougham, Provincial Secretary.

make it possible to renderthe maximum service to the membership at a minimum of expense.

President's Address.

Mr. J. T. Crowder, President of the B. C. Board of the Retail Merchants' Association, reported at the provincial convention on its organization. He stated that the Fraser Valley division was the best of the four divisions of the organization. Mr. Crowder spoke of the Oriental Exclusion campaign and urged all members of the association to assist in every possible manner the cause of Oriental exclusion.

His report was as follows:

"Since I have been associated with the R. M. A. the membership has grown from about 300 to about 1,000 in round numbers. This increased membership demonstrated weaknesses in our system of organization. To find a remedy for these weaknesses we invited Messrs. Trowern and Banfield to make a trip of investigation throughout the Province a year ago.

"The result of this tour was that they recommended that British Columbia be divided into four districts: Greater Vancouver, Vancouver Island, Fraser Valley and Okanagan Valley, with a resident secretary, if possible, in each of these districts, responsible to the Provincial Board, who would give personal attention to the members in these localities which they had not been getting up to that time.

Personal Visits.

"The report made by Field Representatives Peeps, after making his trip through the interior, bears out the necessity of such personal visitations. Our efforts to create these districts have been of little or no avail. A membership campaign was put on in the Fraser Valley with the result that 80 per cent. of the retailers of that district were affiliated to the R. M. A., and subsequently these branches met in conference at New Westminster and Chilliwack. The other sections of the Okanagan Valley are partially complete. Vancouver Island, entirely unsympathetic, Greater Vancouver, established but not very active.

Trade Sections.

"Most of the R. M. A. activities in future should be conducted through the trade sections, functioning through a provinical chairman with a vice-chairman and possibly a second vice-chairman, in every locality for every trade section.

"The branches could continue to function by having as their officers the local vice-chairman, who could elect a presiding officer for the year.

"All expenses for real activities would be met by local contributions, over and above provincial fees.

"The work of the B. C. Board should be carried on by the provincial executive of five officers, assisted by a larger and advisory committee, consisting of provincial chairmen of trade sections or their alternatives ,with these delegates so selected that each locality would be represented. This larger executive should meet five times a year if possibe, (say every sixty days). These meetings to be held at the provincial office. The provinical executive should have complete authority over all R. M. A. activities in this Province, subject to the authority of the provincial board. The provincial executive officers should not hold office in trade sections or locals.

Oriental Question.

"The members of this association should hold themselves in readiness to assist in showing the Honorable Charles Stewart the conditions affecting the Oriental problem of B. C., and to co-operate with the provincial office as required.

Influence on Election.

"The full strength of this association to be used to abolish the personal property tax. If it appears to the incoming executive that nothing short of opposing the Government in the by-election in Vancouver and Cranbrook will cause the abolition of this tax, then the provincial executive may at their discretion use the machinery of the association to nominate candidates and work for their election.

Sales Tax.

"The principle of the sales tax, particularly a tax computed at the point of distrution should be opposed and the Dominion Association be urged to have such a tax repealed, and advocate a system of taxation at the point of production or importation as is now used in customs and excise.

"All Dominion board meetings should be held at Ottawa," said the speaker.

"Wholesalers should be asked to confine their sales to those who buy for resale.

"'The B. C. Retailer' should be the property of the Provincial board when the profits accruing from it shall have paid out the original indebtedness assumed by the Vancouver branch," Mr. Crowder concluded.

Treasurer's Report.

Daryl H. Kent, who has acted in the capacity of treasurer for some years ren-

dered an account of his stewardship. Using neither a written report, and speaking without notes his address was characterized by its brevity, and after demonstrating the urgent necessity for curtailing expenditure in every possible direction and delineating the ever increasing calls upon the treasury, left it to Mr. Small of the firm of Rorie & Small the Association's auditors to expound the details of the financial standing of the association. Mr. Small's address further emphasized the difficulties encountered and submitted the opinion that many items coming under the heading of organization expenditure were purely and simply collection expenses and as such should be entered. He further suggested that as the present provinical office staff found it impossible, as at present organized, to give the necessary time and attention to the various accounts of the association, a competent accountant be appointed for this purpose.

Harvey Murphy, first vice-president of the B. C. Board followed and in a brief address commented on the report of the treasurer and auditor pointing out that the retailers who ran their business on a lucrative basis should organize to make a profitable thing of the association. Instead of a small deficit, as disclosed in the reports, he asserted there should be sufficient money at the end of the next fiscal year to invest in some profitable bonds to be of benefit to the association.

Mr. Murphy urged the assembly to realize the exceptional ability of their president and considered that every effort be made to retain his services for another term of office.

Luncheon Adjournment

At 1.15 the convention adjourned and visiting merchants repaired to the Dominion Hotel for luncheon where tables were set for over seventy-five guests.

Community singing and individual performances were heartily indulged in and appreciated and the spirit of camaraderie among the assembled retailers sped the luncheon hour to a cheerful conclusion. The luncheon speaker, T. Johnson Stewart, secretary Washington Merchants' Association was unfortunately prevented from attending but an instructive and interesting address on "The origin, and evolution of trade sections" by the provincial secretary (who jocularly bemoaned the inevitable roll which falls to the secretary to "fill in" on such occasions) was heartily applauded. Luncheon over president Stebenson of Victoria announced that sight-seeing cars were ready to take the guests to visit the Butchart gardens and some lively controversy occurred among those appointed to afternoon sessions of the committee work and who were thus prevented from indulging in this recreation. However matters were finally adjusted and the cars left the hotel at 2 p.m. loaded with contented sight-seers!

Harvey Murphy, Nanaimo, newly elected President, B. C. Board, 1922-3.

Oriental Immigration.

A resolution was submitted calling for the levying, of an assessment of Two Dollars per member to carry on the Association's fight against Oriental penetration.

This resolution was amended and as carried authorised the Executive to apply to the Dominion Board for permission to levy an assessment of Five Dollars per member for the double purpose of continuing Oriental exclusion activities and incidentally, wiping out the Association's deficit.

The Convention directed the Provincial Executive to nominate or endorse an independent candidate to run as a representative of the retail merchant at the forthcoming by-election at Vancouver, as a protest against the Personal Property Tax, if in the opinion of the Executive, such a step is deemed necessary and advisable.

Daryl H. Kent, Vancouver, elected 1st Vice-President, B. C. Board 1922-3.

Reorganization of Provincial Branch.

As touched upin in greater detail in this issue, a long discussion in committee took place on this subject and it is fully expected that the decisions reached will go far to making the Association's work in British Columbia of greater personal interest to the general membership outside the larger cities, who have, up to the present time by reason of the nature of the Provincial organization, failed to maintain personal contact with the work being done at the Provincial head office. This matter is the subject of an editorial article in this issue.

J. T. Crowder, past president of the organization, stated that everything in the way of persuasion and argument had been done with the government without result, and that the objectionable tax still remains. It seemed to him that the present government will only listen to political argument and he felt that the time had arrived when the retailers should put a candidate in the field in opposition to the government. We are opposed to business paying for the cost of schools, because business does not go to school. We are opposed to the personal property tax, but we are not opposed to taxation," Mr. Crowder declared.

Executive Officers Elected.

At the concluding session the following officers were elected for the coming year: President, Harvey Murphy of Nanaimo; first vice-president, Daryl H. Kent, Vancouver; second vice-president, Herbert Kent, Victoria; third vice-president, A. P. McDonald, New Westminster; treasurer, T. F. McDonald, Vancouver; representative on Dominion board, J. T. Crowder, Vancouver.

Sales Tax.

During the convention a great deal of time and thought were given to consideration of the sales tax and finally a unanimous resolution was passed declaring the tax unfair as at present levied. It was thought that this tax should not be applied at the point of contact between the producer and the consumer, but should be collected at the source of importation and manufacture. Representations will be made to the government along this line. A correct classification of retailers will be made and it will be urged that the retailer be relieved of the liability to collect the sales tax.

Pedlar's Licences.

Another resolution provides for taking steps to protect the retailers in unorganized districts against the competition of pedlars. It was held that pedlars should pay a licence tax to or greater than the retailer. A fight will be made for protection against Chinese laundry competi-

tion, it being pointed out that the laundries operated by white men were handicapped through the long hours the Celestial conducts business.

The motion by Victoria delegates that the provincial offices of the Association be transferred from Vancouver to Victoria was defeated.

Official Banquet.

The annual official banquet of the association was held at the Veterans of France clubrooms after the afternoon session, when community singing was led zq Bob Webb, and an address was given by Dr. W. J. Hindley, educational director for the Washington State Retailers Association, Seattle. His subject was "Who is responsible for present merchandising problems?" and he declared that the modern methods of housekeeping are chiefly responsible for the high cost of distribution.

After the banquet the most successful convention, since the inauguration of the R. M. A. in the province of British Columbia was brought to a close.

T. F. McDowell, Vancouver, elected Treasurer, R. M. A. executive 1922-3.

Oriental Immigration

Secretary Hougham's Report to Convention

This resolution dealing with this subject was one of the most important at last year's convention as it dealt with Oriental Penetration. In this connection as was the case also with the Personal Property Tax issue, the membership has been frequently advised by special bulletins of the activities of your Association, but in addition to the information thus supplied, it is necessary that emphasis should be placed upon the very satisfactory progress made to date. The word "satisfactory" is necessarily a relative term, and must be considered in its relation to the magnitude of the question involved. Further it must be recognized that up to quite recently no other part of Canada has given any serious attention to this subject as it has been considered an exclusively British Columbia problem. Your delegate to the Convention at Winnipeg last year presented the resolution passed by your Provincial Convention at Duncan, amplifying it with considerable amount of descriptive data which gained nation-wide publicity, some of the information being reprinted in journals as far east as New York. Your Dominion Board adopted the resolution submitted by this Board with enthusiastic satisfaction of having delegates from as far East as Quebec and the Maritime provinces, some of whom were Members of Legislatures in that part of Canada, say to him afterwards that this was the first time that they had ever heard the question of Oriental Immigration into Canada presented with so many convincing arguments and satistics. The Dominion Board having thus made this question of Oriental penetration a national issue, so far as the retail trade is concerned, it became the duty of your Dominion Executive Council to use all its influence to impress the view point of the retailers of Canada in this connection upon the legislature at Ottawa.

McQuarrie's Resolution to the House

An opportunity for the exertion of this pressure presented itself on the occasion when Mr. W. G. McQuarrie, K.C., M.P., presented this resolution to the House, calling for total exclusion of further Oriental Immigration into Canada. Your Provincial Executive placed the machinery of the organisation at the disposal of Mr. McQuarrie and asked Dominion Secretary Trowern to cooperate with him to the fullest extent in influencing the individual Members of the Legislature to give serious attention to the subject when it was debated on the floor of the House. Data that is available for the inspection of any delegate to this Convention will show that every Province in Canada, acting under the instructions of Dominion Secretary Trowern had all its branches wire their respective members, requesting their support of the McQuarrie resolution.

Co-operation Afforded by Province.

Branches in this Province also cooperated in a similar manner, while your Provincial Executive left no stone unturned to influence public opinion, particularly through the medium of organised public bodies. Conspicuous among the successes of this particular feature of the campaign was a meeting held at Nanaimo in the G. W. V. A. headquarters under the auspices of the Nanaimo branch, which was attended by a capacity audience. Your Provincial President, accompanied by the Past President McDowell, Chairman Harkness of the Grocers' Section of the Vancouver branch, Mr. Hartle of the Merchant Tailors' Section, Capt. T. G. Macaulay, at that time Secretary-manager of the Asiatic Exclusion League, and your Provincial Secretary, went over to Nanaimo for the meeting, and the net result of their efforts was that not less than sixteen organisations at Nanaimo, all the way from the G.W.V.A. and various woman's organisations, to the City Council wired their member at Ottawa, and also the Premier in connection with this matter. Your provincial office also covered the Honorable W. L. McKenzie King, and the Minister of Immigration with an official statement of the position in terms of citizenship rather than retail merchandizing, and a copy of our communication appears in Hansard of Monday, April 8th, which was the date upon which the resolution was debated. We have letters from Mr. McQuarrie congratulating the Association upon the magnificient support it afforded him upon this eventful occasion, and there is no possibility of doubt as to the influence the Association brought to bear upon the House of Commons, individually and collectively, through the interprovincial and national character of the Association of which you are members.

Attitude of Immigration Department

In order that this convention may know precisely what is in the minds of the Premier and the Minister of Immigration, who are necessarily the two Ministers chiefly responsible for Federal Immigration policy, I

desire to call your attention to the following, which is a reprint from Hansard of that date and is a striking demonstration of the attitude of the present Federal Government.

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

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

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

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

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

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

The official amendment of the Government having been carried, the next obvious duty confronting your Provincial Executive was to use all possible influence to acquaint the Minister of immigration with the facts of the situation in this Province, if possible at first hand.

Co-operation of Attorney-General.

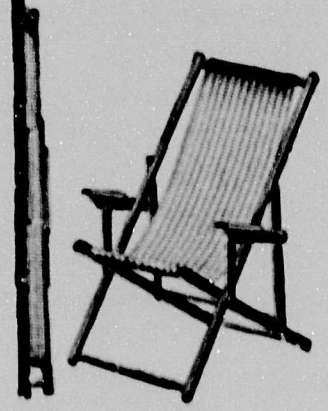
With this idea in mind the co-operation of the Hon. A. M. Manson, Attorney-General for this Province, was sought and obtained. Your Provincial Executive met Mr. Manson in Victoria on Wednesday, May 17th, and presented the case to him in such a way as to arouse his enthusiastic congratulations upon the completeness of the work done by the Retail Merchants' Association to date on this issue.

In view of the fact that the Provincial House had unanimously passed a resolution similar in intent to that called for by the Federal House committment, and also in view of Mr. Manson's well-known personal views upon it, it was thought advisable that Mr. Manson should suggest to the Minister of Immigration that he would postpone the formulation of a policy of "effective restriction" until after he had had an opportunity of visiting British Columbia and get a first hand acquaintance of the magnitude of this question. Mr. Manson readily adopted this suggestion and covered the provincial office with a copy of the exchange of telegrams between himself and the Minister of Immigration.

The Minister gladly accepted the suggestion of the Attorney-General and correspondence is now being exchanged between the Honorable the Attorney-General and your Provincial office with a view to planning an itinerary for the Honorable the Minister of Immigration when he arrives in B. C., which will be in the immediate future.

Right Now! there's a big demand in your town for these

Folding Chairs and all Camp Furniture—



write at once—get your share of the business

The folding reclining chair illustrated herewith is a big seller. It retails at the low price of $3.00—a price so moderate that you have every opportunity to anticipate a real volume of sales once you thoroughly acquaint your customers with this chair. We advise you to write at once for our catalogue and dealers prices—The selling opportunities for light folding furniture were never better than they are right now.

SEND FOR OUR CATALOGUE AND DEALERS' PRICES

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

"Gold Medal" Camp Furniture — "Pioneer Brand" Canvas Goods

News of the Trade

M. E. Eagleson of Lillooet is reported to be opening general store at that point, to be known as Eagleson & Holmes.

Burnaby Trading Co. at McKay, is reported to have sold out dry goods department to Miss Sharp.

Sheldon & Gibbons Co. Ltd., at Nanaimo are reported to have discontinued business (tailors and men's furnishings.)

Hermans Ltd., women's ready-to-wear, of Vancouver are said to be seeking an extension of nine months.

International Chemical Co. Ltd., Vancouver—To be wound up. B. Hewitt appointed liquidator, meeting of creditors held.

Ladyware Ltd. women's wear, etc, Vancouver, stock reported acquired under agreement by Hermans Ltd.

Law, the Druggist, Ltd. is reported succeeded by Pacific Drug Stores Ltd.

J. A. Bertois (Est.) of Cascade—Tenders advertised for purchase of assets--(general store).

A. G. Russell, general store at Huningdon, is reported sold out to P. H. Dawson & Co.

S. Caldwell of Keatings, grocer, has sold out to W. Duck.

C. J. McDonald, general store at Mayne Island, is reported to be selling out. Possession Sept. 2, 1922

A. S. Ulrich, grocer of New Westminster—Reported, sold out.

Orr & Allan, 2085 Yew Street are the successors of S. E. Burgess.

W. A. Cameron has succeeded A. S. Ulrich at Sapperton, B. C.

A. Davidson, grocer, succeeds Geo. Goddard, 3307 Patterson Ave. Central Park.

P. H. Dawson is successor to A. G. Russell, Huntingdon, B. C.

P. A. Liggett is successor to J. G. Hadden, grocer, at High River, Alta.

Canadian Commercial Co. Ltd., of Vancouver has assigned to A. P. Foster.

R. E. Berry Ltd., druggist of Vernon—reported negotiating for sale of business.

Robt. Watson (boots and shoes), Victoria has assigned to P. Woolaston.

F. J. Seager, grocer, of Lucerne is succeeded by T. H. Hutchings.

J. N. McLeod now operates Labelles grocery at 2122 41st Ave. W., Kerrisdale.

A. D. Stroyler & Son, are successors to McCausland & Spence at Gandrod, B. C.

S. S. Burgess, grocer of Vancouver has sold out.

C. H. Wike grocer, formerly of E. Boulevard, Kerrisdale, is now located at Oak Street.

McDonald's grocery, Cranbrook, is now known as McDonald & Leask.

Cedar Cottage Grocery is the new style of the store formerly operated by J. Primean at Cedar Cottage.

S. Walter's grocery at 1388 Kingsway is now Walters & McKinley.

Billerton Bros. are located at 714 Davie St. Vancouver the former stand of the city meat market.

J. A. Younge & Co. is the new style of the grocery store, formerly known as Yonge Bros. at Cambrose.

W. G. Chappell is successor to A. H. Hodge at Caulfield.

Henry R. McKenzie, formerly general manager for Cudahy Packing Co. of Canada, manufacturers of "Old Dutch Cleanser" Soaps, etc., and latterly managing director of the Dominion Chocolate Co., has joined Harold F. Ritchie & Co. Ltd., and is in charge of the sales of their chocolate department.

Pritchard's Grocery, Vancouver—Auction sale of stock advertised.

W. H. Walsh (estate) Assigned to C.C.M.T.A. meeting of creditors held (grocer).

E. E. Richards, grocer of Victoria has sold out to A. Terry.

Peter Ormiston (boys outfitter), reported discontinuing business.

Dewitt Mercantile Co. general store at Bridesville—Reported sold out to Ames Co.

Koksilah Merchants Ltd., have applied for change of name to Cowichan Bay Stores Ltd.

Robt. Pegg is reported to have purchased Blackhalls grocery at Kerrisdale.

D. W. Hambury, bakers of Victoria—Creditors meeting held.

W. E. Adams of Marpole is reported to have sold his hardware business to Kline & Hooper.

Geo. Hassell, grocer of North Vancouver has sold out to R. Nursey.

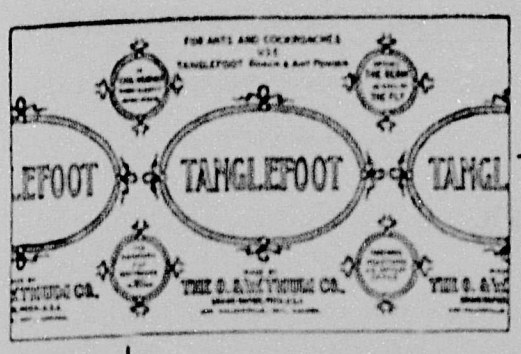
The Bungalow Confectionery Limited of Vancouver has assigned to F. J. Carter.

FOR THE PESSIMIST.

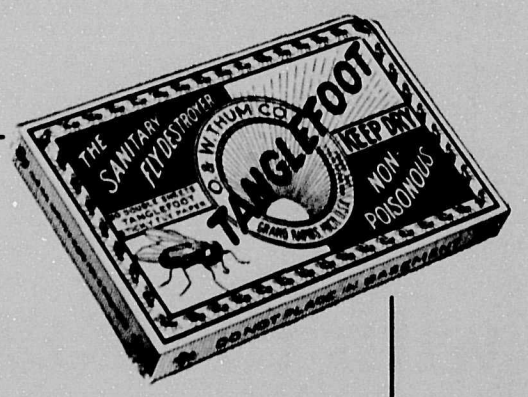
Those who cannot reconcile themselves to the fact that the business outlook is daily becoming more satisfactory, will doubtless glance with envy at the factors enumerated below, indicating as they do that such a statement is not the prophesy of idealism.

Cheap money.
Abundance of credit.
Demand for new securities.
Decreasing debts.
Good crop prospects.
Greater labor efficiency.
Increasing employment.
Heavier railway traffic.
Extensive ordering of equipment.
Firmer foreign exchange.
Price level steadier.
Less timid ordering by merchants.
Bare shelves.
Building booming.
Record sales of automobiles.
Rubber trade doing better.
Demand for copper.
Copper prices strengthening.
Oil industry very active.
Electric business expanding.
Cotton consumption gaining.
Shoe industry active.
Sugar market rising.
Advertising forces being enlarged.
Helpful dividend news.
Fewer deficits reported.
Public utilities recovering.
A few wage advances.
Mail order sales larger.
Farm machinery in demand.
New incorporations more numerous.
Commercial failures decreasing.
Postal receipts heavier.
Shipping less pessimistic.
Confidence becoming more general

Cotton, according to the latest U. S. government reports, is approaching the pre-war balance of consumption against production. For the year ending this month, consumption will be within 1,000,000 bales of 1913-1914, the record year, and representing an increase of 25 per cent over the consumption during the year ending June, 1921.



A Valuable Impression



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

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

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

ALL SPORTING GOODS HOUSES SHOULD SELL THIS BOOK

Rod *and* Creel in British Columbia

BY A. BRYAN WILLIAMS

164 pages, cloth bound, fully illustrated.

CONTENTS.

Introductory.
The Sporting Fish of B. C.
Fly Fishing for Salmon.
Trolling for Salmon.
Spinning for Salmon.
Trout Flies, (with illustrations of 24 in colors).
Fly Fishing for Rainbow, Cut-throat, etc.
Trolling for Steelhead in the Lakes.
Bait Fishing.
On Playing and Landing Fish.
The Care of Fish after Caught.
Some Hints on Knot Tying and Hooks.

WHERE AND WHEN TO FISH—Being a description of various streams and lakes throughout British Columbia, giving means of access, accommodation, kind of fishing, etc.

Vancouver and Vicinity.
The Lower Mainland Coast.
Victiria and Vicinity.
Vancouver Island.
Along the Pacific Great Eastern Line.
Along the Canadian Pacific Line.
Prince Rupert and Vicinity.
Kamloops and Vicinity.
Along the B. C. Electric Line
Along the Kettle Valley.
The Columbia Valley.
The Crows Nest.
The Okanagan.
The Grand Trunk Line.
Nelson and the Arrow and Kootenay Lakes.

PRICE, $2.00 less 25% to dealers.

Send us a trial order. We will purchase books in good condition not sold.

PROGRESS PUBLISHING CO. LTD.
London Building, VANCOUVER, B. C.

Display——

An appetizing summer dish and so economical.

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

From your jobber or

Kelly Confection Co. Ltd.

VANCOUVER. B. C.

What is the Grocer going to do with the Russian Ruble of the Grocery Business ?

ANY banker can tell you that the **Russian Ruble** business is terribly dull. **Why? No** demand!

An artist, with a peculiar sense of humor and too many Rubles, decorated his studio with a few thousand of them. He thought they were cheaper than wall paper.

And in many grocery stores throughout the country, one can find another unique, but costly wall decoration—unadvertised and unknown brands of grocery products.

You won't find **POST TOASTIES, GRAPE-NUTS, INSTANT POSTUM** or **POSTUM CEREAL** inactive on the shelf of the retail grocer—because the **Canadian Postum Cereal Company** guarantees the sale as well as the quality of these four popular products.

When a concern like the **Canadian Postum Cereal Company, Limited,** guarantees, it knows pretty well what it's doing.

A year-round publicity policy—systematic and uninterrupted—together with quality of the highest degree at reasonable prices to the consumer, insures **Consumer Demand. That** assures the **Canadian Postum Cereal Company** that their Guarantee Policy is a safe one.

So you see,

"There's a Reason."

Canadian Postum Cereal Company, Ltd.

Windsor, Ontario

Obituary.

Widespread regret has been evidenced throughout the entire business community, at the death of Robert Kelly, head of the wholesale firm of Kelly Douglas and Company, which occurred in Vancouver June 23rd last.

The late Mr. Kelly had resided in Vancouver since 1887 and was one of those able business men who assisted in establishing the nucleus of Vancouver's prosperity. Born in Russell County, Ontario sixty years ago, "Bob" Kelly, as he was familiarly known, arrived in the west when comparatively a young man, and joined the firm of Oppenheimer Brothers, as traveller. In the early nineties, Mr. Kelly opened a small retail store on his own account, but shortly after joined Wm. Braid, in the firm of Braid and Kelly. In 1896 the firm of Kelly Douglas and Company was established which organisation owns and operates one of the largest wholesale grocery establishments in the Dominion.

NEW INCORPORATIONS.

National Canners Ltd., 506 London Bldg., Vancouver. $50,000. Preserving, canning, curing, smoking fish.

The Van Loo Cigar Co. Ltd., 140 Water St., Vancouver. $50,000. Manufacturers of and dealers in tobacco, cigars, cigarettes, etc.

FWD Motor Trucks Ltd., 608 Bank of Nova Scotia Bldg. Vancouver. $25,000. Transportation by motor trucks.

Arctic Fur Traders Exchange Ltd., 1008 Credit Foncier Bldg., Vancouver. $100,000. Fur traders.

Pinner-Bartiff Motors Ltd., 1294 Granville St., Vancouver. $75,000. Taking over the Pinner-Bartiff Motors.

Love's Cafe Ltd., 925 Granville St., Vancouver. $15,000. Restaurant and hotel keepers.

The Ritchie Supply Co. Ltd., Suite 31, 559 Pender St. W. Vancouver. $50,000. Wholesale and retail merchants.

Pepper's Pure Sausage Co. Ltd., 806 Robson St. Vancouver. $10,000. Taking over Pepper's Pure Sausage Co.

Western Shell Fisheries Ltd., 724-5 Birks Bdlg., Vancouver. $25,000. Fishing, canning and packing.

Simpson & Gowans Ltd., Summerland. $10,000. Importers and exporters.

The Inter-Empire Trade Development Co. Ltd., 1012 Metropolitan Bldg., Vancouver. $25,000. Importers, exporters, commission agents and brokers.

Sheldon, Gibbons Co. Ltd., Nanaimo. $15,000. Wholesale and retail dealers in men's furnishings.

R. K. McINTOSH HONORED

Genial General Manager Made Vice-President of The Canadian Postum Cereal Co. Ltd.

Mr. R. K. McIntosh, General Manager of the Canadian Postum Cereal Co. Limited, Windsor and Toronto, was elected Vice-President of the Company at a recent meeting of the Board of Directors.

Mr. McIntosh, who has ably managed the Company's affairs for the past year, is well known in the cereal business in Canada, and is extremely popular in the wholesale frocery trade from coast to coast. Shortly after his appointment to the post of general manager, he was made a director of the company, in recognition of his ability and genius for organization.

"R. K." as he is familiarly known to a wide cirlcle of friends in every section of the Dominion, was for five years general manager of the Battle Creek Toasted Corn Flake Co., of London, and, prior to his connection with that firm, was owner of the business of P. McIntosh & Son, oatmeal millers, of Toronto.

He is a member of the Toronto Board of Trade, the Rotary Club, Granite Club, and Thornhill Golf and Country Club.

A cotton-spinner, an English magazine says, after many fruitless attempts to get a manufacturer to settle his account, wrote him a letter couched in very strong terms. The pair met the following day, and the manufacturer protested against the language used in the note. "Every account I get," he explained, "is thrown into a basket, and once a month I dip my hand in and draw out four bills. Those four are paid. Now, if I get any more impudent letters from you, your bill won't even get into the basket."

"INGERSOLL"

CREAM CHEESE

Spreads Like Butter

Profit to the Dealer.

Satisfaction to the Consumer

Urquhart & Co. Ltd.

Distributors.

98 Powell Steet, Vancouverr

Phone Seymour 4200

In every centre of population in the lower part of the province is a telephone exchange and an organization of skilled workers to facilitate commerce. Every circuit must be tested; every inch of wire watched and kept in repair; every switchboard operated day and night. Not only that, but there is always new construction to meet the increasing needs of the telephone-using public. Crews of linemen and cablemen, and installers of every kind of telephone equipment carry on this work as the province progresses.

B. C. TELEPHONE COMPANY

YOUR OWN FIELD

The selling of Yeast-for-Health in foil-form is confined to you—the grocer.

Till this golden field!

Fleischmann's Yeast

is a year-round food—with no slack season.

For summer selling—
Keep it cool—Keep it dry!

The Fleischmann Company

Fleishmann's Yeast
Fleishmann's Service

Your Customer Will See This

It is the illustration of one of the new series of distinctive advertisements which will appear during the next three months in leading papers of British Columbia.

There's a strong selling talk goes with it which carries a real message to users of Carnation Milk and to those who have never tried it.

These advertisements will help focus public attention on this modern necessity and will enable **you** to sell more Carnation Milk.

The growing popularity of Carnation in Canada is an expression of the appreciation which the people of the Dominion have of this made-in-Canada product. Its rapid turn-over makes it one of your most profitable items of stock—one that it will pay you to push consistently.

Be sure your displays tie into the advertising campaign in order to profit most from it.

Our salesmen will supply you with any additional display material you may need or you may send a request direct to

Carnation Milk Products Company

Limited

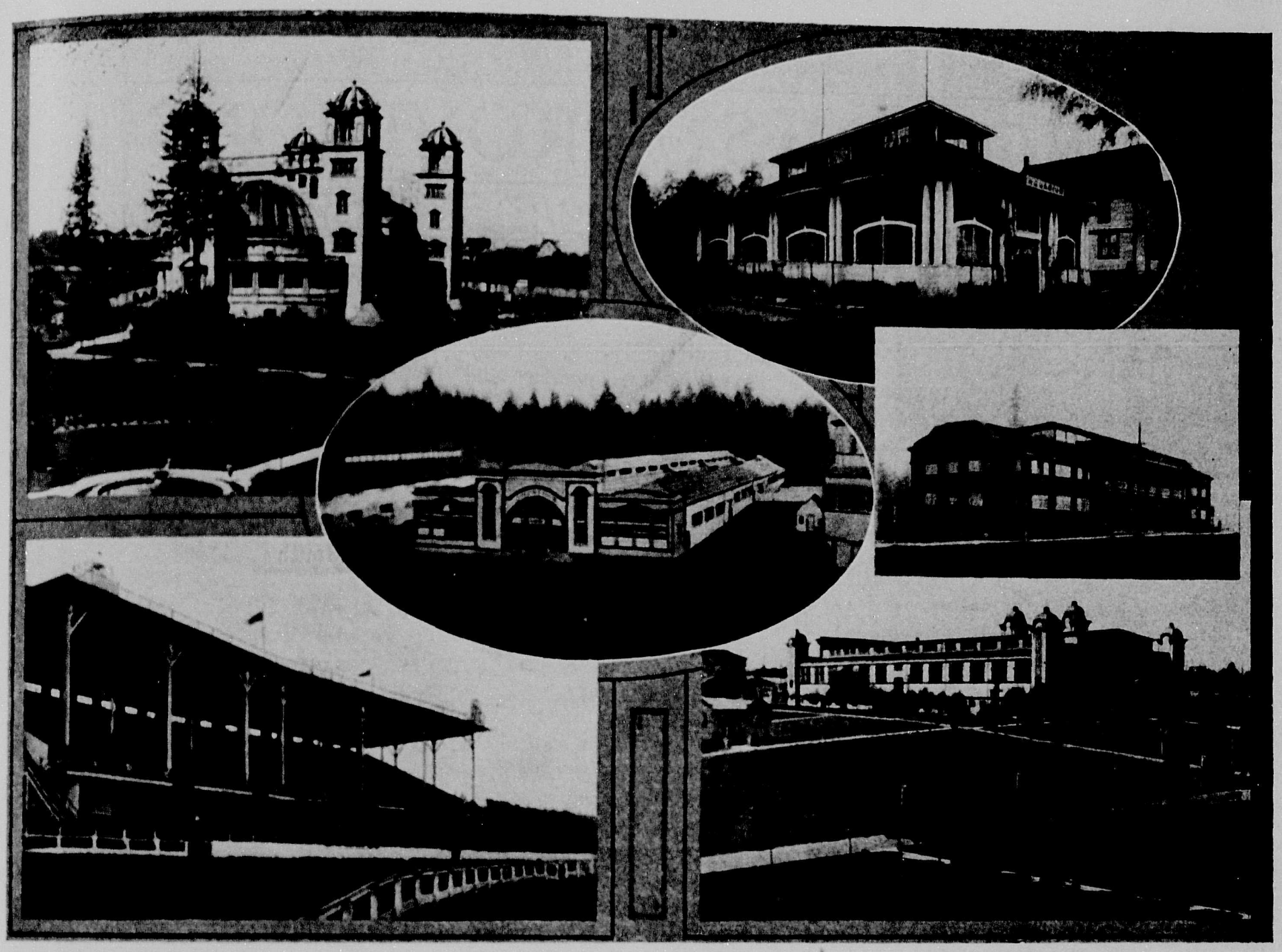
134 ABBOTT ST., VANCOUVER, B. C. 534 YATES ST., VICTORIA, B. C.

Two Condenseries in Canada.

Carnation Milk

"From Contented Cows"

The Label Is Red and White
Made In Canada



Sectional views—buildings and grounds Vancouver Exhibition.

VANCOUVER EXHIBITION.

On Saturday, August 19, the gates of the Vancouver Exhibition grounds will swing open for the start of what is expected to be the greatest exhibition the West has ever known. Hon. Arthur Meighen, ex-premier of Canada and leader of the opposition in the House of Commons at Ottawa, will officially open the fair. Until the close on August 26 the programme will be crowded with pleasures of all kinds including sports, shows, automobile and horse racing, spectacular acrobatics and merry-go-rounds and roller coasters. The feature of the exhibition will, as usual, be the educational exhibits entries already made guaranteeing it to be of an exceptionally interesting character.

The local retailers have offered every assistance in furthering the success of the exhibition. Tickets will be obtainable at many retail stores in the city and every kind of publicity will be given to the venture.

GOODWILL RETAINED.

Carnation Milk Features Klondike Gold Rush in Forceful Ad. Campaign

The lure of the "Trail of '98" and the days of the great Gold Rush have been featured as a timely tie-up, because of the celebrations of the twenty-fifth anniversary of the first gold shipment from the Klondike, as the opening gun of a new campaign which the Carnation Milk Products Company is starting in British Columbia.

A sixty-inch advertisement in leading newspapers in the Province shows interesting views of the packers ascending the Chilkoot pass; sledging across Lake Bennett; Avery's store at Sheep Camp; and an old scene in Dawson. "Affections of Sourdoughs Won in Gold Rush and Still Retained" is the caption of the story which tells how Carnation was a part of the equipment of the miners who opened up the treasury of the North and how it has been the general milk supply for that region ever since.

Attractive pictorial window posters have also been provided for dealers so that they can tie up their stores with the newspaper advertising and impress upon the public the fact they are some of Carnation's "Modern Milkmen."

During this campaign which will last intensively for three months, dealers have been urged to make liberal use of window and counter display material which will be provided in order that they may reap the greatest possible value from the general advertising in the papers.

It is surprising how one's grievance against a competitor is minimized when the matter is frankly discussed in person. Also, how readily it resumes its original immensity after the conference is a few days old. Which proves that it is dangerous to live too much alone. Man, especially business man,is bad company for himself and trade association meetings are, therefore, absolutely essential to even temper and open mind.

GROCERIES & PROVISIONS

GENERAL BUSINESS CONDITIONS.

Business in the retail grocery sections shows a very marked improvement during the month of June and early half of July, notwithstanding the usual summer exodus of city folk to summer camps and resorts. Unemployment is practically nil. With a little more money in circulation, collections are slightly better.

The continued dry spell is having a depressing effect on merchants in those sections of the province, where crop conditions are not so bright. It is estimated that the strawberry and raspberry tonnage this year will show quite a big decrease over last year. The fruit crop throughout the province, on the other hand, looks very bright, but unless there is more moisture before the ripening stage arrives, there will be a tendency for tree fruit to run to small sizes.

Sugar: The demand is usually heavy during the preserving season and the increased demand all over the world has had a tendency to advance prices on this commodity. Local prices have advanced from the low level of $6.40 per 100 lbs. for granulated on May 29th, to $7.45 per 100 lbs. at present, an advance of $1.05 per 100 lbs. The present price will probably prevail during the next three months, although the condition of the world's sugar market may make further advances necessary. Retailers are well advised to keep at least thirty days supply on hand. Lower prices on fresh fruit and preserving jars along with the almost normal price of sugar, will mean a big demand for preserving purposes.

Canned Fruit: With the exception of strawberries, raspberries and gooseberries, it is too early yet for the canners to give an estimate of this year's pack. It is anticipated, however, that it will be considerably more than the average, especially on canned vegetables. Old stock is cleaning up well and wholesalers are ready and waiting for new supplies. California fruit prices just named are practically the same as last year. Lower exchange prices will mean slightly lower prices locally.

Dairy Products: The continued dry weather is seriously curtailing the products of milk, both here and in Eastern Canada. Already cheese and butter have advanced and an advance in the near future on canned milk is not unlikely.

Rice: California new crop rice prices have just been issued showing an advance of $7.50 per ton over old crop. This price will be on the market about August 1st.

Jam: New season prices on strawberry and gooseberry jam in four-pound tins have been named. They are $10.25 per dozen for strawberry and $9.50 per dozen for gooseberry. Prices on other varieties have not yet been made.

Business on summer specials such as olives, pickles, salad dressing, sardines, canned meats, is very brisk. The wise retailer is featuring these lines.

Fruit Jars: The demand for fruit jars and preserving accessories is exceedingly heavy this year considering the fact that strawberries and raspberries are the only preserving fruits on the market yet. The prevailing prices on jars are as follows.

	Per Gross.		
	Pt.	Qt.	½ Gal.
Perfect Seal	$13.50	$16.50	$23.50
Economy	15.75	18.15	25.00
Wide Mouth Mason	15.75	18.15	25.00
Narrow Mouth Mason	11.65	14.10	20.80

Dried Fruit: Prunes are cleaning up rapidly with some sizes short. Prices on new crop just named for September delivery are slightly lower than last year. Apricots and apples are also short locally while limited stock is procurable in Californit. The prices asked make this item prohibitive.

DRIED FRUIT SITUATION.

Present indications are that there will be a very small production of dried apricots in California during the coming season.

Not only is the crop far below normal as a result of severe frosts just as the buds were beginning to appear on the trees and of the destruction caused by brown rot disease and other fruit pests, but canners have been offering exceptionally high prices for canning fruit.

Even at the high prices which the growers are receiving for their apricots a large part of the crop will be disposed of in this way and only a very limited amount will be dried.

The situation existing in the dried apricot market this year is just the reverse of that which prevailed at

The Manufacture of
WHITE STAR YEAST CAKES
Is superintended by an expert of 25 years
Yeast Cake manufacturing experience
Reliable——No Experiment
Every Package Guaranteed
3 DOZ. CARTONS TO BOX
A. MACDONALD & CO., Wholesale Grocers VANCOUVER, B.C

this time a year ago. Then canners were practically out of the market and the growers were planning on drying more than half of their crop.

Today, the 1921 dried apricot crop production is entirely cleaned up and growers are counting on drying only a small part of their crop which they cannot sell to the canners.

The latest crop reports show that there will be considerable increase in the Southern California apricot production this year, about the same as last year in the San Joaquin valley and a slightly larger yield in the Santa Clara valley and Vacaville districts.

PRUNE CROP ESTIMATED 75 Per cent Normal.

California's 1922 prune crop will be between 70 and 75 per cent of normal, W. S. Clayton, president of the First National Bank of St. Jose, declared as the result of reports received by him from prune-growing areas throughout the state. Present prospects for a crop below normal, he said, justified a price of 8½ cents a pound.

"Developments of the next two weeks may make it not at all unlikely that 9 and 10 cents a pound will prevail," he said.

Euclid defined a straight line as being the shortest distance between two points, and some sage has said that the longest way round is sometimes the shortest way home. Both, of course, are right. The straightest line in business is the shortest distance between your product and the consumer, eliminating waste and guess work, while the shortest way home to profits in business is the route that uses the best method, regardless of a little extra expense, to find the actual cost.

J. A. Tepoorten
LIMITED
WHOLESALE
DRUGS
PATENT MEDICINES
DRUGGISTS' SUNDRIES
PHARMACEUTICAL PREPARATIONS
308 Water St., Vancouver, B. C

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.

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IDEAL CONE COMPANY
Manufacturers of
ICE CREAM CONES
Purest Made. Cost Less.
335 PRINCESS AVENUE
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.

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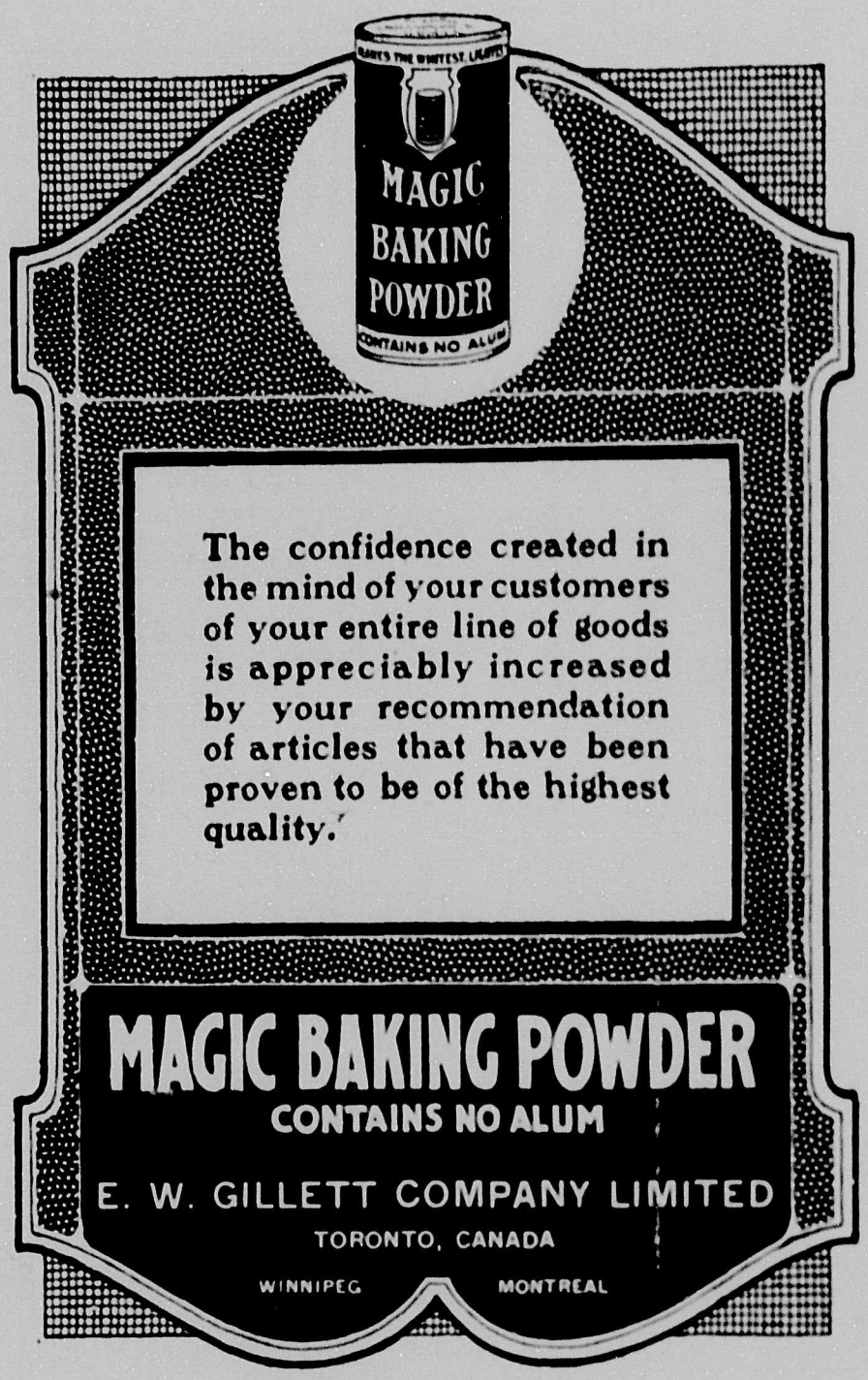


90 per cent of

STEVENSON'S QUALITY BREAD

IS SOLD BY

RETAIL GROCERS

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

Phone Fairmont 227

VANCOUVER, B.C.

GROCERY PRICES CURRENT

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

RAMSAY BROS. & CO., LTD.

Family sodas, packages, per dozen	$ 2.40
Cream sodas, 2s, tins, each	.40
10c Cream Sodas, packages, doz.	.96
15c Cream Sodas, packages, doz	1.35
10c Assorted Sweet Biscuits, packages, per doz.	.96
15c Assorted Sweet Biscuits, fancy carton, per doz.	1.35
Chocolate Bars, assorted kinds, 2 doz. to a box, per box	.90

E. W. GILLETT CO., LTD.

Royal Yeast—

	per case
3 doz. pkgs. in case	2.05

Perfumed Lye—

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

Magic Baking Powder—

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

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

Caustic Soda (Granulated)—

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

Cream Tartar—

	per doz
1lb. cans, screw covers (doz. in case)	9.15
¼ lb. paper pkgs. (4 doz. in case)	$2.05
½ lb. paper pkgs. (4 doz. in case)	3.95
	per case
4 doz. ¼ lb. paper pkgs; 2 doz. ½ lb. paper pkgs., assorted	15.85
	per doz
½ lb. case with screw covers (4 doz. in case	3.05
5 lb. square canisters (½ doz. in case)	.72¾
10 lb. wooden cases	.64½
25 lb. wooden pails	.64½
100 lb. lined kegs	.59¾
360-lb lined barrels	.58½

Magic Soda—Case No. 1—

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

Bi-Carbonate of Soda—

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

KELLY, DOUGLAS & CO., LTD.

Nabob Products

Alum, ¼s, doz.	.75
Borax, ¼s, doz.	.75
Tartaric Acid, ¼s, doz.	2.50
Baking Powder, 48 12 oz., doz.	2.65
Baking Powder, 48 16 oz., doz.	3.75
Baking Powder, 12 2½s, doz.	3.30
Baking Powder, 6 5s, dozen	15.10
Celery Salt, glass, doz.	.90
Coffee, 1s, lb	.52
Coffee, 5s, lb.	.61
Cream of Tartar, ¼s, doz.	1.75
Baking Soda, 60 1s, case	3.30
Baking Soda, 24 ½s, doz.	.60
Custard Powder, doz.	.95
Quick Tapioca, doz.	.95
Chocolate Pudding, doz.	.95
Allspice, No. 3, tins, doz.	.95
Chili Powder, small, doz.	.95
Cinnamon, 2 oz. tins, doz.	1.05
Cayenne Pepper, 3 tins, doz.	1.15
Cloves, small, doz.	1.15
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.	.80
Fruit Colors, 2 oz., doz.	1.75
Icings (Chocolate, Rose Pink, Lemon, Vanilla, White, Almond, Orange), doz.	1.25
Jelly Powder, doz.	.90
Mustard, ¼s, doz.	2.40
Mustard, ½s, doz.	4.75
Mustard, 1s, doz.	9.50

Castor Oil, 2 oz., doz.		1.25
Castor Oil, 4 oz., doz.		2.00
Salt Petre, ¼s, doz.		**1.60**
Sulphur, ¼s, doz.		**.75**
Tea, Green Label, 1s lb.		.53
Tea, Green Label, ½s, per lb.		.54
3s, lb. packages		.51
5 lb. packages		.50
Tea, de Luxe, Afternoon, 1 lb.		.72
Tea, de Luxe, Afternoon, ½s, per lb.		.73
Lemonade Powder, doz.		2.25
Vinegar, doz.		2.75

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

Arrowroot		
12/4 oz ctns.	per doz.	1.40
12/8 oz	per doz.	2.75
Baking Powder		
48/12 oz.	per doz.	2.90
12/2½s	per doz	9.35
12/5s	per doz.	16.85
Baking Soda		
12/4 oz. ctns	per doz.	.45
12/8 oz. ctns	per doz.	.60
Coffee		
48/1s	per lb	.52
Cream of Tartar		
4 oz ctns	per doz.	1.90
8 oz ctns	per doz.	3.75
Custard Powder		
4 oz. ctns	per doz.	1.00
8 oz. ctns	per doz.	1.90
Drug Sundries		
Borax, 12/4 oz.	per doz.	.80
Epsom 12/4 oz. ctns		.50
Sulphur, 12/4 oz. ctns	per doz.	.60
Extracts (all flavors)		
12/2 oz	per doz.	2.50
12/4 oz.	per doz.	4.75
8 oz	per doz.	9.00
16 oz	per doz.	17.00
25 oz	per doz.	24.00
½ gallon	each	5.60
gallon	each	10.50
Glycerine		
12/2 oz bts.	per doz.	1.75
12/4 oz bts.	per doz.	3.25
Honey		
24/8 oz jars	per doz.	2.40
24/13 oz jars	per doz.	3.50
24/2s tins	per doz.	6.00
12/4s tins	per doz.	11.50
Jelly Powders (all flavors)		
12/4 oz	per doz.	95
Lemonade Poyder		
12/4 oz ctns	per doz.	1.25
12/8 oz ctns	per doz.	2.25
Mustard		
12/3s tins	per doz.	1.65
12/8s oz tins	per doz.	4.50
24/1s tins	per doz	8.50
12/5s tins	per lb	.60
Spices and Seasonings		
Allspice 12/3 tins	per doz.	95
Cinnamon 12/3 tins	per doz.	1.05
Cloves 12/3 tins	per doz.	1.25
Curry Powder 12/3 tins	per doz.	1.35
Chili Powder, Cloves 12/3 tins	per doz.	1.35
Ginger12/3 tins	per doz.	1.05
Mace 12/3 tins	per doz.	1.35
Marjoram 12/3 tins	per doz.	1.10
Mint 12/3 tins	per doz.	1.10
Nutmeg, 12/3 tins	per doz.	1.10
Paprika 12/3 tins	per doz.	1.15
Parsley 12/3 tins	per doz.	1.10
Pastry, Mixed 12/3 tins	per doz.	1.10
Pepper, black 12/3 tins	per doz.	.95
Pepper, cayenne 12/3 tins	per doz.	1.15
Pepper, white 12/3 tins	per doz.	1.10
Poultry Dressing 12/3 tins	per doz.	1.00
Sage, ground 12/3 tins	per doz.	1.00
Sage, rubbed 12/3 tins	per-doz.	1.00
Savory 12/3 tins	per doz.	1.00
Thyme 12/3 tins	per doz.	1.00
Tumeric 12/tins	per doz.	1.00
Whole Cinnamon 12 ctns	per doz.	.45
Whole Nutmeg 12 ctns	per doz.	.45
Whole Pickling 12 ctns	per doz.	.90
Celery Salt, taper bots.	per doz.	2.10
Curry Powder, taper bots	per doz.	2.25
Tea		
100/1s	per lb	.53
50/½s	per lb	.55
20/1s and 20/½s assorted	per lb	.54½
12/5s	per lb	.56
Vinegar		
24 qts	per doz.	2.75

P. BURNS & CO., LTD.
Shamrock Products

Hams, per lb	.38
Hams, boned and rolled per lb	.42
Bacon, 6-8, per lb	.44½
Dominion Hams 12-16lbs.	36
Dominion Bacon, 6-10 per lb	37
Dominion Bacon, 10-14, per lb	.35
Dominion Shoulders, boned and rolled	.24
Cooked Hams, Shamrock, per lb	.51
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 c's	9.85
Compound, Carnation, No. 3, 20 c's	9.90
Dripping, beef, 4-lb bricks	.13
Mincemeat, kits, 25lb, net, per lb,	17½
Meat Loaf, per lb	.18
Pork Pies, per doz.	.40
Pork, roast legs with dressing lb	.50
Baked Ham with dressing, per lb	.52
Cooking Oil, 5 gal. tins, 40lb., ped lb	.18½
Creamery Butter, Shamrock, cartons	.42
Creamery Butter, without carton	.41
Cheese, Canadian, large, per lb	.22
Cheese, Canadian, twin, lb	.27½
Smoked fish, kippers, 20s, per lb.	.9
Smoked fish, kippered salmon, 10s and 20s, per lb	.16
Smoked cod, 30s per lb	.15
Head Cheese, 5 lb tin, each	.60
Jellied tongue, per tin	1.75
Selected fowl per lb	.25
Selected chicken, per lb	.35

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

Terms Nett 30 Days.

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

THE JAMESON LINE
W. A. Jameson Coffee Co. of Victoria.

Coffees:	
"Jameson's Brand" 50—1s to case	$ .48
"Jameson's Brand" ½s	.50
Tea:	
"Jameson's Brand" 50—1s to case	.50
"Jameson's Brand" 100—½s to case	.51
Baking Powder: Jameson's "Featherlight"	
5-lb tins, per doz.	13.80
2½-lb tins, per doz.	7.20
12-oz. tins, per doz	2.40
Extracts: Almond, Banana, Cherry Lemon, Orange, Peppermint, Ratifia, Rose, Raspberry, Strawberry Vanilla.	
2-oz., per dozen	2.25
4-oz., per dozen	4.20
8-oz., per dozen	8.40
16-oz., per dozen	16.80
Summer drinks:	
Persian Sherbert 8-oz. tins, per doz	2.25
Lemonade Crystals, 10-oz tins, per doz	2.25
Spices and Herbs: Allspice, Cinnamon, Curry Powder, Ginger, Mixed Spice, Mustard, (pure), Nutmeg, Paprika, Pepper, (black), Pepper, (Cayenne), Pepper, (white), Pickling Spice, Tumeric, Marjoram, 2-oz, per doz	1.15
Cloves, Mace, 1-oz.	1.15
Mint, Poultry Dressing, Sage, Savory, Thyme, 1½-oz.	1.15
Celery Salt, 2-oz. bottles	1.25

"The House Behind The Goods"
MALKIN'S BEST

MALKIN SAYS

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

Have You a Good Stock on Hand?

Craft and Manila from Ocean Falls

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

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

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

Smith, Davidson & Wright, Ltd.

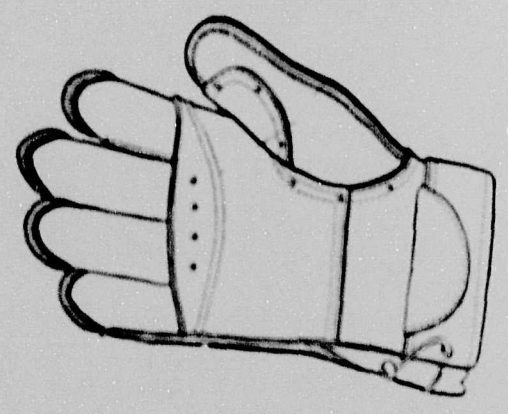
MANUFACTURERS OF SCHOOL SUPPLIES

VANCOUVER VICTORIA

Watson's Gloves

We Would Like to Do Business With You.

Here Is Our Hand On It.



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

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

No. 118—Light weight smoked buffed horsehide, best quality stock, gun cut pattern, comfortable nice appearing glove, suitable for short driving glove, choppers or fallers $22.50 per doz.

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

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

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

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

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

J. WATSON

MANUFACTURER

127 DUFFERIN STREET E. VANCOUVER, B.C.

Phone Fair. 3988

ANNOUNCEMENT

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

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

GEO. H. HEES SON & CO.

——— Limited ———

TORONTO MONTREAL

603—325 HOWE ST. VANCOUVER, B.C.

Seymour 5279

Geo. A. Campbell & Co.

Tower Building 500 Beatty Street

VANCOUVER, B.C.

MANUFACTURERS OF

MEN'S CLOTHING

All Goods Made on the Premises.

Specialists in

GUARANTEED INDIGOS AND SOLID WORSTEDS

STANDARD MODELS, ALSO

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

SPECIAL MEASURE DEPARTMENT TO THE TRADE

DRYGOODS AND FOOTWEAR

Present conditions in the retail trade demonstrate, beyond question, the soundness of the policy of marking goods, at all times and under all circumstances, at prices which are based on replaceable values.

Retailers today may, in the main, be divided into three classes.

First, the merchant who figured his selling prices as above, basing his resale on replaceable values, and setting aside for the "rainy day," the extra profit so obtained. He now has this reserve to draw upon, and can safely follow the same system of marking as prices recede.

Second, there is the merchant who based his resale on replaceable values alright, but made the mistake of neglecting to establish a reserve, on the supposition evidently that prices would never recede. He must inevitably come out of the cycle of price changes with less money than he started with.

The third class includes the merchant who, throughout the rapid rise in prices, based his selling price on original cost. He is the man who is taking the big losses today, and runs the risk of being eliminated from the industry altogether.

It is the third class that is primarily responsible for the slashing of prices today—for shoes are certainly to be had at prices much below what would be justified if replacement values were considered. This slashing in turn has curtailed the turnover of the other two classes, curtailed the demand on the manufacturer, driven the control of the retail shoe industry, largely into the hands of the department stores, many of whom have not hestitated to take advantage of the manufacturers stocks, buying at cut prices and selling the same way.

To sum up, it is poor business methods that are responsible for conditions in the shoe trade today, more than anything else.

The unsound policy of a certain type of retailers has partially nullified the correct business policy of the real business men of the trade.

It is merely an excuse to say that the public are demanding this slashing of prices. Who started it? Was it not blazoned forth in big newspaper announcements before the public ever thought of it? The result is that people, since they have been told so often in these advertisements that shoes are obtainable in certain stores at pre-war prices, demand the same from all dealers.

The shoe industry still faces a somewhat difficult situation. Shoes are obtainable in many places at less than their fair market value and it is evident that if manufacturers can find no way to make further recessions, retail prices must be higher instead of lower.

Although many retailers have been backward in placing spring orders again this year, their caution apart from the danger of being understocked, will create a more desirable condition than over production and a glutted market.

It is true that in many cases retailers still have stocks larger than their business warrants, and they should not be encouraged to add to their liabilities.

Prices

While the general opinion is expressed that prices of most commodities will work still lower, it cannot be gainsaid that shoe prices have been reduced to a point from which further reductions will of necessity be slow and difficult to effect.

Manufacturers are giving the utmost in value consistent under present coditions, and careful buying on the part of the retailer to supply the current demands of their trade will be as profitable as it has ever been.

Piece Goods.

The flourishing condition of the dry goods market is one instance of well balanced optimism applied to business.

Dress goods demand in eastern Canada was never in a healthier condition. It appears that the bulk of the orders for piece goods has been placed by the larger mail order houses, who have been quick to realize that buyers of staple garments are no longer purchasing the ready made article, as a general rule, but are buying piece goods and are making up their own garments, or having the dressmakers do so. The general merchant who stocked up in piece goods in as wide a range as his trade justified, is able to congratulate himself.

Cottons.

Cotton mills have recently issued new prices, showing a 5% reduction and in some cases even more, but it is difficult at this time to determine with any degree of certainty what prices will actually be.

Linens.

There is a world-wide shortage of flax reported and this together with the troubled conditions of Ireland, would indicate that there will be little or no change in prices for some months.

Medium priced and good linens have registered increases around 5% with a similar decline noticed in all cheaper lines.

Silks.

There are indications of a drop in Japanese silks and the present would appear a good time to purchase such weaves as pongee, habutai and plain goods.

An increase of from 10% to 15% is looked for in finer silks, Italian, Swiss and French.

Woollens.

Prices have increased from 10% to 15% since last year.

An unexpected demand from Europe has made deliveries slow for wholesalers.

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

English mills predict no change.

American mills are reported to be considering a further advance, making the third increase since last year. Generally the demand is for higher grade goods.

Man-Tailored Coats for Women.

For years the man-tailored suit has been the mark of the well-dressed woman, and she is now demanding that her coat also man tailored.

A feature of the fall and winter season of 1922 will be the man-tailored coat. Women appreciate the comfort, freedom and appearance of such garments.

Several of Canada's most prominent clothing houses, hitherto specializing in men's clothing, are now giving prominence to coats for women, tailored along the lines of the man's ulster.

Headgear.

An advance view of fall hat styles for men states that brims which have been narrowing each season since the reaction from the military styles of war days are now to become a shade wider. To the casual eye there is no very great change, though brims are just the merest trifle wider, and there is a slightly more pronounced roll to them compared with the styles for spring hats. Bows are worn both at the side and the back.

Silk finishes and attractive mixes will be conspicuous in the leading lines, while for summer pearls and tans are the predominating colors. These are already in strong demand in many localities.

As to prices, it is generally agreed that presen quotations will be maintained through the season. Hat prices are attractive this season compared with last year—showing a drop of approximately 30 per cent.

A NEW BATHING SUIT.

A non-shrinkable bathing suit that should enjoy a good demand is being marketed. This is styled the "Wave-Crest," and is advertized as "Safety for the swimmer and assurance for the non-swimmer.

The disadvantage of most styles of bathing suits has been that they act merely as a covering and do not assist the novice in learning to swim or in keeping him or her afloat.

The "Wave-Crest" is claimed to meet the case. It keeps the non-swimmer afloat until he learns to swim, while the swimmer wearing one is supported in the event of cramps.

At first glance the new suit is identical with any other one-piece suit with skirt. Its features are a series of rubber pockets back and front which, when filled with air, will keep anyone afloat.

Deflated, the pockets are scarcely noticeable, and whether inflated or deflated, do not interfere with the free movement of the arms in swimming.

The inflation tube is in a small breast pocket. One deep breath fills the air chambers, even in water, and a valve prevents is escaping save when the wearer wishes.

"Wave-Crest" swimming suits are made in men's, women's and children's sizes, and wide color range.

FAIR WEATHER SAILORS

The uncertainty as to the conditions to prevail during the summer and fall offer the necessary stimulant to what might be termed a general stock-taking of the human element, and a rearrangement of the staff.

How many men in your organization when the going became hard, have put up their feet and said it is no use to fight for business in times like these?

A good rule to follow is to get rid of all such men. They are only fair weather sailors. They can get business only when the business comes in itself. Don't fool yourself. They never brought in any business anyway. It started to come and they were acting merely as porters who stand at the gate and bring in the baggage.

If they could get business in good times, they can get it now. Not so much, nor so easily—but there is still some business, and the good man—the man worth while—will get his share. If your man put's up his feet, says things are rotten and it is no use, it simply means that he admits the best men are in the other organization—which, no doubt, is true.

D. Stuart

Recently appointed Secretary New Westminster Branch R. M. A. A Scotchman by birth and a lawyer by profession, Mr. Stuart has qualifications emmently suitable for this position.

SHOW CASES
STORE FRONTS

Office and Store Fixture Manufacturers

For information apply

DIXON & MURRAY

1065 Dunsmuir St. Vancouver, B.C.

Phone Seymour 8765--8766

TICKETS AND LABELS
MADE BY SPECIALISTS.

A specialist, in any calling, is one equipped to produce results promptly, satisfactorily and economically. This is where our plant differs from the average printing office. We carry in stock many tons of colored card boards for immediate use. At one operation, with our modern specialty machinery, we print tickets in two colors on front of ticket and on the back; number each ticket the same or consecutively and perforate sheet both ways; or we can print your tickets and re-wind into rolls to suit, each ticket numbered consecutively and correctly. We make bread labels in two colors for the price of printing one color, in quantities, and put up into rolls of 5,000. We make the tickets for the B.C.E. Ry. by the millions; for the North Vancouver Ferries; for the Government Amusement Tax, also up in the millions and all kinds of theatre tickets. May we not be of service to you.

NICHOLSON, LTD.

Phone Bayview 353

2092 2nd AVENUE WEST VANCOUVER, B. C.

HARDWARE, OIL *and* PAINTS

Markets at a Glance.

Dominion Bar Iron Advances.

The new base price on common bar iron and mild steel has increased 25c a hundred pounds. Quotations are now $3.75 100 lb. base.

Firmer Prices on Wire Nails.

Firmer prices on wire nails are now recorded. The new base shows an increase in price over the old base of ten cents a keg.

Cold Blast Lanterns Decline

Cold Blast lanterns decline to lower levels, a lowering in price of twenty-five per cent is noted in jobbers latest quotations.

Barbed Wire Advances

Barbed wire prices advance ten cents a spool. Jobbers report sales continue strong.

Fly Spray Liquid Moves Out.

Jobbers report Fly Spray liquid moves out in fair volume. Prevailing prices are as follows: 1-4 gal. 60c each; 1-2 gals. 90c each; 1 gal. $1.45 each.

Builder's Hardware Lower in Price

Manufacturers have issued new lower price lists on many lines of builders' hardware, wholesalers have lowered their prices accordingly. The amount of the drop is approximately ten per cent on the varied different lines.

Prices Reduced on Manila Clothes Line.

Prices on Manila clothes line show a slight reduction, these products are now quoted at $3.35 doz.

Prices Drop on Aluminum Ware.

Manufactures of Wear Ever Aluminum have issued a new price list. The reduction averaging approximately twenty per cent. In certain instances the quotations on kitchen utensils have been found to be thirty per cent while some other lines show a minor reduction.

Sash Cord Higher in Price.

Along with other cotton commodities sash cord is now higher in price. New quotations show advance of approximately four cents a pound both on the coils and hanks.

Grindstones Advance

Grindstones advance in price. New quotations now show an advancement of twenty-five cents a hundred pounds.

Baseball and Golf Goods Now in Demand.

Merchants state that demand for baseball goods is brisk. Other sports requisities especially tennis and golf outfits are recording a popular season.

Fair Demand in Auto Tires and Accessories.

Auto dealers report good sales in auto tires and tubes while auto accessories are also experiencing a good demand.

Booked Orders for Binder Twine.

Booked orders for binder twine now being shipped out, jobbers report sales are fair at this season.

Reduced price on Lower Grade Rim Locks.

The easier priced class of rim locks now register a reduction in price. The east grade being quoted at seven and half dollars a dozen, while the steel grade are nine dollars and seventy cents a dozen.

Good Demand for Paint Products.

The seasons demands for paint products has been good in all lines and fully in keeping with the records of previous years. There has been no change announced in prices, prevailing quotations being steady.

Barn Door Hangers Increase in Price

A slight increase in price has been announced on the Storm King make of barn door hangers.

Thumb Latch Prices Advance.

Thumb latch prices are ten per cent higher with steel thumb latches also slightly higher in price.

Coes Knife or Steel Handle Wrenches Advance.

Coes wrenches advance in price, latest quotations are now five per cent higher.

Another big Jump in Turpentine.

Another large increase has been announced on turpentine prices, being about thirty cents per gallon higher than the quotations previously recorded. This unexpected advance reflected the unusual conditions now apparent in this industry prices at producing centres recording sudden jumps owing to scarcity and brisk demand.

Candlewick Now Higher in Price.

Accompanying the revision in cotton twine prices, candlewick packing also shows an advance.

Revised Quotations on Electricians Bits.

A revision is made in the Mephisto line of electricians bits and following are new lower quotations.

10-16-inch $7.00 doz.; 11-16-inch $7.50 doz.

Higher Quotations on Cotton Twines

The strength in raw cotton markets is now reflected in cotton twines and quotations are advanced approximately three cents a pound.

PAINTS AND OILS.

For the first time in many months an advance has taken place in the price of paints and varnishes. This advance can be attributed to two reasons, first, the increased cost of materials entering into the manufacture of these products and the ruling that manufacturers are in future only to charge the retailer two and a quarter per cent. sales tax. While an advance in price is felt to be warranted, very little has actually occurred.

Prices on White lead have advanced twenty-five cents per hundred pounds. All house paints, porch floor paints and high grade varnishes ten cents per gallon. On shingle stains and cheaper lines of paints and varnishes five cents per gallon. A slight readjustment of prices has also occured in specialties, such as varnish stains, interior oil stains, etc.

Reports from all quarters seem to point to a strengthening of all raw materials used in the paint manufacturing industry, and there is nothing at the present time that would point to lower markets for some time to come.

AN OPPORTUNITY

We are now placing Agencies. Write us for our attractive sales plan.

MARSWELL FIRST QUALITY PAINTS AND VARNISHES

MARSWELL COLUMBIA RANGES

Marshall Wells B.C. Ltd.

Phone Seymour 7200 Vancouver, B. C.

Chloride of Lime

Supplied by all wholesale grocers in British Columbia

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

Manufactured by

CANADA COLORS AND CHEMICALS LIMITED

Succeeding

THE JOHN B. PAINE CO., LTD.

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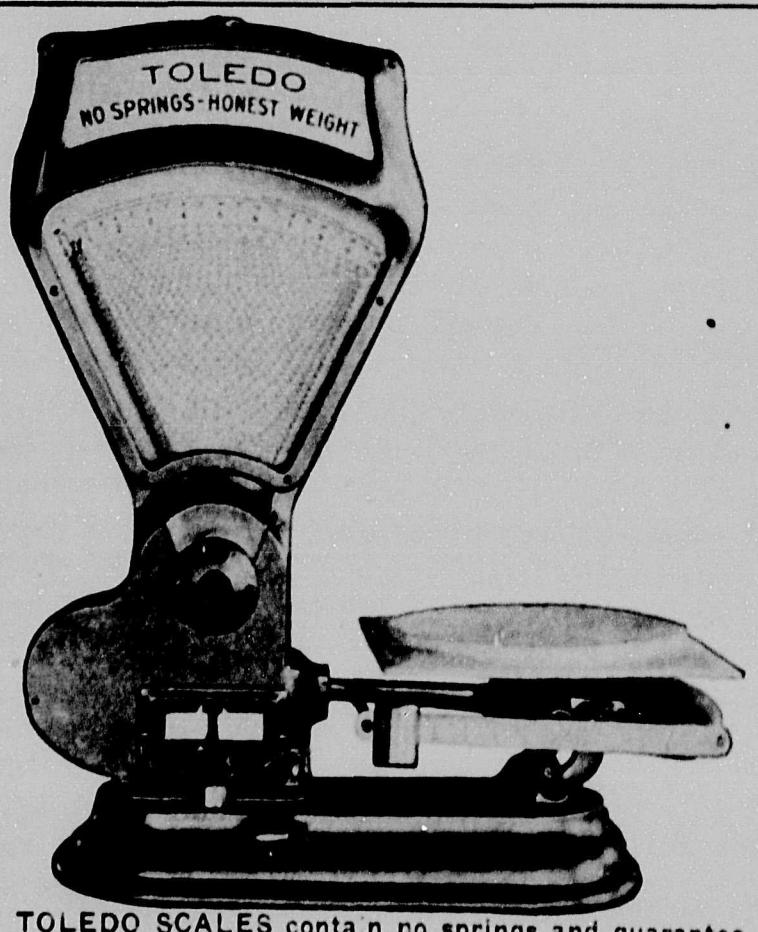
Agents:

QUELCH & STERLING

VANCOUVER, B. C.



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

When You Weigh Profits—

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

CANADIAN TOLEDO SCALE COMPANY, LTD.

WINDSOR, ONTARIO

SALES ROOMS AND SERVICE STATIONS THROUGHOUT THE DOMINION

VANCOUVER OFFICE
424 Cordova Street West

Made in Canada

CALGARY OFFICE
1003 First Street

HARDWARE PRICES CURRENT

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

AMMUNITION, DOMINION

	Black.	Smokeless.
22 Short	4.50m.	4.85m.
22 Long	5.40m.	6.75m.
22 Long Rifle	6.90m.	8.30m.
22 W. R. F.	9.50m.	10.90m.
25-35 S. of Point		64.25m.

AMMUNITION, AMERICAN

	Black.	Smokeless.
22 Short	5.25m.	5.60m.
22 Long	6.30m.	7.85m.
22 Long Rifle	7.35m.	9.20m.
25-35		72.30m.

LOADED SHELLS
Dominion Smokeless

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

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

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

BARS—Crow, $10.50 per 100 lbs.

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

BOLTS, CARRIAGE—(in full packages), ⅝ and smaller up to 6-in. long, less 40/5/10 off list; over 6 in. 25/10/10 off list; 7-16 and larger all lengths, less 20/10 off list.

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

BOLTS, STOVE—Less 65 off list.

BOLTS, TIRE—Less 35%. Add 10% on all bolts for broken packages.

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

BOILERS, RANGE—30 gals. $11.80 each.

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

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

BUTTS—Wrought steel, No. 804, 2½x2½, $1.35 per doz; 3½x3½, $2.40 per doz.; 4½x4½, $4.72 per doz.

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

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

CHAIN—Coil B. electric weld, 3-16, $18.50 per 100lbs; ¼, $16.75 per 100lbs; 5-16, $13.00 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, $1.55 each; Universal, No 1, $1.90 each; Universal No. 2, $2.25 each; Universal, No. 3, $3.15 each; Home, No. 55, $2.30 each; Home, No. 65, $2.75 each.

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

CLEVIS, MALLEABLE—Per lb., 17c.

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

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

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

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

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

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

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

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

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

LAMP CHIMNEYS—A, per case 8 doz., $1.50 per doz.; A, per doz. $1.80; B, per case 6 doz. $1.70 per dozen.; B, per doz. $2.00.

LANTERNS—Short or long globe, plain, $9.90 doz; Japanned, $10.40 doz.

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

NAILS, WIRE—Base, $5.20 f.o.b. Vancouver; Cut, base, $6.00 f.o.b. Vancouver.

New 1922 Prices on Lawn Mowers

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

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

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

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

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

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

PICKS—Clay, 6-7 lbs. 90c each.

PINE TAR—1 gal. $1.45 each; ¼ gal., 42c each; ⅛ gal. 25c each.

PLASTER OF PARIS—$3.30 per 100 lbs.

RIVETS AND BURRS—Black carriage, 5lb Packages, less 40% off list, copper rivets, No. 8, 42c per lb; assorted copper rivets and burrs 45c. No. 8, assorted coppered rivets and burrs 29c 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 $18.00 doz.; Disstons No. 6, $18.95 doz.

SCREWS—Bright flat head 75/-0/10 off list; bright round head, 75/10 off list; brass flat 7/10 off list; brass round head 66 2/3/10 off list.

SCREW, CAP—60 off list.

SCREWS, SET—50/10/5 off list.

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

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

IRON, BLACK SHEET—per 100lbs.— 16 guage $5.10; 14 guage $5.00; 18-20 guage, $5.60; 26 guage $6.00.

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

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

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

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

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

TACKS—Carpet, 70c off new list.

TOOLS—Harvest, 55 off new list.

WIRE, BORBED—Per roll—4 point, cattle, 80 rod, $5.75; 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 1000 lb. No. 10, $5.15; No. 11, $5.20; No. 12, $5.30.

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

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

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

PAINTS AND OILS.
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	$3.90
Martin Senour porch paint	3.70
Martin Senour Neutone white	3.50
Martin Senour Neutone color	3.40
Martin Senour floor paint	3.80
Sherwin Williams, white	4.25
Sherwin Williams, color	3.90
Sherwin Williams, porch	3.70
Sherwin Williams, floor	3.80

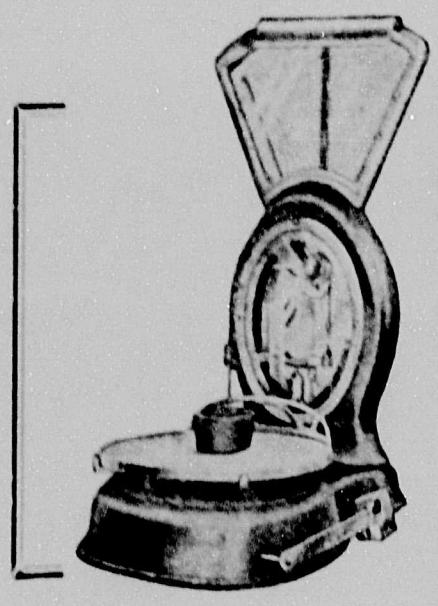
PUTTY—	Per 100 lbs.
Bulk, barrels 800lbs.	$6.50
Bulk, irons 100 lbs.	7.75
Bulk, irons 25 lbs.	8.30
Tins, 5 lbs; per lb	9½
Tins, 1lb.	.12¾

LINSEED OIL—	Gallon.
Raw, 1 to 5 barrels	$1.35
Boiled, 1 to 5 barrels	1.38

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

TURPENTINE—	Gallon.
1 barrel lots	$2.50

VARNISHES—	Gallon
Elastic, No. 1	$7.90
Elastic, No. 2	7.25
IV Linoleum	6.40
IV Marine Spar	6.80
IV Furniture	3.55
IV Pale Hard Oil	4.55
Less 33 1-3 per cent.	
Lacqueret	$6.00 less 45
Wax, per lb	.50



BRANTFORD SCALES

THE ALL-CANADIAN LINE

COMPUTING SCALES
MEAT SLICERS
CHEESE CUTTERS
AND CABINETS

EXACT WEIGHT SCALES—
For Straight Weights

IMPERIAL STANDARD SCALES—
For Heavy Capacity and Household Use.

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

The SCALE SHOP, Ltd.

W. E Walter, Manager

365 Cordova West Sey. 2881 VANCOUVER, B.C

30% OR 70% WHICH?

A noted authority on foods declares that 70% of the American diet should consist of Bread.

But cold figures show that Bread makes up only 30% of the nation's diet.

You can be a powerful factor in promoting the economic life of the nation, and at the same time put your business on a solid basis.

Simply bake Bread so delicious and wholesome that the eating public will just naturally increase their Bread consumption until it reaches the 70% level.

A vital point to remember is that the best Bread is made with FLEISCHMANN'S YEAST---the quick dependable worker---best for 52 years.

THE FLEISCHMANN COMPANY

1166 Burrard Street VANCOUVER, B. C.

Fleischmann's Yeast *Fleischmann's Service*

Vancouver, Victoria, Nanaimo, Calgary, Edmonton.

The Western Canada BAKER

BAKERY, CONFECTIONERY and CATERING SECTION of The British Columbia Retailer

BAKERY FIRE HAZARDS.

Shop Conditions as Seen by the Underwriter.

By F. A. Cantwell.

Small shops in the past have had numerous fires, owing probably in a large measure to the hazards of the doughnut kettles, defective ovens, general crowded condition and uncleanliness.

The retail baker having practically lost the sale of his most important product, viz., bread, to the commercial companies, has been forced to seek new avenues of revenue and has converted his shop into a lunch room and bakery and many such establishments may now be found in the larger cities.

Such plants represent large insurable values and it is the purpose of the writer to describe the processes and hazards found in this class of risk and to make suggestions as seem necessary to safeguard this industry from loss by fire. The chief hazards are represented by the various baking ovens and cooking kettles. The other hazards are mostly those connected with the various classes of shop work necessary for the upkeep of the plant and equipment, namely machine shop, carpenter shop, tin shop, cooper shop, wood and paper box making, blacksmith shop, stable and garage. There may also be a laundry, chemical laboratory and artificial refrigerating apparatus. Large bakeries are nearly always located in cities. A location in a closely built part of the city is not necessary, however, as local deliveries can be made efficiently from a point outside the conflagration district.

A site outside the conflagration area is desirable.

Construction

No general type of construction is common to bakeries. All classes of construction from the best to the most inferior are in use by this industry.

The very large bakery occupies an extensive plant, the buildings varying in height from one to ten stories of fire-resistive construction and sprinklered. The average bakery is usually of basement two and three-storey brick joist construction and many of these plants are now sprinklered.

A good type of construction for this business is a three-storey main building of brick mill construction with a well cut off, one-storey or two-storey fire-resistive addition, for the baking and cooking processes. Garage, stable, storehouse, smithy, etc., should be detached. In the mixing and packing sections of a bakery, floor openings for chutes, conveyors, and hoists are likely to be numerous. To protect these openings in such a manner as to prevent the possible spread of fire from floor to floor requires special treatment. The best method of doing this appears to be to have the conveying apparatus in a metal enclosure with automatic closing doors at each end. Conveyors opening through fire walls sould receive similar treatment. Electric power is commonly used and is most desirable. Bread bakeries usually run night and day while cracker bakeries run days only.

Processes and Hazards.

The baking industry may be divided into two general classes, namely, bread bakeries and cracker bakeries. Bread bakeries produce bread and often pies, cakes and doughnuts, all of which are more or less perishable products. Cracker bakeries produce hard and soft crackers, plain and fancy cookies, etc., which are to a certain extent of a non-perishable nature. The distinction between the two classes is well defined in the baking trade and one plant rarely produces both classes of goods. The raw materials used and the processes of manufacture are so closely related however, that a close distinction between them will not be made in this paper.

Raw Materials.

Flour is the chief ingredient and is usually shipped to the plant in bags by the carload. Sugar and salt are also received in bags, the other raw materials come in various containers such as barrels, wood and paper boxes, metal cans, bags, etc. Often these raw materials are stored in large quantities in the basements and other convenient floor space in the main buildings. It is much better practice to have these materials kept in a separate storehouse built for that purpose.

Flour Blending.

The flour is frequently a blended mixture of several goods brands to get a proper and uniform percentage of gluten and starch. This may or may not be done at the plant. The operation is one of sifting and mixing and takes place inside a wood or metal enclosure. The blended flour is conveyed mechanically to bins or hoppers which feed the dough mixers. The sifting and blending present a slight dust hazard, but one not serious if well arranged.

Bag Cleaning.

After the contents have been removed from the flour bags, the dust may be shaken out of the bags by hand or the bags may be suspended in a bag-cleaning machine which beats out the dust and blows it into a suitable receptacle. This apparatus is tightly enclosed and none of the dust escapes to the room. The use of such a machine is important from the point of cleanliness as it prevents large quantities of dust from collecting on the floor and about the room.

Dough Mixing.

Dough is mixed in mechanically driven mixing machines, usually built of one to five barrels each. The mixing drum contains agitators

THE BAKERS' FAVORITES

Cream of the West Flour

SELKIRK CASTLE

IN USING THESE FLOURS SATISFACTION IS GUARANTEED

Manufactured by

THE HEDLEY SHAW MILLING COMPANY, LIMITED

MEDICINE HAT, ALBERTA

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

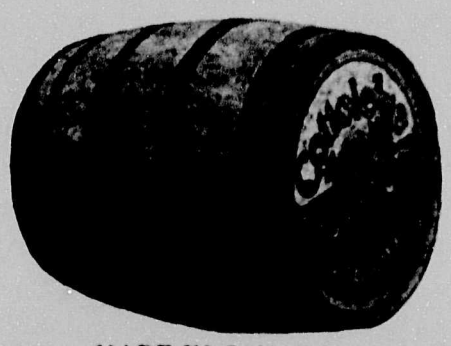
Vancouver Office: 814 Standard Bank Bldg.

Rich Shortening

SPEEDS UP THE MIXERS

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

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



MADE IN CANADA

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

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

THE N.K. FAIRBANK COMPANY LIMITED MONTREAL

Bakers' COTTOLENE

Packed in Tierces, Half Barrels, Tubs and Pails.

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

which mix and knead the dough. Each one may be operated by a motor attached to the base plate. Along the side of a group of mixers, there is usually a raised platform from which the operatives deposit the various ingredients into the mixers. Directly over each mixer there is a weighing hopper which is fed by a spout from a flour bin or conveyor. There is also a liquid weigher over each mixer. There are no hazards in the mixing process other than those incidental to the moving machinery.

Proofing and Fermination.

Proofing may be said to mean "to raise the dough." It is a fermentation process caused by the addition of the yeast and occurs in bread dough and sponge cracker dough. It is accomplished by allowing the dough to set in a warm room for a period of several hours. The room is especially built to maintain an even temperature near 80 degrees F. Steam or hot air heat is used and in some cases a system of ammonia refrigeration pipes are provided to cool the room to 80 degrees on excessively hot days. This process is not hazardous as the operating temperature is low.

Hazards of Ovens.

Ovens furnish the most serious hazards in bakeries. Over 25 per cent of the fires in this class of risk are attributed to poorly located, defective or poorly cared for baking ovens. Their construction, location and arrangement should receive careful attention. The hazard of a baking oven corresponds to that of a low pressure boiler and it is poor practice to locate one in a combustible building.

The following precautions for guarding the hazards are most important.

The oven should be of substantial construction, designed to retain the heat inside.

Adequate foundations of absolutely incombustible materials should be provided.

Floor in front, back and sides to be incombustible.

Ample clearance to ceiling, ceiling to be incombustible if possible.

Ample clearance to walls and partitions.

Woodwork and incombustible material to be kept away.

Properly built chimney.

Oven flues and chimneys should be thoroughly cleaned out at frequent intervals.

Proper care of ashes.

The oven should be located in a cut-off fire-resistive section of the plant if possible, and no combustible material should be allowed in the oven section. If this cannot be done the best arrangement is to have a cut-off section, of slow burning or mill construction, but they must be carefully insulated from all woodwork. If the ovens are in the main building, the following precautions should be observed.

Stationery ovens located in fireproof buildings should be supported on special foundations provided in the framing of the building. The wooden top flooring and nailing strips should be removed from underneath the oven and for a distance of not less than 8 feet in front and replaced with concrete laid directly on the floor arches.

If there is a story above, there should be a freely ventilated space of at least 12 inches between the top of the oven and the ceiling.

Stationery ovens located in combustible buildings should have special foundations and should be preferably located on the first floor. The ovens should be set on incombustible floor and wood-flooring, joists, beams, girders, etc., should be removed for not less than 3 feet at the sides and back and not less than 8 feet in front and be replaced by concrete and steel brick arch or other incombustible construction. The ceiling over the oven should receive precisely the same treatment and there should be a clearance of at least 12 inches between the top of the oven and the ceiling.

If a wooden ceiling is allowed to remain over the top of an oven, there should be a well ventilated clearance of at least 4 feet. No wooden partition or other combustible material should be allowed near the ovens. The charging door (through which the material to be baked is fed) usually consists of a long horizontal opening about 18 inches high. A metal hood with a metal vent pipe communicating to the outside should be provided over this opening to carry off heated air and gases which escape when the door is open. This is very important when the ceiling above is combustible, as sufficient heat frequently escapes through this door to ignite the ceiling above or other combustible material nearby.

Ovens which extend through two floors, such as reel ovens, should have the same sort of clearance provided at each floor and the ceiling as specified above. Frequently ovens are fired from the rear, in which case the firing space of 10 feet or more between the back of the oven and the wall should be entirely of fire-resistive construction. This is a good arrangement from the point of cleanliness, as the fuel and the ashes are kept away from the goods in process.

Portable ovens are not considered as safe as stationary ovens. They have usually double sheet iron walls packed with insulating material, and are supported by a metal frame on iron legs. The fire-pot and ash-pit may extend down to a few inches above the floor, They are frequently set in the corner of a room with very slight clearance to wooden partitions. Portable ovens vary greatly in size and construction, therefore the degree of protection varies. To insure perfect safety practically the same precautions should be observed as prescribed above for stationery ovens.

Inside chimneys used in connection with bake ovens should have brick lined walls not less than 8 inches thick lined with one inch of fine tiling. The throat area should be sufficient to prevent undue heating.

Outside chimneys may be of metal provided they are self-supporting have ample clearance to combustible material. Fuel should be kept outside or in an incombustible well ventilated vault or bunker.

Ashes should be placed immediately in metal barrels and removed from the building. Ovens, chimneys and flues should be thoroughly cleaned out at frequent and regular intervals. Space at the top and all sides of the ovens should be kept free from all rubbish or storage of any nature.

Doughnut Kettles.

Kettles for frying doughnuts, crullers or fried cakes have been the source of many bad fires. These kettles are almost invariably heated by open flame and if not closely watched the fat becomes too hot or boils over, resulting in a bad fire. These kettles should be located in a specially built cut-off room of fire-resistive construction. Floor and ceiling should be incombustible. Floor should drain to a safe place outsidte. Door opening to room should have a curb or sill 4 inches high. There should be metal hoods over the kettles piped to carry the heat fumes outside. The kettles should be substantially constructed and well set and should be equipped with thermometers and thermostats to indicate and regulate the temperature of the fat. In some cases overflow pipes terminating in a safe place may be used to safeguard the kettles. The safest form

of kettles is one set in brick walls, so that if it boils over the contents cannot reach the flames. Such a kettle is fired from the outside. If the fuel is city gas all piping and connection should be rigid and substantially supported. If an oil pressure system is used it should be installed in strict accordance with the rules of fire underwriters.

ANOTHER EXEMPLE OF THE FLEISCHMANN INCENTIVE.

Considerable interest is manifested in the announcement of the Fleischmann Company, that they were founding a system of laboratories for the purpose of investigating fermentation and industrial research, with the thought that if they were able to discover anything in their investigation of benefit to those other than in the baking business, it is their hope and desire to contribute such to the world. Such moves are commendable. They are the result of the call of science in the industries. There is no selfish desire behind them. There is only a thought of helping and offering assistance to institutions we now have for the betterment of baking. This work is not a one-man job. There is plenty of room for all, and through the co-operation of all and with the absence of any domination, great things can be done.

DAYLIGHT SAVING.

Those who object to daylight saving will probably be much interested to hear the worker's side of the question as put forth by one who sees its benefits, for daylight saving means just what it says, a saving of the light of day. This means to the worker that he has a lessened eye strain, with the consequence he can do better work with less spoilage, has larger piece work earning, can produce more because when darkness settles over his work he must slow down, and, which to him is invaluable above all else, he gets more time for recreation. To the man who mearely cannot figure out the time a train leaves as against daylight saving time these factors sould appeal. The farmer, of course, is another proposition and probably even with the change in time, but if it is a genuine help to industry in this country it is worth all that it costs otherwise.

PRICE CUTTING IN THE BAKERY BUSINESS.

Bakers must adjust themselves to the initial rush of the consumer towards a cheaper article.

Observation and experience have taught that price cutting competition is of the "non-thinking" type and usually runs its course quickly, to disappear because of inherent lack of business ability.

When this kind of competition enters the field, business is thrown into a panic. Naturally lower price attracts some of the business, and loss of business causes alarm. However, it pays to consider all the circumstances before a radical step is taken towards recognizing such competition.

In nine cases out of ten, the product of a price competition is of poor quality. Business is sought strictly on a price basis. The fact is entirely neglected that a firm in the baking business only survives because it bakes products which please the taste and satisfy the demands of the human body for nourishment.

Price is attractive only in so far as it proves to be a real or a necessary economy. People soon strike a balance, between price and quality. It is satisfying to learn through experience that better quality will win trade from other products, even when these products are somewhat lower in price. It is impossible to cite a single instance in which a baking concern has attained any degree of success while marketing an inferior quality product. People will buy a poor product to "try" it, but the demand does not repeat and finally the product finds no sale.

All price competition is alarming, but all parties concerned must be careful to keep their balance. To enter into price competition ordinarily means ruin for two reasons; first, by cutting price all profit is lost; second, by yielding to the resulting temptation to cut quality, all reputation is lost. A poor reputation for dependable quality soon closes a baking business

Knowledge.

The best antidote for price competition is a thorough knowledge of material and general costs of doing business. Price competitors usually are guessing at costs, therefore, the man who really knows his costs can estimate fairly accurately whether or not competitors are playing safe in cutting prices. It is estimated that a price competitor is selling at a loss, it may be safely assumed that he will be out of the field, owing to lack of funds.

Lack of knowledge regarding costs is the motive for fear in the face of competition. Ignorance is the primary breeder of hysteria and hysteria in business means bankruptcy.

Fortunately, all competition is not based on price. Many men have the wisdom and foresight to realize that success virtually depneds upon product.

Any competitor who bakes a good quality product and sells at a price which is certain to net a profit, need not be feared so long as a firm is properly managed.

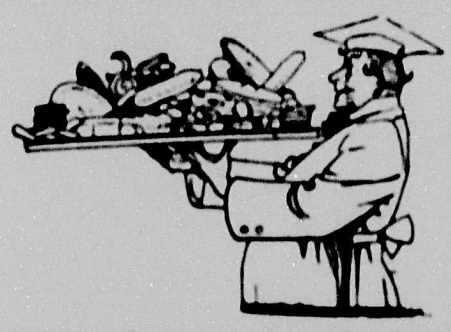
When two good products combat for the market, business increases, due to the extra effort used in seeking trade, both products find a satisfactory market. Every man who puts out a good quality product at a fair price will find a demand for his product no matter how many similar articles are in the field or how long they have been there.

Competition from good products, sold fairly, should not be ignored; neither should it be a great source of worry to any man who is aggressively pushing sales. A live concern can derive benefit from clean competition, for such competition stimulates to activity and is bound to create a greater market for the product.

What would be the case if there were only one baker in the field in each city? He would probably not do as much business as the average baker is doing. He would never alone, have been able to convince the housewife that she should use baker's products. It would be slow work selling to grocery stores, because no one would be thinking of buying bread at the grocers, everyone would still be making their own bread.

So, although it is sometimes felt that the panacea for all ills is the elimination of competition, examination of the facts would indicate that in many ways a competitor is a friend. A common interest sends all competitors seeking the same market, and constant education is forever broadening sales possibilities so that there is enough business for all concerned.

Clean competition is furthermore one of the biggest helps towards stimulating both the employer and the employee to greater efficiency and better service to the general public.



Seasonable Tested Recipes

Chocolate Doughnuts.

Formula.

Sugar, 2½ lbs.
Shortening, 10 ozs.
Eggs, 12.
Milk, 2½ qts.
Powder cocoa, 8 to 10 ozs.
Baking powder, 4 ozs.
Soft wheat flour, 9 to 9½ lbs.
Vanila flavor, ½ oz.

Method.

Put the sugar, shortening, vanila flavor and cocoa into the mixer and rub briskly. Now gradually add the eggs. After the eggs have been incorporated, add the milk and stir. Then add the flour and baking powder and mix until smooth. To get the best results the mixture should be kept cool, preferably around 50 deg. F. If a darker colored fried cake is desired, more cocoa may be added.

Devil's Food Cake.

Formula.

Sugar, (powdered), 4½ lbs.
Butter, 2 lbs.
Eggs, 1 qt.
Flour, 7 lbs.
Bicarbonate of soda, 1½ oz.
Bitter chocolate, 1 lb.
Almond paste, ½ lb.
Milk, 2¼ qts.
Water, ¾ qts.

Method.

Beat the powdered sugar, butter, almond paste, eggs and bicarbonate of soda to a creamy consisteney. Next add the milk and break up the creamy mass. Add the melted chocolate; stir and mix in the flour. The chocolate is melted by putting ¾ pt. of water and 1¼ lbs. of granulated sugar on the fire to boil, placing the chocolate in the syrup after it has been removed from the fire. This is allowed to cool before it is added to the mixture. 1 lb. of walnuts may be added to this mixture if desired.

Corn Muffins.

Formula No. 1.

Sugar, 10 ozs.
Shortening, 8 ozs.
Eggs, 5.
Milk, 1 qt.
Corn meal, 1 lb.
Wheat flour, 2 lbs.
Baking powder, 2¼ ozs.
Salt, ½ oz.
Mace.

Formula No. 2.

Sugar, 1¼ lbs.
Shortening, 12 ozs.
Eggs, 8.
Milk, 2 qts.
Corn meal, 1½ lbs.
Wheat flour, 4 lbs.
Baking powder, 1½ ozs.
Salt, 1 oz.
Mace.

Method.

Put the sugar, shortening, eggs, salt and mace into a bowl and rub briskly to incorporate the ingredients. Add the milk and stir to break up the creamed mass. Now add the corn meal and mix. Then add the flour and baking powder and mix until smooth. The mixture should be put into greased muffin tins and baked at about 390 to 400 degrees F.

White Mountain Cake.

Formula.

Sugar, 2 lbs.
Egg whites, 1 qt.
Shortening, 1¼ lbs.
Milk, 1 qt.
Flour, 2½ lbs.
Baking powder, 1 oz.
Vanila flavor, ⅛ oz.

Method.

Put the egg whites into a bowl and whip briskly until the mixture becomes light and firm, gradually adding one-half pound of sugar. After this has been done, put the balance of sugar and shortening into a bowl and rub briskly until it becomes light and creamy. Add the milk and vanila flavor to this mixture and stir. Now add the whipped meringue, stir just a little, then add the flour and baking powder and mix until smooth. Best results are obtained if the mixture is kept cool. Put this mixture into paper-lined pans, either oblong or round, dust with powered sugar and bake at about 360 degrees F. Butter may be used as the shortening if desired.

Loaf Cakes.

Formula.

Sugar, 3 lbs.
Shortening, 1½ lbs.
Eggs, 1 qt.
Milk, 1 qt.
Soft wheat flour, 4½ lbs.
Baking powder 2½ ozs.
Vanilla flavor, ½ oz.
Lemon extract, ¼ oz.

Method.

Put the sugar, shortening and flavor into a bowl and rub briskly until the mixture becomes light and creamy. Gradually add the eggs while the mixture is being rubbed. After the eggs have been incorporated add the milk and stir. Now add the flour and baking powder and mix until smooth. To get the best results, the mixture should be kept cool until ready to go into the oven. Nuts or fruit may be incorporated if desired.

Hermits

Sugar, 2 lbs.
Shortening, 1 lb.
Molasses, 1 qt.
Milk, 1 qt.
Eggs, 1 pt.
Flour, 4 lbs.
Cake Crumbs, 3 lbs.
Raisins, 1½ lbs.
Allspice, ½ oz.
Bicarbonate of soda, 2 ozs.

Method

Put the sugar, shortening, eggs, salt and flavor into a mixing vessel and stir. Now ad the molasses and again stir. Then add the milk and break up the mixture. After this has been done, add the flour, crumbs and baking soda and mix until smooth. Then add the raisins and incorporate This mixture should now be rolled into strips, cut into pieces about the size of a walnut, deposit onto slightly greased pans and flaten. Bake in a medium hot oven.

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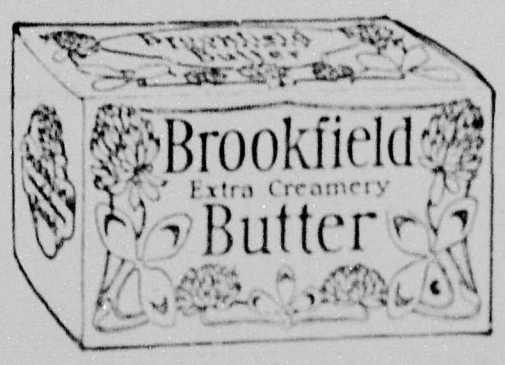

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