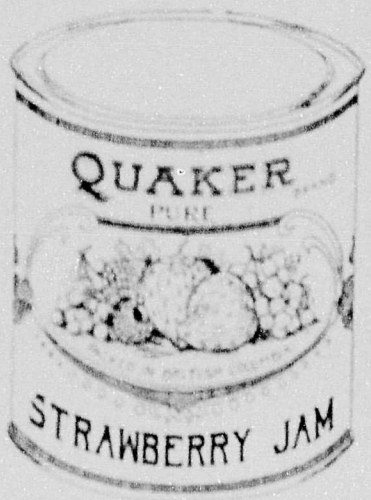
Vol. XVI. No. 2. OCTOBER, 1923 Sixteenth Year.

THE BRITISH COLUMBIA RETAILER

"The Paper the Retailer Reads"

Quaker Brand is Superior



The superior quality of Northern grown fruits and vegetables gives Quaker Brand its prominent place on the market, and accounts for the increasing growth of Quaker popularity. British Columbia Pears are preferred to California pears in England, and British Columbia preserves under Quaker labels give satisfaction here.

Dominion Canners, B. C.

Limited

Head Office: - - VANCOUVER.

A True Statement

1870—1923

CANADA is such a new country, it is almost incredible that paper bags have been made here for a period of over 50 **YEARS**.

—**IT IS** nevertheless **TRUE**—

It is **EQUALLY TRUE**, that by no other policy than that of maintaining at all costs, the high standard of quality in our bags, together with efficiency of service could we have retained the reputation of being manufacturers of the most dependable paper bags on the market today.

—3 GRADES—

STANDARD **LIGHT KRAFT** **HEAVY KRAFT**

J. C. WILSON, LIMITED

Manufacturers of

PAPER BAGS. **WRAPPING, TISSUE AND TOILET PAPERS.**

for Wholesalers and Retailers.

1068 HOMER STREET, VANCOUVER, B. C.

Phone: Seymour 781

THE BIGGEST SOAP VALUE ON THE MARKET

Include it in your next order

The White Laundry Soap

Manufactured by

THE ROYAL CROWN SOAPS, LTD.

VANCOUVER, B.C.

Warehouse: 349 Railway Street
Phone Seymour 3213

Office and Sample Rooms:
98 Hastings St. W.

J. W. BERRY

TEA IMPORTER

VANCOUVER, B. C.

Having been in the tea trade for thirty years and trained in Mincing Lane, London, together with actual experience in the different countries of tea production, my opinion and advice to the buyers of tea should be valuable. I know it has been to many. Tea is my trade—I know no other.

OFFERS FOR SALE

F. O. B. VANCOUVER, DUTY PAID

400 Chests Indian Broken Orange Pekoe about 100 lb. nett each at ..... **48c** DUTY PAID
Very fine value. Good liquoring Tea.

200 Chests Ceylon Broken Pekoe, about 100 lb. nett Each at ..... **46c** DUTY PAID
Good sound thick liquoring Ceylon. This Tea draws quickly and is a great favorite in B. C.

200 Half Chests Ceylon Broken Orange Pekoe, about 50 lb. each at ..... **54c** DUTY PAID
A very choice Ceylon Broken Orange Pekoe. Fine quality—rich thick liquor, no need to pay more money than this for a very choice tea.

GROCERS PLEASE NOTE!

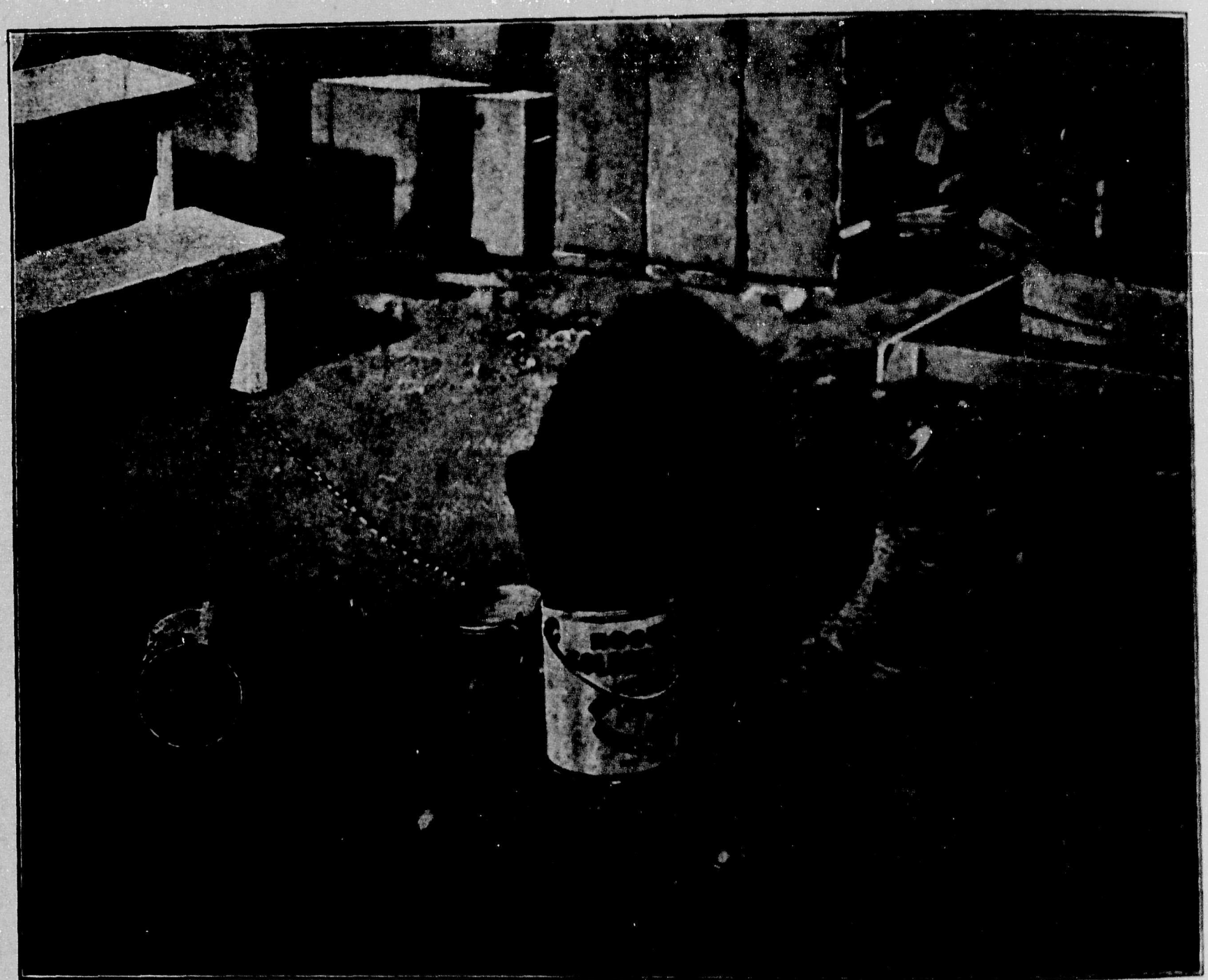
These teas are not specially priced for a special offering, but are my regular comparative prices which my customers have been enjoying for many years.

Operating with a very low overhead, employing no expensive travellers, etc., enables me to give you the benefit of these savings.

I shall be pleased to have you phone, write, wire or call on me personally.

SAMPLES ON APLICATION

ROGERS' GOLDEN SYRUP



"The End of a Perfect Day"

¶Made from finest flavoured cane sugar, a special grade of which is imported for the purpose.
¶Put up in all sizes of packages to suit your customers' requirements.
¶In packages designed to beautify your store.

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

The British Columbia Sugar Refining Co. Ltd.

VANCOUVER, B.C.

You're Doing a Great Job for Humanity!

EVERY time you hand out Kellogg's Bran you are helping just so many more people get better health because Kellogg's is ALL BRAN—necessary for the *permanent* relief of chronic or mild constipation.

When customers ask for Bran they want ALL BRAN because ALL BRAN—Kellogg's—gives results! It has the *"bulk"; it is the perfect "roughage!"*

Week after week, from coast to coast, the newspapers are carrying the great health news about Kellogg's Bran. These newspapers have a combined circulation of nearly one million, so that every home in Canada is sure to learn that Kellogg's Bran is ALL BRAN. Its work for HEALTH is wonderful.

Kellogg's WAXTITE

the original BRAN—ready to eat

Say you saw it in the "Paper the Retailer Reads"

FRAUD BOND

NATIONAL SURETY COMPANY

with Assets of over

$31,000,000

Will Protect Your Business Against

Counterfeit Money
Fraud
Hold-up
Safe Burglary
Messenger Robbery
Cheques (N.S.F.)
Dishonesty of Employees

All under One Bond !

BRITISH COLUMBIA GENERAL AGENTS
ALFRED W McLEOD LTD
AT YOUR SERVICE ALWAYS
THE INSURANCE MEN
NEW WESTMINSTER & VANCOUVER, B.C.

MUTUAL FIRE INSURANCE

Stop the fires, keep your property and spend less for insurance.

The sole pupose of mutual insurance is fire prevention efficient stewardship, and lower cost insurance.

Mutual fire insurance is not a commodity, it is a principle.

Mutual fire insurance means fire prevention through inspection and education.

Common sense is a fundamental of mutual fire insurance --apply it to your fire insurance problems.

For particulars get in touch with

Retail Merchants' Underwriters Agency
of the
Northwestern Mutual Fire Association

801 VANCOUVER BLOCK
VANCOUER, B.C.

The BRITISH COLUMBIA RETAILER

Published Monthly. SIXTEENTH YEAR

GENERAL MERCHANDISE.
GROCERIES, DRYGOODS,
HARDWARE, FOOTWEAR,

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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Vol. XVI., No. 2. OCTOBER, 1923. Vancouver, B.C.

EDITORIAL

THE PART PLAYED BY AUTOMOBILES.

The fact that business is not booming with labor fully employed at wages higher than prevailed last year, is somewhat of a conundrum to many people. We don't profess to know, yet are inclined to the opinion that if one looked thoroughly into the automobile situation a substantial reason would be found for the lack of flourishing business. It is our opinion that too many people have bought machines in the past on installments and in meeting these regular payments, combined with the operating expenses of the cars, has so eaten into their flow of cash as to keep many cramped and therefore unable to buy other things with the same freedom.

In conversation with an automobile concern the other day we asked what percentage of people buying automobiles paid cash for their car. The answer was less than 25 per cent." That means that at least one out of four automobile buyers gives notes for the balance. As we understand it, these transactions are handled through a finance corporation which charges about ten per cent on the balance for commission and interest. It also charges for the insurance policy to protect the loan. These payments for the balance usually run for a year and are payable on a monthly pro rata basis. Meeting these notes becomes a hardship each month and especially when the upkeep of the machines and repairs have to be taken care of in addition.

A family accumulates enough money to pay the first payment of about one-third and in many instances has to scrape to get the required amount. No thought is given to the difficulty of providing the monthly payments and upkeep.

Naturally, their buying power in other channels is limited. But progress and higher living, we are told, is the order of the day. So long as it is the people are going to continue living at the higher clip. Of course, better living is not to be condemned so long as it does not go beyond the limit, as that makes for better business generally. But the point is, there seems to be some hesitancy to business at this time when it should be moving rather rapidly and we believe that the automobile has something to do with it as too large a percentage of the people are obligated to meet notes to pay for automobile luxury.

ANNIVERSARIES.

It is by no means unusual to hear of Canadian enterprises which, from small beginnings have attained remarkable growth, and among those engaged in the distribution of merchandise there are firms, who by perserverance and foresight have gained and held the confidence of the buying public, and are now enjoying a well merited success.

Two Vancouver departmental stores have recently celebrated many years of service to the community, and may justly claim admission to the above category.

The firm of David Spencer Limited has been successfully catering to the needs of British Columbia's citizens for the past fifty years (1873-1923), and is now celebrating a golden jubilee.

Although perhaps the larger share of the credit for the progress of this pioneer business must be given to the late David Spencer, the founder of the business, those members of the family who are now responsible

for the maintenance of the excellent example set by their father are receiving a just share of congratulation. The late David Spencer, who although faced by many difficulties, not least among which was a serious loss by fire during the early days of the store's development, built up an establishment worthy of the best traditions of retail distribution.

Woodwards Limited, a slightly younger organization than David Spencer, have made remarkable headway, and their store, where necessary additional floor space has recently been added, presents an appearance which would grace any city in the Dominion.

We hasten to extend our congratulations to the present management of these departmental emporiums upon the important part which they have played in Vancouver's progress, and predicts that their fore-their foresight and faith in this city will be rewarded with yet more worthy achievements.

GROCERIES & PROVISIONS

ARE PHONE OPPORTUNITIES OVERLOOKED BY THE RETAIL GROCER?

Ouinions of practices in the retail grocery trade as set forth in a recent article in Printer's Ink will be found interesting to grocers and, perhaps cause some consideration of the criticisms made. The article presents that publication's own ideas as to the methods which a retailer should pursue in soliciting business, and was inspired by the questions of an unnamed correspondent, who sought advice as to the wisdom of house-to-house selling.

The writer of that article evidently believes that independent grocery stores could combat chain store competition more successfully by sending out salesmen to take grocery orders from housewives He deplored the fact that this custom is being increasingly abandoned and criticizes severly what he declares is their disregard of the possibilities for getting orders by telephone. Since the outside salesman has been removed, the telephone is the logical way to obtain the business so lost, is the verdict.

The assertion that "the introduction of the telephone was a bad thing for the grocer" will doubtless be taken with more or less surprise and doubt. Individual grocers, however, will be able to judge for themselves as to the charge that they overlooked opportunities for getting trade through neglect to use the telephone. Regardless of the accuracy of the criticisms made, the opinions of this mercantile writer will serve to set retailers to thinking as to whether they are "overlooking any bets" in obtaining the full quota of business.

Salesmen Get Bigger Orders.

The question referred to, and the answers to them in the Printer's Ink article, were as follows:

1. "Are chain stores forcing many independent stores into the house-to-house method of soliciting?"

Answer: "Unfortunately not. There was a time a few years ago when nearly every grocer sent his salesmen around to the homes of his customers to get their orders. This good old custom is now almost entirely extinct. The general adoption of the telephone made it unnecessary for the salesmen to call. Customers can phone in their orders. But general opinion to the contrary notwithstanding, we believe the introduction of the telephone was a bad thing for the grocer.

"For one thing, because of it fewer customers visit his store. People who buy over the phone buy less than if they visited the sto re. They miss the influence of signs, display and other suggestions that tempt a person to buy what he may not have intended to purchase when he went to the store.

"In the second place, the telephone stopped the calls of the grocer's ordertakers. These fellows were usually good salesmen and generally left a house with a much larger order than is today sent in over the phone.

Grocers Don't Use Imagination.

"The substitution of telephone selling for house-to-house selling would not be so bad, if grocers would do more selling over the phone. But most of them scarcely use the telephone at all as a selling instrument. They usually do no more than to accept whatever orders come in over the phone, but do little to increase the size of these orders.

"The possibilities of telephone selling are unlimited. If a grocer will use his imagination, he could think of a number of ways to run up his volume by a more intelligent use of the telephone. For instance, when the peach season is coming on; if a grocer would call up his regular customers and ask them to let him book their orders for canning peaches, he would put the idea of canning into dozens of heads that might have forgotten about it until it was too late or that did not intend to do any canning this year.

"An ordinary size grocery could sell a carload of peaches in this manner, besides selling large quantities of sugar, spices, jars, rubber rings, etc. Selling of this kind is altogether too rare in the grocery business. Too many grocers waste time and effort in worrying about the chains that could be used in selling merchandise over the telephone."

Public Likes Personal Calls.

2. "What is the general opinion of the public on that matter of house-to-house solicitation?"

Answer: "That is overdone, so far as manufacturers are concerned, and that not enough retailers are doing it. If many manufacturers started to sell their goods through canvassers, the housekeeper would be obliged to give too much of her time to considering their propositions or to responding to her doorbell.

"The position of the local retailer is different. He is in daily contact with the people in his community. They know him and patronize him. Hence the visit of the retailer is likely to be welcome and to be regarded as an evidence of his desire to give better service to his customers."

"WHITE STAR" YEAST

36 packets to case, per case $1.75

In every competition, where "WHITE STAR" YEAST is used in Bread Baking classes, phenomenal success has been attained. The "Tisdall" cup for the best Loaf of Bread baked in the Fraser Valley was won by Mrs. Geo. Greenwell, of Haney, B. C., who used "White Star" Yeast.

36 packets to case, per case $1.75

In Edmonton, 88 per cent of the prizes in Bread Baking competitions for the last three years, have been secured by competitors using "White Star" Yeast. Prizes being secured against competition from all other Yeasts.

You can secure your requirements from

A. MACDONALD & Co. Ltd.

Nelson, Vancouver and Fernie, B. C.

"The House Behind The Goods"
MALKIN'S BEST

Baking Powder

Contains no Alum

Absolutely Pure

THE W. H. MALKIN Co. Ltd.

VICTORIA. VANCOUVER. NANAIMO.

WILSON BROTHERS

Established 1890

Our Motto is "SERVICE"

We cannot offer to sell you goods cheaper than any other firm is in a position to do, but we CAN give actual facts to prove that it is

ECONOMY

to deal with us

Send in your mail order to WILSON BROTHERS, VICTORIA, B. C.

Wholesale Grocers

SHAMROCK BRAND

HAM, BACON, BUTTER, LARD, SAUSAGE, etc.

First Quality packing house products put up by P. Burns & Co., Limited, which means they are the highest grade, always reliable, and without equal on this market.

YOU CAN RECOMMEND SHAMROCK BRAND.

P. Burns & Company, Limited

VANCOUVER CALGARY EDMONTON

SUGAR PROSPECTS.

The final figures of the Cuban crop show a total of nearly 400,000 tons less than the crop in the previous season, with a balance of only 500,000 tons as stock to work on until the next crop is ready about the middle of January. About 100,000 tons of sugar were destroyed in the earthquake in Japan ,while visible stocks in India have fallen very low. Continental countries are importing considerable quantities, which indicates that export of beet-sugar will not take place until late in the season. The balance of the Java crop has been bought for Scandinavian destinations, while increased consumption in America is leading to premium payments for supplies. The result of all this is that forward offers are now made with more caution.

ADVANCE IN TARIFF PROTECTION.

A general upward revision of the Customs tariff, to bring the fiscal policy of the Dominion into line with that of most other industrial countries and to assist industry over the remaining period of readjustment difficulties, is being advocated by manufacturing interests. There is developing a spirit of revolt against trade paralysing taxation such as the new sales tax, and a belief that tariff duties are not high enough to afford the measure of protection required under present conditions.

It is pointed out that four successive reductions have been made in import rates, and that imports are showing an alarming increase. An advance in tariff protection unquestionably would be welcomed by many industries. It not only would encourage many concerns which have been disheartened by present difficulties, but it would also create a more hopeful situation generally, and, perhaps, prompt a further extension of credit by banks and other institutions to deserving borrowers. Any representations which may be made urging increases in duties will call for an elevation, directly or indirectly, of the rates of the British Preferential schedule, as well as those of the general tariff.

NEW CIPHER CODE.

The California Packing Corporation, San Francisco, have announced the publication of their new Calpack Code, effective October 1, 1923.

This new and up-to-date code succeeds and replaces the codes previously published by The J. K. Armsby Co. and the California Fruit Canners' Association. We are advised that the Calpack Code has been designed with but one idea in mind —the reduction of telegraphic expense, and the California Packing Corporation claim it will meet practically all present-day requirements of the trade.

According to previous circulars the lines covered are Canned Fruits, Fruit Specialties, Honey, Canned Vegetables, Tomato Products, Pickles, Ripe Olives, Canned Fish and Sea Foods, Dried Fruits, Raisins, Beans, Nuts, etc. Special attention has been given California and other Pacific Coast commodities. The lists of phrases and commercial expressions are comprehensive in scope.

The tables of Currencies, Numerals, Dates, Quantities, Shipments, etc., are very adaptable to both domestic and foreign communications with the maximum of economy.

HOW ABOUT IT?

Something to think about when you are smoking your pipe after business hours.

1. Has co-operative delivery proved a success?
2. Is it good policy to personally solicit new customers?
3. Is it advisable to call your customers on the telephone each morning and solicit their orders?
4. Since it is stated 92 per cent of those engaged in the grocery business do not make a success, what is the reason?
5. Which is most desirable, telephone customers who pay promptly each month or cash customers who call at the store and leave their orders?
6. What plan has been found most effective in getting in close contact with Association members?
7. What is the most practical plan to build up the membership of a local association?
8. How often should local associations meet?
9. Should the husband be notified when an account is opened by his wife?
10. Should terms be clearly stated and adhered to on every signed application for credit?
11. What class of persons do you find most prompt in paying their bills, the wage earner, the professional or business man?
12. How long should a customer who has always paid promptly, now temporarily out of work be extended credit?
13. Is the proportion of customers who buy for cash at your store and who might be induced to become regular customers with increased purchases on charge accounts, sufficient to justify the attempt?
14. Does it pay for a grocer to take a chance on a long lease and to sub-let market or store space to others?
15. What percentage of grocers really know their annual turnover and how to figure it?
16. Is co-operative buying the solution of the individual grocer's problem in meeting chain store competition?
17. What problems confront the grocerteria—can it be considered a fad?
18. What is the future for limited service—cash and carry?
19. Is the credit and service store holding its own?
20. What has been done to curb the peddler and itinerant merchant?
21. What is the best method of bringing out attendance at association meetings?

We Offer a Prize of $10.00

for the best series of answers to the above questions. The Editor to be the judge.

Whether you win the prize or not, it will pay you to think out some of the problems.

CUBAN SUGAR OUTTURN TOTALS 3,601,605 TONS.

Figures of Refiner Show New Crop to be in Good Conditions—Says Upturn in Raw Prices Result of Shortage.

Cuban sugar crop this year totals 3,601,605 tons, according to the final figures of the Federal Sugar Refining Company's representative on the island. Much of Cuba's new crop cane shows an improvement over last year's. Cane supply is reported to be good and much of the cane appears to be in satisfactory condition. The weather during the present month will be watched with interest as consistent rains are essential now and consistency has not been a prominent feature of this growing season so far.

Recent upturn in raw sugar prices was due to a temporary shortage of sugar and in the "early positions," says Federal, an effort of refiners to replenish their stocks. Shortage was the result of ships usually engaged in the sugar trade having been diverted, as they had not been able to obtain cargoes owing to the small volume of sugar business lately.

The European beetroot crop will amount to 5,000,000 tons raw (exclusive of Russia), cables Federal's German correspondent.

Exports of refined sugar from the United States in first seven months of year totalled only 190,443 tons, as compared with 762,588 tons in corresponding period of 1922. Shipments to all important destinations show reductions.

Imports of sugar into this country during first seven months totaled 2,940,695 tons, as against 3,758,189 tons in the similar period of last year. Of these totals, 2,897,519 tons this year and 3,723,939 tons last year came from "inside" sources, Cuba, Porto Rico, Hawaii, Philippines and Virgin Island. Somewhat more sugar came from "outside" sources this year than last, 43,176 tons, as compared with 34,250 tons in 1922.

TIMELY TIPS TO GROCERS.

Discounting Your Bills.

The rank and file of retail grocers do not realize the additional profit to he had in the course of a year by discounting invoices. Many retailer's fortune has been further enriched by paying strict attention to such a discount. Not only is the reward desirable, but you may enjoy a position to be proud of among your local tradesmen and the men who come in contact daily with your account—the credit men. To have an A-1 rating among wholesale grocers is a credit to any retailer, and such financial standing qualifies you to obtain every concession to be had when you do your buying.

More grocers today are on the discount basis than ever before. Many retailers, however, are very absent minded regarding the date upon which they are entitled to a given discount but the majority realize what this cash discount amounts to, and it has had its effect in prompting grocers not to buy beyond their resources. Further it has influenced the grocer to watch his customers' accounts with more regularity, consequently his profit and loss column has ben greatly reduced.

Oftentimes you may wonder why your grocery salesman or an executive from the jobbing house sometimes calls you up and advises you that he has an exceptional bargain to offer. The fact is that your prompt paying encourage the company to offer a few items that you can profit on and at the same time render mutual assistance. Thus the grocer in turn passes this good buy along to his own trade and further strengthens his hold upon the community he serves.

The coming generations will, in my opinion, adopt the cash basis. It will be a part of the evolution of the grocery business, as the average wholesaler is demanding more prompt settlement of his accounts, and it will do away with 30-60-90 days' credit. It will have the tendency of obliterating a majority of men who acclaim themselves grocers but who in reality are using the jobbers' money to do business.

Every year the retail grocer is required to give a rating through Dun or Bradstreet and it is surprising the number who refuse to do so. It should be a retailer's personal pride to report his yearly activities as requested by the above firms, so that when he seeks additional credit or desires to open a new account, he will not be embarrased. Retailers should not forget that the credit men of the various houses have weekly meetings at which they discuss these important questions.

Grocers who discount their bills are successful and highly respected.

SCIENCE STUDIES NEW METHODS FOR USE IN WASHING YOUR FACE.

"Palmolive Fellowship" to reveal secrets of soap at Cornell University.

Chemical authorities in the universities have decided that people must be taught how to wash their faces and their family linen scientifically.

For the first time in history, a concerted effort to experiment with the detergent action of soaps will be launched this autumn in the great laboratories of Cornell University, as the result of the announcement of the winner in the first "Palmolive Fellowship" by a group of leading scientists and chemical authorities here today.

Paul H. Fall, 5600 Drexel boulevard, Chicago, has been awarded the $2,000 fellowship, to be given annually by The Palmolive Company, so that he may devote himself to the purely scientific study of the chemistry, physics and colloid principles affecting soaps. Mr. Fall, himself a college professor, has decided to make his experiments at Cornell University, according to an announcement by Prof. Victor Lenher, professor of chemistry at the University of Wisconsin, a member of the "Palmolive Fellowship" committee.

Prof. Fall will be assisted in his research studies in soap by W. B. Bancroft, professor of chemistry at Cornell. He will attempt to uncover the secrets of soap, new ways to manufacture it so that is may be used with scientific accuracy in cleansing the skin, as well as clothing, woodwork, dishes, etc. This experimenting in the college laboratory will be of great assistance to the entire soap manufacturing industry, according to Professor Lenher.

"Scientists today are intensively studying the chemical effects of our daily foods, the clothes and shoes we wear, new ways to get more power out of the gasoline for our automobiles ,better ways to make all of our daily necessities," said Profsesor Lenher. "So why has there never been a concerted effort to study soap, too? We expect great things of this scientific project. It may even change the cleansing habits of the nation.

A Grocer's Responsibility

Dealers in food products are responsible for the quality of the goods they sell.
However when the packages bear the legend "Canada Approved"—the responsibility is shifted to the shoulders of the Government.

Clark's Prepared Foods which contains meat are all guaranteed by the "Canada Approved" mark.

In the Clark Establishments every effort is made to do even more than is asked by the Government Inspectors.

Sell Clark Pork and Beans, Clark Corned Beef, Clark Soups, etc., etc., and you will never have any "come back" from your customers except repeat orders.

Clark's Beans with Tomato Sauce.
Plain Sauce.
Chile Sauce.
Clark's Soups
Thirteen Varieties
Clark's
Tomato Ketchup
Chili Sauce.
Clark's Ox Tongue
Cooked Corn Beef
Canadian Boiled Dinner.
Boneless Chicken
Corned Beef Hash.
Mincemeat.
Beefsteak and Onions.
English Brawn.
Boneless Pig's Feet.
Cambridge Sausage.
Smoked Sausage.
Clark's
Roast Mutton.
Roast Beef.
Lunch Tongue.
Cooked Tripe.
Irish Stew.
Clark's
Loaf Meats.
Devilled Meats.
Potted Meats.
Clark's
Peanut Butter.
Spaghetti with Tomato Sauce and Cheese.

W. CLARK LIMITED, Montreal

Establishments at Montreal, Que.; St. Remi, Que., and Harrow, Ont.

The ST. LAWRENCE LINE

PAPER BAGS

Made in Canada—from Canadian Papers

"SIMPLEX" - Light Manilla
"MAPLE LEAF" Light Kraft
"LION" - - Heavy Kraft

A Bag suitable for every kind of Merchandise—
Made by St. Lawrence Paper Bag Co.

SELLING AGENTS FOR B. C.

COLUMBIA PAPER CO. LIMITED

CARRY LARGE STOCKS IN VANCOUVER AND VICTORIA

TUDOR TEA

"The Tea With a Pedigree"

Is being sold by 369 stores and grocers in British Columbia.

The most profitable package tea for the retail trade.

THE PRICE IS NEVER CUT.

Blended and packed by

TUCK & LIGHTFOOT Ltd.

VANCOUVER, B. C.

EDDY'S MATCHES

The EDDY plan assures the grocer his fair profit for every dollar invested in EDDY'S MATCHES.

Since 1851

The E. B. Eddy Co. Limited
Hull. Canada

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.

10c Assorted Sweet Biscuits, packages, per dozen	1.00
15c Assorted Sweet Biscuits, fancy car-ton, per dozen	1.50
Chocolate Bars, assorted kinds, 2 doz. to a box, per box	90c and 93c
Cream sodas, 2s, tins, each	.42
10c Cream Sodas, packages, doz	1.00
15c Cream Sodas, packages, doz.	1.35
Family sodas, packages, per dozen	$ 2.40
Queen Royal Cream Sodas, per lb.	.15
Queen Royal, tins, each	.36

E. W. GILLETT CO., LTD.

Royal Yeast—	Per case.
3 oz. pkgs. in case	2.10
Pure Flake Lye—	Per case
4 doz. in case	$ 5.75
5 cases	5.65
10 cases, 4 doz. in case	5.60
Magic Baking Powder—	per case
4 oz., 4 doz.	$ 5.70
6 oz. 4 doz.	7.55
8 oz., 4 doz.	9.05
12 oz., 4 doz.	12.25
12 oz., 2 doz.	6.35
1 lb. 4 doz.	15.55
1 lb. 2 doz.	8.00
2½ lbs 1 doz.	9.85
5 lb. ½ doz.	8.80
Special discount of 5 per cent. allowed on Five Cases or more of Magic Baking Powder.	
Caustic Soda (Granulated)—	Per lb.
25 lb. wooden pails	$0.15½
50 lb. wooden pails	.12½
6 lb. canisters (100 lbs. in case)	.16
10 lb. canister (100 lbs. in case)	.14¾
100 lbs. iron drums	.12
400 lbs., barrels	.10½
Cream of Tartar.	Per doz.
¼ lb. paper pkgs. (4 doz. in case)	$ 1.70
½lb. paper pkgs. (4 doz. in case)	3.25
	Per case
4 doz. ¼ lb. paper pkgs. 2 doz ½ lb. paper pkgs. assorted	12.15
	Per doz.
½ lb. cans with screw covers (4 doz. in case)	4.30
1 lb. cans, screw covers (4 doz. in case)	7.50
5 lb. square canisters ½ doz. in case)	.61
10 lb. wooden cases	54½
25 lb. wooden pails	54½
100 lb. lined kegs	48½
360 lb. lined barrels	47
Magic Soda—Case No. 1—	
1 case (60 1 lb. packages)	7.20
5 cases or more	7.10
Bi-Carbonate of Soda—	
112 lb. kegs, per keg	7.80
400 lb. barrels, per barrel	23.23

KELLY, DOUGLAS & CO., LTD
Nabob Products

Alum, ¼s, doz.	.75
Allspice, No. 3, tins, doz.	95
Baking Powder, 48 12 oz., doz.	2.65
Baking Powder, 48 16 oz., doz.	3.75
Baking Powder, 12 2½s, doz.	8.20
Baking Powder, 6 5s, dozen	16.10
Baking Soda, 60 1s, case	3.20
Baking Soda, 24 ¼s, doz.	.60
Borax, ¼s, doz.	.85
Black Pepper, tins, doz.	95
Celery Salt, glass, doz.	90
Nabob Coffee, small tin each	27
Coffee, 1s, lb.	52
Coffee, 5s, lb	50
Cream of Tartar, ¼s, doz.	1.50

NABOB
VACUUM PACKED
COFFEE

Saves you time when customers ask for "Fresh Roasted Coffee." That's exactly what Nabob is. The vacuum tin keeps the flavor in—you sell it "fresh from the roaster.

Kelly Douglas & Co. Ltd.
VANCOUVER, B. C.

Voonia Garden Ceylon Tea

You will improve your tea trade if you introduce VOONIA brand to your customers. Let us send you a sample, Mr. Dealer, so that you may know of its excellent quality. VOONIA Tea is packed in Ceylon, in lead packages ½'s and 1's, also 5-pound lead lined boxes, and will cost you, at present, 66 cents for ½'s and 65 cents for 1's and 5's. It is worth considerably more on todays market.

Vancouver Island Distributors Huntley & Palmer's Biscuits

Rithet Consolidated
Limited
VICTORIA, B. C.

B. C. Agents for Ross's Famous Belfast Ginger Ale

McCormick's products well displayed, bring in big profits and new trade.

In To-day— Out To-morrow

McCormick's products do not come to your store to "camp on the shelves." This is the brand that spells "turnover" with a big T. People demand McCormick's because they are widely advertised and because quality merits appreciation.

Let McCormick's stir up your biscuit sales.

McCORMICK MFG. CO., LIMITED, LONDON, Canada

BRANCHES AT: Montreal, Ottawa, Toronto, Hamilton, Kingston, Port Arthur, Winnipeg, Calgary, Edmonton, Vancouver, Halifax, St. John, N. B.

RECALL "CONTINENTAL"

when you order your

BAGS

The "CONTINENTAL" is your Bag Insurance, for which you pay nothing extra.

Our special processed Paper insures longer life. Note the Uniform weight and test it for strength.

"Slip it in a Bag"

Manufacturers

The Continental Paper Products Ltd.

OTTAWA, ONT.

AGENTS

Smith, Davidson & Wright Ltd.

VANCOUVER. VICTORIA.

Students Like Keystone Brand

Throughout the province there is an ever increasing demand for

Keystone Brand School Supplies

Students like these Exercise Books, scribblers, tablets and other items because they contain more and better paper for the money. The dealers return is generous.

If you do not handle this good Made in B. C. line let us submit samples and prices.

Smith, Davidson & Wright, Ltd.

MANUFACTURERS AND WHOLESALE PAPER DEALERS

VANCOUVER VICTORIA

Custard Powder, doz.	.95
Quick Tapioca, doz.	.95
Chocolate Pudding, doz.	.95
Chili Powder, small, doz.	.90
Cinnamon, 2 oz. tins, doz.	1.05
Cayenne Pepper, 3 tins, doz.	1.15
Cloves, small, doz.	1.35
Curry Powder, 4 oz. glass, doz	2.25
Ginger, small, doz.	1.05
Extracts (all flavours) 2 oz., doz	2.25
Extracts (all flavours), 4 oz. doz.	4.25
Extracts (all flavours), 8 oz., doz	8.00
Mace, small, doz.	1.15
Nutmeg, small, doz.	1.10
Paprika, small tins, doz.	1.15
Pastry Spice, 3 tins, doz.	1.10
Poultry Dressing, Sage, Savory, Thyme, Tumeric, tins, doz.	1.00
Pickling Spice, doz. No. 3.	.90
Marjoram, Mint, Parsley	1.10
Tartaric Acid, ¼s, doz.	2.50
White Pepper, tins, doz.	1.10
Castor Oil, 2 oz. doz.	1.35
Castor Oil, 4 oz. doz.	2.20
Epsom Salts, ¼s, doz.	.60
Fruit Colors, 2 oz., doz.	1.75
Icings (Chocolate, Rose Pink, Lemon, Vanilla, White, Almond, Orange), doz.	1.45
Jelly Powder, doz.	.90
Lemonade Powder, doz.	2.25
Mustard, 1s, doz.	8.50
Mustard, ½s, doz.	4.75
Mustard, ¼ doz.	2.40
Salt Petre, ¼s, doz.	.85
Sulphur, ¼s, doz.	.65
Tea, Green Label, 1s, lb.	.65
Tea, Grene Label, ½s, per lb.	.66
3s, lb. packages	.62
5-lb packages	.61
Tea, de Luxe, Afternoon, 1 lb.	.78
Tea, de Luxe, Afternoon ½s, per lb.	.80
Vinegar, doz.	2.30

THE W. H. MALKIN CO., LTD.

"Malkin's Best" Products.

Arrowroot (St. Vincent)		
12/4 oz ctns,	per doz.	1.40
12/8 oz	per doz.	2.75
Baking Powder (Pure Phosphate)		
48/12 oz.	per doz.	2.90
12/2½s	per doz	9.35
12/5s	per doz.	16.85
Baking Soda		
12/4 oz. ctns	per doz.	.45
12/8 oz. ctns	per doz.	.60
Coffee (Vacuum Pack)		
48/1s	per lb.	.52
Cream of Tartar (99% pure)		
12/4 oz. ctns	per doz.	1.50
12/8 oz. ctns	per doz.	2.90
12/1s tins	per doz.	6.00
Custard Powder		
4 oz. ctns	per doz.	.95
8 oz. ctns	per doz.	1.75
Drug Sundries		
Borax, 12/4 oz.	per doz.	.75
Epsom Salts 12/4 oz. ctns		.50
Sulphur, 12/4 oz. ctns	per doz.	.60
Extracts (all flavors)		
12/2 oz.	per doz.	2.25
12/4 oz.	per doz.	4.25
8 oz.	per doz.	8.00
16 oz.	per doz.	15.00
25 oz.	per doz.	22.00
½ gallon	each	6.00
Gallon	each	11.50
Glycerine		
12/2 oz bts.	per doz.	1.75
12/4 oz bts.	per doz.	3.25
Honey		
24/8 oz jars	per doz.	2.40
24/13 oz jars	per doz.	3.50
24/2s tins	per doz.	6.00
12/4s tins	per doz.	11.50
Jelly Powders (all flavors)		
12/4 oz.	per doz.	.90
Lemonade Powder:		
12/4 oz ctns	per doz.	1.25
12/8 oz ctns	per doz.	2.25
Mustard		
12/3s tins	per doz.	1.65
12/8s oz tins	per doz.	4.50
24/1s tins	per doz	8.50
12/5s tins	per lb	.60
Spices and Seasonings		
Allspice 12/3 tins	per doz.	.95
Cinnamon 12/3 tins	per doz.	1.05
Cloves 12/3 tins	per doz.	1.35
Curry Powder 12/3 tins	per doz.	1.35
Chili Powder	per doz.	1.35
Ginger12/3 tins	per doz.	1.05
Mace 12/3 tins	per doz.	1.35
Marjoram 12/3 tins	per doz.	1.10
Mint 12/3 tins	per doz.	1.10
Nutmeg, 12/3 tins	per doz.	1.10
Paprika 12/3 tins	per doz.	1.15
Parsley 12/3 tins	per doz.	1.10
Pastry, Mixed 12/3 tins	per doz.	1.10
Pepper, black 12/3 tins	per doz.	.95
Pepper, cayenne 12/3 tins	per doz.	1.15
Pepper, white 12/3 tins	per doz.	1.10
Poultry Dressing 12/3 tins	per doz.	1.00
Sage, ground 12/3 tins	per doz.	1.00
Sage, rubbed 12/3 tins	per doz.	1.00
Savory 12/3 tins	per doz.	1.00
Thyme 12/3 tins	per doz.	1.00
Tumeric 12/tins	per doz.	1.00
Whole Cinnamon 12 ctns	per doz.	.60
Whole Nutmegs, 12 ctns	per doz.	.60
Whole Pickling 12 ctns	per doz.	.90
Celery Salt, taper bots.	per doz.	2.10
Curry Powder, taper bots	per doz.	2.35
Tea		
100/1s	per lb.	.65
60/¼s	per lb.	.67
30/1s and 20/½s assorted	per lb.	.66
12/5s	per lb.	.63
Vinegar		
24 qts	per doz.	2.50

P. BURNS & CO., LTD.

Shamrock Products

Ayrshire rolled shoulders, per lb	.18
Bacon, 6-8, per lb.	.42
Baked ham, with dressing, per lb.	.41
Cooking oil, 5-gal. tins, 40-lb per lb	.17½
Creamery Butter, Shamrock, cartons	.38
Creamery Butter, without cartons	.37
Cheese, Canadian, large, per lb.	.22½
Cheese, Canadian, twin, per lb.	.22¾
Compound, Carnation, No. 5, 12 case	9.55
Compound, Carnation, No. 3, 20 case	9.60
Cooked hams, Shamrock, per lb	.42
Dominion hams, 12-16 lbs.	.28
Dominion Bacon, 6-10 lbs. per lb	.31
Dominion Bacon, 10-14 lbs. per lb	.30
Dominion Shoulders, boned and rolled	.18
Dripping, beef, 4-lb bricks	.15
Hams, per lb	.30
Hams, boned and rolled per lb	.34
Head Cheese, 5lb. tins, each	.50
Jellied tongue, per tin	1.75
Lard, No. 5, 12 to case	10.15
Lard, No. 3, 20 to case	10.20
Lard, carton, 16 lbs.	.18¼
Lard, No. 1, cartons, 30 lbs	.18
Mincemeat, kits, 25-lb. net, per lb	.14
Meat Loaf, per lb.	.17
Pork Pies, per doz	.25
Pork, roast legs with dressing lb.	.40
Smoked fish, kippers, 20s, per lb	.10½
Smoked fish, kippered salmon, 10s and 20s, per lb.	.15
Smoked Cod, 30s per lb.	.15½
Selected fowl, per lb.	.22
Selected Chicken, per lb.	.28

THE ROYAL CROWN SOAPS, LTD.

Vancouver Price List—F.O.B. Vancouver, or New Westminster.
Terms Nett 30 Days.

"Apex" Soap Flakes, 24 1-lb pkts. box	4.75
"Apex" Soap Flakes, 12 1-lb pkts. box	2.40
A La Francaise Castile, box of 25	4.00
Blue Mottled, box of 20	4.20
Blue Mottled, box of 30	6.35

Why not make your cash register ring up speedier profits by handling a full line of *quick-selling*
DEL MONTE
CANNED FRUITS
VEGETABLES &
FOOD SPECIALTIES

FOLLOW THROUGH!

We could talk our heads off about what yeast should do, but it wouldn't count half as much as the evidence of what it **has** done.
The thousands of reports we have received as a result of our recent Yeast-for-Health contest furnish proof beyond the shadow of a doubt that Fleischmann's Yeast is the natural treatment for constipation.
Tell your customers this without hesitation. And now is the time to tell them while the interest in this contest is still alive. Then watch your yeast profits grow.

The Fleischmann Company
YEAST SERVICE

Prosperity by Cooperation

Mr. Grocer, **Royal Standard**
Sell **Wild Rose Flour**

and "Help B.C. as B.C. helps you"

Vancouver Milling and Grain Co.
LIMITED
Head Office and Mills: Vancouver, B. C.

Are You Handling

RAMSAY'S "Queen Royal"

LINE OF

CREAM SODAS

Packed in large and small tins. A delicious appetizing biscuit. It will appeal to your customers. Ask our representative to show you this line or write or phone us order.

This biscuit will give every satisfaction. Let us prove this by sending you a trial tin at once.

Ramsay Bros. & Co., Ltd.
VANCOUVER, B.C. VICTORIA, B.C.

"RAVEN" *Manilla*
"GARRY" *Light Kraft*
"RUPERT" *Heavy Kraft*

Brands of Paper Bags
Represents the best in

QUALITY
SERVICE
SATISFACTION

PRICES ARE RIGHT

NORFOLK PAPER CO. LTD.

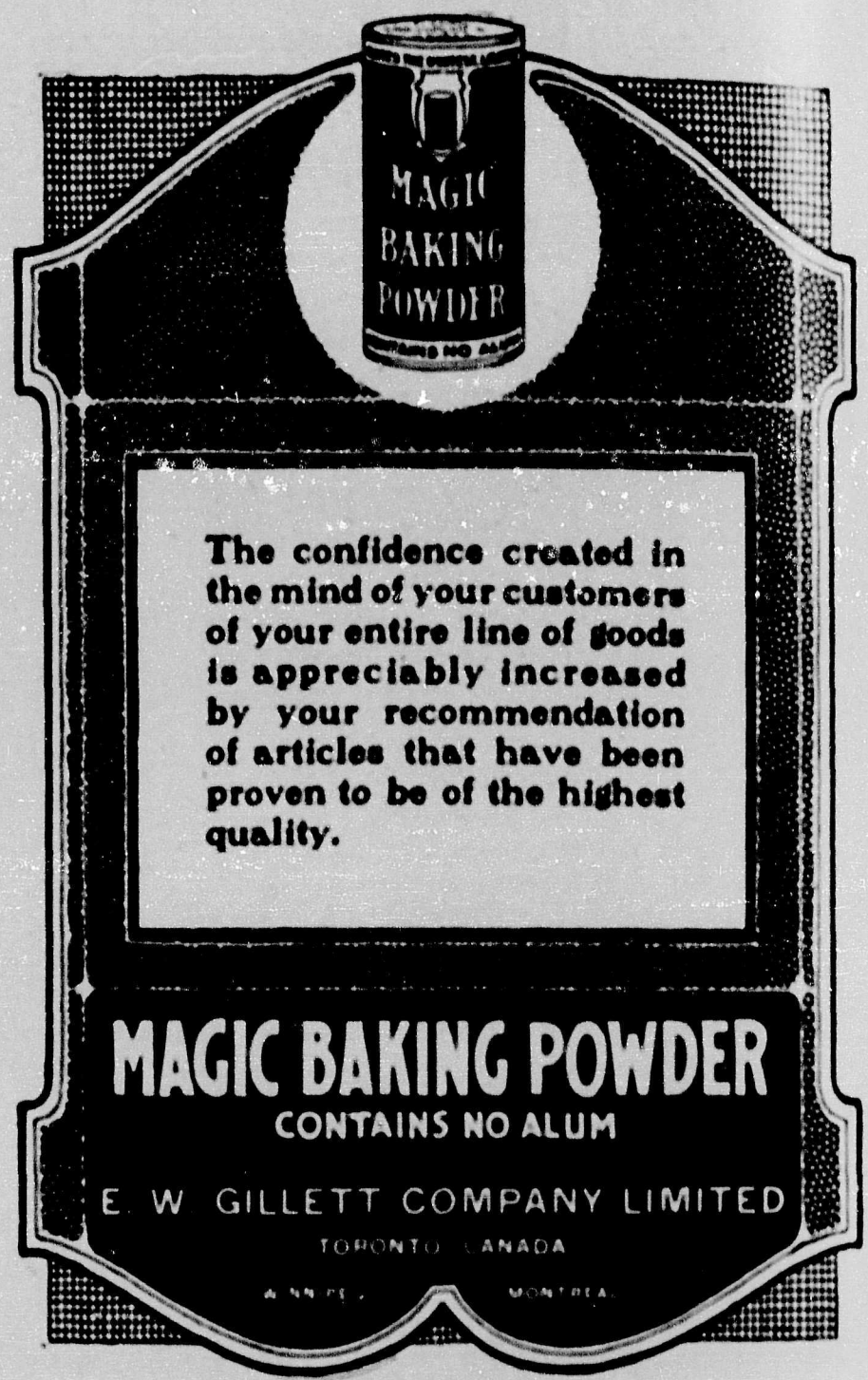
163 Water St. Sey. 7868
VANCOUVER, B. C.
Agents for B. C.
Wood Manufacturing Co. Ltd.
Winnipeg, Manitoba.

Advertised Bread

THE demand for Shelly's 4-X Bread is greatly increased by our extensive advertising. This means a greater turnover—bigger profits for YOU!

SHELLY BROTHERS

VANCOUVER VICTORIA
NEW WESTMINSTER NANAIMO



You can always rely on—

JAMESON'S

COFFEE

As Importers we specialize in Coffee Roasting, Tea Blending, the manufacture of Flavoring Extracts, Featherlight Baking Powder, and associate lines—Spices, Cocoa, Lemonade Crystals and Persian Sherbert.

All these Jameson products are easily identified by their trademark.

THE

W. A. JAMESON COFFEE CO.

Victoria and Vancouver, B. C.

Vancouver Phone: Sey. 3723.

Chloride of Lime

16 oz. Package

Supplied by all wholesale grocers in British Columbia

Manufactured by

CANADA COLORS AND CHEMICALS LIMITED

Succeeding

THE JOHN B. PAINE CO., LTD.
Toronto Winnipeg Vancouver

Agents:

STARK & STERLING

VANCOUVER, B. C.

Crown Oatmeal, 24 6s, box of 144	**4.80**
Crown Olive, per gross	8.75
Climax or Montreal (wrapped), box of 25	6.30
English Blue Mottled, box of 20	6.20
box of 36	3.80
Golden West 5s box of 120s	4.85
Golden West Powder, 3-lb. box of 24	6.55
Golden Bar, box of 30	**2.60**
Klondyke (wrapped), box of 25	6.30
Klondyke (unwrapped), box of 25	6.15
Klero Glycerine, box of 144	**6.00**
Linen (unwrapped) box of 100	3.80
Liquid Ammonia, 2 doz. qts. box of 24	4.05
Liquid Blue, 2 doz. qts., box of 24	4.05
Mechanic's Pine Tar, box of 100	**5.50**
Mechanic's Pine Tar, box of 50	**2.80**
Olive Castile, cakes, box of 200	4.50
Primrose (wrapped), box of 25	4.56
Extra hard unwrapped, box of 30	2.50
Perfect (unwrapped), box of 100	3.80

Write for Tiolet and Hotel Soaps. Special prices on 6, 10, 25 and 100 boxes.

Pendray's Lye, box of 48	5.30
Pendray's Powdered Ammonia, box of 24	4.05

Special prices on 5, 10, 25 and 100 boxes

Pendray's Water Glass, Egg Preserver

Cases 24 tins, per case	4.50
Red Crown, box of 25	4.55
Royal Laundry Flakes, bulk 25 lb boxes	3.60
Royal Crown Soap, 5s, box of 120, 1cs.	$ 5.46
Royal Crown Powder, box of 24s only	6.55
Royal Crown Powder, 1-lb. box of 50	4.80
Royal Crown Cleanser, box of 48 tins	3.80
Royal Crown Lye, box of 48	5.30
Royal Crown Naptha, box of 100	4.75
Royal Crown Powdered Ammonia 1-lb	3.80
White Wonder, box of 100	5.30
White Swan Soap, 5s box of 120	5.45
White Swan Naptha, box of 100	4.75
White Swan Washing Powder, 8 lb., box of 24	6.55

THE JAMESON LINE

W. A. Jameson Coffee Company of B. C.

"The name is the brand"

Coffees:	
"Jameson's Brand" 50—1s to a case	$ .47
"Jameson's Brand" ½s	.48
Tea:	
"Jameson's Brand" 50—1s to case	.62
"Jameson's Brand" 100—½s to case	.63
Baking Powder: Jameson's "Featherlight"	
5-lb tins, per doz.	13.80
2½-lb tins, per doz.	7.20
12-oz. tins, per doz	2.30
Extracts: All flavors, bottles.	
12-2 ounce	2.25
12-4 ounce	4.20
12-8 ounce	8.40
12-16 ounce	16.80
Summer drinks:	
Persian Sherbert 8-oz. tins, per doz	2.25
Lemonade Crystals, 10-oz tins, per doz	2.25
Allspice, per dozen	1.00
Cinnamon, per dozen	1.00
Cloves, (1 oz.), per dozen	1.15
Curry Powder, per dozen	1.15
Ginger, per dozen	1.00
Mace, (1 oz.), per dozen	1.15
Mixed Spice, per dozen	1.00
Mustard pure, per doz.	1.20
Nutmeg, per dozen	1.00
Paprika, per dozen	1.15
Pepper, black, per dozen	1.00
Pepper, white, per dozen	1.10
Pepper, cayenne, per dozen	1.15
Pickling spice, per dozen	.90
Tumeric, per dozen	1.00
Marjoram, per dozen	1.00
Mint, (1½ ozs.) per dozen	1.15
Poultry dressing, (1½ ozs.), per dozen	1.00
Sage, (1½ ozs.), per dozen	1.00
Savory, (1½ ozs.), per dozen	1.00
Thyme, (1½ ozs.), per dozen	1.00
Celery salt, (2 oz. btls.), per dozen	1.25

Discount on application.

RITHET CONSOLIDATED.

"St. James" Products.

Voonia Ceylon Tea, ½-lb 66c; 1-lb 65c; 5, 65c	
Ensign Tea, 1s	.52
St. James Coffee 1s	.50
St. James Coffee, 5s	.49
St. James Coffee 25s and 50s	.48
St. James Extracts, 2-oz.	2.10
St. James Extracts, 4-oz.	4.00
St. James Extracts, 8-oz.	7.00
St. James Extracts, 16-oz.	13.75
St. James Allspice, 2-oz. doz.	1.00
Cinamon, 2-oz.	1.10
Black Pepper	1.00
Curry Powder	1.30
Cayenne	1.20
Cloves	1.40
Ginger	1.10
Marjoram	1.15
Mint	1.15
Mace	1.40
Nutmeg	1.15
Pastry Spice	1.30
White Pepper	1.15
Poultry Dressing	1.05
Parsley	1.15
Paprika	1.80
Sage	1.05
Savory	1.05
Thyme	1.05
Tumeric	1.05

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

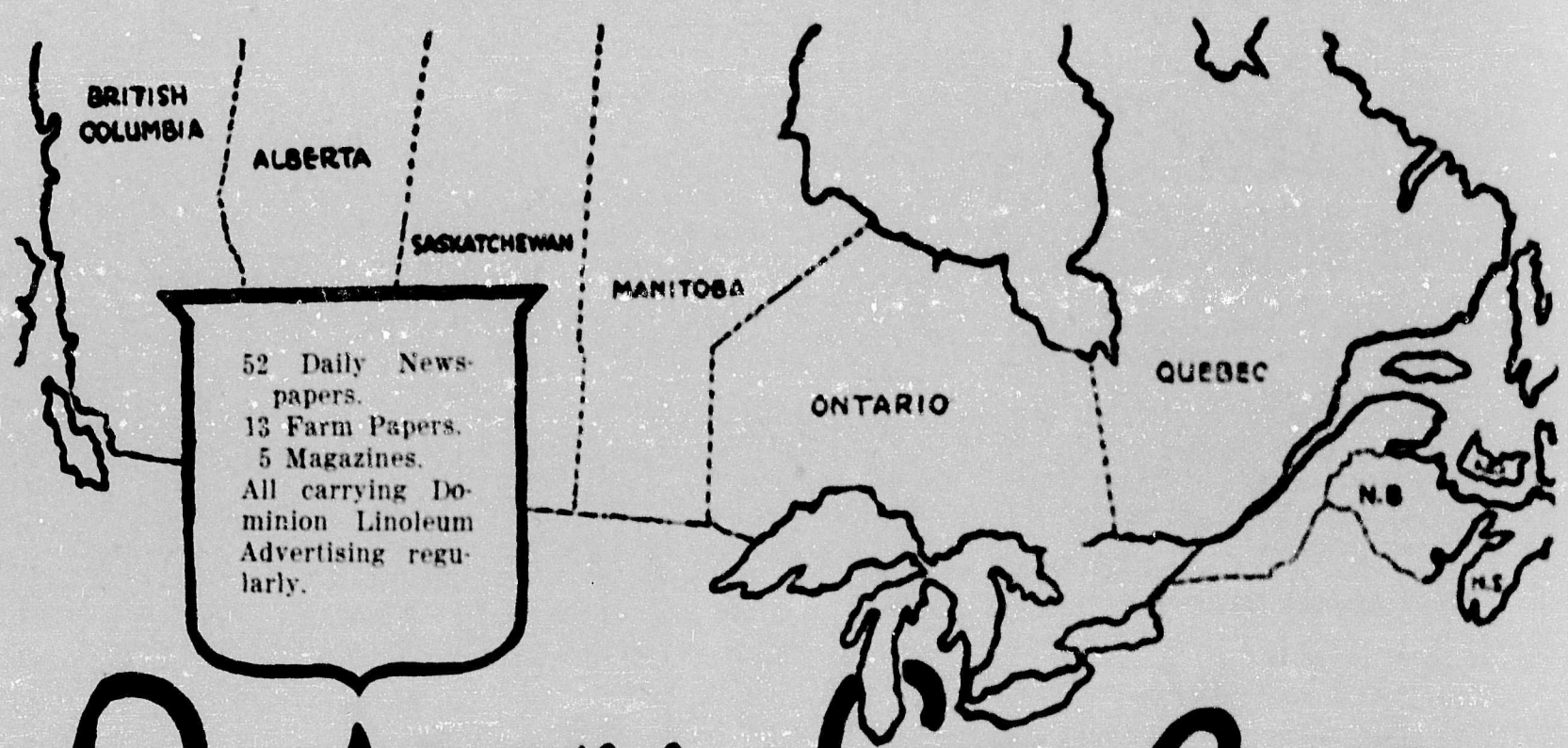
VANCOUVER, B.C.

WAFFLE BRAND FANCY TABLE SYRUP IS EXCEPTIONALLY GOOD.

Note: We could not improve the syrup so we have improved the container.

Kelly Confection Co. Ltd.

1100 Mainland Street VANCOUVER, B. C.



Our Advertising Covers Canada

Result producing consumer advertising is the kind you want; the kind that helps make a business pay. Never before have we undertaken such a comprehensive campaign as the one now running, to line up Fall business for Dominion Dealers. Every district of Canada is reached by the list of daily papers we are using and every advertisement emphasizes the qualities and economies of

Dominion Linoleum Rugs

and other Dominion floor coverings in an attractive, convincing way. This campaign is supplemented by advertising in leading farm publications and magazines, ensuring you of interested prospects. With selling resistence thus reduced, you have but to follow up the advantage to make many repeat sales. Put your stock in shape to win you every sale that offers and you will be satisfied with results. Order a good assortment of the new patterns now.

Dominion Linoleum sales helps are free to every dealer. They tie you up with National advertising and give it a local, individual touch.. Order yours at once and they will be sent promptly, prepaid.

WRITE US FOR ANY DEALER HELPS YOU NEED.

Dominion Oilcloth & Linoleum Co., Limited
MONTREAL

DRYGOODS AND FOOTWEAR

U. S. SHOE INDUSTRY RECOMMENDS STYLES FOR OCTOBER, NOVEMBER AND DECEMBER SELLING.

The country is so broad in its geography and popular tastes that it is well to interpret this report in the light of your own local community. The broad trend of style is here carefully weighed, with advanced information from authorities in garment colors and apparel tendencies. Use this as your national guide to the general swing of styles for October, November and December selling.

Women's Styles:

Conservative welts—The staple shoe of the store, conveying merits of service, comfort and appearance.

Patterns—Straps, 50 per cent; oxfords, 50 per cent.

Lasts—Medium prevailing lasts will continue.

Heels—10/8 to 14/8.

Materials—Black and brown leathers, (autumn brown, hazel, congo and Mandalay, according to the official card.)

Fashion Welts—A type of welt construction embodying as far as possible lightness of weight, close edging and trimness of lines.

Patterns—Straps, oxfords and some gore effects.

Lasts and heels—Medium round toes in 9/ to 13/8. Slightly broader toes in 13/8 and 14/8, carrying slightly shorter vamp.

Materials—Black ooze, plain or trimmed. Colored ooze in brown and colors classified as beige, thrush, hazel, Mandalay and log cabin trimmed with kid or calf leathers to blend. Patent, plain or trimmed. Medium gray ooze, color card name "fog", plain or trimmed.

Fashion Turns.

Patterns—Straps will predominate. Dainty gore effects. There will be variations including straps, anklets and sandal effects.

Lasts—Medium with tendency toward slightly fuller toes in new oval toe type and slightly shorter vamps.

Heels—Boxwood, 12/8 to 14/. Full Louis and Spanish Louis, 13/ to 17/.

Materials—Black satin, patent, colored ooze, black ooze. Colored kid in subdued shades, brown satin (color card name "Log Cabin")

Evening Slippers.

Patterns—Straps will prodominate with a liberal proportion of cut-out effects in quarters, and new sandal effects. Tongue or similar effects to provide for rhinestone and cut steel buckles.

Lasts—Medium toes.

Heels—Full Louis 14/8 to 17/8; shape XV and Spanish.

Material—Silver and gold brocade, plain or trimmed; satin, plain and brocaded; bronze kid, brown satin.

Men's Styles.

Patterns—In October oxfords will still predominate. Later, high shoes will gain rapidly with a possible average of 60 per cent boots, and 40 per cent oxfords.

Stitching will predominate as heretofore. Lace and Brunswick pattern bluchers will prove best in stylish shoes.

Lasts—French type, Brogue and conservative lasts will continue as best sellers in the order named. A tendency is noted in favor of a new medium toe, custom English last.

Heels—to remain 7/ to 8/8 as heretofore, 90 per cent rubber heels.

Color—Colored leathers will probably represent 50 per cent of the total sales. Hazel brown, cherry red and lighter shades of tans in the order named. Blacks and patents to gain strength later in the season.

Leathers—Medium weight smooth calfskin will predominate. Heavy weight and boarded effects to gain as season advances. Patent leather to continue gaining favor. Scotch grains, black and brown kids to sell in limited amounts. Sport shoes and all two-tones to be sold out during this period. (Proper shoes for men for right occasion—particularly no tan shoes after six o'clock. Let this be the slogan of every retailer to get more shoes sold right).

Boys' and Youths' Choes.

Boys' and youths' shoes follow the trend of the men's styles.

Juvenile Styles.

(For School Wear)

Patterns—Growing girls, Straps and oxfords. Misses and children, Boots.

Leather—Growing girls, Tan and grain leathers, patent, suede leathers with trimmings to match or contrast, black calf. Misses and children, Tan calf and lightly boarded leathers, brown and smoked elk.

Play Shoes.

Patterns—Regular height, lace or blucher cut.

Leathers—Tan calf, brown and smoked elk leathers.

For Dress Occasions.

Patterns—Strap pumps, oxfords.

Leathers—Boots: Patent with dull and white tops; patent with gray, beige or other suede or cloth tops; tan with suede top to match. Oxfords and straps: Patent, patent and suede combination s.

In misses' and children's shoes there is a strong tendency in favor of low effects over a greater period of the year.

Growing Girls.

Growing girls' shoes will follow the trend of the women's styles, recommended both as to patterns, leathers and materials. Lasts wil be medium round toes, heels leather or covered from 7/8 to 10/8.

DISCONTINUES VICTORIA STORE.

J. N. Harvey Limited, reports that he is discontinuing his gents clothing and furnishings business in Victoria and will in future concentrate upon the activities of his Vancouver store, where he has built up a strong clientele among the more discriminating dressers of the male persuasion.

St. George
UNSHRINKABLE
UNDERWEAR
FOR MEN

This Trade Mark

Identifies exactly the same qualities today as it did before the war.

Which is more than can be said for all underwear brands. While some have been made down to a price,

"St. George"
UNSHRINKABLE
UNDERWEAR
FOR MEN'S WEAR

is now being made even better than ever.

With your knowledge of underwear qualities and values your critical comparison will convince.

For those of your customers who still want the best recommend St. George Brand Scotch Knits, Heavy Wool Ribs and Fine Elastic Combinations and Two-piece.

AGENTS:

COYLE & RODGER - 230 McGill St., Montreal
R. COPPING & SON - 31 Melinda St., Toronto
A. R. McFARLANE - - Vancouver

THE SCHOFIELD WOOLLEN CO., LIMITED
OSHAWA, CANADA

WHOLESALER DISREGARDING RETAILER IN BRITAIN.

An appeal for "fair dealing" has been issued by one or two organizations of retailers, who complain that some wholesalers are selling direct to the consumer instead of dealing solely through the regular retail channel. In commenting on this a trade correspondent writes: "Many merchants have become tired of waiting for shopkeepers' orders and are refusing to cut their prices to near cost in order that the retailers can obtain a larger profit margin. They have decided to try to secure some of the retail profit, and incidentally preserve their business, by appealing to the public direct. Retailers today carry very light stocks and run a minimum of risk, drawing on the wholesale almost from day to day for supplies. Their profits are out of all proportion to the service many of them render. The wholesale might just as well supply consumers below shop prices and obtain cash as sell in very small quantities to the retail and wait for their money."

TOURISTS WILL TURN THE TRICK

In British Columbia this year the tourist has been a big factor in business, the mens' wear stores especially reaping a substantial benefit from our southern neighbors.

American tourists created a big demand for English-made goods which are obtainable here more easily and at a less price than in the States. In some instances reports reaching this office indicate that quite sizeable mail order business is being built up, goods being sent to many parts of the United States.

Merchants are very much alive to this particular trade, and make a point of attracting it. The new Pacific Highway is going to prove the extent to which advantage may be taken of such lucrative business, and the more publicity given to this means of access, the larger the bank account of the retail merchant.

MENS' STYLES IN FOOTWEAR.

Men's lasts continue on the square-toed effect. They are for the most part a little fuller with angles perhaps a trifle less pronounced. In young men's stuff, some of the lasts are still squared off pretty sharply and a ridge down the centre of the toe is one of the latest touches, but the general trend appears toward fuller outlines. Heels remain about the same and the great bulk of the goods are sold with half rubber heels.

Many Oxfords Will be Sold in Cities.

In the cities there will be a big quantity of oxfords sold this fall, as much as 60 per cent. of the total volume some retailers estimate, but taking the country as a whole there will probably be more boots sold. In the more conservative lines, manufacturers say the call is about 75.25 in favor of boots.

Bals have a long lead on bluchers in stylish footwear, but in the staple goods, the latter still hold their place of popularity. The majority of the samples are shown in medium-weight smooth calf leathers and the colors are holding to the rich brown tones for the most part—toney red and mahogany. High-grade manufacturers, however, predict a swing towards lighter shades in the spring, fading off to medium tans. Heavy Scotch grain leathers are not shown to nearly the extent that they were, but the representative of one firm reported that, judging from the comments and enquiries of the men who stopped at his exhibit, public interest in the shoes made from this type of leather is still quite keen.

Blacks May Strengthen

The percentage of colors to black is placed, in general, on a 50-50 basis. Some expect, however, that the blacks will come in quite a bit stronger. Patent is seen in several samples for street as well as formal wear, though it is not likely to be big.

Stitchings have largely replaced perforations as a decorative medium, though there still remains a staple demand for brogues. Heavy English types of shoes in brogue patterns, not superflously perforated, retain their popularity with a certain percentage of the men's trade.

The stitchings in some of the young men's samples are shown in quite fancy effects and diamond perforations are seen in one or two instances. Extensions on the lighter weight shoes are a little closer.

In general, it may be said that the trend in men's shoes is following the lines dictated by comfort and common sense and avoiding any extremes of style that would conflict with these.

NATIONAL SHOE WEEK.

The "National Shoe Week" initiated by the National Shoe Retailers' Association, a section of the R.M.A. received the co-operation of retail shoemen throughout Canada, and the opportunity of united effort in bringing shoes and the shoe business more prominently before the people of the Dominion was not overlooked by those directly interested in this trade.

It is regretable that notice of this "Week" was of a very limited nature, and there are without doubt many dealers in certain sections of the country who have not been thoroughly awakened to its possibilities. In future years, (for it is the intention of the N.S.R.A. to make "Shoe Week" a regular institution) retail shoe dealers will be given adequate time in which to prepare for this interesting, and lucrative event. In connection with the "N.S.W." it is reported from headquarters that manufacturers lent their support, and contributed toward the provision of window display, advertising etc., in manner which augurs well for the succeeding ventures.

COTTON STOCKS OF THE WORLD

According to the latest comparative report cotton stocks of the world are short as will be seen by the following table:

August 17—	Bales	
Stocks at—	1923	1922
Liverpool	358,000	733,000
London	1,000	.....
Manchester	30,000	58,000
Total Great Britain	389,000	791,000
Stock at —		
Hamburg	14,000	33,000
Bremen	56,000	179,000
Havre	34,000	128,000
Rotterdam	5,000	11,000
Barcelona	68,000	75,000
Genoa	15,000	38,000
Ghent	3,000	8,000
Antwerp	1,000	1,000
Total Continental stocks	196,000	472,000

MADE IN CANADA
Smart and Serviceable Sweaters
MONARCH-KNIT
Monarch Knitting Company, Limited, Dunnville, Ontario.
Monarch Knitting Co. Limited Dunnville Ont.
Please have your Representative call.
NAME
ADDRESS
FACTORIES - Dunnville, St. Catherines and St. Thomas, Ontario.
BRANCH WAREHOUSES - TORONTO, MONTREAL, VANCOUVER, 408 9 Mercantile Block

BRITISH MARKET REPORTS.

IRISH LINEN PROSPECTS BRIGHTER

Belfast.

It is probable that most of those associated with the Irish linen industry would agree that prospects as regards trade have become somewhat brighter. Certainly there is a little more activity in buying, both at home and for overseas.

Narrow width white linens are one line where recovery is becoming more manifest. Similarly there is some improvement in the inquiries for damask fabrics, though in some cases these inquiries are rather for the purpose of revising the sales lists of the importers than for the actual placing of orders. It would seem, also, that manufacturers and merchants alike have reached the lowest limit at which they can sell goods on an economic basis, and it is certain that if producers of the better quality flaxen fabrics can resolutely resist further reductions purchasers must eventually become convinced that nothing is to be gained by withholding their demands. Reports of a limited raw cotton supply and the consequent hardening of prices for finished cotton goods are other features encouraging hopes of greater activity in the future.

COTTON.

Need for Larger Supplies of Raw Material

Manchester, Sept. 30th.

The market has been busier this month than during any month since January, due to the belief that prices are not likely to fall and that nothing will be gained by further delay in the necessary work of replenishing stocks. Current buying is, however, on a moderate scale, and almost invariably it is completed with producers who are in an accommodating mood. Anti-Japanese feeling in India is subsiding, in view of the recent disaster, and India is again accepting deliveries of Japanese goods.

The finishing trades, dyers, bleachers, and printers, are beginning to reveal symptoms of sensitiveness to the criticism which has been directed towards them on the ground that they are not accepting a fair share of the burdens that the trade has to bear. The commonest complaint against them is that by combining and keeping up prices they are causing goods to be sent abroad to be finished, for the excellent reason that abroad the work can be done much more cheaply than in England.

WOOL TEXTILES' UNFAIR HANDICAP

Bradford's Plea for Adjustment

Probably it is only natural, now that an application is being made by those interested in the welfare of the Bradford wool textile industry for protection against underselling by French manufacturers, that the prejudice created by the statements about high profits enjoyed by worsted spinners some years ago should be revived. The statements by the Socialists were grossly exagerated. Admittedly good profits were made, but it needs to be remembered that since that tim there has been a disastrous slump, when in very many instances has resulted in losses in excess of the previous high profits. Those in touch with the West Riding wool textile industry know how numerous were private meetings of buyers and sellers at which arrangements were entered into for payment of liabilities by instalments over long periods. Many firms are still carying out the arrangements than made, and in some cases they have been revised to the disadvantage of the creditors, because the improvement in trad has not been as rapid as at one time expected.

Position of the Operatives.

The general public will not be aware of these losses because the names of the individual firms concerned were not published in the Press. There have, however, been a sufficient number of very heavy failures where details have been published to prove the grave character of the financial losses.

It si important to point out that the movement for protection which has been brought into such prominence these last few days, is not so much for the benefit of the employers as for the operatives. It is the working people who are suffering most acutely and who will have a worse period before them unless something is done quickly to set machinery to work in this district. Many firms of both spinners and manufacturers have run their machinery either at cost or an actual loss, while many others have made goods and put them into stock for the purpose of finding part-time employment for their operatives. The result is that now there are somewhat large accumulations of fully manufactured goods in stock which are bound to retard the restoration of sound conditions even should Continental rates of exchange recover. The resources of local employers have been severly taxed in this respect, and there is, of course, a limit to their capacity to continue making goods into stock. The welfare of the working people is the main consideration. There is no ground for the suggestion that the present agitation is for the purpose of swelling the already big fortunes of traders in this district.

HOSIERY.

LEICESTER.

The anticipated revival in the hosiery trade has not yet come, and there are at present but slight indications of any very decided improvement. The system under which wholesale ohuses are now buying in daily retail quantities presents great difficulties for manufacturers. It reduces output of machinery and causes loss of wages to workers.

The demand made by some home buyers has not come up to expectations and is negligible as far as cheaper quality goods are concerned. The home market is being glutted with imported hosiery, which, owing to its cheapness, has a decided adverse effect upon home manufactures. It is only the cheaper qualities that are threatening the local trade, but Leicester manufacturers are of the opinion that, as long as foreign-made goods are allowed to be dumped in this country at prices below local goods, owing to the depreciated exchanges, so long will unemployment be a serious factor.

Yarn prices are cheap and steady in comparison with wool. Shipping orders from some markets are quite up to the average, and the steadiness of the demand from abroad, even though of small volume, is encouraging. Inquiries from Colonial markets have been received, and, with keen prices being quoted, it is anticipated that substantial business will follow. The trade in higher quality goods is, on the whole, good, but, here again, wholesalers are only placing orders of small volume and advance buying has almost become unknown. Some of the more progressive firms are devoting considerable attention to knitted goods, such as frocks and costumes, and, as some of the designs are said to be very pleasing, are anticipating good business.

DIFFICULTIES OF CANADIAN WOOLLEN INDUSTRY.

The report of Canadian Woollens for the fiscal year ended June 30 last emphasizes the acute difficulties of the woollen manufacturing industry in the Dominion under present conditions and suggests that "some alteration of the present tariff situation may be provided by the Minister of Finance at an early date." Mr. A. O. Dawson, president of the company said in part:—

Due to the lack of demand, the mills have for the greater part of the year been curtailed to about 50 per cent of their capacity. This has meant heavy overhead expenses and increased cost of production. Also, owing to trade conditions, losses through bad debts were above normal. The situation has been further aggravated through the increases made to the British preference in the last Canadian Budget, making it possible for English manufacturers to land woollen goods in Canada below the cost of production in this country.

Mr. Dawson stated that under present tariff conditions the French spinning plant at the Bonner-Worth mills in Peterborough, one of the most modern and complete plants of its kind in America, could not be operated otherwise than at a loss. This department has been closed for some time, and the machinery has been offered for sale in the United States. The company's operating profit last year was only $119,970, as compared with $237,808 for the preceding fiscal period. The year's earnings were inadequate to allow proper provision for depreciation of fixed assets. No dividends were declared, and the directors waived their remuneration.

How to Figure Your Sales Tax

SALES TAX 2¼%

CENTS.

5	—	50	1¼
10	¼	60	1½
15	½	70	1¾
20	½	80	2
30	¾	90	2¼
40	1		

DOLLARS

1	2¼	51	$1.14¾
2	4½	52	1.17
3	6¾	53	1.19¼
4	9	54	1.21½
5	11¼	55	1.23¾
6	13½	56	1.26
7	15¾	57	1.28¼
8	18	58	1.30½
9	20¼	59	1.32¾
10	22½	60	1.35
11	24¾	61	1.37¼
12	27	62	1.39½
13	29¼	63	1.41¾
14	31½	64	1.44
15	33¾	65	1.46¼
16	36	66	1.48½
17	38¼	67	1.50¾
18	40½	68	1.53
19	42¾	69	1.55¼
20	45	70	1.57½
21	47¼	71	1.59¾
22	49½	72	1.62
23	51¾	73	1.64¼
24	54	74	1.66½
25	56¼	75	1.68¾
26	58½	76	1.71
27	60¾	77	1.73¼
28	63	78	1.75½
29	65¼	79	1.77¾
30	67½	80	1.80
31	69¾	81	1.82¼
32	72	82	1.84½
33	74¼	83	1.86¾
34	76½	84	1.89
35	78¾	85	1.91¼
36	81	86	1.93½
37	83¼	87	1.95¾
38	85½	88	1.98
39	87¾	89	2.00¼
40	90	90	2.02½
41	92¼	91	2.04¾
42	94½	92	2.07
43	96¾	93	2.03¼
44	99	94	2.11½
45	1.01¼	95	2.13¾
46	1.03½	96	2.16
47	1.05¾	97	2.18¼
48	1.08	98	2.20½
49	1.10¼	99	2.22¾
50	1.12½	100	2.25

SALES TAX 4½%

CENTS.

5	¼	50	2¼
10	½	60	2¾
15	¾	70	3½
20	1	80	4
30	1½	90	4¼
40	2		

DOLLARS

1	4½	51	2.29½
2	9	52	2.34
3	13½	53	2.38½
4	18	54	2.43
5	22½	55	2.47½
6	27	56	2.52
7	31½	57	2.56½
8	36	58	2.61
9	40½	59	2.65½
10	45	60	2.70
11	49½	61	2.74½
12	54	62	2.79
13	58½	63	2.83½
14	63	64	2.88
15	67½	65	2.92½
16	72	66	2.97
17	76½	67	3.01½
18	81	68	3.06
19	85½	69	3.10½
20	90	70	3.15
21	94½	71	3.19½
22	99	72	3.24
23	1.03½	73	3.28½
24	1.08	74	3.33
25	1.12½	75	3.37½
26	1.17	76	3.42
27	1.26½	77	3.46½
28	1.26	78	3.51
29	1.30½	79	3.55½
30	1.35	80	3.60
31	1.39½	81	3.64½
32	1.44	82	3.69
33	1.48½	83	3.73½
34	1.53	84	3.78
35	1.57½	85	3.82½
36	1.62	86	3.87
37	1.66½	87	3.91½
38	1.71	88	3.96
39	1.75½	89	4.00½
40	1.80	90	4.05
41	1.84½	91	4.09½
42	1.89	92	4.14
43	1.93½	93	4.18½
44	1.98	94	4.23
45	2.02½	95	4.27½
46	2.07	96	4.32
47	2.11½	97	4.36½
48	2.16	98	4.41
49	2.20½	99	4.45½
50	2.25	100	4.50

TRAVELLERS WE HAVE MET.

Another prominent member of the United Commercial Travellers and Commercial Travellers Association of Canada—is F. C. Banks, the popular representative in B. C. for the Quaker Oats Company.

Mr. Banks has been a member of the U.C.T. for the past twelve years and has been covering British Columbia for the same period.

Business with Mr. Banks is good. The Quaker Oats Company having more than doubled their business in the past few years.

The company are also wide awake with regard to the development of an export business, and in order to command the trade in Peru, Brazil and other South American points their products are put up in tins, instead of the familiar carton, to be seen in all the stores in British Columbia.

Capt. E. B. McMaster, secretary of the Commercial Travellers Association of Canada, for B. C., reports the loss of one of the most popular members of his Association, in the death of Samuel D. Stewart, one of the best known dry goods travellers in British Columbia.

Mr. Stewart's death will be keenly felt by all who knew him, and particularly by his commercial associates and the thousands of western merchants with whom he has been doing business for many years.

In addition to being a member of the Commercial Travellers Association of Canada for many years, Mr. Stewart has been a member of the United Commercial Travellers of America, Vancouver Council No. 284 since 1908.

BUSINESS CHANGES—BRITISH COLUMBIA AND ALBERTA

J. E. Matthews is reported to have sold out his general store at Burnaby to C. A. Putland.

The new styue of D. Shaw's grocery business at Mount Tolmie, is Shaw & Roberts.

William Hughes, baker North Vancouver has assigned to C.C.M.T.A.

Revelstoke Creamery & Produce Company are reported to be dissolving.

A. P. Wincott, grocer South Vancouver is reported to have sold out.

Druggists' Sundries Company Ltd., Vancouver, has assigned to J. Hayden Young.

Pacific Wax Paper Company, Vancouver—Partnership dissolved.

Pepper Pure Pork Sausage Company, Vancouver, has assigned to F. J. Carter.

R. & W. Allen, grocers of Victoria are reported to have discontinued business.

The Shirt Collar & Tie Shop at Victoria is applying for change of name to Gordon-Eilis Limited.

A. M. Sparling is reported to have sold out his grocery business at Borden to W. C. Morrison.

T. J. O'Leary, grocer of Lucerne, B. C., has assigned to C.C.M.T.A.

Campbells Limited, (Clothing Manufactures) Vancouver, are reported succeeded by Gordon Campbell Limited.

E. & M. Shoe Company Vancouver, has assigned to C.C.M.T.A.

Paris Hat Manufacturing Company Limited has assigned to C.C.M.T.A. Meeting of creditors held.

United Commercial Company Limited—Sheriff reported in possession.

Hayward & Woods Limited—Reported to be making an assignment.

Richwell Brush Company of Edmonds, B. C., is reported to have become incorporated as Richwell Brush Mfg. Co. Ltd.

Thos. Catherwood of Hatzic—General store business advertised for sale.

Geo. H. Blecker, druggist of Terrace, B. C., has assigned to Geo. Rorie. Meeting of creditors held.

B. Holt & Company, furriers of Vancouver—Assigned to W. E. Hodges.

Searson Mfg. Company Ltd. Vancouver, Glove mfrs—Reported assigned to Crehan Mouat Company.

Business Changes—Alberta.

F. A. Porter has bought the drug business of Allin & Stephen at Red Deer, Alberta.

Carlson's Drug store at Sylvan Lake has been closed out.

W. H. Robinson (clothier, etc.), Wainwright, Alta.—Meeting of creditors held.

J. C. Gamon, dry goods dealer, High River—Stock and fixtures sold through C.C.M.T.A.

Supina Mercantile Company, general store, Lethbridge—Partnership dissolved.

J. S. Adamson & Co. (wholsale fruit and provisions), Calgary—Assigned to Security Trust Company.

C. A. Young, grocer, Banff—Reported discontinued.

Matthews & McGregor, general store, Daysland—Assigned to C.C.M.T.A.

W. H. Robinson, Wainwright, (mens' furn.)—Assigned to Traders Trust Co.

Chas. Wylie is successor to H. E. Ramage (druggist) at Youngstown.

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SIGN and mail the coupon below and we will send you—FREE—a sample of "SHUBERT SURE-CATCH" animal bait, also our big 36-page Supply Catalog and "THE ART OF TRAPPING"—"2 books in 1."

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Our big Supply Catalog contains descriptions and many money-saving bargains in traps and other supplies. Also gives complete and accurate description, pictures and tracks of the different fur-bearers of Canada, tells how, when and where to trap, how to skin, handle and pack furs to make them worth the most money. You need this book. *Don't be without it.* Mail coupon at once.

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"Not Sufficient Funds"

This Ominous Inscription Adorning Many Checks Returned by the Bank is Proving a Difficult Problem for the Retail Merchant. Fine Line of Distinction Between Unintentional Error and Wilful Wrongdoing Hampers Efficient Legislature.

It woud not appear a very difficult matter to differentiate between a wilful malefactor and a victim of circumstances in connection with the uttering of a cheque which the bank refuses to honour. Yet it is this very problem which causes a somewhat incomplete law to function indifferently, and retail merchants to lose both money and customers.

When the merchant is presented with a check in payment for merchandise he is perfectly within his rights to investigate as far as possible, the status of the drawer, and if he does not happen to know the party, personally, naturally feels disinclined to negotiate.

There have been many cases recently where N.S.F. cheques have been foisted upon unsuspecting merchants in "payment" of goods, and the officials of the British Columbia branch R. M. A. are taking drastic measures with offenders caught in the act.

The existing law as applied to this fraudulent proceedure appears to be somewhat too elastic to suit the Association, who are ever on the alert to safeguard the interests of the retail merchant, and arrests have been made quite recently at the instigation of the B. C. branch to determine the ruling of the Canadian law in this regard.

In one instance, a customer arrested for uttering a cheque, which was returned by the bank, marked N. S. F., was allowed by the court to go on suspended sentence, provided he made restitution within a given time. Another case which is now pending bears unmistakable evidence of fraudulent intent. In this instance, the culprit in order to fool the merchant after presenting a cheque for a fair-sized amount, exhibited a cheque book purporting to show previous transactions with reputable Vancouver firms, various amounts having been filled in on the preceding stubs. This evidence appears to have satisfied the merchant. Anyway he cashed the cheque.

Now, as to whether that merchant should, or should not have seen through the ruse cannot here be determined, for it would be necessary to have a close-up of the entire transaction before an opinion could be passed.

It is such cases as these which will ever baffle the unwary merchant, unless a very decided example is made of the perpertrator of such smooth deception. If the retail merchant is to look with suspiction upon every customer who tenders a cheque, which is after all the most convenient method of payment, his business would go to pieces under such practice.

There are many cases where the offender absolutely without malice issues a check upon the bank wherein he has an account, and later finds that the amount on deposit does not quite cover the amount for which that check is drawn.

This check is usually returned marked N.S.F., but a few moments conversation over the telephone quickly smooths matters out.

It is "mistakes" of this description which must discontinue if the N.S.F. trouble is to be overcome, for it is not possible to absolutely assert that the drawer in the instance above mentioned was unaware of the amount standing at his credit, and such circumstances are apt to draw a very fine distinction between unintentional error and wilful wrongdoing and the law, if it is to function to the satisfaction of all concerned, is facing a difficult problem. On the one hand the offender does not know the amount standing at his credit, and in the other, the culprit does not care if he ever had a bank account.

If there are any loopholes in the law regarding the uttering of N.S.F. checks the local branch are out to discover it, and we shall have further comments to make at the close of present investigations.

SERVICE.

All business activities are a matter of giving and receiving service.

As communal life has advanced from barbarism to the highest grade of civilization so have we had an ever-increasing interpendence one upon the other. We have become specialists, contributing one act of service for as large a number of people as possible, and they each in their turn doing something for us. The wider our scope of usefulness, the more others will do for us and the more we will receive in the comforts and conveniences of life, and the more we will receive in the gratitude and esteem of our fellow men.

As we become specialists in rendering service, whether it be in the baking of bread, the making of shoes, or the distribution of merchandise, or the custodian of other people's money, the actuating motive back of it all must be pride in the service we give, pride in the number we can serve and the quality of that service. We must believe and we must know that we are giving in service as much or more than we are receiving in service. The surgeon who has spent a lifetime in study for the particular kind of operation he performs, receives for that individual operation a sum that is infinitesimal in comparison with the cost of acquiring the knowledge. He knows that he is giving as much or more than he received. In other words, selfishness or the desire to get more than he receives will defeat his very purpose. The successful business man must be unselfish and more than that he must be actuated by friendliness and the deep down pride in his work and desire to serve which means a real love for mankind.

For the Retail Clerk

A STUDY OF SELLING.

A large concern in the States conducts a school for clerks in which all branches of retail selling are gone into thoroughly, particularly the phase of extending courtesy to the public. A clerk in the service of the company who would exhibit discourtesy to a customer would speedily lose his job, for he is taught from the first that the concern for which he works, holds the goodwill of the public as its greatest asset.

This may sound like "bunk" to retailers who may be disposed to fight back at the irritating ways of some customers, but not so with this Memphis organization. Smiling courtesy has come to be regarded as an inseparable part of the store's system, and the firm has featured it and capitalized upon the feature.

A Code for Clerks.

Every Monday evening the managers meet, and the clerks come together on Thursday evenings. A code of guidance for the clerks has been written, which gives the company's attitude toward the public in detail. This code is in part as follows:—

"Any member of the force who lacks the intelligence to interpret and understand fully the feeling of good will that this store holds toward its cottumers cannot stay.

"People trade here for various reasons, but courteous treatment, quick, efficient service, politeness and promptness, and having what they want when they want it, constitute the chief reasons. Especially is this true when good service is found at so few places.

"New customers are just as valuable to us as old ones. Every new customer is an old one in the making.

"Good service! It begins when a customer enters this store, and is greeted pleasantly with a cheery welcome and a polite enquiry as to his or her needs. It continues throughout the entire sale and the time when the customer walks out after being properly thanked, and asked to call again.

"Good service! It begins when the 'phone rings, and is answered promptly and pleasantly, and extends through to the usual 'Thanks' that should end the conversation.

Selling a Sscience.

"Retailing is not an occupation. It is a science which must be learned by coupling knowledge with experience.

"Your text books are all around you—on labels, on goods and on your customers faces. Read them—and learn.

"People and stores are dirty because they want to be—not because they have no time to clean up.

"When you argue with an unreasonable customer, you become unreasonable yourself. Cultivate your patience. A patient man is never a discouraged man. Remember—"Whom the gods destroy, they first make mad."

"No man can be considered great who does not move until he is pushed.

"Marshall Field won world-wide fame, and great fortune by assuming that "the customer is always right." In this store the 'customer is always right.'

"Don't work for the pay you are getting, but for twice that amount, and you will usually get it.

Work and Character.

"The most successful men are those whose hours are longest, whose interests are wrapped up in their business and who work all day. Edison would never have achieved greatness if he had extinguished the blaze under his retort when the whistle blew.

"'Birds of a feather flock together.' The clerk who will stand for a croooked manager is a bigger fool than a manager who will stand for a crooked clerk, if any distinction can be drawn.

"If you fail to make good in the service of this store you deserve no recommendation to others.

"If we thought you needed hats or caps while on duty, we would furnish them along with a uniform.

"Every item sold in this store carries with it this guarantee: "Money cheerfully refunded, if not entirely satisfactory.' Don't forget this guarantee. Remember we said 'Cheerfully, too."

Tuition of this nature is rendered by many leading stores in this Dominion along somewhat similar lines, because it has been found that upon the attitude salespeople adopt towards their customers depends the success or failure of their business.

The
Old Reliable

Minard's Liniment
Co. Limited
Yarmouth, N. S.

J. A. TEPOORTEN
LIMITED

WHOLESALE DRUGS

PATENT MEDICINES DRUGISTS' SUNDRIES
PHARMACEUTICAL PREPARATIONS

308 Water St. Vancouver, B. C.

AMENDMENTS PLACE BANKRUPTCY ACT UPON FAIRER BASIS.

October first sees abolition of authorised trustees—Substituted procedure more favorable to creditors—Assignments to be made to Official Receiver.

The outstanding feature of the Bankruptcy Amendment Act, which came into force on October 1, is the abolition of the system of authorized trustees and the adoption of the English method of admisistration of insolvent estates by trustees elected by the creditors, the main object of the new Act being to give the appointment of the trustee or trustees at the outset to the creditors, who are most interested in choosing a proper person. This will ensure the feeling o their part that they can have confidence in the trustee.

Under the Bankruptcy Act of 1919, a large number of authorized trustees were appointed by Order-in-Council, especially in the Province of Quebec, with unsatisfactory results to commercial interests in numerous cases. Consequently, a joint commitee of the Retail Merchants' Association and other organizations, after several meetings, made representations to the Department of Justice, with a view to securing the substitution of a method of procedure which would ensure the trustee being the servant of the creditors and not of the debtor. The amending act is the result.

Under this measure, all assignments are to be made to an official receiver, in each bankruptcy district, who shayy be deemed to be an officer of the court and shall be appointed by the Governor-in-Council.

Concurrently with the making of the assignment, the assignor must deposit with the official receiver his sworn statement of assets in the prescribed form, showing the property of the debtor divisible among the creditors, the names and addresses of all his creditors and the amounts of their respective claims, and the nature of each, whether privileged, secured or otherwise. The assignment is then filed with the court by the official receiver. The official receiver then appoints a custodian, whom he shall, as far as possibie, select from the most interested creditors.

The custodian then takes charge of the property of the debtor and the debtor ceases to have any capacity to dispose of or otherwise deal with such property. In the case of compulsory assignments, the appointment of a custodian will be made by the court.

The custodian then calls a meeting of creditors within fifteen days. At this meeting, the creditors shall by ordinary resolution appoint any person but the official receiver as trustee for the administration of the estate. A trustee may be removed and another appointed or substituted at any meeting of the creditors.

Where an insolvent debtor intends to make a proposal for a composition, extension, or a scheme of arrangement of his affairs he may, after the making of a receiving order against him, or the making of an authorized assignment by him, require in writing, the trustee duly appointed to convene at the office of such trustee a meeting of such debtor's creditors, for the consideration of such proposal. If the Court approves the composition, extension or scheme on being duly submitted to creditors, and shareholders, it may make an order annulling the Bankruptcy or Authorized assignment, and vesting the property of the debtor in him, or in such other person as the Court may appoint, on such terms and subject to such conditions, if any, as the Court may declare.

THE WEEKLY HALF-HOLIDAY.

Where and when stores are closed in towns and cities in British Columbia and Alberta.

The following half-days are observed as holidays.

British Columbia (Mainland)

Ashcroft	Wednesday
Armstrong	Thursday
Golden	No Half Holiday
Enderby	Thursday
Summerland	Thursday
Penticton	Thursday
Keremos	No Half Holiday
Princeton	Thursday
Greenwood	Wednesday
Grand Forks	Wednesday
Traill	Wednesday
Rossland	Wednesday
Nelson	Wednesday
Creston	Wednesday
Michel	Wednesday
Cranbrook	Wednesday
Fernie	Wednesday
Kamloops	Wednesday
Kelowna	Thursday
Merritt	Wednesday
Nelson	Wednesday
New Westminster	Wednesday
Powell River	Saturday
Vancouver	Wednesday
Vernon	Thursday
Mission City	Thursday
Chase	Wednesday
Salmon Arm	Wednesday
Revelstoke	Wednesday

Vancouver Island.

Victoria	Wednesday
Sydney	Monday
Duncan	Thursday
Chemainus	Saturday
Ladysmith	Thursday
Nanaimo	Wednesday
Courtenay	Wednesday
Cumberland	Wednesday
Comox	Wednesday
Alberni	Wednesday

Alberta.

Medicine Hat	Wednesday
Calgary	Wednesday
Cardston	Wednesday
Edmonton	Wednesday
Empress	Wednesday
Forestburg	Thursday
Pincher Creek	Wednesday
Wainwright	Wednesday

Act in Your Own Interests

"The R.M.A. is your Association, not my Association."

Address delivered by J. A. Banfield, president of the R.M. A. of Canada before the tenth annual Convention of the Saskatchewan Branch of the Retail Merchants' Association of Canada.

I am not going to give you anything in the nature of a speech. I am just going to talk to you bold hard facts of the Retail Merchants' Association.

This is your association, it is not my association. The baby is in your own hands for nourishment and building up.

When I hear of regrets that someone can't get here, that he has got something to do, having to provide nourishment for tomorrow, bury the dead, etc., it is an excuse. The world made up of excuses. You can always find an excuse. You can always find a way to do something, if you make up your mind to do it. There is not anything you can't do if you make up your mind to do it, even to the extent of attending your conventions.

The R.M.A. has been organized for the protection of the retail merchant, not in a selfish manner, and for the protection of his customers. I have no axe to grind for the institution, and will not grind any axe except for the benefit of the retail merchant class and the benefit of the public whom we look to for a living. Out of these people we are going to make our existence and only by the protection of our consumers can we look face to face with the people that are coming in contact with us.

We are 27 years old and have been 17 years incorporated, and we have now got out of the swaddling clothes stage and gotten into manhood, and our power and judgment is being recognized, is being realized in the administrative councils of this country. We are part and parcel of a community, and the ill you do your fellow man will reflect back to you.

We must remember it takes the several component parts of a community to make it, and you reflect the community.

We have our personal problems. The association has its problems thrown before it every day, but we can't give any snap judgment on a problem, because it comes before us. As a member of the Dominion Board, if your Saskatchewan Board comes up against a difficult problem they can't analyse, they pass it to the Dominion Board and Dominion Executive Council, and so get the judgment of the retail trade rather than the snap judgment of a small section.

The man that acts as president of the R.M.A. has a 365 day job. We cover the Dominion from the Atlantic to the Pacific in the interests of the R.M.A. There is not one member of the Dominion Council who draws $1.00 of salary and not a great many get their expenses, let alone sacrificing time. It is a full time job to work on the executive for the whole association of Canada. This is the reason people don't want to go into executive work. Criticisms are all right, but remedies are what we want. Take our Dominion office, well, we say, what does the Dominion office do? Well, you can walk past the office and see the lights in the windows at 10, 10.30 and 11 o'clock at night, working for the Retail Merchants' Association, dealing with problems from Atlantic to Pacific. We have to legislate, we have got this far successfully, but you only get results by impressing upon the government that we are working for the welfare of Canada as a whole.

Our office is open to you at any time. We shall be pleased to give you information pertaining to any part of Canada. Avail yourself of it free.

Before you put legislation into force, ask the men who made a life study of it. If I want advice on some legal matter I go to a lawyer, and if I want some advice on a physical matter I would go to the doctor. If the government want any advice relative to the business of the retail section, then let them call on a retail merchant. They should say, "Well, here is the proposed bill or proposed act, let us have your viewpoint; you represent the merchants from Atlantic to the Pacific." Our organization is very simple. Anybody that is in this room can qualify for president of the R.M.A. without much trouble. We ask you to graduate up from the Executive Council to President of the Provincial Section, when you will automatically become a representative of the Dominion Executive Council to presidency. Get into the work and you will find it interesting and educating.

We have trained minds in business and we are prepared to lend these trained minds to any legislators who want to legislate fairly on matters affecting the retail trade. What we do and what we have done can be shown in the records of the association. I have before me over 60 specific Acts that we have practically accomplished for the retail merchants throughout the country, and yet the say, what is the Retail Merchants' Association doing? Today we have just got through a fight, which, to my knowledge, has been going on for three years or more, on the Sales Tax problem, which has only been reached by means of education.

I went down to Toronto to the Manufacturers' Association to talk to those people, but they wouldn't listen to a retail merchant. We are the landlords of their stuff and we are entitled to a hearing. We had a meeting at the request of Sir Henry Drayton, to determine something that would be constructive or something that he could make tangible as to what is a "Wholesaler," "Retaler," "Manufacturer," so that some method of taxation could be evolved. Mr. Horace Chevrier, Mr. Henry Watters, Mr. Ziemann and Mr. Towers and a few other representatives were present at this meeting, which took place in Toronto. I was chairman, after considerable discussion, and function in that chair for two days, we submitted to the Resolutions Committee resolutions of what a "Wholesaler," "Manufacturer," and "Retailer" were. We made one fatal mistake. We said to the retailer "You are not a manufacturer," and should not be considered as such by the Government, in the matter of Sales Tax, and if they take any action against you we will defend you." That was a mistake. We said it, and we had to do it, and I believe we were called upon to defend our members to a cost of thousands of dollars in law courts. We asked the government to be reasonable and take one case, stop prosecution in Saskatchewan, Alberta, Manitoba, etc., take one particular case and let us decide on it. But no. In Ontario there was the case of Pedrick vs. Palen. They were manufacturers. We had it up in 1921, from that time we have fought right up to the last. A telegram came in on May 23rd advising that the government has issued writ against our members, "Crain Printers," who are job printers, and therefore don't have to collect sales tax. We got 11 judgments. We have today eight cases still undecided, two of these are up for discussion between the Cabinet and the Retail Merchants' Association and three in appeal. That is what the Dominion Board is doing for the members of the R.M.A. We have the best counsel we can possibly get in Ottawa defending all those suits, and all we ask is that before any action is taken in any provincial office, or any matter comes up for a decision that they hand it to the Dominion Board and allow them to make a wise and just decision.

They have a Commission in Ottawa now investigating what is known as the Commoners' Act, and I think they have been sitting about thirty days on this question. That committee has been sitting to define an Act or recommend a "Combines Act." The nature of the Act is a good act, but that committee with all due resepct has got one merchant on it and 17 farmers. Cau you beat it? One merchant to deal with the merchants' question and 17 farmers. Any man can go out on a farm and raise vegetables. I do not know anything about it, nor would I presume to go on a farm without knowing how to farm, but I would presume to run any business I know something about. Still we have men sitting there to decide on the "Combines Act" who, by their occupation, do not know the problem as they should. What is the committee to say? They have not given a decision yet, after thirty-eight days. That Combines Act has got to be made workable, but you can only make it workable if you get the assistance of the people through which it is going to work. I don't think any law, I don't care what it is, can ever be effectively carried out if it has not got the sympathy of the people. The retail merchants are the people who have to function the Combines Act, and give it to them and they will deal with it inside of thirty-eight days and deal with it in an intelligent manner. All we say is, what is

the Wholesaler? What is the Retailer? Define these two and you define the Combines Act.

I think today, when I look back and I see doctors building a community building in Winnipeg for doctors, nobody there but doctors; another building of insurance men, nobody in there but insurance men; how different it is to what it was. When I was a boy I don't think you would get a doctor to live in any house with another doctor. He would be afraid of losing his clinets. The same with insurance men. Today they get together; today they exchange views; today they co-operate in their work, and today the insurance man re-insures with his brother insurance man, and today the doctor calls in his brother, the other doctor, and consults. That is the condition, and why, as retail merchants, should we not take the same position? Probably the other fellow knows more about your business than you do. Probably in discussion he could tell you something about your business that you don't know. It is time the retail merchants got together, to hold their own meetings, discuss their own problems. The labor people are getting strong because they trust their leaders. They are not super-educated, so to speak; they have confidence in the people who are their ruiers and leaders. You have not got confidence, for the simple reason if you had it you would realize the work of the Dominion Board and be pleased to give more than $2.00 to keep an executive office in Ottawa, with paid secretary, two assistants, about six or seven of a staff. You do pay $2.00 a year per capita. Just imagine it, that is what you pay, and you are getting super service for what you are paying, and yet we are not giving the service that we ougst to give, or hat the retail merchants need to make his organization as effective as it should be.

Resolutions come down there from a provincial meeting asking us to do so and so. How are we going to do it without you give us your strong co-operation and money? That is what counts, money to do it. If you can't give us money, give us co-operation, but realize that the R.M.A. is right out of its swaddling clothes and it has gotten into manhood. It is like a business. When you start a business you work from morning until night to build a business, and you build the business, and after you have built the business you can't let it go. A business is composed of customers, and the customers exact their pound of flesh. If a man neglects his business, his business will neglect him. You built it and it exacts your attention. You have built the R.M.A. today so that it has got to be a recognized factor in this country, and you have got to stand by it and give it your support. There is no question about it.

In place of floundering in the dark as to what is doing in Ottawa, we should have some man here that came direct from there, telling everything that the association has done, and we should have the members here realize that the office in Ottawa is their office, and it is their function to go there and visit that office and become acquainted with what is doing there, and then you will begin to understand your association, but you have got the R.M.A. just into that position that the president of the association could absolutely be out from morning until night and he would have a paid secretary and he would not be doing any more than the work the R.M.A. is calling him to do. I talk from experience. I have had the job for nearly four years. I try to drop it, but I can't get anybody else to take it. It is a good job. They like it. It is open to you to demonstrate your ability to take charge of an organization that pays more taxes than any other institution, and employs more people than any other institution. The greatest taxpayers are the retail merchants at large. Figure up all the property they own,—figure up all the money they have invested in their stocks,—figure up the people they employ,—the greatest organization. It is your organization; it is not ruled or operated by anybody but retail merchants. Your Constitution says that no man can hold office or be a member of the association without he is an actual retail merchant. Everyone are retail merchants. A matter entirely in your hands. YOUR ASSOCIATION, NOT MY ASSOCIATION. Get that imprinted in your head. I am one of the body. No lawyer, no doctor, no real estate man can function in the association, but it is for retail merchants and operated by retail merchants.

We are apathetic. We have all got the tendency to "let George do it." The why should I do it when somebody else is doing it state of mind is no good if you want a strong association. When you are in the store and a representative of the R.M.A. comes in, you want to know what he wants to see you for. Don't think your business is done when you write out the check for $20.00, but discuss the questions with him. We buy ourselves. If we could buy ourselves into heaven some fellows would write a check and go in. You have other functions besides buying your membership, and don't forget them.

I want you to understand just this, that your association is what you are going to make it. Each and every one of you must do your share, and those that are not with you are against you, to use the Irishman's expression. You will say, "How many members have you got? By what authority do you come here and say such things? Who sent you here to tell us what to do?" Your organization from one end of Canada to the other sent me here. There are lots of things we should have, lots of weaknesses I see. The Stamp Tax on Receipts has got to be a very acute question in Ottawa, and on the spur of the moment we sent out a circular and we asked that the members would wire their member at Ottawa protesting against the Stamp Tax or Receipts, and our association in the different parts of Canada got as close as they possibly could to their members, and what do we find? We found that there was 3,250 telegrams sent from the remotest parts of Vancouver Island, to the remotest parts of Cape Breton. 3,250 men went down into their pockets and paid for them. Your government said: "Don't take any retail merchants' telegrams without they are paid for." Is that not a pitiful situation? Don't accept the telegram of a responsible business man without paying, yet 3,250 went down and paid for them from $1.50 up. That was the interest of the R.M.A. in that one problem.

Gentlemen,—One thought. Don't expect your organizers to do everything. Do a little bit yourselves. Interest yourself in your association, in the association work. Become conversant with the association and association problems. They will accept it with the greatest pleasure. I would like to enrol every member into a committee here to get members and to talk retail merchant and retail merchants' business. Remember this is not a fraternal association, social association, secret organization. It is an organization for the benefit of the retail merchant, to place him where he justly belongs. The day has gone, gentlemen, when merchandising can be done by anybody, by people who know nothing about it and the man who goes into a mercantile business today and thinks he can make a success of merchandising without any experience is going to be stung. Our universities are recognising that today. We welcome their recognition. nhey are giving scholarships, diplomas to merchants; they are studying the economic questions,—sending out circulars all the time to educate the merchants, to educate them to a realization of his possibilities and what it means to a community, because, as he is, so is the community.

THE WHOLE SHOW.

A travelling salesman visited a small town and sold the proprietor of the general store an order of clothing.

When the merchandise arrived, it was not as represented and the merchant returned it.

The wholesale house attempted to collect and drew a sight draft on the merchant through the local bank. Te bank returned it unhonored.

The wholesaler then wrote the postmaster about the financial standing of the merchant and the postmaster replied "O. K."

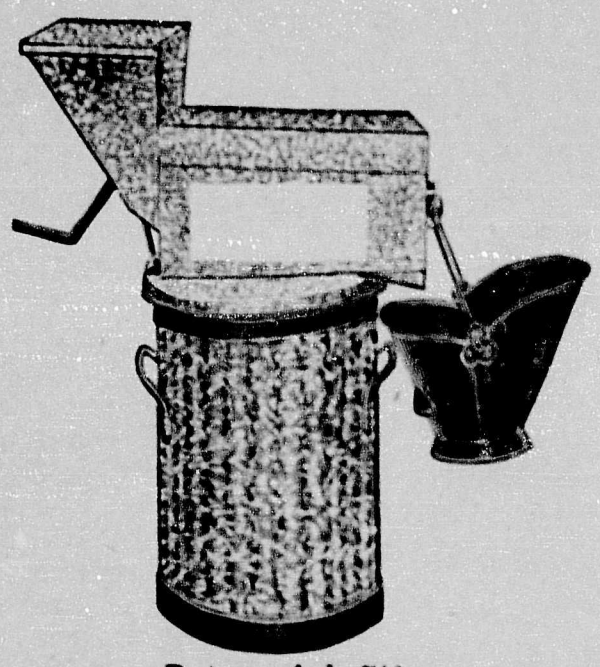
By return mail the wholesaler requested him to "hand the enclosed bill to the leading lawyer of the town for collection."

This is the reply they received:

"The undersigned is the merchant on whom you attempted to palm off your worthless goods. The undersigned is owner and president of the bank to which you sent your sight draft. The undersigned is the postmaster to whom you wrote, and the undersigned is the lawyer whose service you sought to obtain.

"If the undersigned were not also the pastor of the local church at this place, he would tell you where to go."—Spokes.

Seasonable Galvanized Ware



Rotary Ash Sifter.

Galvanized Wash Tub.

Every Fall sees a brisk demand for Davidson Rotary Ash Sifters, Ash Cans, Wash Tubs and similar seasonable galvanized pieces. Get your share of this profitable business by carrying a full stock of the popular Davidson lines, the make most readily acceptable to your customers on their quality reputation.

The Rotary Ash Sifter is a particularly brisk seller. Get one out on your floor where people can see it and show them what an easy, economical job it makes of sifting ashes; show them how strongly it is built and what a difference its use will make in coal bills.

It pays you to push Davidson products, not only from the viewpoint of immediate profit, but also for the sake of the customer friendships their quality creates.

Write today for quality prices.
Immediate shipment guaranteed.

PREMIER QUALITY Enamelled and Sheet Metal Wares MADE IN CANADA THE SEAL OF DURABILITY

The Thos. Davidson Mfg. Co. Limited

Established 1860.
Head Office and Factory: MONTREAL.
137 Powell Street, Vancouver.
Toronto. Winnipeg. Calgary.

DAVIDSON

HARDWARE, OIL *and* PAINTS

The principal movement in the hardware trade of Vancouver at the time of writing is in heating aparatus, stoves and heaters moving out well. Although no very cold weather has as yet been experienced, the chilly nights attended with heavy fog have caused the householder to make provision for winter requirements. One large departmental store reported the sale of $1140 worth of heaters in one day recently. Retailers in all parts of the province are placing good orders for immediate shipment.

It is claimed by wholesalers of plumbing fixtures, and those in other lines of building accessories that high duties and transportation costs are still accountable for no reduction beinf shown in building material prices. Consequently there is not the movement of builders' hardware that was looked for, and residential construction will not reach the volume of last season.

Good sales were reported in ammunition of all kinds since October 1st, with guns and other shooting equipment moving out in fair volume. Sporting goods dealers report an active demand for footballs, field hockey sticks, etc., and the retail trade generally is looking for a better volume of business this fall.

The arrival of the steamer Margaret Coughlan from Montreal and eastern points via the Panama Canal is an event of much interest to the trade, as it is the first direct boat from Eastern Canada touching at New York that has not been subjected to duty. The cargo of 6,000 tons contained sheet metal, nuts, bars, wire, and other lines, which will be landed here at a considerable saving of freight, as compared with the former method of transportation or by the overland route.

Collections are said by some of the wholesalers to be fair, while others intimate much difficulty in obtaining near-prompt payment of accounts. It is reported that the country districts at present are the worst offenders.

MARKETS AT A GLANCE.

Cotton waste prices are steady at former levels

Good sales are reported by dealers in all lines of cotton waste, prices remain firm.

Brisk sale of lanterns and lantern globes.

Brisk sales are reported in lanterns and lantern globes, prices quoted locally, plain lanterns $12.00 doz.

Cross cut saws being shipped in good quantities.

Booked orders for cross cut saws are now going forward; prices hold unchanged.

Seasonable sales made in wire and cut nails

A good fall sale of nails is reported; prices hold unchanged from last quotations.

Reduction announced in the price of paint.

A reduction of twenty-five cents per gallon is recorded on house paint; fifteen cents on floor paint and fifteen cents on flat wall paints.

Disc wheel coaster wagons having brisk sales

Brisk sales have been made in coaster wagons; the disc wheel type has sold very freely.

Higher prices in effect on meat choppeds

An advance is recorded on genuine Enterprise meat choppers.

Higher prices quoted on self-wringing mops.

New and higher prices are now in effect on self-wringing mops.

Active fall market ammunition.

Manufactures of ammunition state that a very satisfactory condition exists in regard to the fall sale of ammunition. Orders are said to have slowed up somewhat the last few days or so but prospects are that the season is going to be an exceptionally good one.

Turpentine prices remain firm.

A firm tone prevails on the turpentine market and local quotations of $2.25 per gallon are fully maintained.

Lower prices expected on linseed oil.

No reductions are announced in the price of linseed oil, although primary markets are showing a weaker tone.

Range boilers decline.

Range boilers decline, new revised prices show a decline of approximately fifteen per cent.

New harvest tool price list at net figures.

Prices are out on harvest tools for next year; net prices are in effect and a new list is now obtainable.

Lower prices on some electric washers

Lower list prices are now in effect on Bowswell-Lees electric washing machines, Seafoam and New Century. The Seafoam washer is now listed $79.00 each.

Winter sporting goods are moving well.

Wholesalers report a good demand for all lines of winter sport goods.

Fall sales of halters are very good.

The season's sales in halters, both in the riveted and sewn types have been very good.

Bull rings reach lower price levels.

Copper and aluminum bull rings of the regular and self-piercing variety are quoted at lower levels.

NEW GOODS ON THE MARKET

Dowel Expansion Bit.

A new article, in the form of a Clark Dowel expansive bit, has been placed on the market by the Conn. Valley Mfg. Co., Centerbrook, Conn. The makers claim that this bit is the same as the regular Clark pattern bit, which they have been manufacturing for the past 35 years, except for the length, and that it is particularly adapted for use in corner ratchet bit braces, and for boring in places where the working space is limited, and where the longer style of bit would be unhandy.

Stelco Felt Foofing Nails

The Steel Company of Canada, Limited, have placed on the market, recently, a high-grade roofing nail, described as the "1 Stelco Felt Roofing Nail." The head of this nail is of checkered pattern, and is 9-16 in. in diameter.

The special features claimed for the Stelco felt roofing nail are: the sharp point, the round shank, semi-barbed full length, and well-centred head—this last being a particular advantage with a nail having such a wide surface.

In addition to the use of these nails in connection with the laying of all kinds of felt and other roofing, they are also largely used with wire lath.

LAYING LINOLEUM.

Facts to tell your customers.

When you sell your customers linoleum or oilcloth give them this information; they will appreciate it more than you think.

1. Never use strong soaps when cleaning; they destroy the pattern. Use very little mild soap and warm—not hot water.
2. When laying linoleum, be careful to see that floor is smooth.
3. Plane down level all knots; fill wide cracks.
4. Use wax once in a while to give your linoleum a nice finish.
5. Use only small brads when nailing, or better still, lift quarter round, insert goods and replace moulding.
6. When washing floor use water sparingly, so that burlap backing will not get wet and thus shorten life of goods.
7. When fitting, be careful to cut a little shorter each way than exact size of room.
8. Where wear is hardest the use of a reliable floor varnish will prolong life of pattern.

READY-MADE MAILING LISTS.

When you are planning out some scheme of securing a mailing list for sending out your paint cards, has the thought ever hit you that you have had a mailing list of the very highest quality and have thrown it away as a thing of little value?

Where? Why, the customers to whom you have sold paint in the past. When you make a sale, you

ANNOUNCING——————

A Wonderful Walnut Finish on Fir Furniture

For many years we have been experimenting endeavoring to perfect a walnut finish on our well known lines of fir furniture.

The results of our efforts have at last been crowned with SUCCESS and we are now prepared to offer it to the public; it having met first with our own approval.

The reception of the Walnut Finish was expected to be good, but the heartiness of its reception was entirely unexpected. Indications point to our manufacturing capacity being tested to the limit.

The Walnut Finish is proving to fill a longfelt want and you should investigate our proposition in connection with it at once.

Send for particulars to

Dowling Manufacturing Co.

266 2nd Ave. East VANCOUVER, B. C.

make a friend, and if you are wise you will not overlook the fact that it will be a lot easier to sell him more paint and other accessories than to go out after a new prospect who doesn't know you, your service or your products.

When a person goes out to make a purchase, he is faced every time with the problem of where to buy and what is more natural than to go to the store where he is known. You can make him feel that he is remembered and known in your store by keeping him on your mailing list and circularizing him occasionally with the idea of selling him more paint.

Most of your paint sales are for delivery and whenever this is the case, you have the customer's name without difficulty. If he is taking the paint with him, the suggestion that you will be having a new color card shortly which you would like him to have will secure the desired information just as easily. Always remember that an up-to-date mailing list properly handled can be made to pay well—it can make friends and sell paint and varnish.

PAINT PRICES CUT.

Announcement of a cut of 25 cents a gallon on paint prices throughout Canada, has been announced by Mr. J. C. Pendray of Victoria, general manager of the British America Paint Company, on his return from a convention of paint manufacturers at Montreal.

Mr. Pendray stated that the move was made for the purpose of stimulating business, and that a vigorous "Save-the-Surface" campaign is to be waged by the association. A start is to be made on this campaign immediately so as to pave the way for the big business rush expected in the spring.

HOW IT WORKED.

Jenkins, who had gone to a shop that sold everything to make a few purchases, happened to notice a large silver coin lying on the floor.

Quivering with excitement and glancing cautiously around to see that no one was watching him, he dropped—quite accidentally, of course—one of his gloves on top of the coin.

"More Light"—
An all Canadian system for owners of
Homes, Barns, Chicken Houses, etc.
Sell your customers "MORELIGHT"—It will please them and pay you.

"More Light" Lamps and Lanterns
Are of an unsurpassed standard and have given complete satisfaction wherever used. Our complete stock and modern plant stands behind every dealer handling this line. Our quick repair service is appreciated by B. C. users when necessary.

"Junior" Bag Mantles
A mantle built to give satisfaction to its purchaser. Absolutely guaranteed or money refunded.
Enquiries solicited from responsible dealers.

MORE LIGHT LIMITED
920 Pender Street West VANCOUVER, B. C.

Then, bending, he proceeded to pick up his glove. But the coin did not accompany it; it remained where it was—upon the floor.

He made a second attempt to get hold of it, but with the same result.

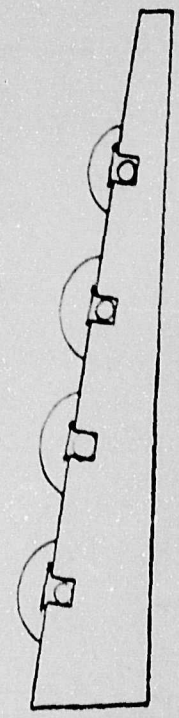
As he was contemplating the wisdom of a third endeavor, a shopwalker approached him, and said:

"Good mroning, sir! May I be allowed to show you a bottle of our famous liquid glue? I believe that you are aware of its sticking powers—"

But Jenkins had fled.

Demand Meakins' Rubberset
BRUSHES
Oldest brush manufacturers in Canada. Established 1852.
The Dealer who handles our brushes gets the benefit of our experience. Ask for new catalogue.
Meakins & Sons Ltd.
829 POWELL ST. VANCOUVER, B. C.
Factory, HAMILTON, ONT.

A HOME MADE RACK



Here is one of the cheapest, yet quite practical, linoleum racks ever devised. Two 2 x 10-in planks are attached to the wall, six feet apart, and the outer edge is cut back toward the top and notched.

Ordinary 1 or 1½ in. iron pipe is used to support the rolls, the ends of the pipe resting in the notches. A spike nail, held in place by two staples, closes the notch, and keeps the pipe in place when it is desired to unroll the linoleum.

HARDWARE PRICES CURRENT

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

AMMUNITION.
Loaded Shot Shells.

	M
Dominion:	
Canuck.	
12 G x 26 x 1⅛ ch.	$43.15
12 G x 28 x 1⅛ ch.	44.15
Imperial.	
12 G x 26 x 1⅛ ch.	47.40
12 x 28 x 1¼ ch.	50.00
American.	
U.M.C. Nitro Club 12 G x 26 x 1⅛ ch.	52.85
Peters High Gun	52.85
U.M.C. Arrow 12 G x 28 x 1⅛ ch.	59.25
Peters Premier	59.25
Metallic Ammunition.	
Dominion	
22 short Smokeless	4.50
22 Long Smokeless	6.20
22 L. Rifle Smokeless	7.25
22 L. Rifle Lesmok	5.90
American.	
22 Short Smokeless	5.25
22 Long Smokeless	7.40
22 L. Rifle Smokeless	8.60
22 L. Rifle Lesmok	7.00

ANVILS—Peter Wright, 80lbs. to 139 lbs., 25c; over 139 lbs. 22c.

AXES—Boys' Axes, 1½ lbs. $12.00 to $13.20 doz. double bit axes, unhandled, $21.60 to $25.20 doz.; hunters axes, $10.80 doz.; single bitted axes, unhandled, $15.60 to $17.40 doz.

BARS—Crow, $11.00 per 100 lbs.

BELTING—Lace, rawhide sides, 150-lb: cut, 5/16" at $2.50 per 100 feet; ⅜" at $3.15 per 100 feet; ½" at $4.50 per 100 feet.

BOLTS, CARRIAGE—(in full packages). ⅜ and smaller up to 6-in. long, less 20/10 off list; over 6½ in. 2½/10 off list; 7/16 and larger, all lengths, less 10 off list.

BOLTS, MACHINE— ⅜ and smaller up to 4-in. long, less 32/2/10 off list; over 4-in. less 10/10 off list; ⅝ and ¾, less 2½ off list. off list.

BOLTS, STOVE—Less 50/10 off list.

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

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

BOILERS, RANGES—30 gals. $12.05 each.

BUILDING PAPER—Tarred, $1.07 to $1.54 per roll. According to quality. Plain, 78c to $1.25 per roll.

BUTTS—Plated, 241, antique copper and dull brass finish. 2½x2½, per pair 35c; 3½x3½, per pair 37c; 4½x4½, per pair, 85c.

BUTTS—Wrought steel. No. 804, 2¼x2¼, $1.80 per doz; 3½ x 3½, $2.94 per doz; 4½x4½, $5.22 per doz.

CARPET FELT—16 oz., 50lb., $3.25 roll.

CATCHES, CUPBOARD—Old copper and dull brass finish, $12.00 per hundred.

CHAIN—Coil B. electric weld, 3-16, $18.50 per 100lbs; ¼, $17.50 per 100lbs. 5-16, $14.75 per 100 lbs.; ⅜ $12.00 per 100 lbs.; ½, $12.00 per 100lbs.

CHAIN—Logging, 5-16 x 14, $2.85 each; ⅜ x14, $3.35 each.

CHOPPERS FOOD—Universal No. 0, $1.80 each: Universal No. 1, $2.20 each; Universal No. 2, $2.60 each: Universal No. 3, $3.50 each; Home, No. 55, $2.30 each; Home, No. 65, $2.75 each.

CHURNS, BARRELL—No. 0, $10.70 each; No. 1, $11.10 each; No. 2, $11.80 each; No. 3, $12.75 each.

CLEVIS, MALEABLE—Per lb. 20c.

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

DRILLS—Bit stock 40/10% off new list; blacksmith ¼-in. 50 off new list.

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

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

HINGES—Per doz. pairs—Heavy strap, 4 in. $2.00; 5-in. $2.65; 6-in. $2.90; 8-in. $4.15.

CORRUGATED TEE—Per dozen pairs—4-in. $2.50; 6-in. $3.60; 8-in. $6.25; 12-in. $12.60

HOSE, WATER—½x3-ply 9½c a foot; ½x 4-ply 10¼c a foot.

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

IRONS, SAD, COMMON—Per 100 lbs—6 lbs. and over, $20.70; 3, 4, and 5 lbs. $27.00.

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

LAMP CHIMNEYS—A, per case 8 doz., $1.55 per doz.; A, per doz. $1.75; B, per case 6 doz. $1.65 per doz.; B, per doz. $1.85.

LANTERNS—Short or long globe, plain, $12.00 doz.; Japanned, $12.60 doz.

MATTOCKS—Pick, 90c each; Cutter, 90c. each.

MOWERS, LAWN—Woodyatt: 4-bladex12 inch, $10.25; 4-bladex14 inch, $11.00; 4-blade x16 inch, $11.55. Empress: 4-blade x 12 inch, $12.50; 4-blade x 14 inch, $13.10; 4-blade x 16 inch, $13.80. Great American: 15 inch, $23.00; 17 inch, $25.75; 19 inch, $28.50. Pennsylvanie Junior: 14 inch, $21.50; 16 inch, $24.25; 18 inch, $27.25.

NAILS, WIRE—Base $5.40 f.o.b. Vancouver; Cut, base $7.25 f.o.b. Vancouver.

NETTING, POULTRY—Per roll—2x12, $1.60; 2x24, $3.00; 2x36, $4.20; 2x60, $6.80; 1x12, $2.95; 1x24, $5.10; 1x36, $7.25.

NUTS—Per 100 lbs. advance over list—Square, small lots, $4.75; square, case lots, $2.75; hexagon, small lots, $5.25; hexagon, case lots $3.25.

PICKS—Clay, 6-7 lbs. $70c each.

PINE TAR—1 gal. $1.45 each; ½ gal. 42c each; ¼ gal. 25c each.

PLASTER OF PARIS—$3.00 per 100 lbs.

RIVETS AND BURRS—Black carriage, 5lb Packages, less 30% off list, copper rivets, No. 8 54c lb.; assorted copper rivets and burrs 57c; No. 8 assorted coppered burrs and burrs 31c per lb. No. 8 coppered burrs 37c per lb.; Coppered rivets 26c per lb. Coppered burrs 37c per lb.

ROPE BASE—British manila, base, 16½c; pure manila, base 18½c.

SAWS, BUCK—Happy Medium, $1.35 each. Happy Idea $1.35 each; Disstons No. 6, $1.35 each.

SCREWS—Bright flat head 70/10 off list; bright round head, 62 2/3/10 off list; brass flat head 62½/10 off list; brass round head 60/10 off list.

SCREWS, CAP—45 off list.

SCREWS, SET—50/5 off list.

SHOVELS AND SPADES—Olds or Fox, $14.40 per doz. ⅝ Jones or Bulldog $17.40 per doz.

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

IRON, BLACK SHEET—per 100lbs.— 16 guage $6.10; 4 guage $6.00; 18-20 guage, $6.60; 26 guage $7.20.

IRON, GALVANIZED SHEET—Per 100 lbs.—28 guage American or English $7.75; 24 guage $7.75; 18-20 guage $7.55.

SCOOPS—Moose No. 4, $1.80 each; No. 6, $1.90 each; No. 8, $1.95 each; No. 10 $2.00 ea. All above in black finish.

SOLDER—½ x ½, case lots, 36c per lb.; less 40c per lb.

SPIKES, PRESSED—Per 100 lbs.—¼ inch, $7.60; 5-16, $7.25; ½ in. $7.00.

STAPLES—Galvanized fence, $7.75 per 100 lbs. in full kegs; galvanized poultry netting, $10.00 per 100 lbs. in full kegs.

TACKS—Carpet, 70c off new list.

TOOLS—Harvest, 55 off new list.

WIRE, BARBED—Per roll—4 point, cattle, 80 rod, $5.00; 4-point hog, 80 rods $5.50.

WIRE, PLAIN GALVANIZED—Per 100 lb. No. 9, $6.00; No. 12 $6.25.

WIRE—O & A—Per 100 lbs. No. 10 $5.75; No. 11, $5.80; No. 12, $5.90.

WRINGERS—Eze, $6.50 each; Safety, $7.60 each; Bicycle, $6.50 each; Ajax, $14.00 each.

WASHING MACHINES—Velox water power, $24.00 each; Seafoam Electric, $79.50 each; Snowball $16.25 each; Patriot, $18.25. each.

VISES, WARREN SOLID BOX—35 lbs $10.00 each; 50 lbs. $12.00 each.

PAINTS AND OILS.

Brandram-Henderson

	Per Gallon
B-H "English" ordinary colors	$4.10
B-H "English" white	4.45
B-H Exterior Oil Shingle Stain—	
Ordinary colors, in 4 gal. cans	$1.8[illegible]
Greens and Greys, in 4 gal. cans	2.0[illegible]
B-H Anchor Shingle Stain—	
Ordinary colors, in 4 gal cans	1.35
Grrens and Greys, in 4 gal. cans	1.5[illegible]

PAINTS

	Gallon
Ordinary colors in 1-gal. cans	$4.15
Martin Senour porch paint	4.15
Martin Senour Neutone white	3.70
Martin Senour Neutone color	3.60
Martin Senour floor paint	4.00
Sherwin Williams, white	4.50
Sherwin Williams, color	4.15
Sherwin Williams, porch	4.15
Sherwin Williams, floor	4.00
PUTTY—	Per 100 lbs.
Bulk, barrels 800lbs	$6.50
Bulk, irons 100 lbs.	7.75
Bulk, irons 25 lbs.	8.10
Tins, 5 lbs. per lb	9½
Tins, 1lb.	12¾
LINSEED OIL—	Gallon
Raw, 1 to 2 barrels	1.43
Boiled, 1 to 2 barrels	1.46
LEAD, WHITE IN OIL—	Per 100 lbs.
1,000 lbs. to 1 ton	$15.50
Less	17.20
Brandram's Genuine	16.45
TURPENTINE—	Gallon
1 barrell lots	$ 1.25
VARNISHES—	Gallon
Elastic, No. 1	$ 3.05
Elastic, No. 2	2.40
IV Linoleum	4.55
IV Marine Spar	4.35
IV Furniture	3.65
IV Pale Hard Oil	4.60

Less 33 1-3 per cent

Lacqueret	$6.00	less 40

MORE LIGHT LIMITED.
Prices to dealers.

Lamps for		$5.00
Lanterns for		$5.75
Junior mantles	per do	.75

Automotive Price List

ABSORBERS SHOCK—Float A Ford No. 1 at $21.50.

ACCELERATORS FOOT—Wireless Ford at $1.75 each.

ASSORTMENTS—Cotter pin 11c each; Cap screws 27c each; Set screw 30c each; Machine screw 75c each; Machine nut 75c each.

BATTERIES—Hot Shot 25c each; Dry 6x 2½ 55c each.

BOOTS—Tire 4-in. $1.25 each.

BUMPERS—Twin bar $13.60 each.

CAPS—Radiator $1.30 each.

CARBORUNCLUM—Valve grinding 6-oz. $4 doz.

CARRIES—Luggage, collapsible $4.50 each.

CEMENT—Radiator, ½ lb Wonder Worker $5.40 doz.

CHAINS—Weed 30x3½ $6.00 each; 32x3½ $6.60 each; 31x4 $7.25 each; 33x4 $7.75 each; 34x4 $8.50 each.

RID O SKID—30x3½ $3.75 pair; 32x3½ $3.95 pair; 34x3½ $4.10 pair; 30x4 $3.95 pair; 32x4 $4.50 pair.

CLEANERS, WINDSHIELD—Presto $1.60 each; Mayo Skinner $7.50 each.

COILS—Spark single $5.65 each; Spark double $11.00 each.

DEFLECTORS—Wind adjustable $14.00 pair.

ENAMEL—½-pt. Jet Lac 40c each; 5-oz. Wonder Worker $4.80 doz.; Martin Senour Quick Drying, 1/64 15c each; 1/32 19c each; 1/16 31c each; ⅛ 54c each; ¼ 96c each; ½ $1.70 each.

HORNS—Electric $5.75 each.

JACKS—No. 200 $2.00 each; No. 4 $2.25 each; No. 41 $6.00 each.

LOCKS, MOTOMETER—No. 390 $2.65 each; No. 391 $3.00 each; No. 392 $7.50 each.

MIRRORS—Rear view $3.00 each.

OIL—Monamobile, light $1.75 gal; medium $1.80 gal.; heavy $1.90 gal.

PATCHES BLOW OUT—Locktite, No. 2 63c each; No. 3 30c each; No. 5 75c each; No. 6 17c each.

PLATES—Step $2.00 each.

PLUGS—Spark Champion 53c each; A. C. Titan 63c each; Hel-Fi, 55c each.

POLISH, METAL—Klondyke, ¼-pt. 15c each; ½-pt. 27c each; 1-pt. 40c each.

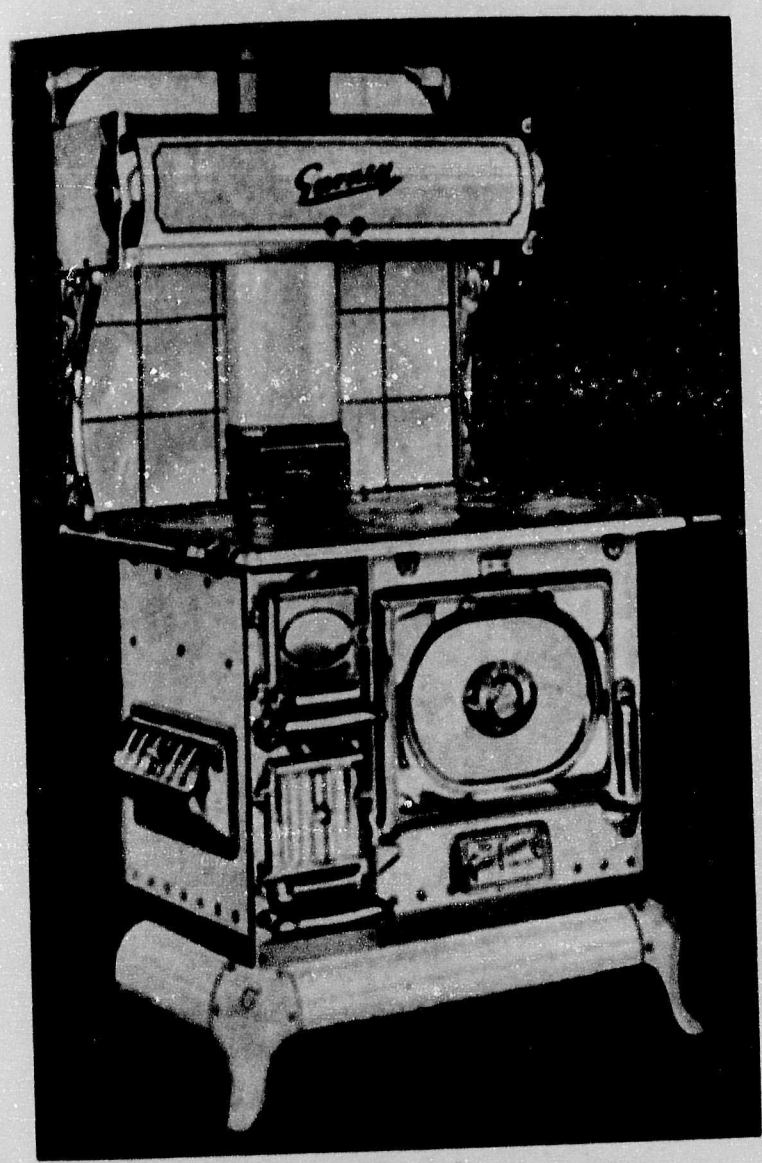
PUMPS—Tire Ace $2.60 each; Crown $1.[illegible] each.

RAILS—Robe No 127 90c each.

Fabric tires, universal non-skid tread: 30x3½ $13.00.

Grey tubes: 30x3½ $2.50; 32x3½ $2.75; 31x4 $3.50; 32x4 $3.75; 33x4 $3.85; 34x4 $4.10.

Tubes: less 30 per cent off list.


No. 1891 Laurentic "D" Finish Square.

OUR LATEST !!

We illustrate herewith our latest range in "White Rock" porcelain enamel finish, with nickel trimmings. Our new "Economizer" is finished in dark blue enamel.

This range meets a great demand and you owe it to yourself to investigate it thoroughly. Also produced in three other finishes.

Send for our new catalogue and price sheets

THE Gurney FOUNDRY COMPANY LIMITED

566 Beatty St. Vancouver, B. C.

Phone: Seymour 7596-7.

The Secret of a Profitable Paint and Varnish Department

The real secret lies in having your Paint and Varnish stock complete under one particular brand. No matter what line you sell, have everything possible under the one label.

The wisdom of this is that every sale of any Paint or Varnish you make will surely advertise other lines you have for sale. If you stock MARTIN-SENOUR 100% Pure Paint, why not also stock Martin-Senour Stove Pipe Enamel, Martin-Senour Varnishes and all such specialties.

If the can of 100% Pure Paint sold to a customer satisfies, and of this there is no doubt, surely when that satisfied customer returns for, say Stove Pipe Enamel, and you show one bearing the Martin-Senour label, it makes the sale far easier than if you show a stove pipe enamel of another make. This same argument applies all along the line.

Look over the shelves of the most successful paint merchants of today, and you will find them carrying and pushing one BRAND all the way through.

STOCK, ADVERTISE AND PUSH THE FULL MARTIN-SENOUR LINE.
THIS WILL MEAN REAL BUSINESS TO YOU.

The Martin-Senour line is very complete. It comprises a paint or varnish product for every purpose and every surface. There is no need for any of our dealers to go elsewhere to purchase any paint or varnish specialties.

MARTIN-SENOUR PAINT & VARNISH

The Martin-Senour Co. Limited

1505 POWELL STREET VANCOUVER, B. C.

SAVE THE SURFACE CAMPAIGN TO BE CONTINUED FOR THREE YEARS

At a recent meeting of the Canadian Paint, Oil and Varnish Association, the chairman, on behalf of the Save the Surface Committee stated that the five years during which the campaign was intended to continue expired at the end of 1923.

He called attention to the great strides the campaign was making in its effect upon the public, the dealer and the master painter, which undoubtedly had resulted in increasing sales of paint and varnish, and strongly urged that the association should carry on this work for a further period of at least three years, or until the end of 1926, on the basis of the same subscriptions as had been paid annually for the last two years. By doing this, in the opinion of the committee, the effects would be even more marked than heretofore owing to the impetus already given the movement during the period of its existence.

Without a dissenting voice it was enthusiastically resolved to accept the recommendation of the committee and the campaign will therefore be continued at least until the end of 1926.

Fall Paint Campaign

An appeal was made to all members to link up their Fall advertising with the Save the Surface Campaign, by making use in every possible way of arguments favoring fall painting and by using the electro embodying the words "Paint This Fall," which had been distributed to subscribers. He felt that a concentrated effort of this kind would do much to drive home the idea of "Paint This Fall."

Prices.

Consideration of prices was commenced. Careful consideration of the subjects from all angles resulted in the passing of the following resolution:—

It was moved, seconded and resolved: that a reduction of 25 cents a gallon shall take place immediately on schedule "A," 15 cents on schedule "B," and fifteen cents on schedule "C," both for present business and spring bookings, and that there be associated with these reductions the statements that an advance will take place at the beginning of 1924, and to apply to all orders executed on December 31, 1923, and business booked thereafter. It has been decided that no change be made in any of the remaining schedules.

The following comprise the schedule affected, classification and prices are as follows:

Schedule "A," including house paints, all grades, porch floor paints, marine paints except dory paints, and all other liquid oil paints except barn and dory paints.—Reduced 25 cents per gallon.

Schedule "B," including inside floor paints and floor enamels—Reduced 15 cents per gallon.

Schedule "C," including flat wall paints—Reduced 15 cents per gallon.

A NEW BAIT FOR TRAPPERS

Messrs. A. B. Shubert Limited, of Winnipeg, Raw Fur Dealers, have recently placed on the market a new bait for attracting fur-bearing animals.

This discovery consists of a paste bait, reputed to be vastly superior to any existing form of liquid bait now in existence. Paste baits will not spoil or deteriorate under any conditions, nor are they effected or disturbed by snow, rain, frost or sleet, and will hold their attracting odors for several days.

As a means of introducing the new paste baits, A. B. Shubert Limited offer to send a free sample of the new animal paste bait to any reader of this paper who is interested in trapping.

Send your name and address to the above-mentioned firm, and a fair sized sample will be sent you, absolutely free.

"THE ART OF TRAPPING."

Thousands of dollars are lost each year through trappers' ignorance or the lack of information on the proper method of preparing the skins of fur-bearing animals for market.

With a view to reducing this loss, or waste to a minimum, Messrs. A. B. Shubert have, at considerable cost edited "The Art of Trapping," which they will send absolutely free of charge to any of our readers who will write for it.

WHY DO PEOPLE DIE?

No scientist living or dead, has been able to explain why any person should die, except by accident or violence. They can see no reason for it, except that "it is appointed to every man once to die."

Scientists have discovered that from the moment a baby is born, the forces of life and of destruction begin to fight in the cells of its brain and body. Until maturity, the cells multiply rapidly and thus growth is accomplished. But even during this growing period, the germs of decay are busily at work.

It also has been discovered by scientists that cleanliness and sanitary living conditions prolong individual and community life. This is not theory, but logical and sensible reasoning, demonstrated in practice. It should be generally understood by every man, woman and child.

A few immaculate homes in a fiine residence district will not safeguard even that neighborhood from an epidemic. Smallpox may originate in an unsanitary home miles away, and sweep the city. A polluted water supply, or a stagnant pool in a vacant lot, may become the source of a typhoid epidemic.

Dust, dirt and filth breed disease. Disease hastens decay and death.

Let's banish these enemies of good health and long life. Let's work together for a cleaner and more sanitary city. This is the greatest and most important co-operative effort that we can make for reducing our mortality rate.

There can be nothing finer than the community spirit which demands that we clean up, paint up, and keep it up.

THE PERSONAL PROPERTY TAX.

Retail merchants of British Columbia are of one mind as regards the imposition of the "Personal Property Tax"—absolute abolition.

A very strong campaign is once more being promulgated by the British Columbia branch of the R. M. A. against this method of taxation in an endeavour to convince the authorities the crippling effect it has on the business interests of this province.

Futile though they have proved, the association has made many previous endeavours to have this tax abolished, for in looking over the file of the "**British Columbia Retailer,**" the following appeared under date of March, 1922.

"On October 18th, the Retail Merchants' Association in company with other business organizations sent representatives to interview the cabinet. For one and a half hours different speakers offered almost countless reasons why the Personal Property Tax was a very unfair method of taxation.

Also—"On November 14th 1921, we presented the views of the Retail Merchants' Association in opposition to Personal Property Tax to the Municipal Affairs Committee of the Legislature, each member of the legislature was subsequently supplied with a printed statement summarising our objections to the tax.

Again—"on November 11th, 1921, the provincial executive of the Retail Merchants' Association pointed out to the Premier and the Minister of Finance, personally, our unaltered opposition to this tax, the Personal Property Tax having been again brought down in the budget presented to the house by the Hon. the Minister of Finance.

In spite of universal condemnation and the earnest petition of business that the tax be abolished, the government in the second session of the 1921 legislature brought down Bill No. 37, which passed its third reading, December 7th, 1921. In this bill the Personal Property Tax was re-enacted.

So much for the Associations' efforts to do away with the P.P.T. Although success has not as yet crowned their efforts they are once again in the field to strike a more formidable blow at a form of taxation which even the Minister of Finance himself considers unfair to the people of the province.

As far back as July 25th, 1919, the Hon. John Hart, Minister of Finance, said, "Personally I don't like the idea of a Personal Property Tax. There is a chance that those who are called upon to pay it, may have incurred a loss in business. This is not fair, and i hope next year we shall see our way to get rid of the whole thing."

More than four years have elapsed, and notwithstanding the above utterance, the P.P.T. is still with us.

It is not a question of retailers wishing to evade taxation that steps are being taken to have this imposition abolished. Retail merchants, perhaps more than any other commedcial body, are keenly awake to the additional burden which such legislation condemned even by the Minister of Finance is forcing them to carry. It is to be hoped that this time better success will attend the efforts of the Association, and a combined onslaught of business interests of the province will successfully put an end once and for all to the Personal Property Tax.

ORDER YOUR
PRINTING
BY MAIL

In order that out-of-town merchants may have the facilities and styles of type used in high-class commercial printing we would quote the following:—

Letterheads

Any wording required. No charge for cuts if supplied by customer. If illustration sent, we will have cuts made at cost.
Loose in box of 500.

Quality No. 1.—500 ..... $5.00
1000—On good bond stock perfectly good for ordinary use. $7.25
Quality No. 2.—500 ..... $5.25
1000—A good bond stock of finer texture and finish than No. 1. ..... $7.75
Quality No. 3.—500 ..... $5.50
1000—A bond stock of superior quality, extra strong, with fine finish and color $8.25
Extra for second color per 1000.

Envelopes

Business envelops No. 8, White 3⅝ x 6½; printed on god quality tough, bond stock.

One color		Two color.	
1000	$ 6.25	1000	$ 8.25
2000	10.50	2000	13.50

No. 8 colored, except Golden Rod, add to above prices 20c Golden Rod add to above prices 30c per 1000.

Statements

Ruled—Printed any wording and put up in pads of 100 unless ordered loose.
1000—5½ x 8½ $7.00

Billheads

Similar to above.
No. 1.—1000—8½ wide x 5½ deep $7.00
No. 2.—1000—8½ wide x 7½ deep $8.25

ANY OTHER PRINTING ON APPLICATION.
ADD 4½% Sales Tax to all orders.

We Pay Mailing Charges

SATISFACTION GUARANTEED OR MONEY REFUNDED.

Maritime Press

MERCHANTS' EXCHANGE BLDG., VANCOUVER.

Reference: Bank of Montreal.

QUALITY FIRST

To do his job well must ever be the first consideration of the baker.

Speed comes second.

But highest skill includes speed—as has been proved by the Fleischmann No-Dough-Time Process.

A definite saving of two to five hours on every batch by the elimination of fermentation-time. Have you investigated this new process? Better do so.

THE FLEISCHMANN COMPANY

1166 Burrard Street VANCOUVER, B. C.

Fleischmann's Yeast *Fleischmann's Service*

Vancouver, Victoria, Nanaimo, Calgary, Edmonton.

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

TICKETS AND LABELS

MADE BY SPECIALISTS.

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MAMMOTH JUBILEE CAKE.

Distributed to Patrons by David Spencers Limited, When Attainment of Fiftieth Anniversary

On Thursday, October 11th, this monster cake was distributed by David Spencer Limited at the Victoria store to their adult customers in celebration of their Golden Jubilee.

The children also were regaled on this memorable occasion. Ice cream and candies were the order of the day for the kiddies, and it is unnecessary to record that full advantage was taken of the event.

The Jubilee cake weighed 1,710 lbs., and was made from the following ingredients:

Ground cinnamon, 2 lbs; Mixed cut peel, 40 lbs.; French cherries, 50 lbs.; currants, 125 lbs.; Sultana raisins, 150 lbs.; Spencer's prime butter, 200 lbs.; B.C. sugar, 200 lbs.; icing sugar, 250 lbs.; flour, 250 lbs.; 2,600 new laid eggs.

CAN BAKERS PRODUCTS OUT-RIVAL HOUSE-WIVES CAKES AND PASTRY?

While everybody seems to be undeceived as to the up-hill work that the industry still has before it if it wants to get the cake and pastry branch of the business where it ought to be, and win over the 75 per cent of homekeepers who now prefer their own kitchen product to that coming from the commercial baker, it was rather discouraging to us when a baker plainly told us the other day that he was making pastry "of the cheaper kind," only. Now our friend, of course, has the privilege of conducting his business as he sees fit, but we were free to tell him that his cheap goods will only bring him cheap trade, and that by following his policy he is doing the industry of which he is a part a mighty poor turn. He explained further that his products go mostly to lunch rooms and restaurants, where perhaps men are not so particular as they are at their own home tables, but it does seem to us that if they would be served in their favorite eating places with high class cakes and pastries they would acquire a taste for such goodies and insist that mother or wife furnish them with the same sort at home. Barring, of course, the notoriously cheap lunch counters where office boys and truck drivers are in the habit of satisfying their appetites, the customers in the average restaurant of today are prepared to, and in fact are paying a good price for everything they call for, including pastry. There is absolutely no good reason why the restaurant and lunch rooms should not be furnished with high-class pastry instead of the cheaper grades, not only because it is a better advertisement for the entire trade, but it surely would induce a greater consumption of these commercially baked products. Nobody ever has built up a lasting business or a lasting reputation on an inferior class of goods, for the old saying still holds true that though your shop may be located in the midst of the woods, if you make a better mousetrap than your neighbor the people will make a beaten path to your door. And this is especially true of things to eat.

THE BREAD OF THE FUTURE.

C. L. Alsberg, former chief chemist of the United States, in a recent article in the "Journal of Industrial and Engineering Ccemistry" makes the prediction that in time to come leavened bread may be made from materials other than wheat and rye. Says the good doctor:

Since agriculture and food manufacture are essentially forms of applied biochemistry, physical chemistry has made possible great advances of immediate practical usefulness.

An increase in our knowledge of the behavior of colloids and of emulsions is destined to influence profoundly the world's methods of food production. For example, wheat owes its pre-eminence as a bread grain in large measures to the fact that it contains a mixture of proteins known as gluten, which, when mixed with water, forms a tenacious, elastic mass. For this reason wheat and, to a less degree, rye, alone of all the grains yield dough. Because of the physical qualities of gluten—its toughness, its distensibility and its coagulability by heat—it is possible to produce leavened bread. These qualities of gluten do not depend primarily upon the arrangement of the atoms in the molecule but rather upon the physical condition of molecular aggregates. It is not too much to hope that physico-chemical research upon colloids will one day enable

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us to control the colloidal state to such an extent that we can give to a colloid essentially those physico-chemical properties that we desire. If this can be done, and there is no inherent impossibility in the idea, it may be possible to give to other proteins beside gluten the physico-chemical properties of gluten. When that time comes, leavened bread will be produced from materials or grain other than wheat and rye. What this would mean to the food supply and the future of the race is obvious."

WHAT DOES IT COST YOU TO SELL?

By William R. Basset.

Do you think of your business as a whole, or do you study each phase of it? Do you at the year's end compare your total sales with the total selling expense and strike an average which you say is your cost to sell for the business as a whole?

This year's percentage compared with last year's may show you that the cost of selling is going up or down. It is, however, a figure of merely historical interest. It comes too late to be of any value; and because it tells not "why" but merely "how much" it is of questionable value anyway.

Because the total selling cost was 5 per cent. or 10 per cent. or 30 per cent. it does not follow that that was the cost of selling to any particular customer, or in any territory. And yet the total profit is made up of the many small profits from each customer. It is only by subdividing to the necessary degree that cost figures are of value. Lump figures cannot tell "why," and you must know why a condition is wrong in order to correct it.

In a dozen or so industries there are concerns that know their exact selling costs by customers, lines, territories and salesmen.

The first step is to set up a simple card memorandum account with each customer. On the credit side are entered the gross profit on all sales made to him. He is debited with the cost of selling at a predetermined cost per salesman's call. He is also debited with any advertising material furnished to him free, and with any special inducements which are necessary to get his business.

After a few months such records will show surprising things. You may find that your pet customers are not profitable. They may require too many calls, too much in the way of advertising or concessions, or they may buy only the narrow margin lines. Whatever the cause, such a record shows it definitely, and knowing the cause you are well started toward finding a cure.

By gathering the figures on the customers' card in various ways you can find the cost of selling and the percentage of profit by territories or salesmen—even by lines of product in many cases.

I know one concern that stopped selling nationally and cultivated its home markets more thoroughly after finding in this way that the far fields cost too much to sell.

Do not allow your enthusiasm to diminish nor allow your efforts to lag in behalf of the "Eat More Wheat" campaign. A big movement of this kind requires persistence and patience to bring it to a success. Let your support be continued along more determined lines and the success it so well merits will, in a large measure, eventually be realized.

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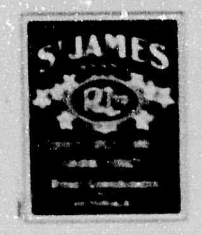

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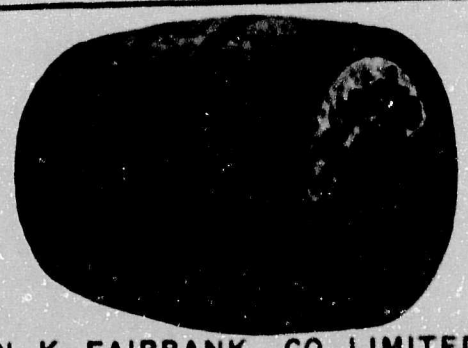
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