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THE BRITISH COLUMBIA RETAILER

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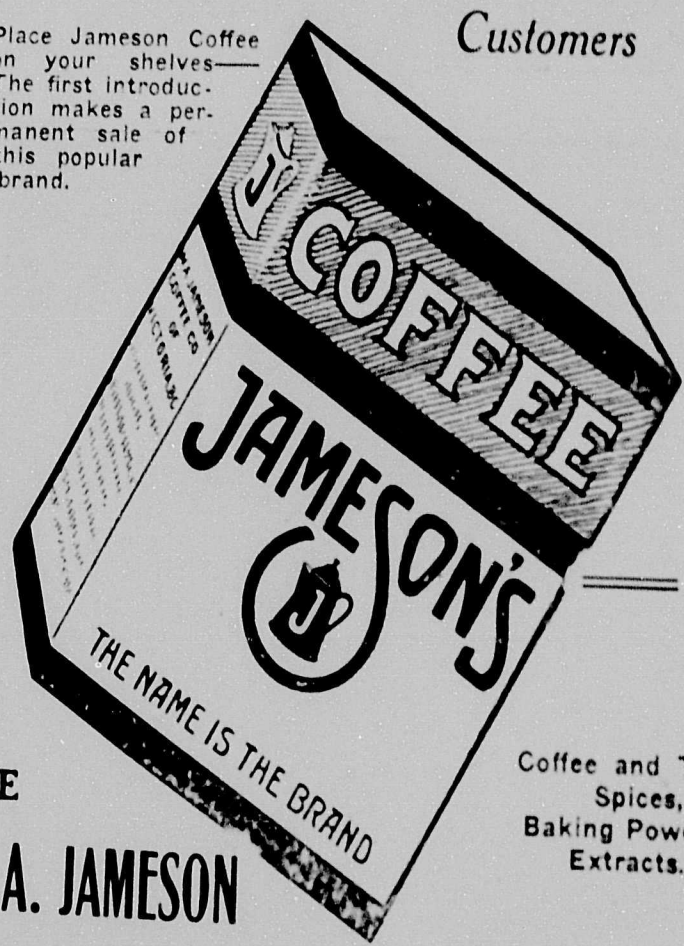

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The BRITISH COLUMBIA RETAILER

Published Monthly. THIRTEENTH YEAR

GROCERIES, DRYGOODS, HARDWARE, FOOTWEAR, GENERAL MERCHANDISE.

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

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

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EDITORIAL

However praiseworthy may be the sentiments expressed in the various "Outlook" articles appearing in the public press, for the incoming year, the majority appear to have touched a note of dangerous optimism. From the average retail merchant's point of view, the past year has left unpleasant memories, and the almost imperceptible transition into the New Year has created but a mental desire for betterment, producing no evident effect upon conditions as they exist—undue optimism is liable to prove more derogatory than pessimism. The term constructive optimism however is happily chosen, tending as it does to recreate confidence and achieve some definite purpose. Nineteen twenty-one constituted a necessary, though unsatisfactory epoch in the process of readjustment. In the early spring dealers everywhere were warned that new conditions, utterly undreamed of would present themselves, requiring the most careful manipulation.

Mills were closed down through lack of orders.

Large stocks of manufactured textiles were slaughtered.

Wholesale distributors, competing with world markets, received a serious setback.

The so-called buyers strike following a period of unbridled extravagence, seriously crippled the retail merchant's business.

Where goods were marked down to replacement values ,business staggered along in a hit-or-miss fashion, and conditions generally speaking were far from good.

Such conditions were noticeable, not ten years ago, but last year, and to predict a superficially bright outlook for 1922 is dangerous optimism.

Why repeat the same spirit of false optimism that heralded 1921 into existence?

A bitter lesson has been learned from such preclamation and idealistic forecasts should be abstained from when ushering "twenty-two" into his brief existence.

It was forcasted that 1921 would reward fighters in business. Such a prediction is applicable to any year, for it is the aggressive energetic, and determined individual or corporation which makes most headway in the world, in either good or bad times.

A Review

British Columbia's basic industries are happily in a sound condition affording a solid foundation for constructive optimism.

High grade securities have been cleaned up, with a consequent advance in quotations.

Several Provincial Government issues have been offered during the past year, which were readily underwritten.

The stock markets and foreign exchange reflect improved sentiment.

There are everywhere indications that the business pendulum is swinging away from depression.

There is less speculative element apparent.

Capital is available for investment in new industries, and enterprises. The average turnover of the retail trade has outdistanced that of 1920, albeit profits have not been altogether satisfactory.

Many merchants, content to "take their medicine" and reduce prices in accordance with general readjustment requirements, are able to congratulate themselves. There are still readjustments to be made, and there are evidences of a more reasonable attitude on the part of the buying public, which will tend to simplify the retail merchant's problems.

The world's affairs are seemingly progressing towards a peaceful solution which, when realized, will recreate confidence among men and nations.

Trade in its various sections has swung every way during the year just closed.

The value of the wholesale grocery trade has been considerably less than last year, owing to lower costs, but actual tonnage will show an increase.

This condition applies also to the hardware business.

The low fruit prices are liable to have a deterrent effect upon up country committments, when final settlement is made.

Business in dry goods circles has been admittedly short.

The boot and shoe business has shown satisfactory volume, and stands favorable comparison with last year, when in some localities a banner year in this line was experienced.

Other trade sections have suffered in less or greater degree, but have managed to mark time, and emerge from a trying period, bruised, but diligently watchful for any business offering. Failures locally have been unquestionably less in number than "blue ruin" prophets anticipated.

And so the story of the vanished year is told, and still the utmost care must be taken with, and diligent study applied to problems confronting the retail trade. It might be permissable to advise the application of the popular slogan, "Keep to the Right and drive slowly," to the steering wheel of business during 1922.

How Proposed Freight Classification Will Affect Your Profits

By R. Hill Fairley

Manager Traffic Department—B. C. Board R. M. A. of Canada.

The Canadian Freight Association, representing the various Canadian Railways, have had prepared a new Freight Classification, to be numbered Seventeen which, when sanctioned by the Board of Railway Commissioners for Canada will take the place of classification No. 16 which has been in effect since March 1913. This new Classification was under consideration by the various commercial bodies of Canada in Nineteen Hundred and Eighteen but was withdrawn by the railways on account of determined opposition both East and West. With a few changes in the Rules and Conditions of Carriage the Canadian Freight Association is again seeking to have their proposed classification No. 17 adopted. Shippers both East and West are still opposed with very determined opposition coming from Western commercial interests.

Before pointing out the objections taken to the proposed new classification it will be advisable to explain what a classification is, and also its purpose. In the very early days of the railway there was no such publication as a freight classification, a uniform rate being assessed on all commodities alike. With the development of traffic the railways soon found that certain kinds of freight moved in greater quantities than others. More coal was transported than dry-goods and boots and shoes; the volume of the shipments of lumber was greater than that of household furniture; more tons of grain were moved than of tobacco. It was also found that grain could not be carried in the same car that had been used for coal; that dry-goods could not be transported in a car that had previously been used for coal oil; and that some commodities required cars specially equipped for protection against bad weather conditions. Other commodities could be caried in open cars, such as coal and lumber thus lessening very materially the cost for equipment necessary to transport these and like commodities. Goods which require to be protected from the weather require more expensive cars, as carriers are responsible for the safe carriage of goods committed to their charge. Then the matter of the proper packing of goods affects the economical use of freight cars. All the above considerations, cost of service, value of the goods, volume and space used, are taken into account in assessing the charges upon differing shipments in addition to the distance over which they have to be hauled. For commodities offered in large quantities, such as coal and grain and many others, it was found advisable to give these carloads ratings, and also to determine the lowest weight of each commodity on which the carload rate would apply. The hundreds and thousands of articles offered for transportation have been classified. The publication, issued by the railways, is known as a classification and contains a rating of the various commodities listed therein; shows those goods which are given carload rates with the minimum weights, and also a list of the rules and conditions governing the carriage of the goods named. Something more than a classification is necessary to determine the freight rate on goods received for transportation. For this purpose the carriers issue tariffs which give the rates to apply to the various classes as outlined in the classification. Therefore both a classification and a tariff are necessary to compute the charges on any shipment moving under class rates. You will readily see that the railways may increase their revenue accruing from freight charges by raising a commodity to a higher class, say from third class to second class or from fourth to second. This would have the same effect as raising the rates. You are now able to see something of the importance of giving a close scrutiny of any new freight classification that may be proposed by the Canadian Freight Association as representing the Canadian Railways.

The various commercial interests throughout Canada, with the exception of the retailers who are still asleep in regard to transportation matters, are represented on a committee along with the railway traffic experts, in an endeavor to have the East and West come to an agreement that would be acceptable to all parties concerned.

In the proposed new issue to be known as classification No. 17, the carload minimums have been increased on a large number of commodities, the class ratings on thousands of articles have been raised and a new uniform rule, applying both East and West, is proposed in regard to the shipping of mixed carloads. The wholesale interests East and West have conflicting views, while the Eastern manufacturers are more or less agreed, Western manufacturers are somewhat perturbed and the retailers are calmly awaiting the result although they pay the freight, no matter who wins.

Concerning carload minimums we wish to submit a few examples of the drastic increases in the weight required to obtain the carload rate on the commodities named.

	From	To
Paper and paper bags	24,000	36,000
Confectionery	24,000	30,000
Pot and Pearl Barley	30,000	36,000
Rice	24,000	40,000
Coffee	24,000	30,000
Washing compounds	24,000	36,000
Canned goods	24,000	36,000
Dried and pickled fish	24,000	36,000
Jams and Jellies	24,000	36,000
Dried and evaporated fruits	24,000	30,000
Lye	24,000	36,000
Macaroni and Vermicelli	24,000	30,000
Canned Meats	24,000	30,000
Pickled meats	24,000	30,000
Condensed and evaporated milk	24,000	36,000
Mince meats	24,000	36,000
Powdered milk	24,000	30,000
Molasses	24,000	36,000
Nuts	24,000	30,000
Pickles and olives	24,000	30,000
Salt	30,000	40,000

Soaps	24,000	36,000
Soda, bi-carb and wash	24,000	36,000
Starch	24,000	36,000
Sugar	24,000	33,000
Syrups	24,000	36,000
Tapioca and sago	24,000	36,000
Beans, peas, dried	30,000	36,000
Dried and evaporated vegetables	24,000	30,000
Vinegar	24,000	30,000

Please note a few of the changes that have been made in classification.

Article.	L.C.L. class.	C.L. class.	to L.C.L. class.	C.L. class
Brooms, from	1	5	1	3
Corn flakes and shredded wheat	4	8	3	5
Coffee, green in single bags	4	5	2	5
Coffee, green in double bags	4	5	3	5
Twine in bundles, bags	2	4	1	4
Lamp chimneys	2	5	1	3
Lantern globes	2	5	2	4
Matches	1	5	1	4
Beets, pickled in barrels	4	5	3	5
Lard in tins, crated	3	5	2	5
Pickles in barrels or tubs	3	5	2	5
Sugar	4	5	3	5
Tobacco, cut	3	5	2	4
In caddies two or more strapped	3	5	1	4
Vinegar in glass	3	5	2	5
Washing compounds, liquid	2	5	2	5
Flavoring extracts	1	4	1	0
Jams, pails, 25lb loose	2	5	1	5
Milk powder, dry in glass	1	5	1	4
Nuts, shelled, single bags	1	4	1	3
Nuts, shelled, double bags	1	4	2	3
Wrapping paper, waxed	3	4	2	4
Clay pipes	2	5	2	0
Ground spices	1	4	1	0

In regard to mixed carloads, we quote from Classification No. 16, now in effect, the rules governing east of Port Arthur and the rules governing west of Port Arthur.

Rule 2.—on page 47 of Canadian Freight Classification No. 16:—

(a) In order to entitle a shipment to the carload rate, the quantity of freight requisite under the rules to secure such carload rating must be tendered on one bill of lading at one station on the same day by one consignor or owner, consigned to one consignee at one destination. (Subject to Rule 4.)

(b) On shipments between points east of Port Arthur, Ontario, the following rule will govern mixed carloads:—

When a number of different articles of the same class in carloads (except petroleum, lubricating oil, benzine, gasoline, naptha, varnish and turpentine in barrels—unless enumerated under one distinctive heading—and live stock) are tendered on one bill of lading on the same day by one consignor or owner, consigned to one consignee at one destination ,making up a full carload, they shall all be taken at the rate per 100 lbs. for such class in carloads, and at the highest minimum weight prescribed for any of the articles. When the articles shipped are provided with a carload rating and are of more than one class, the carload rate and minimum carload weight of the article in the highest class shall apply on all the articles that make up the carload—actual weight to be charged if over the minimum weight—excepting that when any straight shipment of one class equals or exceeds the minimum C.L. weight, then the C.L. rate for such lots will apply, and the other articles will take the L.C.L. class rate to which they belong. In the case of a mixed carload of 5th and higher class freight, having a minimum of less than 20,000 lbs. the minimum weight for the mixed car shall be 20,000 lbs. at the highest class rate.

(c) On shipments between points west of and including Port Arthur, Ontario, and points west thereof and vice versa, (see note).

Articles under different distinctive headings will not be taken in mixed carloads at carload rates.

When articles under one distinctive heading are of the same class C.L., the carload rating and highest minimum weight for such class will apply.

When two or more articles enumerated under one distinctive heading are provided with different C.L. ratings they will be accepted in mixed carloads at the highest carload rate and the highest minimum weight applicable on any article in the shipment.

When a shipment of one commodity, or a shipment of different articles under one distinctive heading and subject to the same carload rating, equals or exceeds the minimum carload weight, then the C.L. ratings for such lot will apply, and any other article not of the same class, or not under the same distinctive heading, loaded in the same car (or cars), will take the L.C.L. rate of the class to which it belongs.

Note:—The distinctive headings referred to are shown in black face type—as "AGRICULTURAL IMPLEMENTS," "HARDWARE," etc.

The foregoing portions of this rule are subject to the conditions of Rule 3 with respect to shipments aggregating more than one carload.

The rule governing mixed carloads as proposed in the new classification reads as follows:

Rule No. 10 from Revised Rules and Conditions of Carriage to apply in connection with proposed Canadian Freight Classification No. 17.

Except as otherwise provided, when a number of different articles, for which carload ratings are provided, are shipped at one time by one consignor to one consignee and destination, in a carload (see Rule 9), they will be charged at the carload rate applicable to the highest classed article, and the carload minimum weight will be the highest provided for any of the articles in the carload.

This new rule No. 10 which would apply both east and west, is virtually the same as now obtains between points east of Port Arthur and which we will designate the wide open rule, as it permits the shipping of all kinds of goods taking the same classification in carloads so long as it is forwarded by one consignor to one consignee to one destination or it permits goods of any and all classes in a car to get a carload rating, the rate being determined by the goods taking the highest class, the minimum weight to be the greatest shown for any article included in the car. Under the present rule governing shipments west of Port Arthur the mixing privilege is confined to articles under one distinctive heading, such as GROCERIES, HARDWARE or AGRICULTURAL IMPLEMENTS. Under the heading of groceries; for example, nearly all articles of groceries are listed under this heading and most of the articles are rated 4th and 5th class in carloads. Many merchants up country and on the prairies take advantage of this rule and buy in carload lots. In Classification No. 17 as proposed, distinctive headings are abolished and articles listed alphabetically. On first thought it would appear that the wide open mixing rule would be an advantage. Under the new rule

a grocer wishing to buy a carload of groceries would have to pay a very much higher freight rate as the number of articles taking 4th and 5th class as formerly is very much restricted on account of many of the classifications being raised and the minimum increased as shown above. General merchants carrying a large variety of merchandise would be able, under the new mixing rule to make up a carload of 4th and 5th class articles much easier than the grocer or hardware merchant who is confined to his own particular line.

The new mixed car rule would seem to favor the merchant handling a large variety of articles as they will be enabled to buy mixed carloads either east or west. For others the advantage of a wide open mixing rule has been largely nullified by raising the classification of numerous articles. This applies generally to all lines of trade and it would seem that the Retailers of Canada should strenuously object to the raising of the classifications and the increasing of the minimum weights required for a carload rate. Raising the classifications is virtually the same as raising the rates and thus any reduction in rates that might be granted by the Board of Railway Commissioners would be nullified by the general raise in classifications which is so apparent in No. 17.

Wholesalers and Manufacturers in the West do not look with favor on the wide open mixing privilege which has obtained in the East since March, 1913. They are apparently afraid of eastern competition although imported goods from European ports can be landed in Vancouver as cheaply as in Montreal and goods of Canadian manufacture can be brought in under very favorable commodity rates. It looks as if the carriers have a large sized order in satisfying both east and west regarding the mixed car privilege. What the retailers should do is to interest themselves in the classification question through their Association so that in the final analysis they will not be left holding the sack, for it is just possible eastern and western jobbers may agree on some stated and well defined mixtures with classification of commodities remaining as outlined in No. 17. Increased rates do not worry the jobber for he passes the additional freight charge on to the retailer who is forced to absorb the increase as he has no means of adding it to his retail price. So far as the provincial office of the Retail Merchants' Association of Canada is concerned, a very strenuous fight will be put up against the raising of the classification. If retailers throughout the Province have any views on transportation questions we would be glad to have them correspond with the provincial office.

Co-operate Individually With Your Association

Message From British Columbia's Executive to Provincial Members.

After some two years of the intensive effort we are able to report that the position of the B. C. branch of the R. M. A. of Canada is materially strengthened by the knowledge that a secure foundation has been laid for future association activities.

Financial and other embarrassments, which usually confront newly formed branch organizations, have been successfully overcome, and our efforts are mainly directed to perfecting the systems of the various service departments.

There is happily, today, a very promising attitude existing among the rank and file of members towards the Association, and it is no longer necessary to beg, plead and cajole members to become affiliated. At the outset of our endeavours our field organizer considered himself fortunate to be granted an interview, and oftimes, in new territory, with membership blanks his only stock-in-trade, he was confronted with incredible difficulties.

This attitude has undergone such a change, that the demand for our field organizer's services is, in many cases, booked weeks ahead.

To have gradually emerged from the position of a doubtful, or unknown quantity to that of an important factor in retail merchandising throughout the province is, we consider, a commendable achievement. In our desire to wisely direct Association activities, both at Headquarters and throughout the Province we are endeavouring to counteract the tendency apparent among many members of the Association, who are wont to become impatient with, what may seem to them unnecessary delays.

They are not aware of the difficulties surrounding matters, which on the surface appear to be of simple solution.

As an example of the amount of time absorbed in an individual subject let us cite the recent agitation regarding the Personal Property Tax.

Six weeks of concentrated attention was devoted by your executive, upon this insidious measure, much revenue was absorbed, the telegram bill alone exceeding $250.00.

Your executive consider the major effort to be the establishment of personal relationship between individual members, and the Association as a body.

To attempt this through the medium of branches and honorary executive officers is a difficult matter, and it is for this reason that so much time and attention is at present being devoted to the idea of establishing district organizations with a competent representative in charge of such areas, who by means of keeping in weekly, or at most monthly touch with every member in his district, that individual member will obtain a first hand, personal knowledge of what the association is doing, not only in a general sense, but in regard to his own particular line of business, and the problems he is called upon to meet.

There is nothing coming within the limits of legitimate public policy that the Asociation is not prepared to tackle in the interests of retail merchants, and the object of your executive officers is to increase the interest of the individual member to the extent that he may realize the success of the Association in every enterprise depends, not on the efficiency of Headquarters alone, but also upon the measure of active co-operation which he himself is prepared to render when called upon.

The merchant who has no public spirit and no interest in helping to promote the interests of his community is not entitled to the patronage of the people who live around him.

HOW DO YOU FIGURE YOUR TURNOVER?

A great many dealers may have no trouble whatever in figuring their turnovers, but there are others who do.

Now, let us see what is really meant by turnover. Suppose you have $10,000 which you invested in merchandise. This $10,000 represented the average amount of stock you had in your store at one time throughout the year. After a time your books showed that you sold $10,000 worth of merchandise at cost value, for $12,500. That meant that you turned your stock over once, or in other words you sold out your original investment once. At the end of the year your books showed that you bought merchandise to the amount of $50,000, which you sold at retail for $62,500. To determine the number of turnovers made within the year you simply divide $50,000 the cost of the merchandise you purchased, by the amount of average stock carried through the year, of $10,000. The result shows you made five turnovers.

Another way of figuring stock turnovers is to divide total sales by the retail or selling value of the average stock carried. Suppose, for instance, the stock you bought during the year for $50,000 you disposed of at retail for $62,500. Then you would divide $62,500 by $12,500, the latter figures being the retail or selling value of your original stock investment of $10,000. The same result is shown. Five complete turnovers were made.

It will be seen that one way of figuring is just as accurate as the other, but the mistake should not be made of dividing sales at retail by stock at cost. Suppose, for instance, you did divide your annual sales at retail by the average amount of stock you carried at cost. In this case you would divide $62,500 by $10,000, the result making your annual turnover 6¼. But you made no such number. All you actually made were five, as you only purchased $50,000 worth of new stock throughout the year.

Let us continue the question a little further. Suppose that in one year your sales amounted to $12,500, leaving a gross profit of $2,500, or 20 per cent. You sold then just $10,000 worth of merchandise, which is exactly one turnover. But if you only made one turnover your profit wouldn't be very large according to the amount of capital invested. If you sold five times as much merchandise in a year, and still carried an average of $10,000 of stock throughout the year, you made five profits on that $10,000 in showing. If you sold ten times as much you made ten profits, which would be still better. That, of course, would indicate that ten turnovers had been made. If the percentage of gross profits remained the same, that is, 20 per cent., your sales with ten turnovers would be $125,000. You invested the $10,000 ten times, so bought $100,000 worth of stock. Your gross profit was $25,000, or 20 per cent. of the total sales, but 250 per cent of the $10,000, which is all that you had invested.

It goes without saying that when you invest a certain amount of money in stock and you sell that stock you have turned the capital once. Every time you turn it you make a profit, if you hope to continue in business any length of time.

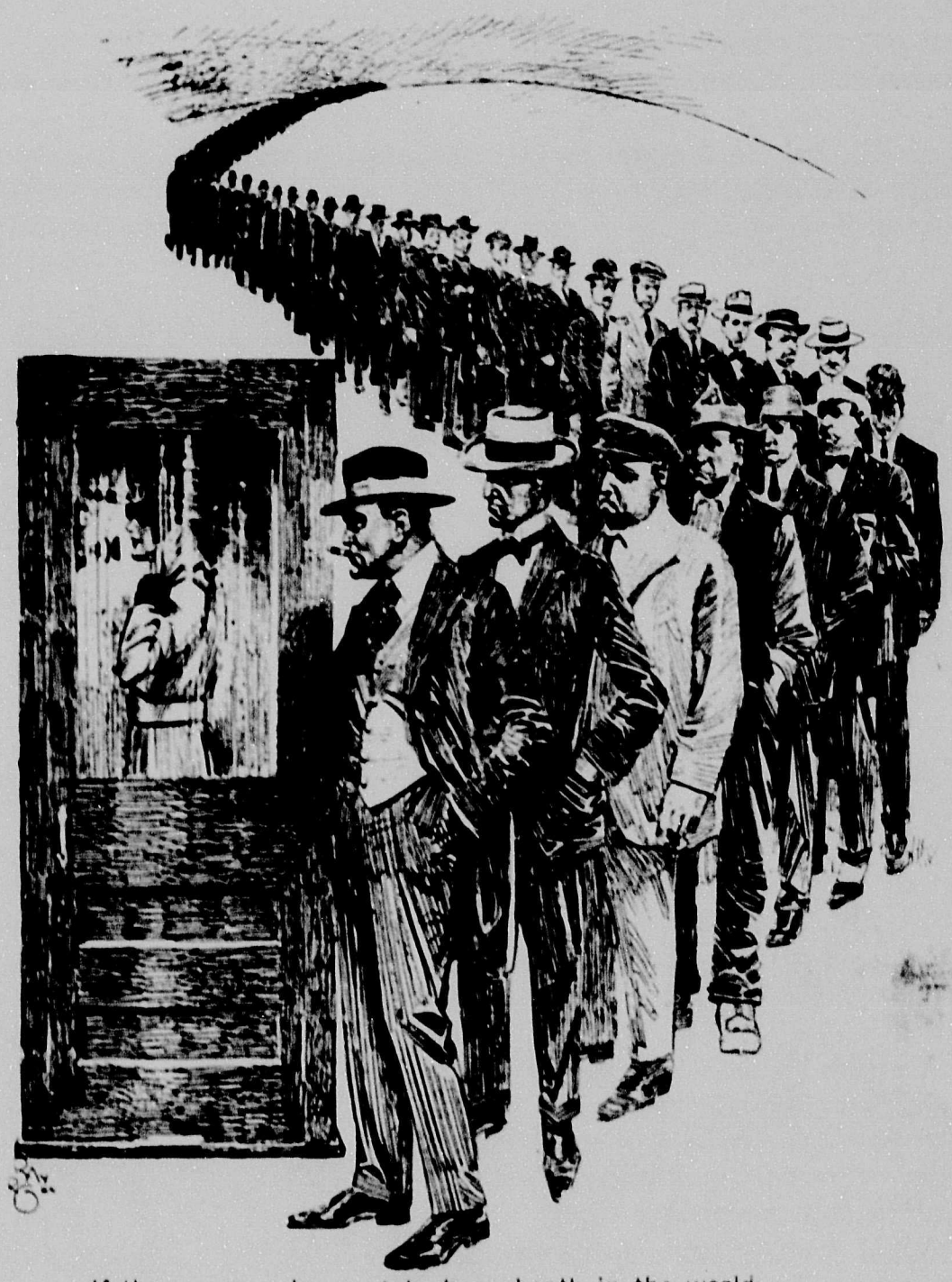
It follows, then, that the more turnovers you make the more profitable your business will be. Therefore it doesn't take much figuring to show that a few dollars turned frequently will do the work of many dollars that move slowly, even though the net profit per sale is less.

PERSONAL

H. Bently of Wyatt Bay was a visitor at executive headquarters R. M. A. recently. Mr. Bently has experienced some difficulty in connection with freight adjustment, and the Association was happily able to render him satisfactory service.

O. A. Cherbourg of Quatsino, another recent visitor to the Vancouver offices laid a difficult problem before the executive, dealing with illicit trading in his district, this is receiving the attention of the Provincial Secretary.

"Multitudes of people who fail, or who plod along in mediocrity, would succeed if they could only have more faith and could keep up their courage, but when they lose confidence they lose heart, and their grip upon themselves and upon everything else."



If there was only one telephone booth in the world.

How Are You Rated–Financially ?

Distributors are attracted to "Good Record" dealers.

By Frank Farrington.

It is not uncommon for a young business man to say to himself and perhaps to the representative of the credit agency, "What do I care how you have me rated, or whether you have me rated at all? I can buy all the goods I need and then some. I don't need any rating."

But a business man does need a rating just the same. He needs to be on record regarding his ability and willingness to pay, and regarding his character and honesty. The man who neglects that part of his standing is very likely to see the day when he will regret having handicapped himself by so reactionary a policy.

Every now and then there comes into your town a travelling representative of some manufacturer or jobber who has something to sell that would be of particular value in bettering your business methods or increasing your sales or reducing your cost of selling. That salesman has a list of the best rated men in your line and those are the men who have the first chance to buy. He does not bother with the ones he regards as poor-pay, unimportant little dealers. He is anxious to land the best men in the line and he knows the best are rated—barring occasional exceptions, so few as not to need consideration.

Ratings

Th retailer who is not rated at all, or who is rated low, or who is on record as refusing to make any financial statement, does not present an attractive prospect to the house looking for prosperous and successful dealers.

It will not do for you to take the position that people with something to sell will hunt you up and be so anxious to make sales that you need not worry about being passed by. There are opportunities going around that you should be looking for, not merely waiting for. You ought to be the kind of business man to attract such opportunity propositions.

You want and you need a good reputation among people with things to sell as well as among people who may buy from you. You may want to enlarge your store some day, or remodel it, or add new equipment of considerable value. Then the mere fact that you pay your bills when they come due may not be enough information for the concern you ask to give you credit to the amount of a thousand dollars or more, and it certainly will not be enough for the banker to whom you apply for a sizable loan.

When it comes to needing money for special purposes or to tide you over a bit of bad luck or a dull period, or when you are short of money and want an extension of credit, then you will have to come across with some kind of a financial statement, and that will be given a careful consideration along with your reputation for the prompt payment of your bills.

You need a rating, an official record of your financial standing, and you need a reputation for being good pay and for being honest. You may have all kinds of money and resources today and yet be wanting to borrow next month.

What are you going to do to acquire a desirable standing and rating and reputation?

You will buy with care for that is where you lay the foundations for your reputation for being good pay. If you buy carefully and keep within your ability to pay, you do not become tied up with more debts than you can take care of. A reputation for being a judicious buyer will gain you the confidence of the seller better than being a liberal buyer and a constant asker for more credit.

You will be reasonable in the matter of personal expenses and you will be careful about your personal habits, because your credit rating is in part made up from information that you do not yourself supply direct to Dun and Bradstreet. You need a good personal reputation as well as a good financial history.

You will pay every bill when it is due, and that means that you will have the money in the hands of the house you owe on the date the bill is due, instead of mailing it on that date. The money is theirs on the day the bill is due, not two days later. If you discount your bills, so much the better for your reputation and for your pocketbook—and see that you discount them within the allotted time instead of taking a day or so too long.

Take Advantage of Cash Discounts

You cannot afford to neglect the cash discounts. You might better borrow money at the bank, unless you already owe too much there, than to take 30 days time on a bill with 1 per cent off for ten days. In fact, if you take the long time on such a bill, you advertise the fact that you are either short of money or are a poor business man. In practically all cases where there is a cash discount offered, it pays you to take advantage of the offer.

When you are unable to pay a bill at maturity, instead of just letting it wait, thinking you will send a check in a few days, write your creditor, perhaps enclosing a check for as much of the account as you are able to pay at that time, explaining why you need an extension, offering a note, if there is going to be further delay in paying. Go to the man the day the bill is due, by letter or in person. Be prompt in explaining the situation. In that way you may lose nothing in reputation by being short of money. What will get you in wrong is to give no sign that you know your bill is due, leaving your creditor all up in the air in the matter. And there is nothing to be gained by sending a check you "forget" to sign, hoping so to gain a few days. Use no deceptions and practice no ruses to fool the man you owe. Come clean on the proposition and do it promptly and get his good will and establish your own honesty.

Be extremely careful to do nothing that may injure your credit. You want to stand well with your banker and to that end it is better that you add enough to your bank balance to give you a fair working capital, even if you have to borrow for the purpose. If you are always overdrawing your account or coming just as close to it as you dare, or if you are kiting checks, using two or three banks, you will be an object of constant suspicion to your bankers. You don't want the cashier to have to look

Ideas That Will Boost Your Sales

A BIT OF SIMPLE SYSTEM

SUPPOSE you have merchandise which you desire to sell quickly and at the same time you do not care to hold a special sale or show a bargain counter. Here is a way to inform your clerks what merchandise to push without the usual liklihood of a slip of memory on their part.

Mark the merchandise in contrast to your usual method. For example: if you use black ink for price mark, go over your stock and mark in red ink the articles to be worked off; if you use round price tickets, contrast with square; white tickets can contrasted with colored tickets.

It is then an easy matter for clerks to push the sale of specially marked goods while showing the lot to a customer.

MAKE YOUR NAME STAND OUT

BEAR in mind that the name of your store set in type has a commonplace appearance. The cost of a drawn name design will not be excessive and will be a good advertising investment on your part. As shown in the illustration a drawn design makes the store name stand out whether in an ad, in a newspaper, painted on fences, on wrapping paper, etc. In fact, it is really a sort of trade mark for the store.

"TEN ALL-AROUND" SALE

A novelty sale wherein the figure ten plays a prominent part. Have writing sheets printed with:

"WHAT TEN ARTICLES FROM THIS LIST WILL I SELL IN GREATER QUANTITY ON THE TENTH OF————?"

For nearest Correct List.....Ten Quarters
For second Correct List.....Ten Dimes....
For third Correct List .....Ten Dimes
For fourth Correct List .....Ten Dimes
For fifth Correct List.....Ten Dimes
For sixth Correct List .....Ten Dimes
For seventh Correct List .....Ten Dimes
For eighth Correct List .....Ten Nickels
For ninth Correct List .....Ten Nickels
For tenth Coreet List .....Ten Nickels

(Then copy list)

Give out one sheet to everyone who visits your store and also give out one sheet with each purchase. Start giving out the sheets from one week to two weeks before tenth of the month.

A simple way to record the value of goods sold is to measure the quantity at end of 9th day of month and compare it with quantity on hand at end of 10th day of month. Multiply the difference in quantity by the selling price and you have the total.

In using this idea you will find it to be a stimulant to your sales. Those who estimate will purchase both to obtain more estimate sheets and to increase the sales of the article they have named.

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up your balance every time anyone walks into the bank and presents one of your checks. That sort of thing doesn't add to your reputation as a business man.

Something to Conceal

You should keep such a careful record of your business finances as will enable you to make a comprehensive and comprehendible statement to your banker at any time, or to anyone from whom you ask an unusual amount of credit.

When the credit agency man comes around next time, instead of telling him you will not make any statement, trusting that by no statement you at least put yourself in a neutral position, just remember that financial statements are so common and essential today that by the mere act of refusing information, you lay yourself open to suspicion. You give the impression that there is something to conceal.

Unless you have something you must conceal, give the agency representative the information he wants. Be frank with him. Honesty and frankness in such a case are worth a good deal and count for more than a considerable cash balance with a refusal to give information as to resources.

The information you give, even though not wholly advantageous, is a good deal less likely to be used to your detriment than the fact that you refuse information and try to conceal your business figures.

There is nothing in an honest lack of money or assets to cause any embarrassment. "Poor but honest" means a good deal more to the people who sell you goods than "Solvent but slippery."

If by refusing any information about your business you could convey the impression that you have plenty of money and don't care what people think or want to know, there might be some point to refusing. The trouble is that you give no such impression. The man who will not tell is in danger of being suspected of having special reasons for his secretiveness.

Do all you can to deserve a good rating, and then try to get that rating recorded in such form that it will serve you. Then, when you have occasion to send for something from a new house, you will not have to submit to delays and questionnaires. You You will be recognized as a man with backing, or at least, as a man who can be trusttd.

The financial rating standing against your name is worthy of your attention and it may make or break your business success.

The Growing Importance of the Trade Paper

How it functions in the interests of its readers and advertisers—defects of free circulation.

The purpose of any trade paper is to interest and help the members of the trade to whom it is addressed. The whole theory and fact of the trade press is based on that service to the trade itself. The only service that a trade paper can offer those who support it through advertising is based primarily on the ability of that paper to interest and draw readers within the trade. The advertisers are, logically, a party of the second part, dependent with the publishers on the interest that can be held and attracted through the reading and news value of the pages of pure reading matter.

A trade paper offers to the members of a certain trade a weekly or monthly program. They sell this weekly or monthly program for so much subscription per annum. Because of this program and the interest it creates, the publishers offer you the privilege of addressing the audience they have gathered before and after the program proper, at so much per page. There we have a community of interest and a mutual service between tradesmen, publishers and wholesale producers. But the whole basis rests on the interest of the subscribing reader. Therefore, the advertisers have a definite interest in the program offered—in its value and satisfaction to the trade.

It pays an advertiser to keep this in mind at all times when placing his business. That it may be lost sight of was brought to my attention forcibly the other day. A man who is a wide advertiser in his field brought me a card of a proposed paper asking me what I knew about this venture. It was the first I had known of it, so naturally I asked him some questions. Not being definitely interested in the advertising end of the business, I asked him about the policy of the proposed paper, what the reading matter would be, and who would edit it. Although he had been approached to place advertising in it, these things he did not know, and further inquiry on his part secured for him no further information; in fact, he was told that this part of the paper had not been decided upon as yet. Now, what had that publisher to offer to the advertiser for the money he was asked to spend?

Circulation Value

The only thing offered was a circulation list of bakeries, hotels and restaurants to which the paper would be mailed free, and the news that certain other advertisers in the field had already contracted for space. I asked this advertiser as a matter of information if he would phone these other prospects. The only one he could reach denied that he had contracted and was angry that his name was being used. That incident has set me thinking along this line. Free circulation will probably sound more alluring to the advertiser than to the reader. At least any circulation that is of value must be backed with an interesting editorial program and policy. Otherwise, the circulation means absolutely nothing. Then also the ever possible hold-up system of selling advertising is something that should be scrutinized. The word that you have agreed to advertise in a new venture undoubtedly carries a fav-

Lake of the Woods Milling Company
LIMITED
Makers of
FIVE ROSES FLOUR
The World's Best
Daily Capacity 14,200 Bbls.
B.C. Offices and Warehouses:
1300 Richards Street VANCOUVER
1614 Store Street VICTORIA

MORE and more people are asking for SHELLY'S 4X BREAD. It is advertised everywhere, outdoor and in the public press. Just now, we are showing housewives how to use more Bread. And they'll ask for SHELLY'S. Have it in your store. SHELLY'S 4X BREAD is scientifically baked under model conditions. Well risen, with golden-brown, crisp crust, light, fine textured, tender crumb. It makes return sales—because its standard never varies.

It Makes "Come Again" Customers for YOU

Shelly Bros. Ltd.
VANCOUVER
NEW WESTMINSTER
VICTORIA
NANAIMO

orable impression to other advertisers in the field. You also can be impressed by another whom you consider a bright merchant. To use names indiscriminately without basis of fact is a hard matter to deal with. Perhaps the seller merely intimates. Trading on names is bad business, and I believe the only sure way of ascertaining the facts are from the statements of the alleged contracting party.

First Principles

The mere fact that there are sufficient trade papers to cover our field is no deterrent to others entering with a new one. Nor have those in the field any monopoly or license to hold the field except through service that earns survival. But I believe you who are advertisers should think back to causes and first principles, and when offered a new medium of approach to the retail field, demand that they show you reasonable grounds that their offering will be read. That means that the new paper should have more than a name and a mailing list, but must have the essentials of a good trade paper, a trade policy ably backed by good trade reading matter intelligently edited. Otherwise, the new venture will be just so much added postal matter for the receiver to destroy and nothing more than a clever raid on the treasuries of the contributing advertisers.

Free circulation also has this defect, it need not offer for acceptance or refusal to the reader a sample or samples that show what it is and what its reading matter and editorial policy intends to be. It comes to you with no approval on which you can estimate its value to you. It is wholly problematical whether it will interest, or even reach, such trade as you wish to solicit.

It is as cowardly to rebuke a clerk before a customer as it is a child before a stranger, and considerably more dangerous.

ADDRESSES WANTED

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

Alcock, A. J.—Formerly of Kelowna.

Armstrong, J. S.—Last address, Kelowna.

Clark, Archie—Formerly of Kelowna.

Hunston, W.—Late of Kelowna, now said to be in Vancouver.

Hyde, T. L.—Formerly a resident of Kelowna, last heard of in Vancouver.

Johnston, Isaac—Late of Kelowna; now said to be in Cariboo.

Larson, P.—Formerly of Kelowna.

Macey, C. O.—Formerly of Kelowna.

Murphy, Dick—Last address, Kelowna.

Robinson, J. E. O.—Formerly of Kelowna; now said to reside in Vancouver.

Swinton, Hugh A.—Last address, Kelowna.

Wake, Stafford H.—Formerly of Kelowna.

Ellis, Arthur—Machinist, formerly of Prince Rupert. Last known Vancouver address 1241 Georgia St. W.

To Probe Retail Charges in All American States

Investigation of retail prices of food, fuel, shoes and clothing in all parts of the United States was ordered recently my Attorney-general Daugherty.

Mr. Daugherty said that in many localities prices were to high and retailers' profits were "unconscionable" and that every effort would be made to put retail prices on the proper level.

ANOTHER SCIENTIFIC DISCOVERY

Alterations in Cheques Can Be Detected With X-Rays.

A discovery has been made whereby alterations in cheques or false bank notes can be detected with X-rays.

The note is placed with a photographic film between two screens coated with material which glows under the influence of the rays. A short exposure is given and on development a photograph is obtained which reveals, not only the writing or printing, but also the character of the paper.

CERTIFIED PUBLIC ACCOUNTANT

will write up Retailers' Books evenings at reasonable rates.

Apply:
Box 313, B. C. Retailer

No Springs Honest Weight

CANADIAN TOLEDO SCALES

Installed in your
STORE FACTORY
WAREHOUSE
insure
ACCURACY. SPEED. ECONOMY

Write or Wire
Canadian Toledo Scale Co., Ltd.
424 Cordova St. W. Vancouver, B.C.

E. S. CHAMBERS, Sales Agent.

Great West TEA

PACKETS ONLY

No Premiums No Deals
No Price Cutting
QUALITY ONLY

Western Grocers Limited
VANCOUVER, NELSON, CRANBROOK, B.C.

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.

Has a spider any sense? Perhaps not. But he teaches a lesson.

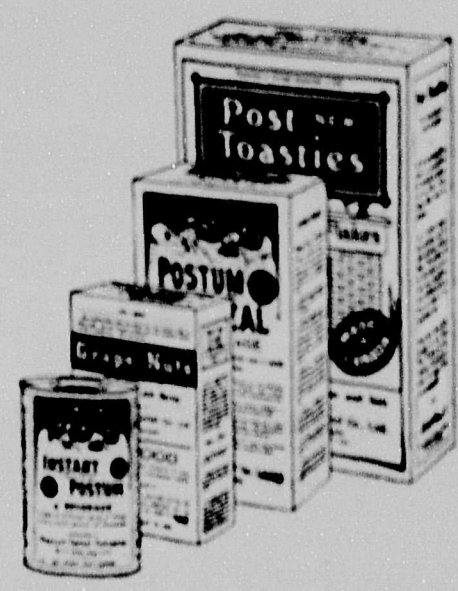
The spider's web, the home of the spider, is a familiar sight to many grocers. That the spider should choose to raise his family amid stock of the slowest turnover—or no turnover at all—is no mere coincidence.

The spider simply does not get acquainted with certain thoroughly advertised goods.

As far as Postum, Grape-Nuts and Post Toasties are concerned—"there's a reason"—and a good one.

The sale of these three popular products is guaranteed. And for that also there is a reason.

Back of Postum, Grape-Nuts and Post Toasties is a persistent, year-'round National advertising campaign constantly telling the consumer of the merits of these wholesome foods—



Resulting in the elimination of all risks on the part of the grocer, insuring quick turnover and taking the fit out of profit.

Canadian Postum Cereal Co., Limited

Windsor, Ontario, Canada

GROCERIES & PROVISIONS

GENERAL BUSINESS CONDITIONS

Notwithstanding the trying times of the year just gone by, the average retailer is able to say that 1921 was a very fair business year after all. It was predicted early in 1921 that prices would tumble and only the strong would survive. True prices did decline, the wise merchant however took his losses as they came, reducing his selling prices accordingly, thereby establishing the confidence of his trade, and while his net profit has not been great, there is a lot of satisfaction in being able to survive the storm.

We now enter 1922 with the firm belief that it is going to be a better business year than 1921. While prices have not altogether reached a normal or pre-war basis, a great many commodities are now as low as they will be. With this in mind the retailer can make his purchases with greater confidence. We, in British Columbia, should not lose knowledge of the fact that B. C. has not suffered to the same extent that have the prairie provinces or eastern Canada and that prosperity will come to us in 1922 much sooner than it will to other sections of eastern Canada. As an indication of the decreased buying power in Alberta and Saskatchewan, it is reported that these provinces will receive $30,000,000 less for the grain crop of last year than they received for the previous years crop.

Sugar: Since our last issue B. C. granulated sugar has declined 40 cents per 100 lbs, making today's price $7.00 per 100. The raw market is still very weak and some sources predict that sugar will go as low as $6.00 per 100 lbs. Purchases should only be made to fill immediate requirements.

Soap: The local soap manufacturers on January 3rd announced a reduction of about 10% in the prices of local laundry soap. Prices however, are still $1.00 per case higher than 1914. The present rate of wages makes it impossible for manufacturers to get back to the old basis. Reductions in the prices of soap powders and cleaners are looked for in the near future.

Starch: A reduction of one and one-eighth cents per lb. in all corn and laundry starch went into effect early this month.

Syrup: All brands of corn syrup were reduced early in the year one dollar per case with the exception of No. 2 tins which were reduced twenty cents per case. Rogers golden syrup also shows a reduction of from twenty to forty cents per case, making today's prices as follows: 12/qt sealers $3.70 case; 24/No. 2 tin $4.55; 12/No. 5 tin $5.10; 6/No. 10 tin $4.65 case; 3/No. 20 tin $4.45 case.

Coffee: Several well known and well advertised brands of coffee have been reduced in price four cents, to 52c per lb. The condition of the coffeemarket does not appear at this time to justify such a price reduction which can only be accounted for by local competition.

Tea: As previously predicted the very firm conditions of the far eastern tea market and increased handling costs have compelled local importers to advance prices from two to six cents per lb. on bulk tea. While as yet there has been no advance on private brands of package tea, it is a certainty that this will follow in the very near future. A shortage of tea caused by many plantations being shut down for local reasons, is the primary factor for the increased prices.

Exaporated Fruit: Retailers are advised to anticipate their prune needs for the next few months. Wholesalers have been compelled to increase prices on the last few consignments from one to three cents per lb. It is even now impossible for importers to purchase some sizes, the crop in California is rapidly cleaning up and it is predicted that there will be absolutely no carry over whatever this year

Figs One wholesaler is showing some exceptionally fine samples of California black cooking figs, which are coming much more into favor owing to their superiority in eating qualities over the white, and the fact that there is 18 per cent more nourishment in the black variety over the white variety.

Raisins: Market dull, no price changes expected.

Evaporated Apples: B. C. evaporated apples have now entirely crowded the American and Eastern Canadian apples off this market. This year's pack is without a doubt the finest ever put up in B. C.

Fish: Canada's national fish day is February 1st. Retailers can cooperate and utilize the extensive advertising being done to increase fish sales by featuring timely displays. Eastern whole cod and mackerel will appeal strongly to former residents of Eastern Canada.

Canned Fruit and Vegetables: Market steady, demand fair. No immediate price changes expected.

Sago and Tapioca: Market steady, today's quotation of six cents per lb. seems to be about the bottom.

White Beans: Market firm at present price of 5½ cents per lb. for fancy grades.

Marmalade: Arrival of new crop marmalade oranges at lower prices has made it possible for local marmalade manufacturers to announce lower prices. The popular price on four pound tins is now eight dollars per dozen.

Olive Oil: Pure olive oil of the first pressing was subject to a very material reduction about the middle of the month, gallon tins now selling for four dollars per gallon. Smaller sizes being priced proportionately higher.

Pork and Beans: The Dominion Canners, packers of Quaker Brand pork and beans have reduced the popular 2½ lb. tins to $2.35 per doz., so that it can be retailed at a popular price. Quaker pork and beans is a quality article grown and packed in B. C. that deserves the support of the retail trade.

Advertising Clubs of World Rap Some Collection Systems.

It is pleasing to note that the Associated Advertising Clubs of the World are warning better business bureaus to advise their merchant members against purchasing collection letter systems from itinerant agents. It is stated that a number of these agents realize from $10 000 to $50,000 annually by the sale of these systems, which are purchased by them at a price of from $1 to $3 and sold to the merchant at any price from $10 to $100 per system.

ROYAL YEAST CAKES
MAKE PERFECT BREAD

Protect yourself against variation in quality. Stick to the products whose quality is uniformly high grade, with never a bad lot to injure your store's reputation, and lose your customers.

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

90 per cent of
STEVENSON'S
QUALITY BREAD

IS SOLD BY
RETAIL GROCERS

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

Phone Fairmont 227
VANCOUVER, B.C.

GROCERY PRICES CURRENT

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

RAMSAY BROS. & CO., LTD.

Family sodas, packages, per dozen	$ 2.40
Cream sodas, 2s, tins, each	.48
10c Cream Sodas, packages, doz.	.96
15c Cream Sodas, packages, doz.	1.45
10c Assorted Sweet Biscuits, packages, per doz.	.96
15c Assorted Sweet Biscuits, fancy carton, per doz.	1.50
Chocolate Bars, assorted kinds, 2 doz. to a box, per box	.90

E. W. GILLETT CO., LTD.

Royal Yeast—

	per case
3 doz. pkgs. in case	2.30

Perfumed Lye—

	per case
4 doz. in case	$ 7.10
5 cases	7.00
10 cases or more	6.95

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
50 lb. wooden cases	.12¾
5 lb. canisters (100 lbs. in case)	.16
10 lb. canister (100 lbs. in case)	.14¾
100 lbs. iron drums	.12
400 lbs., barrels	.10½

Cream Tartar—

	per doz
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

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.	2.85
Baking Powder, 48 16 oz., doz.	3.75
Baking Powder, 12 2½s, doz.	9.00
Baking Powder, 6 5s, doz.	16.50
Celery Salt, glass, doz.	.90
Coffee, 1s, 2s, lb.	.52
Coffee, 5s, lb.	.61
Cream of Tartar, ¼s, doz.	1.90
Baking Soda, 60 1s, case	3.10
Baking Soda, 24 ½s, doz.	.60
Custard Powder, doz.	1.25
Quick Tapioca, doz.	1.25
Chocolate Pudding, doz.	1.25
Allspice, No. 3, tins, doz.	1.05
Chili Powder, small, doz.	1.00
Cinnamon, 2 oz. tins, doz.	1.15
Cayenne Pepper, 2 tins, doz.	1.15
Cloves, small, doz.	1.15
Ginger, small, doz.	1.15
Mace, small, doz.	1.15
Nutmeg, small, doz.	1.10
Paprika, small tins, doz.	1.35
Black Pepper, tins, doz.	1.15
White Pepper, tins, doz.	1.25
Pastry Spice, 2 tins, doz.	1.25
Pickling Spice, doz., No. 2	1.10
Marjoram, Mint	1.25
Poultry Dressing, Parsley, Sage, Savory, Thyme, Tumeric, tins, doz.	1.15
Curry Powder, 4 oz. glass, doz.	2.60
Extracts (all flavours), 2 oz., doz.	2.50
Extracts (all flavours), 4 oz., doz.	4.75
Extracts (all flavours), 8 oz., doz.	9.00
Epsom Salts, ¼s, doz.	.60
Fruit Colors, 2 oz., doz.	1.75
Icings (Chocolate, Rose Pink, Lemon, Vanilla, White, Almond, Orange), doz.	1.25
Jelly Powder, doz.	.90
Mustard, ¼s, doz.	2.40
Mustard, ½s, doz.	4.75
Mustard, 1s, doz.	8.50

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

Castor Oil, 2 oz., doz.	2.25
Castor Oil, 4 oz., doz.	4.00
Salt Petre, ⅛s, doz.	1.60
Sulphur, ⅛s, doz.	.75
Tea, Green Label, 1s, lb.	.48
Tea, Green Label, ½s, per lb.	.49
3s, lb packages	.46
5 lb. packages	.45
Tea, de Luxe, Afternoon, 1 lb.	.68
Tea, de Luxe, Afternoon, ½ per lb.	.69
Lemonade Powder, doz.	2.40
Vinegar, doz.	2.75

THE W. H. MALKIN CO., LTD.

"Malkin's Best" Products—

Baking Powder, 48-12 oz., per doz.	$ 3.00
12-2½s, per doz.	9.35
12-5s, per doz.	16.85
Coffee, 48-1s, per lb.	.52
Cream of Tartar, tins, per doz.	1.50
Custard Powder, 12 oz. tins, per doz.	3.00
Extracts (all flavors) 12-2 oz., doz.	2.50
12-4 oz., per doz.	4.75
8 oz., per doz.	9.00
16 oz., per doz.	17.00
26 oz., per doz.	24.00
½ gallon, each	5.50
Gallon, each	10.50
Glycerine, 12-2 oz. bottles, per doz.	1.75
12-4-oz. bottles, per doz.	3.25
Honey, 24-10 oz. jars, per doz.	2.40
24-13 oz. jars, per doz.	3.50
24-2 tins, per doz.	6.00
12-6 tins, per doz.	11.50
Jelly Powders, 4 oz., all flavors, doz. 1 doz. free gross lots	1.10
Lemonade Powder, 8 oz. tins, per doz.	2.40
Mustard, 12-3s, tins, per doz.	1.65
12-5s, tins, per doz.	4.50
24-1s, tins, per doz.	9.00
12-5s, tins, per lb.	.60
Spices and Seasonings:	
Celery Salt, taper bottles, doz.	2.10
Curry Powder, taper bottles, doz.	2.25
Allspice, per doz. tins	1.05
Cinnamon, Ginger, Black Pepper, Poultry Dressing, Sage, ground, Sage, rubbed, Savory, Thyme, Tumeric, per doz. tins	1.15
Cloves, Mace, per doz. tins	1.35
Marjoram, Mint, Nutmeg, Parsley, Pastry, mixed, Pepper, white, Pepper Cayenne, per doz. tins	1.25
Paprika, Chili Powder, Curry Powder, per doz. tins	1.75
Whole Cinnamon in carton, per doz.	.45
Whole Nutmeg in cartons, per doz.	.45
Tea, 100-1s, per lb.	.53
60-1½s, per lb.	.53
30-1s and 20-1½s, assorted, per lb.	.54½
12-5s, per lb.	.56
Vinegar, 24-qut., per doz.	2.75

P. BURNS & CO., LTD.

Shamrock Products

Hams, per lb.	.32
Hams, boned and rolled, per lb.	.38
Bacon, 6-8, per lb.	.41
Dominion Hams, 8-12, 10-16, per lb.	.31
Dominion Bacon, 6-10, per lb.	.33
Dominion Bacon, 10-14, per lb.	.32
Dominion Shoulders, boned and rolled	.20
Cooked Hams, Shamrock, per lb.	.45
Ayrshire, rolled shoulders, per lb.	.22
Lard, No. 5, 12 to case	9.85
Lard, No. 3, 20 to case	9.90
Lard, cartons, 15 lbs.	.18¾
Lard, No. 1 cartons, 30 lbs.	.18½
Compound, Carnation, No. 5, 12 c's	8.65
Compound, Carnation, No. 3, 20 c's	8.70
Dripping, beef, 4-lb bricks	.12
Mincemeat, kits, 25lb, net, per lb.	17½
Meat Loaf, per lb.	.18
Pork pies, per doz.	.45
Pork, roast legs with dressing lb.	.45
Baked Ham with dressing, per lb.	.46
Cooking Oil, 5 gal. tins, 40-lbs per lb.	.14½
Creamery Butter, Shamrock, carton	.45
do without carton	.44
Cheese, Canadian, large, per lb.	.23½
Cheese, Canadian, twin, lb.	.24
Smoked fish kippers, 20s, per lb.	.9½
Smoked fish, kippered salmon, 10s and 20s, per lb.	.16
Smoked cod, 30s, per lb.	.16
Head Cheese, 5 lb tin, each	.60
Jellied tongue, per tin	2.25
Selected Foyl, per lb.	.30
Selected chicken, per lb.	40

THE ROYAL CROWN SOAPS, LTD.

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

Terms Nett 30 Days.

Royal Crown Soap, 5s, box of 120, 1cs.	$ 5.40
Royal Crown Soap, 1s, box of 100	4.50
Golden West 5s box of 120s	4.80
White Wonder, box of 100	5.75
Linen (unwrapped), box of 100	3.85
Royal Crown Naptha, box of 100	4.70
Klondyke (wrapped), box of 25	6.25
Klondyke (unwrapped), box of 25	6.10
Primrose (wrapped), box of 25	4.50
Extra Hard (unwrapped), box of 30	2.50
English Blue Mottled, box of 20	6.15
Royal Crown Powder, 3-lb., box of 24	7.00
Royal Crown Powder 1 lb, box of 50	5.00
Golden West Powder, 3-lb., box of 24	7.00
Royal Crown Cleanser, box of 48	2.50
Royal Crown Lye, box of 48	5.90
Royal Crown Powdered Ammonia, 1lb., box of 36	3.75
Liquid Ammonia, 2 doz. qts., box of 24	4.50
Liquid Blue, 2doz. qts., box of 24	4.50
"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 30	4.10
Seal Brand Castile, box of 25	5.15
Seal Brand Castile, box of 20	5.15
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	5.40
Golden Rule Soap, 6s, box of 144	5.40
Perfect (unwrapped), box of 100	3.85
White Swan Naptha, box of 100	4.70
Climax or Montreal (wrapped), box of 25	6.25
Red Crown, box of 25	4.50
Golden Bar, box of 30	2.50
Blue Mottled, box of 20	6.15
Blue Mottled, box of 30	5.50
White Swan Washing Powder, 3 lb., box of 24	7.00
Pendray's Lye, box of 48	5.90
Pendray's Powdered Ammonia, box of 24	4.00

Special prices on 5, 10, 25 and 100 boxes

Pendray's Water Glass, Egg Preserver

Cases, 24x2-lb tins, per case	5.00
One-gallon tins, per tin	1.40
Four-gallon tins, per tin	5.25

Sundries

Royal Crown Washing Powder in barrels, per lb.	.07¼
Royal Crown Cleanser in barrels, lb.	.05
Terrazzo Cleanser in barrels	.07
No. 1 English Soft Soap in barrels, lb	11
No. 1 English Soft Soap in pails, lb.	.13½
No. 2 Common Soft Soap in barrels	.08
Witch Hazel Liquid Soap in bbls., gal.	2.00
Witch Hazel Liquid Soap in 4-gal. tins, per gal.	2.50

R. M. A. OFFICERS ELECTED AT LYTTON

A newly organized branch of the Retail Merchants' Association at Lytton has come into being, and the following officers have been elected: W. F. Ford, North Bend, president; J. H. Anthony, Lytton, first vice-president; H. Reynolds, Spuzzum, second vice-president; E. B. Richardson, secretary and B. Rebagliati, treasurer. The branch embraces the towns of Lytton, North Bend, Spuzzum, Yale, Keefers and Spence's Bridge.

The recent reduction in freight rates announced by the Board of Railway Commissioners will mean for B. C. a saving of 28½ cents per hundred pounds in such goods as groceries and hardware shipped between here and Calgary, or $140 per car load lot of 40,000 pounds.

Phosphate
Baking Powder

—ABSOLUTELY PURE.
—THE EQUAL OF ANY.
—NONE BETTER.

The W. H. Malkin Co., Limited
VANCOUVER NANAIMO VICTORIA

News of the Trade

The firm of Cassidy's Limited, glass and chinaware merchants has recently purchased a large warehouse building, 75 feet by 150 feet, at the corner of Hamilton and Davie streets, Vancouver. It is stated that in the future this will be a wholesale business only.

Robert McDonald, jeweler, has purchased the premises in the 500 block Granville street, occupied by Arnold and Quigley, for the sum of $80,000. The new store will be opened early in February.

Harry Fisher, a former member of the 47th Battalion, has opened a new drug store in the Winsor Hotel Block New Westminster, operating under the name Fisher Drug Company.

The well-known firm of Goldbloom's Limited, exclusive ladies' ready-to-wear dealers, has sold the lease of their Granville street store and are disposing of stock and fixtures by public sale.

The Hudson's Bay store at Victoria was the scene of a pleasant gathering recently when an Employees' Association was formed. Manager G. A. H. Porte gave an interesting address and outlined the objects of the association, which has been divided into two branches, welfare and social. After this business had been concluded, the meeting adjourned and the balance of the evening was devoted to dancing and cards.

Messrs. Kelly Douglas and Company, Ltd., closed their annual sales convention with an informal dinner at the Hotel Vancouver on December 21st. Reports of sales showed that a satisfactory increase has been made and all records again broken. This company is now selling its own food products under the Nabob brand as far east as Fort Francis, Ontario, in competition with other large Canadian firms.

Will anyone having a new or second hand Sherer Gillett Counter for sale please communicate with Box 810, B. C. Retailer, 203 London Building.

"Yungtee," is the name of a Indo. Ceylon blend of tea recently placed on the local market. This brand is put up by W. A. Slaney, Lanark St., Vancouver.

There is evidence of a wide demand for "Apex" 10-inch double sided phonograph records. These records are made in Canada by the Compo Company of Quebec and are retailed at 75c. Messrs Morris & Evans, 114 Crown Bldg., Vancouver are local agents.

RAMSAY'S BISCUITS

PACKED IN BULK—ALSO

BEST BY TEST

10 cent And 15 cent Packages.

SOLD BY ALL LEADING GROCERS

RAMSAY BROS. & CO., LTD.

VANCOUVER, B.C.

"FALL TIME IS SYRUP TIME"

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

Kelly Confection Co., Ltd.

1106 Mainland Street,

VANCOUVER, B. C.

NABOB

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

And you can Recommend and Depend on NABOB to Satisfy

Rich, Fragrant, Delicious—And Always Fresh.

VACUUM PACKED

I. Dawson & Co., furniture dealers of Armstrong, are reported to have dissolved. I. Dawson retires.

The Mallory Drug Co. Ltd., of Kamloops, is being wound up voluntarily (continuing as Mallory Drug Co. (not inc.)

The hardware business of the John Sampson estate is reported to have been left to A. J. Sampson.

Thomas Williams, grocer of Esquimalt, has sold his business.

Naramata Supply Co., Ltd.—Meeting of creditors held and extension granted.

The North Vancouver Box Co. is dissolved.

The Imperial Varnish and Color Co. Ltd., is gazetted as ceased to carry on business in B. C.

D. Campbell, butcher, of Cumberland is reported to have suffered fire loss.

G. C. Sidsmith has succeeded Mrs. Porter, grocer, at 8676 Granville St., Marpole.

F. W. Engleman, grocer, formerly of Big Creek, is now located at Clinton, B. C.

E. H. Millett, formerly of 2513 Main St., Vancouver, is now located at 135 Lansdowne Ave.

Slemon and Ellis, 2109 Granville St., are succesors to G. Slemmon, grocer.

Moe and Sanderson, grocers, have succeeded R. M. Ruffell at 604 12th Avenue E., Vancouver.

G. Goddard, 2307 Patterson Ave., is operating the grocery business formerly known as Goddard and Winstanley.

D. M. McBeath has succeeded T. Forbes, Fort Langley, B. C.

C. P. Blone, formerly of 206 Hibben-Bone Building, Victoria, has moved to 2504 Blanchard St.

G. F. Rogers, 2705 Main Street, Vancouver, is now running the grocery business formerly operated by R. Allen.

Wm. Cooke, formerly of the Ladner Hotel, Ladner, is operating a grocery busines at Cloverdale, B.C.

Geo. R. Lipsey is successor to A. LaBelle, at 2598 Eaton, St., Vancouver.

McAskill Bros. have succeeded H. Fowles at Mt. Lehman.

M. Inkman, formerly of Harrison Hot Springs, is now located at Agassiz, B. C.

R. Curnen, grocer, has succeeded Charles Bros., at Cloverdale, B. C.

Grant and Haley is the new style of the business formerly run by J. P. Grant at Icco.

McBride and Langton are operating the business formerly operated by Carmen and Langton at Crescent, B. C.

Spencer and Short have succeeded A. C. Webster at Agassiz.

J. R. McPherson has been succeeded by J. R. Harvey at Enderby, B. C., grocer.

Don't Get Excited

Truthfully speaking, there is more tact required in making a collection and retaining the customer's good will, than is required in making a sale, for in the salesmanship the price and quality of the goods largely determine the success of the effort, whereas a request for money comes closer to the personal feelings and if made a shade too strong, will give offence—and too weak, will fail of its purpose. Therefore, to collect, one should not fire away without aim but rather take time to think of the best way of securing payment. The collector must not lose his temper. If the debtor lose his temper then the collector through his own self control demonstrates his mastership. Collecting should always be treated as a purely business matter, never as a cause for personal friction.

NUCOA

"A Wholesome Delicious Spread for Bread"

Eat Nucoa Yourself and You Can Sell It Better

Do not confuse Nucoa with other spreads for bread.

It is made wholly from pure, sweet, nut oils and pasteurized milk. It is free from animal fats. To use Nucoa in your household, is to convince yourself of its deliciousness.

While Nucoa is moderate in price, the steady demand for it, from rich and poor alike, is based on Nucoa's quality.

Every grocer should add this profitable staple to his line.

THE NUCOA COMPANY

Nucoa Building 4th Ave. at 23rd St.

NEW YORK -:- N. Y.

TO SECURE AND KEEP BUSINESS

"How can I create a confidence sufficiently deep to keep my neighbors from going away to the nearby city to buy their suits?" It can be done. Vital undertakings like this have to be developed and cultivated; it is a matter of education through practice as well as precept.

Why did you sell that suit to Mr. Jones yesterday. You answer, "Oh, he is a friend of mine." Why did you not sell Mr. Smith the suit he was carrying under his arm when he alighted from the train just now," "Oh, he is a 'shopper,' 'a hard nut,' 'a simp,' " or any of a dozen other names some dealers call the customer whom they fail to sell, when, in fact, the epithet could be taken home very truthfully and applied to themselves.

Jones is your friend because he knows you will treat him squarely, and he further knows you understand your business, are a good judge of values of merchandise, and will not overcharge or deceive him. You will sell Smith just as soon as you educate and convince him that you know your business thoroughly and that as your partner in your store you will give him the full benefit of all that you know.

This can best be done and most certainly by being a good neighbor, giving him the service he expects when he gives you his money. As a matter of course, conviction is not to be secured by palaver or talking; you must show him.

The problem of the clothier doing business in a centre of one to three thousand inhabitants are so radically different from those of dealers in larger places that he must study them from a different angle. Beyond the general principles of selling he must be more thoroughly grounded in the ethics of correct merchandising, because his selling is man to man. He has no community impetus of location, general or special paper advestising to cary him along. Each transaction rests upon the foundation of confidence and on his ability as well as his intention to give service.

The dealer who has a stream of customers passing his door every hour does not expect to sell all, and gives his best efforts to those who are in the store. If he fails with some, others will come with whom he hopes to be more succesful. But where the customers are fewer, like in a surban community, they are at once easier and harder to sell—easier when once their confidence is secured, and harder when they have a fancied or actual reason why they should not buy at home.

The lure of bigger stocks from which to select in larger cities is

ELECTRIC ATMOSPHERE—IF!

"Would it not be a good idea, in view of the fact that the ladies are interested parties in the welfare of their husband's business, to organize a ladies' auxiliary to the R. M. A.?"—E. M. Trowern.

LAUREL BRAND VICTORIA B.C.

TRADE MARK

Laurel Brand —

—it's the Heavy Syrup they like

Heavy Syrup is the great selling point in all Laurel Brand Canned fruits—Once they are sampled there is always a popular demand. In fact all Laurel Products possess a domestic wholesomeness—free from all substitutes and preservatives. Give them a selling position in your store—They'll pay you handsomely, in increased sales—Investigate!

Canned Fruits and Vegetables Jams, Jellies, Marmalades

By the

LAUREL CANNERS LTD.

Factory: 4190 Quadra Street.
Victoria, B. C. P. O. Box 992 All White Labor All Local Products.

ever present, and is only to be overcome by the clothier being able to impress his neighbors with the fact that he has qualities and styles equally attractive, at prices as low if not lower, then where the overhead expenses of doing business are so enormous.

To do a profitable business he must sell a larger percentage of people who are tributary to his store; to do this he must not alone be a good merchandise buyer, but a good neighbor as well; as this is the point of least resistance at which to attack his problem, it demands much study and thought in the execution.

VANCOUVER FIRM HANDLES UNIVERSAL LINES

It is of interest to retail trade to note that Birks, Crawford & Co., 1101 Dominion Building, Vancouver, are British Columbia representatives for the following lines:

Crosse & Blackwell Limited, London, England; Elizabeth Lazenby and Son Limited, London, England; James Keiller, Dundee, Scotland; The Battle Creek Toasted Corn Flake Co. Ltd., London, Ont., (manufacturers of Kellogg's Toasted Corn Flakes),

Messrs. Birks, Crawford & Co. pack canned salmon and minced clams under the "Birks-Crawford" label, in addition to handling "Norse Crown" sardines in conjunction with The Stewart Menzies Co. of London, Ontario, who are Canadian agents for the above mentioned British lines.

Both G. A. Birks and Geo. E. Crawford are live wires and they anticipate excellent business. If selling ability and exceptional personality indicate progress these well known lines will receive a well merited attention.

A FEW TIPS

Believing that these are times when a salesman should be onto his job every minute of the hour and every hour of the day, if he is going to make good and get somewhere in the long run a prominent salesman is personally stimulating business for his firm in the folowing manner. During off times he telephones or writes to men who have previously bought clothes from him. He makes it a point to know their likes and dislikes, and when he thinks the time is ripe advises his customers that he has something he thinks will suit him. The method is said to be quite successful.

A selling idea pertaining to the fitting of clothing, which could be emphasized in the store advertising, is suggested by a clothing manufacturer. He believes it would make a strong appeal to every customer if the store had a man who would be called upon to inspect the fit just after a customer has been clothed.

This could be featured as a sort of superior service, the idea of having one man supervise the fitting of the clothing, by the salesman, and by giving this double service, assure the customer that he is being well-fitted.

Pointing directly to some particular feature of superiority will assure the customer's knowledge of its existence.

Try to show first about the grade of goods the customer will want to buy. It is so much easier for the customer to say, "Show me something better," than to admit that he cannot afford to or does not wish to pay the price asked.

Never ask "What price do you want to pay." Possibly the customer doesn't know. The statement that he wants to pay a certain amount will make it difficult to sell something more expensive.

"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

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

Crown Broom Works Ltd.
Manufacturers of the
Duchess, King, Janitor Special, Peerless, Princess, Province, Ladies' Carpet, Perfection, Favorite, Ceiling Broom, Warehouse Brooms, Whisks of All Kinds, Glass Washboards
332 FRONT STREET EAST
Phone Fairmont 1148
VANCOUVER, B.C.

FLEISCHMAN'S
YEAST IS A FOOD
NOT A MEDICINE
And it builds up the health of your customers as medicine can never do.
But the yeast must be fresh yeast—Fleischmann's.
Most so-called yeast preparations contain only a small amount of yeast, and a large proportion of drugs.
Your cusomers naturally look to you to put them straight in this matter. Don't let them be misled.
The Fleischmann Company
Fleishmann's Yeast
Fleishmann's Service

Helping You Increase Your Furniture Sales

Helping you we help ourselves. That's why we are prepared to spend, and are spending OUR OWN MONEY to help in increasing YOUR sales.

We have just got out at considerable expense a profusely illustrated booklet, "HINTS THAT HELP TO MAKE A HAPPY HOME." Copies of this we are prepared to send to YOUR prospects along with a personal letter telling them that the Restmore Furniture illustrated may be had at YOUR store. This is good advertising for YOU; it will bring direct business. Just send names and addresses of home owners in your district—you can get them from your voters' list and phone directory. Don't delay—the booklets are limited in number.

Restmore Manufacturing Co.
LIMITED
VANCOUVER, B.C.

WOVEN WIRE COIL SPRINGS
STEEL BEDS
And a Complete Line of
FURNITURE

Geo. A. Campbell & Co.

Tower Building 500 Beatty Street
VANCOUVER, B.C.

MANUFACTURERS

MEN'S CLOTHING

All Goods Made on the Premises.

Specialists in
GUARANTEED INDIGOS AND
SOLID WORSTEDS
MADE IN B.C.

Though You May Not Be Interested in School Affairs

from the standpoint of a Board member, yet you may have a very great interest as a parent.

The Moulthrop Desk is an innovation in school equipment. It is, so far as we knew, the only one made which is movable and adjusts to the height of the individual pupil who uses it.

We have a descriptive circular which gives details and illustrations of the Moulthrop Desk. We would be glad to send you a copy. Ask for it.

Smith, Davidson & Wright, Ltd.

MANUFACTURERS OF SCHOOL SUPPLIES
VANCOUVER VICTORIA

Patronize Home Industry
BUY
COLUMBIA BRAND
Writing Tablets
— and —
School Supplies
Made in B.C.

Wrapping Paper, Twine, St. Lawrence Paper Bags, Toilet Paper, Picnic Sundries and Stationery

Columbia Paper Co., Ltd.
VANCOUVER and VICTORIA, B.C.

DRYGOODS *AND* FOOTWEAR

FOOTWEAR

WHY NOT BUY NOW?

Buying is just as essential to the success of your business as selling. No matter what walk of life you travel—you must buy and sell your merchandise, your brains, or your skill.

Always we hear the preachings of scientific salesmanship, and at every turn we see the artistic billboards, the flash of great electric signs, and the fine store furnishings, all for the purpose of creating sales, but what about the buying? Is the buying done too late, too sparingly, too plentifully, too grouchingly, or at the peak of the market?

The shrewdest buyers are not those who can pick the lowest prices but those who can select the goods with the highest quality, and the quickest turning power. The absence of quality means a loss of repeat sales. Frequent repeat sales multiply profits.

There are short periods, due to certain conditions, when goods of the very highest quality can be purchased at the very lowest ebb of prices. Then is when the clever buyer gets in his heavy work. He fills his stock room or store house pending the coming of brisk times; he refurnishes, he makes improvements; he prepares sales campaigns, he reads his trade papers with an analytical scrutiny perhaps not usual in ordinary times.

Right now merchants can buy many lines of merchandise and equipment at the low ebb price. It's a golden opportunity. Many predict no such values for the future. This low ebb period of values is the scientific buyer's harvest time

Those who hesitated in September, October, November and December allowed their fear to override their judgment. Many will wait longer before buying and pay more than today's market. The turn of the year will see the turn of prices to a higher rather than a lower basis for many lines of merchandise and supplies. Mark the prediction!

RETAIL TRADE ADVISED TO PREPARE FOR REASONABLE DEMAND

Pamphlet Issued by Shoe Manufacturers' Association Outlines Shoe Situation in Canada.

Shoe manufacturers do not want to see buying by wholesale and retail merchants in excess of requirements. Over-buying usually is followed by reaction, glutted markets, and prices out of proper relation to cost of production; it is harmful to the entire trade. Merchants will be well advised not to over-stock, but failure to anticipate and prepare for the reasonable requirements of their customers will have almost as serious consequences. Those who are disposed to continue in dependence upon "rush" orders are invited to consider the following facts:

1. The production of boots and shoes in Canada in 1920 was about 2,500,000 pairs short of normal production, and the requirements of the Canadian trade. Factory output since January 1, 1921, also has been substantially less than the usual demand.

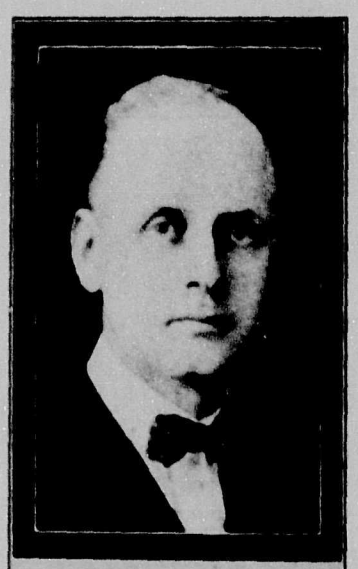
2. This deficiency has been made up in part by drawing upon the surplus stocks which were in the hands of manufacturers, wholesalers, and retailers when the "slump" in buying occurred over a year ago.

3. Stocks in possession of manufacturers and the trade are now low. This fact is indicated by the numerous "rush" orders.

4. There was general delay in placing orders last spring which, coupled with manufacturing difficulties, kept many of the factories occupied until July in cutting goods for immediate delivery, instead of being able to commence cutting on fall goods about the middle of May, as is the normal custom. Some of these factories are behind considerably in deliveries, and inquiries now being received indicate that such situation is going to cause inconvenience to dealers.

5. Manufacturers cannot supply the demands, unless they are given time to do so. Manufacturing conditions are not yet normal, and the styles and grades of footwear most in demand require much more labor than ever before. Besides, there is a pronounced shortage of female help. Some of the factories are now working at capacity and yet will be a considerable time in catching up with deliveries. Some are attempting to work in "rush" orders from regular customers, but cannot continue to do so, unless buying soon returns to a more regular basis. The problem for the manufacturers is exceedingly difficult, particularly in the case of those grades of shoes which should remain on the lasts for a considerable time.

A hat will look better on the customer's head than in your hands. Ask the man inquiring for a tailored suit to try on the coat to see if the size is right. Try and select for this try-on something you think will satisfy.



Geo. G. Barons

Representing:

HAMILTON HOSIERY CO., Zimmerknit Lines.

ARTCRAFT CRAVAT CO., Neckwear (Silk)

DOMINION WATERPROOF CO., Raincoats, Capes.

STAR HAT & CAP CO., Hats and Caps.

IMPERIAL GLOVE CO., Work Gloves.

NU-WAY STRECH CO., Suspenders.

BUTTON SALES LIMITED

All Kinds Buttons

509 Richards St. VANCOUVER, B.

Phone: Sey. 8583

CLOTHING

The Trend of Style

While the spring styles in men's clothing will show no "freakiness," yet the models for young men will reflect in their general outlines a decided sporting cut. Split sleeves, belted backs and pleats over the shoulders will be seen, as will fancy yokes and pockets and other style wrinkles. Vests will be cut to show a generous expanse of silk shirt. Golf coats are going to be popular even though the wearer may never set foot upon the links. There will also be a tendency to make the newer styles somewhat more roomy than hitherto, though this will not be carried to extreme lengths.

Lighter colors and more fancy patterns in fabrics will be largely used. As has already been stated, the materials will be of a better quality both in weave and workmanship and lining materials. Immediately following the war production was the main cry, but now that a long step forward has been made in the re-adjustment period manufacturers are turning their energies to producing something different and exclusive which is made possible by all the lower quality materials being used up and no more coming on to the market.

OPEN NEW SAMPLE ROOM

Geo. A. Slater, Limited makers of Invictus shoes, have opened an uptown sample room at 308 Lindsay Building Montreal. This will be a great convenience to the trade as the location, corner of St. Catherine and Windsor Streets, is handy for both city and out of town retailers.

THE RETAILER AND TRAVELING SALESMEN

The man who never has any time, or a smile, or a pleasant word for the traveling salesmen who call upon him, loses a lot of practical and valuable help. To be a success as a traveling salesman a man must be a live wire, and if he is a live wire he will be closely in touch with the vital issues of business and with the wide-awake men and the successful ones in his field. One does not need to waste time proving that he is a good fellow, but there is no reason why he shouldn't plan to keep a stream of up-to-date ideas flowing into his business through the courteous audience he gives to the travelling salesmen.

EXCESSIVE RENTS

Taking the problem of rent, suppose a merchant is paying $2,000 per annum for his store. The rental was raised to this figure when he was doing a $50,000 business. The per cent. cost of rent was 4%. The rent will not come down—not yet a while, any way, but his sales are dwindling. He will be a lucky merchant if his sales last year amounted to $40,000 on the same turnover of actual merchandise. With this reduction in his sales, his rental cost will increase one per cent. on his sales. It will be 5 per cent. instead of only 4 per cent. How is he going to meet this difference in costs when he is straining every effort to reduce his prices without bankrupting himself?

What has happened to rent has happened to every other cost of doing business—it has increased considerably within the past few years. With the exception, perhaps, of salaries to his salespeople, there is little chance for the merchant to reduce expenses, and this reduction in most cases will be ill-advised, if not disastrous to his business. Drastic action is necessary.

Use Your Selling Power.

If the customer has not the money he cannot buy. If he has the money, and through fear of the future withholds purchasing, he can be made to buy if the proper selling power is exercised. It is reported that the savings banks of the country have heavier deposits than ever before. If this is the case, it would appear that there is practically as much buying power in the country as ever but that the public is not exercising that power.

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.

Merchandise Display and Decorative Equipment

Valances
Silk Plush
Artificial Flowers
Decorative Papers
Polling Ladders
Panels
Art Screens
Cash and Parcel
Carriers.

We are sole agents in British Columbia and the Yukon Territory for the line of store and display fixtures manufactured by Clatworthy & Son Ltd., of Toronto, Ont.

These lines are well and favorably known by retailers throughout the Dominion on account of the high standard maintained at the factory. Every requirement in the nature of display and decorative equipment can be filled at attractive prices.

Catalogue and full particulars on request.

True-to-life
Wax Figures
Display Models
High Class
And inexpensive
Fixtures in
Metal, Wood
Or Glass
Clothing
Racks & Hangers

J. S. MAXWELL & CO.
500 Mercantile Building
Phone Sey. 1533
VANCOUVER, B. C.

HARDWARE · OIL & PAINTS

GENERAL BUSINESS CONDITIONS

While the hardware business shows evidence of inactivity, this condition directly following the holiday season is not altogether unusual. Among features in the trade which may be considered indicative of improved conditions are:

Price reductions attractive to the consumer.

Resumption of British Columbia's logging operations.

Short stocks in the hands of the retail trade.

Extensive home-building programme planned for 1922.

The realization of marked ocean freight rate reductions from England is of interst to wholesale distributors, and it is predicted that heavy shipments will result.

It is difficult to forecast the trend of business in the immediate future, but there is every reason to anticipate an even heavier movement in all hardware lines than was the case last year. Collections must be watched carefully and buying will entail astute knowledge of commodity values. The retail hardware merchant must use particularly sound judgment in his transactions when selecting a range of goods sufficiently wide to supply a somewhat erratic demand.

It is rumoured that a large number of smaller houses will be erected in the coming months, and this fact will obviously create an additional impetus to the retail merchant business. No opportunity should be missed by the dealer to impress upon the buying public that he is doing his full share in price readjustment during this trying period to which all trades are subjected.

Substantial Price Reductions on Enamelled ware products

One of the most important of current price reductions in the hardware market is the announcement of downward revisions in prices on enamelled ware, granite ware, tinware, galvanized ware and many similar lines. The average decrease on staple lines is approximately twenty per cent. The changes vary on differt products. The discounts on some wares recording substantial alterations, while other lines do not register quite such drastic revisions. The actual list remains unchanged but the discounts have been changed all through on a more or less generous scale.

Some of the most impartant discounts now quoted are as follows:

Colonial ware 12½/10/5% off list.
White ware 30/20/2½% off list.
Plain tin ware 40/7½% off list.
Galvanized ware 22½% off list.
Premier ware 3% off list.

Some Lines of Builders Hardware Are Reduced

A revision in price is announced by manufacturers of Builders' hardware and while reductions vary some lines are affected to the extent of ten per cent. lowering in prices.

Roller Skate Prices come down and Sales are Fair.

Roller skate sales fair, with the new lower prices. Jobbers now quote new price on: No. 1, at $1.00 pair; No. 3, at $1.10 pair; No 5, at $2.50 pair.

Poultry Netting Declines

Poultry netting drops in price. New quotations show a lowering in price of about fifteen per cent. Spring orders are now being booked at the new lower prices.

Many Lines Disston Saws Record Easier Prices

Among the price reductions announced is a decline on the Henry Disston line of saws. The reduction recorded on these products is of varying extent on the separate lines, being as high as ten per cent. on buck saws with a variation on other grades between five and ten per cent. Such as compass saws and a change of around five per cent. on hand, rip, panel and butcher saws.

Revised Prices on Certain Spring Hinge Products

A general adjustment of prices to a lower level is announced by the Chicago Spring Butt Company on their various lines of hinge products. The changes apply particularly to spring hinges and door springs.

Door Knob Prices Lower.

There has been a slight reduction in the price on porcelain rim and mortise door knobs.

Wood Screws Have New Discounts

A reduction is made in the prices of all kinds of wood screws through increasing the discounts off list prices. The amount of decline varies, but discounts have increased from 5 to 7½ points. Following are revised quotations:

Flat head bright, 75/5/10 off list.
Round head bright 70/5/10 off list.
Flat head brass 66 2-3/10 off list.
Round head brass 66½/10 off list.

Slight Reductions Recorded on Yankee Tools

A reduction of approximately ten per cent. has been announced on the various makes of Yankee tools.

Alarm Clocks

With the prices just as they were in the early fall and normal season, demand being augmented by the holiday requirements, the alarm clock sales have been wholly satisfactory. Jobbers quote Big Ben and Baby Ben $3.80 each, America at $1.75 each, Sleepmeter at $2.30 each and Lookout at $2.10 each.

Guns and Ammunition

The season is over for the purchase of guns and sales have been fair. The demand for shells and cartridges has been heavy.

Weather Strip

The bulk of the season's sales have now been made. Prices remain the same. Frost King is quoted at 45c a box.

Solder

Cold weather has brought on a somewhat better demand for solder. There has been an advance of ½% per pound in price. Jobbers quote on half and half solder 30c per pound.

Ice Skates

Sales on ice skates have apparently been somewhat stimulated by the holiday demand and orders have been fairly plentiful.

New Lower Prices Now Quoted on Wrought Piping

New lower prices are now quoted on standard butt weld and lap weld pipe. A new list has been issued which shows a varying reduction of between 8 and 10 per cent on the different sizes.

New Goods on the Market.

Abrazo.—American Steel Wool Mfg. Co., have just put on market a "Abrazo Aluminum Soap." This soap is made of pure vegetable oils and contains no coloring matter. This cleaner is claimed to be one of the best on the market for cleaning aluminum and other kitchen ware.

It is put up in packages which contain six (6) rolls of fine grade America steel wool and one piece of Abrazo aluminum soap. Sells at the low price of 12c per package.

A MONTHLY CALENDAR OF LINES TO PUSH

A live hardware merchant has the following table constantly before him. It is labelled "Lines to Push" and shows the lines that sell best in the months mentioned. Every merchant should have a similar table. Each department should be similarly provided with the lines to push at certain times during the year. If this were done there would be fewer goods to go on the bargain table.

January.
Kitchen goods, houseware. Inventory, cleaning up sale.

February.
Pruners, Moth preparations, house furnishings and silverware.

March.
Paint, alabastine, house and window cleaning materials, etc.

April.
Seeds, garden tools, wheel barrows, fencing for summer cottage, supplies, etc.

May.
Steel goods, wire cloth, screen paint, screen doors, and window screens, lawn tools and refrigerator pans.

June.
Lawn mowers, grass catchers, lawn hose, sprinklers, lawn tools, grass rakes, ice picks, tongs, hay tools, lunch baskets, thermos bottles, cork screws, travelling supplies, bathroom requisities.

Juiy.
Hammocks, freezers, recreation windows, camp outfits and supplies.

August.
Wall paper, fruit jars, and canning supplies.

September.
Dry measures, hennery supplies, lanterns, flash lights, gas and electrical supplies, roller skates house furnishings.

October.
Guns and ammunition, rat traps, ash cans, sifters, coal hods, garbage pails, stoves, kitchen cabinets.

November.
Razors, and straps, axes, wood saws, corn poppers, roasters, carvers, table cutlery, and silverware.

December.
Nickleware, silverware, cutlery, shaving sets, razors, guns, skates, sleds, watches, thermometers, toys, tools, carpenter chests, electrical goods, iron, toasters, etc.

RETAIL DRUGGISTS AND MAINTAINED PRICES

There have been sundry indications that the retail druggists of British Columbia desire standardization of prices in order to obtain a reasonable margin of profit upon various articles which competition compels them to carry in stock.

With the object of discovering how far this sentiment is shared by the retail druggists, questionnaires have been forwarded them to ascertain their views in the matter. Specifying a well known dental commodity the letter points out that the manufacturer of same is willing to protect the retail price when he is assured that the retail druggist really desires price protection.

The large percentage of replies already received at the provincial secretary's office would indicate the advisability of discussing the principle of price maintenance with other manufacturers.

In this connection it is pointed out that the laws of Canada prohibit a group of retailers fixing a retail price among themselves, but give the exclusive right to the manufacturer to set a resale price to the public.

Wholesale Hardware Service

OUR FACILITIES FOR FILLING AND PROMPT SHIPMENT OF YOUR ORDERS

Nearly four acres of floor space, fourteen shipping doors, four freight elevators, a spiral chute connecting all floors, and direct railway connection by way of our private siding, together with a most complete stock of the following lines of merchandise.

HEAVY and SHELF HARDWARE
AUTOMOBILE ACCESSORIES
SHIP CHANDLERY
SPORTING GOODS and CUTLERY

WOOD, VALLANCE and LEGGAT, Limited -:- VANCOUVER, B.C.

HARDWARE PRICES CURRENT

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

AMUMITION, DOMINION

	Black.	Smokeless.
22 Short	5.20m.	5.60m.
22 Long	5.60m.	7.75m.
22 Long rifle	7.30m.	8.30m.
22 W. R. F.	11.00m.	12.20m.
25-35 S. of Point		64.25m.

AMUMITION, AMERICAN

	Black.	Smokeless.
22 Short	5.60m.	5.95m.
22 Long	6.60m.	8.30m.
22 Long Rifle	7.75m.	9.85m.
25-35		72.30m.

LOADED SHELLS

Dominion Smokeless

Sovereign, 12 guage	53.75m.
Regal 12 guage	51.15m.
Cannuck 12 guage	55.50m.

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

AXES—Boys' Axes,1½ lbs., $13.00 to $16.50 doz.; Double bit axes, unhandled, $24.50 to $25.00 doz.; hunters axes, $14.00 doz.; single bitted axes, unhandled, $18.50 to $19.50 doz.

BARS—Crow, $11.50 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 35/10 off list; over 6½-in. 22/2/10 off list; 7-16 and larger all lengths, less 10/10 off list.

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

BOLTS, STOVE—Less 62½% offff list.

BOLTS, TIRE—Less 20%. Add 10% on all bolts for broken packages.

BOARD, BEAVER—Per 1,000 to 5,000 feet, $54.00 per 1,000 feet.

BOILERS, RANGE—30 gals., $16.60 each.

BUILDING PAPER—Tarred, $1.18 to $3.30 per roll. According to quality. Plain, 95c to $2.00 per roll.

BUTTS—Plated, 241, antique copper and dull brass finish. 2½x2½, per pair 33c; 3½x3½, per pair, 37c; 4½x4½, per pair, 77c.

BUTTS—Wrought steel, No. 804. 2½x2½, $1.35 per doz.; 3½x3½, $2.79 per doz.; 4½x4½, $4.72 per doz.

CARPET FELT—16 oz., 50 lb., $4.30 roll.

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

CHAIN—Coil B, electric weld, 3-16, $20.00 per 100 lbs; ¼, $18.50 per 100 lbs.; 5-16, $15.50 per 100 lbs. 3-8, $13.50 per 100 lbs.; ½, $12.00 per 100 lbs.

CHAIN—Logging, 5-16x14, $3.35 each; ⅜x14, $4.00 each.

CHOPPERS FOOD—Universal, No. 0, $2.21 each; Universal, No. 1, $2.79 each; Universal, No. 2, $3.38 each; Universal, No. 3, $4.59 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., 22c.

CLOTHES LINE, WIRE—Per doz.: 50 ft., $4.20; 100ft., $7.60.

DRILLS—Bit stock, 40% off new list; blacksmith ½ in. 40% off new list.

EAVETROUGH—Per 100 feet, 8-in. $7.40; 10-in., $8.00; 12-in., $9.50.

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

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

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

HORSE SHOES—Iron, Nos. 0 to 1, $11.00 per 100 lbs.; iron, Nos. 2 and larger, $10.75 per 100 lbs.

IRON, SAD, COMMON—Per 100 lbs.—6 lbs. and over, $20.39; 3, 4 and 5 lbs., $22.37.

KNOBS, RIM DOOR—Japanned, $4.05 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 doz.; B, per doz., $2.00.

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

MATTOCKS—Pick, $14.00 per doz.; Cutter, $14.00 per doz.

NAILS, WIRE—Base, $5.65 f.o.b. Vancouver; Cut, base, $6.00 f.o.b. Vancouver.

NETTING, POULTRY—Per roll—2 x 12, $1.95; 2x24, $3.00; 2x36, $4.20; 2x60, $6.90; 1x12, $2.97; 1x24, $5.25; 1x36, $7.50.

NUTS—Per 100 lbs advance over list—Square, small lots, $3.15; square, case lots, $1.15; hexagon, small lots, $3.65; hexagon, case lots $1.65.

PICKS—Clay, 6-7 lbs., $12.75 per doz.

PINE TAR—1 gal. $1.45 each; ¼ gal., 43c each; 1-8 gals. 25c each.

PLASTER OF PARIS—$3.30 per 100 lbs.

RIVETS AND BURRS—Black carriage, 5lb. packages, less 30% off list. copper rivets, No. 8, 42c per lb; assorted copper rivets and burrs 45c. No. 8 assorted coppered rivets and burrs 35c per lb. No. 8 copper burrs 70c per lb. Coppered iron burrs 37c per lb. Coppered burrs 37c per lb.

ROPE SISAL BASE—British manila, base, 18¼c; pure manila, base 22c.

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

SCREWS—Bright flat head 75/5/10 off list; bright round head, 70/5/10 off list; brass flat 66 2/3/10 off list; brass round, 62 2/10 off list.

SCREWS, SET—40% off list.

SCREWS, CAP—35% off list.

SHOVELS AND SPADES—Old or Fox, $12.00 per doz. ⅝ Jones or Bulldog, $14.15 per doz.

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

IRON, BLACK SHEET—Per 100 lbs.—10 guage $5.65; 14 guage $5.75; 18-20 guage, $6.25; 26 guage, $6.75.

IRON, GALVANIZED SHEET—Per 100 lbs.—28 guage, American or English $7.35; 24 guage $7.50; 18-20 guage $7.35.

SCOOPS—per doz.—Moose, No. 4, $17.05; No. 6, $17.25; No. 8, $18.75; No. 10, $19.50.

All above in black finish.

SOLDER—½x½, case lots, 28c per lb.; less 30c per lb.

SPIKES, PRESSED—Per 100 lbs.—¼ inch, $7.75; 5-16, $7.75; ½-inch, $6.25.

STAPLES—Galvanized fence, $8.25 per 100 lbs. in full kegs; galvanized poultry netting, $10.50 per 100 lbs. in full kegs.

TACKS— Carpet, 70c off new list.

TOOLS—Harvest, 50/5 off new list.

WIRE, BARBED—Per roll—4 point, cattle, 80 rod, $5.10; 4 point, hog, 80 rods $5.60.

WIRE, PLAIN, GALVANIZED—Per 100 lb—No. 9, $5.90; No. 12, $6.10.

WIRE—C. & A.—Per 1000lb, No. 10, $6.15; No. 11 $6.25; No. 12, $6.30.

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

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

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

PAINTS AND OILS

Martin Senour Co. Ltd.

ENAMELS, AUTOMOBILE—

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

Cardinal Red.	Each.
¼ gallon	2.05
⅛ gallon	1.07
1-16 gallon	.57

ENAMELS, ENGINE—

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

Scarlet.	
¼ gallon	2.05
⅛ gallon	1.07
1-16 gallon	.57

ENAMEL, MARTIN'S WHITE—

	Each.
1 gallon	$7.00
½ gallon	3.58
¼ gallon	1.83
⅛ gallon	.95
1-16 gallon	.52

Decorative Enamel.	
1 gallon	5.00
½ gallon	$2.58
¼ gallon	1.33
1-8 gallon	.70
1-16 gallon	.39

Enamel, Bath, tintlets, $4.65 per doz.

PAINTS

Martin Senour.

	Gallon
Ordinary colors in 1 gal. cans	$3.90
Martin Senour porch paint	3.70
Martin Senour Neutone white	3.50
Martin Senour Neutone color	3.40
Martin Senour floor paint	3.80
Sherwin Williams, white	4.25
Sherwin Williams, color	3.90
Sherwin Williams, porch	3.70
Sherwin Williams, floor	3.80

PUTTY—	Per 100 lbs.
Bulk, barrels 800 lb	$6.50
Bulk, irons 100 lb	7.75
Bulk, irons 25 lb	8.30
Tins, 5 lbs	Per lb 9½
Tins, 1 lb	Per lb 11½c

LINSEED OIL—	Gallon
Raw, 1 to 5 barrels	$1.15
Boiled, 1 to 5 barrels	1.18

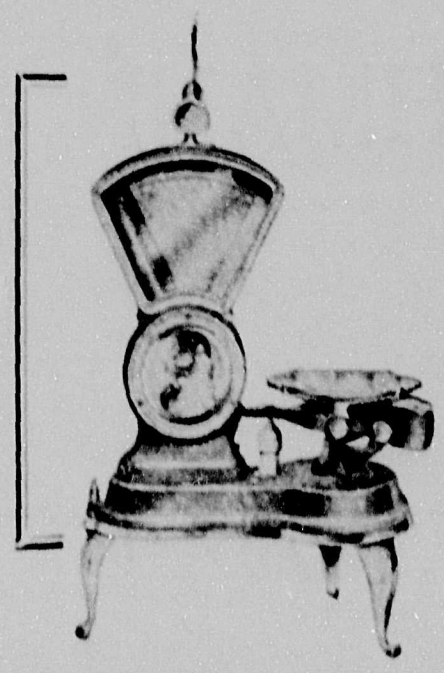
LEAD WHITE IN OIL—	Per 100 lbs.
1,000 lbs. to 1 ton	$14.80
Less than 100 lbs.	16.80

TURPENTINE—	Gallon.
1 barrel lots	$1.70

VARNISHES—	Gallon
Elastic, No. 1	$7.90
Elastic, No. 2,	$7.25
IV Linoleum	$6.40
IV Marine Spar	$6.80
IV Furniture	$4.50
IV Pale Hard Oil	$3.55

Less 33 1-3 per cent.

Lacqueret	6.75, less 45
Wax	50c lb



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, L

W. E. Walter Manager

365 Cordova West Sey. 2881 VANCOUVER, B.C

Professor Jago Says:

"Quicker processes of fermentation have done much to reduce the labor and cost of Bread-making"

In view of this, how foolish the old-fashioned, overnight sponge doughs seem to the baker of today. What a waste of material and time—not to be tolerated in a thrifty age.

Naturally, the high and uniform quality of Fleischmann's Yeast coupled with the work of our Research Department and demonstrators, have done much to make this improved condition possible. Not only do you reduce time and labor, by using more yeast and shorter fermentation periods for your dough, but in increasing the yeast content, you are adding materially to the food value of your product.

Vitamines, those much-discussed and very necessary elements of a balanced ration, are found in greater quantity in yeast than in any other known substance.

If you are using an extra amount of yeast in your Bread, you have a sales argument well worth advertising.

Then advertise it.

THE FLEISCHMANN COMPANY

Fleischmann's Yeast

Fleischmann's Service

1166 BURRARD STREET

VANCOUVER, B. C.

The Western Canada BAKER

BAKERY, CONFECTIONERY and CATERING SECTION of The British Columbia Retailer

BREAD AS COMPARED WITH OTHER FOODS

Interesting Data on its Relative Food Value

The angle from which you think of bread is naturally the angle of the producer and the salesman. You give your consideration to the commercial possibilities of bread first, and this has sufficed up to the present time.

But now, as you must realize, a change has come. It is necessary once more to create the business which not so long ago came rolling in, like a flood by the law of gravitation.

Bread must be sold. This means good salesmanship is necessary, a fact which confronts us obstinately.

The men who take account of this will be the leaders in the baking industry of tomorrow. The mere baking of bread, even very good bread, is not enough. A knowledge of the markets is not enough, nor even the ability to handle labor, time and materials to the best advantage.

Have a Knowledge of Your Product

You must be technical men. You must have a knowledge of what bread is after you have made it, how it compares with other foods, what it does to the people who eat it; what they have a right to expect and demand in the loaf you sell them.

When the body performs work, energy is consumed, and this loss must be supplied by proper food.

The energy requirements of the body vary with the habits and occupation of the individual.

The amount of energy which the body can obtain from a given amount of food is called the food value of that particular food.

This energy is expressed in physical units called calories.

It has been estimated by authorities in nutrition that a man whose work is light and involves but little muscular activity requires about 2,500 calories of energy for his daily needs. A carpenter, a mechanic or a farmer requires from 3,000 to 3,500 calories of energy to cary on his daily work.

You have all heard of "balanced rations." Did you know that good bread with the butter you spread on it is a balanced ration? Did you know that bread and milk is a balanced ration? In short, that in bread, with the addition of any fat, the one lacking element, you have a perfect food for all ages, completely digestible without waste.

Man's First Prepared Food

Bread was mankind's first prepared food. Its begining reaches back into the shadowy days before history records the acts of man, and though cities have been buried and civilizations have perished, bread has remained the best food of the endless, unbroken chain of humanity.

In one compact, beautiful loaf, exquisite of texture and coloring, it comprises in some degree every element needed to nourish and sustain the human body.

But it is perhaps its value as compared to the other foods which makes bread the remarkable and unusual product that it is.

Relative Value

When the cost, amount of nutrients and the available calories of energy are considered, bread stands out as the cheapest of all foods.

A pound loaf of bread is equal in energy value to one and one-half pounds of round steak. You would have to consume one dozen and one-half eggs or three quarts of oysters before you add as many heat units to your system as through this same pound loaf. Compare the cost of one and three-quarter pounds of chicken meat exclusive of feet, bones and tail feathers — with an equal amount of heat units in one pound loaf of bread.

And if mutton is your favorite food, would you like eating one and one-half pounds every day to get the same energy that your pound of bread produces?

Calories are as good as they ever were, but alongside of them now is enthroned the balanced ration, and that other newly recognized essential to health—Vitamines. To get the full value of your calories, vitamines must be present. Perhaps you have no very clear idea as to just what vitamines are. You needn't be ashamed to confess it for the scientists and dietitians are just one lap ahead of you.

Summing up the conclusions at which scientific research has arrived thus far, vitamines are the infinitesimal factors in food which govern nutrition. If the food you eat contains them, you live, your heart beats, your blood circulates and your hair grows. If you are not getting the necessary amount of vitamines in some form in your food, you are only half a man, listless, undernourished and liable to contract any disease to which the flesh is heir.

This discovery has upset all the preconceived ideas about food so that at first it seems incredible and difficult of adjustment to the ordinary rules of life. But the news and knowledge of vitamines are spreading. All food products have this to reckon with, and soon those which contain them will be of the elect, and those which lack them entirely will be out of luck. They will find it hard to survive the new test. The only hope for them is that later discoveries may show the presence of other vitimines than those already known. Unquestionably, further research will add to our scant present knowledge.

Desire efficiency—dream dreams—believe in yourself—have faith in the world—be courageous—have confidence—work like the devil. Start every day expecting to succeed, and —Succeed.

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.

12 ounces equal 16

When the **Shortening** *is* **100%** *Fat*

Richness—that's what people want in baked goods. That's why so many bakers are using Bakers' Cottolene.

Bakers' Cottolene is 100% fat—rich, natural color, fat. It's always the

With Bakers' Cottolene the dough comes from the mixer **smooth**. Because the shortening is thoroughly mixed in.

Most bakers find that 12 ounces of Bakers' Cottolene will go as far as 16 ounces of other shortening.

If you want to know what successful bakers in your section think of Bakers' Cottolene, write us.

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Packed in Tierces, Half Barrels, Tubs and Pails.

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

WHAT IS HONEY?

No raw material entering into the manufacture of baked goods of all kinds has such an interesting history as honey.

Its very name implies something good, something palatable and delicious, and so it is well to know all we can about it as there is much to be considered by the buyer in making his selections.

Let us first say that when we speak of honey we mean the pure, unadulterated nectar as inverted by the bee, and even then there is some confusion, for the busy little bee sometimes is up against a hard proposition when trying to find a field from which to produce the best grades, with the consequence, that like manufacturers in the human life, he has had to be regulated for cheating and his products defined as to their character.

Honey is a form of cane sugar which has been inverted in the honey sac of the bee. The nectars of flowers and fruits contain sucrose and it is this sucrose which is gathered by the honey-bee and the inversion of this sucrose in the honey sac of the bee, plus the water, dextrin, ash, some sucrose which has not been inverted, and an organic acid.

Honey then becomes a form of sugar, probably the first kind of sweetening agent brought to mankind by nature. This form of sugar has been used from the earliest known time in the preparation of foods. Honey is the saccharine product gathered by the honey-bee and deposited in the honey comb which is formed by the bee as a storage cell for its food when it lies in the semi-dormant state. The bee gathers the honey from the nectars of flowers, fruits and some leaves, and deposits this honey, which is very high in water content, into the cellular structure of the honey comb, and then by instinct evaporates a considerable quantity of this water by placing itself over the cells and fanning the honey syrup with its wings. In this way a large portion of the water is evaporated and leaves the honey in a denser consistency, in which condition it is not easily fermented by the yeast cells or other bacteria. You can thus see how the honey-bee by natural instinct preserves its food. It is this honey which is gathered for human consumption.

Another change of considerable importance which takes place while the nectar is in the honey sac of the bee, and also probably during evaporation and storage in the comb, is the inversion of a considerable part of the sucrose in the nectar through the action of an inverting enzym secreted by the bee.

Through this process over 85 per cent of the sucrose in the original nectar is inverted.

Another modification produced in the nectar by the bees is the introformic acid. This acid is wanting in the pollen and nectar of flowers and is supposed to be introduced into the honey by the bee just previous to capping the cell. The formic acid thus introduced by the bee is supposed to act as a preservative and prevent the honey from fermenting.

BREAD IN THE MAKING.

Use of Water

The percentage of water to be used depends almost entirely upon the character, age and condition in which your flour has been stored, whether it has been subject to a damp, dark basement, which has a very bad effect upon it as it will not absorb as much water as it would if it had been stored in a light, airy, dry place.

The percentage of water also varies with the type of bread you wish to make. There are certain kinds of hearth bread that are usually made from firmer doughs than pan bread. However, the percentage varies at the exact percentage of water that the flour will absorb, you must always use a given number of pounds of flour, which we will say, for example, is 100 pounds, and to make a dough of the consistency required, we use 55 pounds of water; then we are using 55% of water to the flour. In making a dough, the amount of flour should always be considered first, then your yeast, salt, sugar and fats in proper amounts to assure desired fermentation. Then comes the amount of water required to make a dough of the proper consistency in whatever percentage that may be. In using your flour as a base for figuring the amount of dough you wish to set instead of the water, you can always get at the right amount of yeast, salt and sugar, which are the controlling factors of your dough and must be used in right proportions to your flour in order to obtain a steady fermentation day after day. Most of the larger bakeries, and a great many of the smaller ones, have both flour and water scales, thereby eliminating practically all of the guess work in compounding a bread dough. However, there is nothing to prevent a baker who does not have these modern equipped methods from coming just as close as it is necessary for ordinary work, if he will take into consideration that a sack of flour weighs 98 pounds, and if there is a fraction of a sack needed, he can weigh that on a pair of ordinary scales, same as he does his salt, sugar and other ingredients. Then, he can also figure that a gallon of water weighs 8 pounds,—which will then enable him to figure all ingredients going into his dough in the right proportion to his flour, which will assist him in having better control of his dough and, when properly handled, will give him a more uniform loaf of bread.

Function of Fats

Fats are added to bread doughs principally to improve flavor, color, and general appearance. They also have a tendency to improve the keeping qualities by helping to keep the crumb moist; since they tend to shorten the dough, the strength or raising power is not apt to be improved to any great extent.

We will take the straight dough method for example. When preparing to mix a dough you should first put your yeast to soak in a bucket of water at a temperature of about 70 to 80 degrees F.; second, scale off your sugar and salt ond other ingredients to be added at this time, and put them in the mixer, then get your water tempered to the required temperature and after having this done and also having the right amount of flour weighed up, put your water in the mixer and start mixer running; then you will add the flour and start in to dissolve your yeast. When this is done, add it to the mixer, which has by this time got your water, sugar, salt, etc., pretty well incorporated into a dough; then, last of all, weigh off your shortening and add to the dough and finish mixing. Turn the dough into the trough.

KEEP TO THE RIGHT

Now the New Year is begun, "Keep to the Right" is a very good motto. Follow it, to avoid accidents.

Keep to the right, too, when you telephone. That is, be right in the way you telephone, be right in courtesy, in short, be right in all those practices which make for good telephoning. Keeping to the right means good service.

B. C. TELEPHONE COMPANY

Now at this time you will take the temperature of the dough, which should be over 78 to 80 degrees F., and I believe if you will keep the temperature of your dough down to these degrees with the flour at the present time, you will have less trouble than you would have at a higher temperature, this being particularly true if you are using yeast foods, but without their use a somewhat higher temperature may be used—all this being done, you will now cover the dough up; that is, provided you have no humidity in your dough room, but if you have a humidified dough room it is not necessary to cover it.

Punching Dough

Method of calculating time when a dough is ready to be punched. The dough is ready for the first punch when it recedes by piercing with the fingers. At this point, the dough should recede slowly and not too fast; if it drops quickly, it is too old. The length of time the dough has stood up to the first punch should represent 60% of total time of fermentation, and in the remaining time it should have two punches and then a few minutes for it to loosen up before scaling.

The length of time required for the loaves in pans to obtain the right proof to go into the oven is about 45 minutes. Should a much greater time than this be required, you will find by a careful study that you are not punching your dough in accordance with character of your flour, or that the temperature of your shop is way below the temperature of your dough when it was mixed, so that the dough becomes cooler instead of warmer, thus retarding the natural growth of gas caused by yeast.

The time of baking a loaf of bread is about 30 minutes. Naturally this time varies according to the weight of the dough you have in each loaf. Temperatures of oven should be at a point where your bread will bake well without giving too hard a crust or too brown a color, which is probably from 475 to 525 degrees F. Some ovens require a higher temperature than others.

Materials of Uniform Composition.

Very successful baker told us the other day that it is not only necessary to buy the best of raw materials but that the same must always be uniform. Too frequent change in the purchase of these ingredients, no matter how high class, may so effect the taste and flavor in the finished product as to prove detrimental to the baker. While the raw materials still may be high class, their chemical composition or general make-up may be so different that unless the method of manufacture is changed accordingly the desired results cannot be obtained, despite the laudable efforts of the baker to produce the best only.

THE BREAD DESIRED BY THE HOUSEWIFE

Only the other day, two business women came into our office, to discuss with our editor and the writer, the advisability of going into the baking business. When asked what experience they had in baking they proudly said that they had been experimenting for two years with certain kinds of bread which they thought they could sell to the people. We asked them what kind of bread they thought the people desired. They immediately told us not the light puffed-up porous loaf which so many of the bakers are trying to sell but rather a firm compact loaf that would keep for a number of days and still be sweet and palatable.

How well it would be for the baker if he would do more experimenting along these lines. If he would go into the household where home-made bread is being produced and observe the home-made product, he would notice that the housewife, as a rule, makes a more compact loaf by using from one and one-half to two times as much dough per unit volume, or in other words, have certain sized pans which are commonly used in the household which the baker is beginning to use more and more.

The Nickel Loaf.

It is not so very long ago a mysterious baker appeared on the commercial horizon of New York, heralding the fact that he was ready to market a five-cent loaf. He was lauded to the skies in the newspapers and had his picture published in several sensational sheets. He lasted just a couple of days. He disappeared just as quickly as he came. Whether he paid his bills we know not, and we are sure that the editors who shouted his praise so loudly cared less. They had the sensation of the day, and for a short twenty-four hours gave the masses some sensational food for thought, at least, if they could not give them a good loaf of bread for a nickel.

A Suggestion.

A restaurant in Butler, Mo., displays this sign:

"Don't divorce your wife because she can't cook.

"Eat here and keep her for a pet."

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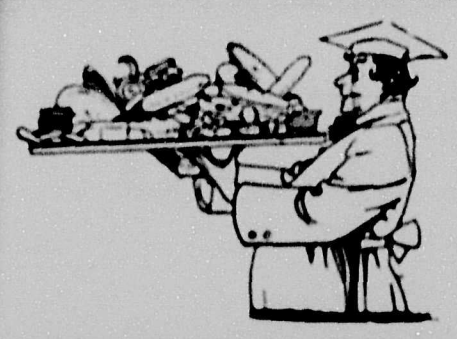

Seasonable Tested Recipes

Honey Cookies and Peppernuts

2 lbs. "A" sugar; 10 eggs; 2 qts. honey; 1 pt. milk; 4 ozs. soda; 10 lbs. flour; Grating of 2 lemons; 2 ozs. cinnamon; 1 oz. anise seed; little coriander.

Cream sugar and eggs. Add the honey and spices, then dissolve the soda in the milk and add to the mixture. Finally mix in the flour.

For Peppernuts, roll out a quantity of the dough as thick as a pencil. Cut in small pieces (about the size of a quarter) and form into a ball between the hands. Set on dusted pans and bake on a double pan in medium oven.

For honey Cake Squares, roll out a quantity of the dough about one-quarter inch thick. Cut out with oblong cutter. Place on dusted pan (not too close together) and wash with light egg wash and place blanched almond in the center of each cookie. Bake on double pans in a medium oven.

Fancy Macaroons

Almond paste, 2 lbs; sugar, 2 lbs; Egg white, sufficient to make a smooth paste; Rose water, 1-8 oz.

Method:—Put the sugar and almond paste into a bowl and rub until these ingredients have been thoroughly mixed. Now gradually add egg whites and rub continually until a paste of the proper consistency has been formed. Then add the flavor. This paste should be put into a canvas bag having a star top or other fancy tube and the paste dressed in fancy shapes on paper-lined pans. Bake at a low heat until golden brown. Some of the macaroons may be decorated with chopped nuts, citron, cherries and other glazed fruits.

Florence Cake

Formula:—Sugar, 3¾ lbs.; Butter 1¼ lbs.; Egg whites, 1¼ qts.; Milk 1 qt; Baking powder 1 oz; Hard wheat flour 3¾ lbs. Vanilla flavor, 1-8 oz.

Method:—Put 1¾ lbs. of sugar, the butter and vanilla flavor into a bowl and rub briskly until the mass becomes light and creamy. Put the white of eggs into another kettle and whip briskly to a heavy meringue, gradually adding 2 lbs. of sugar while the whites are being whipped. Add this meringue to the sugar and butter mixture, put in milk; then add the flour and baking powder and mix until smooth. Whip the required amount of mixture into the corrugated Florence cake tins and bake.

Macaroons

1½ lbs. almond paste; 10 to 12 egg whites; 1 lb. 10 ozs. sugar (half powered and half granulated); 2 ozs. flour; grating and juice of 1 orange; Pinch of cinnamon; little rosewater.

Work the almond paste and egg white smooth. Then add the sugar, flour and flavoring. Heat the mixture until lukewarm. Lay out in different shapes with canvas bag and decorate with French fruit and nuts. Bake in a medium oven on double pans. When baked wash with a gum solution which gives a rich gloss.

(For the gum solution, dissolve about one-half pound gum arabic in a pint of water. Add about one-quarter pound sugar and a little lemon juice. Let the solution stand in a warm place about 36 hours before using.)

Baking Powder Crullers

Flour, pastry, 4 lbs.; Shortening, 4 ozs; Sugar, 1 lb; salt 1 oz; Eggs 5; milk 1 qt; baking powder 1½ ozs; vanilla or lemon flavor; mace ¼ oz.

Method:—Rub the sugar, shortening and eggs to a creamy consistency. Next add the salt, milk, flour and baking powder. Stir to break up the creamy mass and mix to a medium soft dough.

Chocolate Cake

Four, 23 lbs.; Starch, 2 lbs.; Sugar, 20 lbs.; Salt 2 ozs.; Eggs, 15 lbs.; liquid milk, 15 lbs.; Powdered milk, 1 lb.; Chocolate, 3 lbs.; Compound, 4 lbs.; Butter, 2¼ lbs; Bicarbonate of soda, 8 to 10 oz.; Vanilla flavor, 4 ozs.

Method: Put the sugar, shortening and salt into the mixing bowl and begin mixing at low speed. After the ingredients have been incorporated, change the machine to second speed and continue mixing until the mass becomes light and creamy. Gradually add the eggs while the mixture is being whipped. After the eggs have been incorporated, add the milk bicarbonate of soda and vanilla and then stir to loosen up the creamed mixture. Add the flour and cornstarch and then carefully add the chocolate which has been melted. Care should be taken not to have the chocolate too hot, as it is liable to cause the mixture to become streaky. A chocolate custard can be prepared by putting 2 lbs. of the sugar and 3 lbs. of the eggs into a kettle and whipping it to a froth. After this has been done, the melted chocolate can be poured into the mixture gradually while it is being whipped. This custard can then be added to the mixture.

White Layer

Flour, 5 lbs. Sugar, 4½ lbs. Butter and compound, 2½ lbs. Egg white, 2½ lbs. Baking powder, 1 oz. Vanilla flavor, ¼ oz.

If butter is not used, add ¼ oz. of salt. Any desired flavor may be added.

Method: Put the egg whites into a kettle and begin whipping. After they have become frothy, gradually add 1½ lbs. of sugar. The addition of sugar to the whipped egg white will produce a meringue-like mixture. Put the shortening and balance of the sugar into another kettle and beat briskly until the mass becomes light and creamy. Add the milk to this mixture and stir. Now add the whipped egg whites, salt and vanilla flavor and again stir gently. Then add the flour and baking powder and mix until smooth. Deposit this mixture into greased and dusted forms and bake immediately.

Don't discuss publicly your quarrels or disagreements with employees or competitors. People are not interested in your personal squabbles, and anyway, they will not side with you.

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