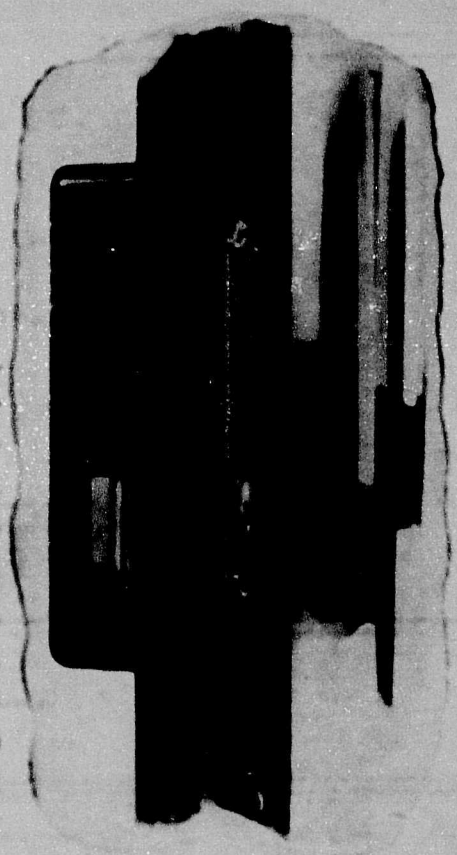
THE BRITISH COLUMBIA RETAILER

VOL. XVII, No. 2. Vancouver, B. C. OCTOBER, 1924 20c per copy; $2.00 per year. Seventeenth Year.

Double Protection
for Your Store and Stock

A	7	52	TH	→ Clerk A unlocked door opening store at 7:52 A.M. Thursday.
B	6	0	TH	L → Clerk B locked door closing store at 6:00 P.M. Thursday.
W	9	0	TH	→ Watchman made first registration Thursday night at 9:09 p.m.
W	12	12	FR	→ Watchman registered at 12:12 A.M. Friday.
W	3	1	FR	→ Watchman registered at 3:01 A.M. Friday.
W	6	8	FR	→ Watchman registered at 6:08 A.M. Friday.
C	7	53	FR	→ Clerk C unlocked door opening store at 7:53 A.M. Friday.
B	6	1	FR	L → Clerk D locked door closing store at 6:01 P.M. Friday.
W	9	10	FR	→ Watchman made first registration at 9:10 P.M. Friday.
W	12	12	SA	→ Watchman registered at 12:12 A.M. Saturday.
W	3	10	SA	→ Watchman registered at 3:10 A.M. Saturday.
W	6	1	SA	→ Watchman registered at 6:01 A.M. Saturday.
C	8	3	SA	→ Clerk C unlocked door opening store at 8:03 A.M. Saturday.
A	10	14	SA	L → Clerk A locked door closing store at 10:14 P.M. Saturday.
W	12	16	SU	→ Watchman made first registration at 12:16 A.M. Sunday.
W	3	15	SU	→ Watchman registered at 3:15 A.M. Sunday.
W	6	17	SU	→ Watchman registered at 6:17 A.M. Sunday.
B	9	22	SU	→ Clerk B unlocked door opening store at 9:22 A.M. Sunday.
I	9	23	SU	L → Clerk B locked door from inside at 9:23 A.M. Sunday.
I	11	44	SU	→ Clerk B unlocked door from inside at 11:44 A.M. Sunday.
B	11	45	SU	L → Clerk B locked door from outside at 11:45 A.M. Sunday.



The pains you take to protect yourself and your business during the day by means of accurate machines for weighing your goods, recording your cash and charge transactions, making up your accounts, etc., are wasted if you do not take effective steps to guard your store and stock during the night.

International Recording Lock

gives you full protection for your stock, cash and valuables after business hours. It is the most complete and effective safeguard ever devised for this purpose.

Five Big Features

(1) Your door will not lock unless every other door, window or entrance is securely fastened.

(2) There is no clock mechanism in the lock itself to get out of order. The self-winding clock which operates the lock can be hung in any part of your store—an accurate time keeper that will last a life-time.

(3) The lock prints a record showing the time and the identity of any person unlocking your door at any time.

(4) It protects clerks from unjust suspicion. It removes the temptation from employees to make unauthorized visits to your store after closing hours.

(5) It pleases your customers by insuring regular opening time in the morning and regular closing time at night, and insures your clerks credit for full time.

How the Record is Made

A reproduction of the proprietor's private printed record made by the International Recording Lock is shown on the left. A glance at this will indicate how complete is the information afforded.

It shows (1) What time and by whom his store is opened in the morning. (2) What time and by whom it is closed at night. (3) Who enters his store after business hours, and how long he remains there. (4) How often and at what time the watchman tries his door. (5) Assures him every other entrance was securely fastened before the front door could be locked. These records are printed on a roll of paper tape one inch wide in the lock itself.

Is YOUR store as fully protected as it should be? We will be glad to send you on request an illustrated folder giving a full description of the International Recording Lock. Write for it today.

INTERNATIONAL BUSINESS MACHINES CO. LIMITED

Head Office and Factory: 300 CAMPBELL AVE., TORONTO. Service and Sales Offices in all Principal Cities.

We also manufacture the famous DAYTON Scales, DAYTON Meat Slicers, DAYTON Cheese Cutters, International Time Recorders, Money Time Recorders, Time Stamps, and Hollerith Electric Tabulating Machines.

"STANDARD" PAPER BAGS—3 GRADES

We Manufacture and sell
the following "Standard"
Paper Bags.

"MANILLA"
"LIGHT KRAFT"
"HEAVY KRAFT"

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

THEY ARE

Actually Stronger, Tougher
More Pliable, Most Economical
Most Satisfactory

It Pays to Use the Best—They Cost No More

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

YOUR CUSTOMERS
APPRECIATE THE BEST

THE ROYAL CROWN SOAPS, LTD.

VANCOUVER, B. C.

Grocers Sold 15 Million Tins

last year and more this year

What better proof that BRUNSWICK BRAND Sardines lead the market in every respect?

Display them in your windows, stack them on your counter, put the price on them. They'll sell themselves. There's a good profit and what a turnover!

'Connors, BRUNSWICK BRAND SARDINES

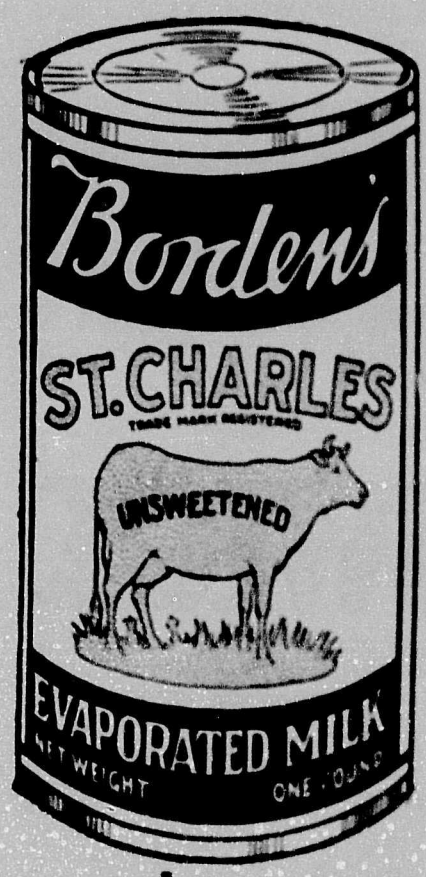
CONNORS BROS. LIMITED
Black's Harbour, N.B.

QUAKER Brand Canned Tomatoes

Best Repeater and Leader of its kind in Western Canada. Stock up well with this nationally advertised superior B.C. product

Order from your wholesaler

Dominion Canners of B. C. Limited **Vancouver**



Tell them to "Use it wherever the recipe calls for milk."

Encourage Customers to Buy St. Charles Milk in Quantity

YOU can readily sell six or twelve cans of Borden's St. Charles Milk to a woman when she asks for one.

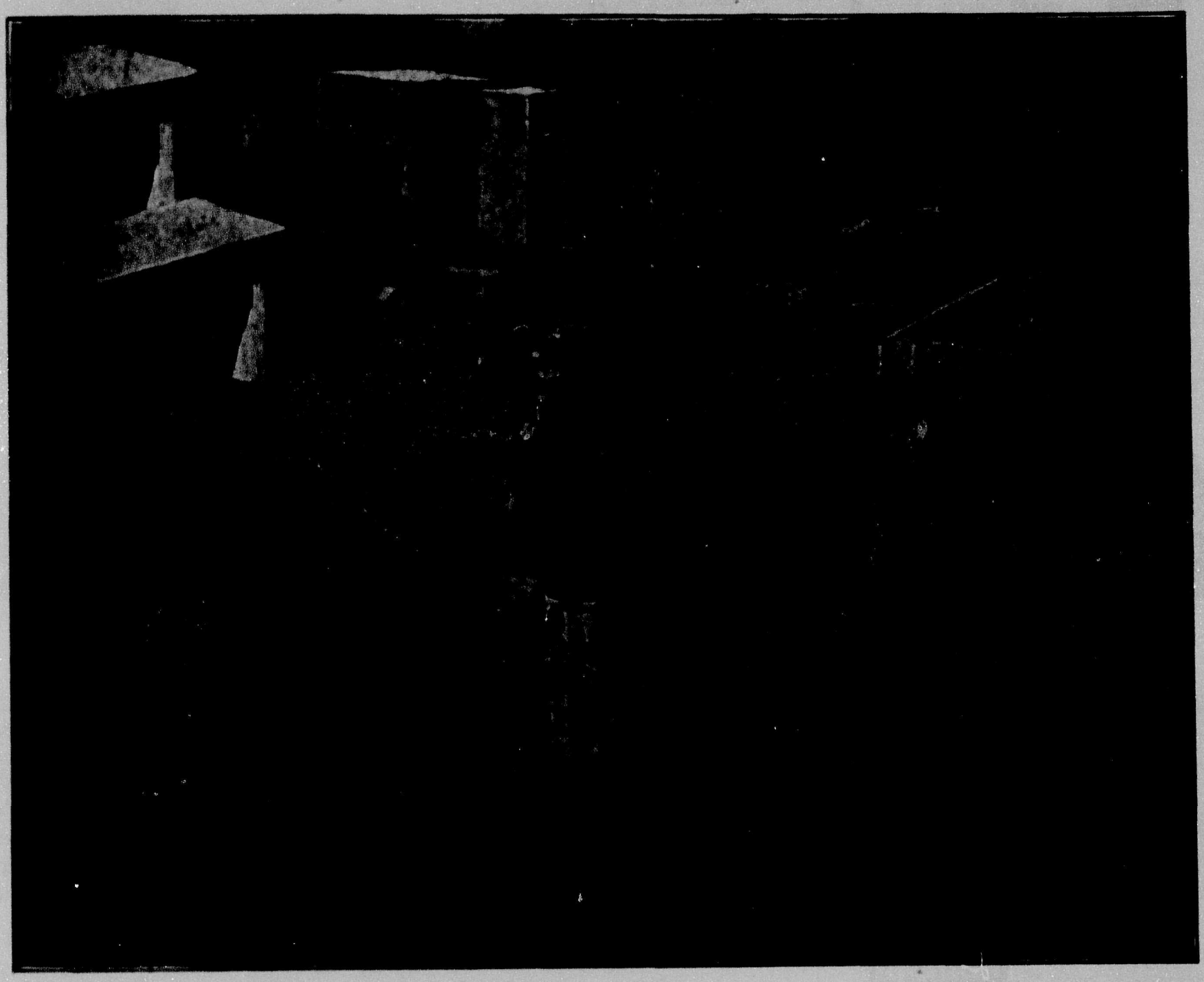
Suggest that in addition to purchasing her supply for daily use she should buy a few tins to keep in the pantry for emergencies.

Every extra tin you sell means extra profit to you.

The Borden Co. Limited

Vancouver, B. C.
Factory at South Sumas

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.

Kellogg Company out to Increase its Large Bran Market

KELLOGG'S are running a powerful campaign to promote the use of Kellogg's Bran, in all sections of the Dominion. Newspapers everywhere are carrying the story of Kellogg's Bran—which is ALL BRAN—the only Bran that is guaranteed to give permanent relief. Big, bold display copy and the smaller reader advertisements are being used in the daily and weekly newspapers to send people into your store for Kellogg's Bran.

In your district day by day and week by week people are reading of the relief that Kellogg's Bran—which is 100% bran—alone guarantees. Cash in with this wonderful campaign. Display Kellogg's in your window and on your counter. Let folks know that you sell Kellogg's Bran. It will mean increased trade and greater profit.

Kellogg's

Look for this signature W. K. Kellogg

the original BRAN—ready to eat

The BRITISH COLUMBIA RETAILER

With which is incorporated the B. C. TRADE REVIEW.

Published Monthly. SEVENTEENTH 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.

SUBSCRIPTION RATE: One Dollar Per Year, payable in advance.

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Secretaries, Representing the following Branches R. M. A.

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Rumoured Increase in Taxation

Decline in Excise and customs Receipts Worry Federal Officials—Sales Tax May be Increased.

If there is one thing which annoys the business and commercial world more than the Sales Tax and its application, we should like to hear of it.

Rumours now have it that this metamorphic parasite of commercial life is very liable in the near future to be increased to meet the deficiency which faces the Federal government this year.

The continued sharp decline in Excise and Customs collections which has already taken place will promt the government to find some means of rectifying the condition, and if forecasts of those experfenced in the machinations of government finance mean anything, the sales tax if due for a boost to meet this deficiency.

The changes in the tariff announced last April apparently allowed for a falling off in revenue of some $24,000,000.

Unfortunately at the end of August there was a deficit of $26,000,000, the month of August alone showing a decline of $6,084,924, in comparison with August 1923. Expenditure may be reduced to a certain extent, but the possibilities in that direction are very limited, in view of the approach of a general election, and the fiscal policy of the government allows little prospect of increasing revenue by adjustment of tariff rates, in fact still further cuts in custom's duties may be demanded by a certain section of the House. With income tax higher in this country than in the United States, it would be poor policy to add to the disparity, especially at time when the country is looking for capital to develop it.

The government must find some way to make both ends meet, and since no large or immediate receipt from other sources appears available, there remains only the Sales Tax, which it is rumoured may be increased beyond the five per cent status which now obtains.

Every change made so far in the Sales Tax has worked disadvantageously to the taxpayers. Under the Act which came into force January 1924, only wholesale houses which sold fifty per cent or more of their total to licenced manufacturers were eligable for wholesalers' licences, with the result that many firms which could not qualify under this provision were placed at a disadvantage in competition with licenced wholesalers because they were obliged to pay Sales Tax on their importations or purchases in Canada, and to make claims on the government for refunds in respect of any goods sold to licenced manufacturers. This naturally resulted in complaints from drygoods houses, and the Act was amended to allow any bona fide wholesaler to be licenced, subject to his furnishing a bond or guarantee as a security for payment of the tax on sales to others than licenced manufacturers. They now have a tax-free stock, and are not required to finance the Sales Tax to the same extent as hitherto.

On the other hand, licenced wholesalers are compelled to give guarantee bonds, and to keep their records of sales in greater detail than is necessary in the case of unlicenced dealers. The tax is payable on the cost of goods to them, exclusive of freight, or on the duty-paid value, and records must be kept in detail to show the value on which the Sales Tax is chargeable.

Should the Sales Tax be raised the licenced wholesaler will lose out. Apart from the inconvenience of obtaining refund of Sales Tax on sales to licenced manufacturers, it seems to be an open question, whether the advantages in the status of the licenced wholesaler outweigh the disadvantages.

Many wholesalers who stocked up heavily with goods prior to January 1924, in order to save the difference between the old Sales Tax rate of 2½ per cent and the new rate of 5% suffered accordingly.

Business has not been good since January 1, and in many instances prices have dropped by much more than the difference in the Sales Tax, and the extension of licences to many wholesale houses, which were previously unlicenced, spells considerable delay in the receipt of Sales Tax by the Dominion treasury, and more additional expense in the administration of the Act.

GROCERIES & PROVISIONS

GENERAL CONDITIONS.

Retail grocery business continues to improve. Seasonable lines of fresh fruits are just about finished and the retail merchant is getting back to more normal steady conditions, making plans and preparations for Thanksgiving and Xmas trade. Markets in general, continue very firm and advances in many staple commodities seem to be the order of the day. The high prices for Fall and Winter wheat have during the past few weeks been reflected by very material advances in the price of flour, which has reached a high level of $9.55 per barrel for forty-nine pound bags. Flour being the basic product in a great many other lines carried by the retail grocers, will naturally tend to create other advances in prices.

The practice of one local wholesale house operating or controlling an increasing number of retail stores in the city of Vancouver and suburbs is becoming a very serious factor and one that should demand the immediate attention of the legitimate retail grocer. The prices being quoted to consumers by these particular retail stores are in some cases less than the wholesale price and the surprising feature of the situation is that the firm in question continues to enjoy the patronage of other retailers who are in direct competition.

Sugar. The trade locally were more or less surprised to receive notice of a reduction of 15c per 100 lbs. on all grades of sugar on October 7th. The condition of the raw sugar market did not justify any reduction at the time it is therefore assumed the change locally was in the nature of an adjustment. Cuba seems to control the available supply of raw sugar and as new crop sugar will not come on the market until the middle of December, no further reductions are looked for.

Sardines. The first shipment of 1924 pack, King Oscar brand sardine reached the market early this month. The market here has been bare for some time. The price is considerably less than last year, going to the trade at $14.00 per case of 100 ¼ tins.

Lobster. New pack Eagle Brand lobster is now on the market. This year's shipment having come forward via the all water route, prices are lower than last year being $2.40 per dozen for ¼s and $4.40 per dozen for ½s.

Campbells Tomato Soup. The first shipment of this Falls pack of Campbells Tomato Soup arrived in Vancouver Oct. 15th. The present price of $1.40 per dozen will be in effect until January when advances may be effective. No change in other varieties.

Another New Product. The Quaker Oats Co., are introducing to this market Quaker "Quick" oats, a product that is partially cooked and can be prepared for the table in five minutes. The price is $5.00 per case of 20 packages for the non-premium package and $6.35 per case for the premium package.

Tea. Advances have already taken place on some lines of bulk, and local package teas, will probably have advanced before we go to press. The retailers should buy his requirement for some months ahead because an increase of from 2 to 5 cents per lb. is inevitable.

Shelled Walnuts. It is very doubtful if this years crop of Manchurion shelled Walnuts will be available for Xmas trade. Customarily new crop shelled walnuts reach this market about Dec. 1st. Present hostilities in China, however, are centered in and around the walnut districts, and local brokers with Chinese connection, are unable to get anything definite as to price or delivery from their Oriental connections. Best quality dry cracked white halves are being held firm by wholesales at 46c to 52s per lb., with a grave possibility that prices will advance to 60c before Xmas.

Canned Vegetables. The packing of Tomatoes has been completed under fairly favorable conditions, opening prices have not yet been named but the opinion seems to be that they will not be as high as last year. The U. S. pack has been disappointing, particularly in the Eastern States. Opening prices on string beans were named early in the month. They are $1.85 per dozen for Refugees and $2.00 per dozen for Golden Wax, about 10% higher than last year.

Dried Fruit. Raisin prices are very uncertain. Australia has ratified the trade agreement with Canada, whereby the products of the country will be exchanged on a reciprocal basis. It is the intention of the Canadian Government to increase the tariff in raisins and currants from countries other than British possessions from 2/3c per lb. to 3c per lb. Immediately this new tariff becomes effective, local prices on these commidities will advance correspondingly. All other lines of dried fruit are very firm.

SUCCESS OF "WITCH HAZEL" SOAP SELLING COMPETITION.

In the September issue of this publication mention was made of the selling competition sponsored by the Local Branch of the Retail Merchants Association, when prizes were offered for the highest aggregate sales made during a stipulated time of "Witch Hazel" soap, a product manufactured locally by the Royal Crown Soaps Limited.

There is no doubt that the event was a big success from every point of view, and the manufacturers in announcing the awards, pay tribute to the method in which the competition was conducted by the local Branch of the Association, as the following communication to the trade will prove:—

THE ROYAL CROWN SOAPS LIMITED.

Vancouver, Canada.

Dear Sir or Madam:

It is a pleasure to extend the thanks of The Royal Crown Soaps Limited for the practical interest and sales activity displayed by the retail trade in the recent friendly "Witch Hazel" competition.

We also wish to congratulate the Executive of the Retail Merchants' Association upon the originality and organization of this contest. It is our opinion that, although the actual sales volume has not been large, there is no doubt that the retail trade as a whole demonstrated that a campaign of this kind can be made very successful indeed when full co-operation is secured.

The winner of the First Prize (Fifteen jewel Waltham Watch) made a remarkable showing, and hearty congratulations are extended to Mr. W. W. McEwan, McDowell's Grocery, 938 Granville St. The winner of the second prize (Seven Jewel Admiral Watch) is Mr. M. R. Phillips, West End Drug Store Ltd., 988 Denman Street, whom we also congratulate and thank.

The competition is over, but we earnestly request that you maintain your interest in Royal Crown Witch Hazel—a B. C. Product. We, as manufacturers, will do our part in maintaining the policy of a fixed minimum retail price for your protection.

Yours faithfully,

The Royal Crown Soaps Limited,
(Signed) J. E. Stinson,
Sales Manager.

Braid's Best COFFEE

You Can't be too enthusiastic about Braid's —It's the best by test.

Wm. Braid & Co., Ltd., Vancouver, B. C.

Out with a spoon? —Get a tub!

IT *is* raining profits every day—for the public must have food, soap, and the other necessities a grocer carries. Are you out in this rain with a spoon?

Are you selling one turnover brands? The unadvertised, unknown kinds? Folks don't like to eat or use products they never heard of before. Because they're uncertain of the quality. They can buy brands of which they *are* sure for just as low a price. Many years of national advertising sold the well-known brands to them. Demand is sensational. The turnovers are many! *And of course the bigger the turnover the more profits the grocer gets.*

This is the very simplest, and most successful, of business methods. But some grocers cannot see it. And they are losing money every day! It's raining profits and they're trying to catch them with spoons instead of tubs — with long-mark-up, one-turnover products—instead of quick-moving brands that give *many turnovers.*

Nation-wide investigation among grocers revealed the amazing fact that 75% of the average toilet soap stock *is dead.*

Of the 8 to 17 soap brands carried, 3 bring in 85% of the business. These 3 turn over many times yearly. They are *tubs* in which to catch real profits!

The other 5 to 14 soap brands turn over once yearly. With them you're trying to catch the rain of profits in a *spoon*!

You can't get profits with small demand. Instead you *lose* money—because they eat up what you make on fast sellers. Cut out seldom called for brands that eat up profits. Give big display to well-known advertised leaders.

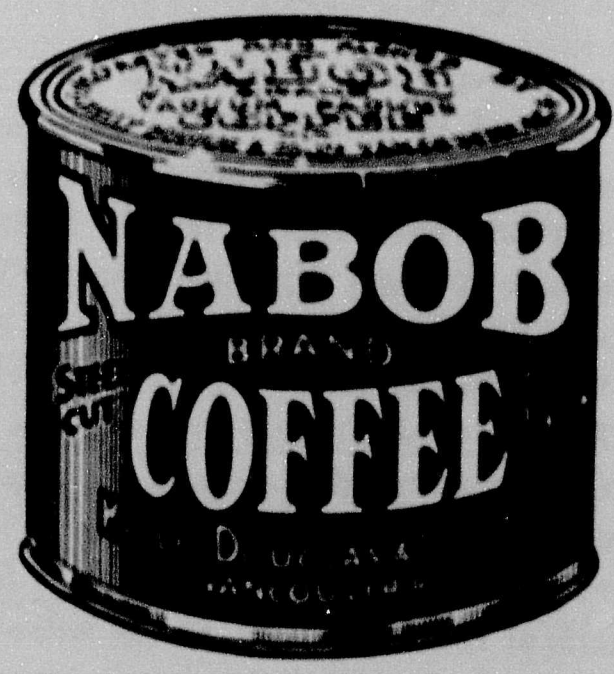
More than one-third of the people in this country prefer and *use* Palmolive.

It is your best, biggest profit getter in the soap line.

2569

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.

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

The Certified Grocer

Washington Retail Grocers Association Favor Enactment of Law to Determine Status of Legitimate Grocer.

Retail grocers in the State of Washington are making a determined effort to have an Act embodied in the statute books of that State, which will eventually bar any but certified grocers from operating retail grocery establishments.

The proposed Act is lengthy and comprehensive, detailing not only the status of the grocer himself, but that of the grocer's clerk, and the grocer's apprentice.

Registered Apprentice.

The proposed Act provides that any citizen of the country, or any citizen who has declared his intention of becoming a citizen of the country, may apply for a certificate of qualification to act as a grocer's apprentice, which certificate shall entitle the applicant, for a period of not more than three years, so long as such certificate shall remain in force and unrevoked, and so long as he shall pursue the courses of study prescribed for grocer's apprentices, and shall be continuously employed as a grocer's apprentice, to be known as, and to wear a badge, or other identification prescribed by the director of licences, indicatings that the holder of such a certificate is a registered grocers' apprentice.

Certified Clerk.

Sec. 4. Any citizen of the United States, or any person who has duly declared his intention of becoming such citizen, residing in the state of Washington, being over twenty-one years of age an dof good moral character, and who has been engaged in selling articles used for human food for not less than three years, may apply to the director of licenses, upon a form to be prescribed for that purpose, for examination and for the issuance to him of a certificate of qualification to act as a grocer's clerk, and any such applicant, upon successfully passing the examination provided for, shall be issued the certificate applied for, which certificate, so long as it shall remain in force and unrevoked, shall entitle the holder thereof to be known as, an dto wear a badge or other identification prescribed by the director of licenses indicating that the holder of such certificate is, a "certified grocer's clerk."

Sec. 6. It shall be unlawful for any person, firm or corporation, other than the holder of the certificates provided for in this act, to assume or use the title or advertise or use any words, letters, or figures to indicate that the person using the same is a registered grocer's apprentice, or certified grocer's clery or certified grocer.

Sec. 7. All applications for certificates of registration as grocer's apprentices, or certificates of authority to act as certified grocers' clerk or certified grocers, shall be filed with the state treasurer, together with the required fee to be paid in advance for such certificate or examination, and it shall be the duty of the state treasurer, on the next business day after the receipt of any such application and advance fee, to transmit the application, accompanied by his duplicate receipt for the fee, to the department of licenses, and to deposit in the state treasury to the credit of the general fund the balance of moneys received as advance fees under the provisions of this act, on hand at the close of the preceding day, after making all corrections an drefunding all over-payments. It shall be the duty of the secretary o fthe department of licenses, upon the receipt o fany application, for registration, certification or examination as provided in this act, accompanied by the treasurer's duplicate receipt for the fee, to notify the applicant o fthe day an dplace of the next examination applied for, an dall certificates authorized by this act shall be issued or revoked in the manner provided by law for the issuance an drevocation of licenses by the director of licenses. Any person who shall fail to comply with, or violate any of the provisions of this Act, shall be deemed guilty of a misdemeanor.

Sec. It is specifically understood that any certificate granted under this act shall not be transferable.

Sec. 9. All certificates issued hereunder shall date from the passage of this act, and in no case shall be retroactive.

It stipulates that "the director of licences shall enjoy the co-operation of the supervisor of food, feeds, drugs and oils, and the supervisor of weights and measures in the department of agriculture, and the supervisor of purchasing and the state dietitian in the department of business control, to, and from time to time, establish an dprovide for courses of study in the subjects of food and food values, commercial English, commercial arithmetic, elementary bookkeeping, laws relating to pure food, and sanitary methods of handling same, methods of business, and such other kindred subjects as may be deemed expedient, to be pursued by grocers' apprentices and applicants for certificates as grocers and grocers' clerks, the governor of the State to appoint a board of examiners consisting of three grocers of at least five year's experience, who shall hold written examinations of applicants, at least semi-annually. The fee for applicants for apprentices certificates shall be five dollars and that of grocers and grocers' clerks ten dollars.

The Act is devised to take care of reputable grocers who have already been in business in the State of Washington for at least three years. Such grocer shall, upon successfully passing an examination be issued a certificate, and he may then advertise his business as that of a certified grocer, but "no person, firm or corporation shall be entitled to receive and use a certificate or be known as a certified grocer, until all the employees of such person, firm or corporation engaged in selling articles for human food, shall be certified grocers' clerks or registered grocers' apprentices.

IF IT STICKS THIS WILL MEAN HARDER SLEDDING FOR MAIL ORDER FIRMS.

A brand new and entirely unique method of fighting mail-order houses has been uncovered in South Dakota. The following from the bulletin of the South Dakota Retailers' Association is a new idea that appears worth looking into. At least, the experiment will be watched with tremendous interest all over the country. The bulletin says:

"Recently Montgomery, Ward & Co. shipped a carload of catalogs to a distribution point in South Dakota. On their arrival the assessor placed a valuation on them of nearly five thousand ($5,000) dollars and taxed them on that basis.

"The catalogs are as much the personal property of the mail-order house as a merchant's stock is his personal property, and every merchant has to pay a tax on his personal property. There is a question as to whether the tax can be made to stick, but the case is interesting and worth looking into.

PEAK FREAN BISCUITS FOR CANADA.

Announcement is made that the Harry Horne Company, of Toronto, have been appointed supervising agents for the well-known Peak Frean Company's biscuits in Canada, and Mr. Horne, together with F. J. Hook (export manager of the company, from London, England), was recently on a coast trip arranging for distribution of these biscuits.

Some National Advertisers Who Used "BRITISH COLUMBIA RETAILER" During the Past Year

Ford Motor Co. of Canada, Ltd.
Palmolive Company, Ltd.
California Packing Corporation.
Holbrooks, Ltd.
Heinz & Co.
International Business Machines Co. Ltd., Toronto.
Canadian Toledo Scale Co. Ltd., Windsor.
National Cash Register Company, Toronto.
Caandian Postum Cereal Company, Toronto.
Kellogg Corn Flake Company, Toronto.
Royal Crown Soaps, Ltd.
Dominion Canners B. C. Ltd.
Borden Company Ltd.
Fleischmann Company.
P. Burns & Company.
W. Clark, Ltd., Montreal.
E. B. Eddy Company.
Carnation Milk Products Co. Ltd.
E. W. Gillett Co. Ltd.
Beech-Nut Company o fCanada, Ltd., Hamilton.
Swift Canadian Company, Ltd.
McCormick Manufacturing Co.
Lake of the Woods Milling Co., Ltd., Montreal.
Connors Bros., Black's Harbour, N. B.
N. K. Fairbank Company.
Hedley Shaw Milling Company.
A. Macdonald & Co., Ltd.
Tuck & Lightfoot, Ltd.
Canada Starch Co., Ltd.
Thos. Davidson Manufacturing Co., Ltd.
Canada Colors & Chemicals, Ltd., Toronto.
Gurney Foundry Co., Ltd., Toronto.
Meakins & Sons, Hamilton.
Dominion Oilcloth & Linoleum Co., Ltd., Montreal.
Brandram-Henderson, Ltd.
Martin-Senour Co., Ltd.
Beach Foundry Company, Ottawa.
Minard's Liniment Company.
Canadian Paint, Oil & Varnish Manufacturers' Assn.
Dominion Cartridge Company.
Marshall Wells B. C., Ltd.
Peerless Underwear, Hamilton.
Chipman Holton Knitting Company, Hamilton.
Monarch Knitting Company, Ltd., Dunnville, Ont.
Circle Bar Knitting Company, Kincardine, Ont.
Atlantic Underwear, Ltd., Moncton, N. B.
C. Turnbull Company, Ltd., Galt, Ont.
Penmans, Ltd., Paris.
Continental Paper Products, Ltd., Ottawa.
Interlake Tissue Mille.
J. C. Wilson, Ltd.
Woods Manufacturing Co., Ltd., Winnipeg.
Northwestern Mutual Fire Ins. Co., Hamilton.

"The Paper the Retailer Reads"

The Recognized Medium for covering British Columbia, Alberta and the Yukon.

Ignorance Not Always Bliss

Canada protects its food supplies by stringent laws which strangely enough it does not enforce on goods produced abroad and marketed here.

Thus on every tin of Clark's Prepared Foods the seal "Canada Approved" shows that all meats used have been inspected, but imported meats in tins are in most cases free from searching inspection in the countries where they are packed and are absolutely exempt from inspection in Canada.

Thus imported chicken may be veal—but Clark's must be and is chicken.

In the long run the advantage will rest with Clark's Products—but in the meantime—from the consumers' point of view—Ignorance indeed is **not** always bliss.

CANADA 1524 APPROVED

This legend is on all Clark Prepared Foods containing meats.

ARE YOU HANDLING
RAMSAY'S "QUEEN ROYAL" LINE OF CREAM SODAS

Packed in large and small tins. A delicious appetising 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.

Three Times a Day—They Make the Choice

You know that healthy people eat more than people in poor health. And you know that groceries are a large part of their food. It is to your advantage to do your share in keeping your customers healthy and hearty.
Sell them the health and strength that's in the famous little cakes of Fleischmann's Yeast and watch all your sales grow.

FLEISCHMANN'S YEAST
The Fleischmann Company
SERVICE

The Passing of the One-store Retailer

Eastern Visionary Forecasts Utter Annihilation of Individual Retail Merchant.

A writer in an Eastern publication has uttered a warning note to the retail trade, wherein he sees a four-cornered fight for the business of the country between the big chain systems, the mail-order houses, five-and-ten stores, and a new octopus which is slowly rising above the horizon—the chain department store. In this fight which he believes is coming he contends that the chain department store occupies the best strategical position. A careful reading of this writer's arguments however reveals his ignorance in that particular regard. Take for instance, the case of groceries. Very few chain department stores can sell groceries for the profit has been found inadequate to cover the heavier overhead under which they operate.

Nevertheless he prophesizes the doom of the little retailer before this vast aggregation of capital, and forsees the time when the fight for business will be between the big corporations with the independent retailer either entirely eliminated, or occupying such an unimportant position as to be entirely negligable. He says:—

"Fifteen years ago the groceries, shoes, clothing, drugs, and other essentials that we buy from day-to-day were sold by corner stores, owned by men whom we knew or knew about, or else at department stores whose owners were still prominent citizens in the local community. Today we buy them from million-dollar corporations operating hundreds of stores just like ours in a hundred other cities.

"During the last ten years a revolution in retail selling has taken place, equalling in importance the growth of the corporation, and the trust in the manufacturing field, which occurred during the last century. It has been much the same story. The individual owner of the individual store is being swept aside before the greater economies, the larger profits, and the increased efficiency of large concerns, owned by thousands of stockholders operating on a national scale.

"The battle of big corporations against the little store keeper is well under way to success. While the small stores still do business in great numbers, there is hardly a city, town or village in the country in which the corporation retailer is not interested. The contest which has still to be decided is between the big corporations themselves. This struggle is not merely between rival concerns fighting for markets, but between different methods of selling goods represented by groups of big firms. The chain stores, five-and-ten cent group, the mail-order houses and the department stores, are engaged in a battle royal for supremacy." In comparing the department and chain specialty stores the following contentions are probably correct:

"The weakness of the department store in comparison with the chain specialty shop is due to absence of concentration. This is felt in several directions. Take purchasing for example. While a department store may do a total business of $10,000,000 this volume is split up into perhaps one hundred departments, each handling a different line of goods, which means that purchases of a single kind are reduced to $100,000 each. The chain specialty store concentrates its entire purchases in a narrow field of goods. The advantage is obvious—both in price concession and overhead.

"The department store has, on the other hand, the advantage in several directions over the specialty chain store. The well established department store has built up a good-will and reputation that a chain or specialty shop will take a long time to attain, and must needs go through an expensive stage of development operating in high-priced street-floor locations. In addition, the department store has a relatively large volume of business which permits of advertising on a scale which the limited business of each city's chain or specialty shop cannot well afford."

"The past fifty years have seen the growth of the single department store units; the next fifty years will see the consolidation of these many units into large powerful groups."

True there is a menace and a very serious menace from chain store organizations, but it is somewhat irksome to read the meanderings of "space writers" who from tissue of fact evolve an elaborate fantacy without truly analyzing the fundamentals of the case. His contention that the chain stores are going to clean up the individual retailer is unpremediated absurdity, and if our guess is correct, the chain department stores have almost reached their limit. They cannot go on increasing their overhead and get away with it in competition with the smart individual retailer, who has learnt how to specialize in a few commodities, in preference to carrying a diversified line.

As we look at the future, the chain department stores are going to have a hard fight to maintain themselves against the aggression of the specialty shop, whose rent is lower, and everything entering into overhead less in comparison.

The big institutions with vast sales have not the earmarks of a solution for the merchandise problem of the future. Because the small store has the best of it from the basis of overhead the chain department store is going to have a difficult time in crushing the dry-goods dealer who specializes and knows how to buy.

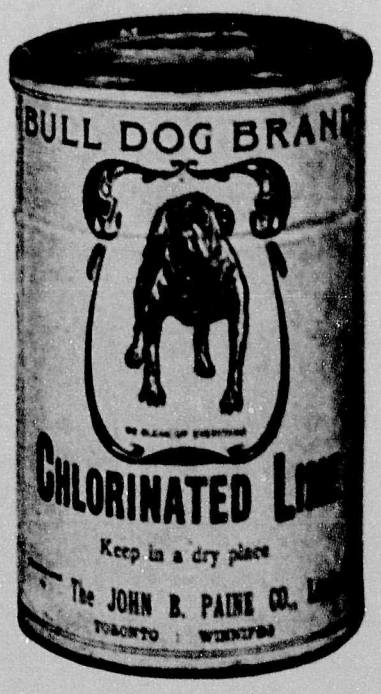
Also, how are the chain stores going to whip the retail grocer who is learning to get his business on a proper basis, with low overhead.

If good management, plus low overhead means anything, chain stores, department or otherwise, including mail order houses, will have to watch their step if they are to survive the one-store dealer who knows his business as he ought to know it.

DAVID SPENCER LIMITED BUYS VICTORIA BUSINESS.

One of the most important commercial transactions of the year took place at Victoria recently when the firm of David Spencer Limited purchased the house furnishings business of Weiler Bros. The consideration is reported to have been in the neighborhood of $250,000.

Both firms are pioneers in the commercial life of British Columbia, having been established in Victoria in the early days of the province.



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.

Prices Greatly REDUCED

on

MAGIC SODA

Our revised price list effective Sept. 27, 1924, shows an average reduction of

Over $2.00 per case

Push *MAGIC SODA* — it has the quality that will satisfy your customers

E. W. GILLETT COMPANY LIMITED

Winnipeg TORONTO Montreal

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	.96
15c Assorted Sweet Biscuits, fancy carton, per dozen	1.40
Chocolate Bars, assorted kinds, 2 doz. to a box, per box	.93
Cream Sodas, 2s, tins, each	.40
10c Cream Sodas, packages, doz.	.70
15c Cream Sodas, packages, doz.	1.25
Family Sodas, pkgs., per doz.	2.40
Queen Royal, Cream Sodas, per lb.	.14
Queen Royal, tins, each	.38

E. W. GILLETT CO. LTD.

	Per case
Royal Yeast—	
3 doz. pkgs. in case	2.30
Pure Flake Lye—	
4 doz. in case	5.95
5 cases	5.85
10 cases, 4 doz. in case	5.80
Magic Baking Powder—	
4 oz. 4 doz.	5.85
6 oz. 4 doz.	7.75
8 oz. 4 doz.	9.25
12 oz. 4 doz.	12.50
5% 5 case lots.	
Magic Soda, Case No. 1—	
1 case (60 1-lb. packages)	5.20
5 cases or more	5.10

Bi-Carbonate of Soda—	
112 lb. kegs, per keg	6.40
400 lb. barrels, per barrel	21.85
Caustic Soda (Granulated)—	Per lb.
10 lb. canister (100 lbs in case)	15½
100 lbs. iron drums	12½
Cream of Tartar—	Per doz.
¼ lb. paper pkgs. (4 doz. in case)	1.35
½ lb. paper pkgs. (4 doz. in case)	2.60
½ lb. cans with screw covers (4 doz. in case)	3.50
1 lb. cans screw covers (2 doz. in case)	6.25
5 lb. square canisters, ½ doz. in case)	
10 lb. woden cases	53½
25 lb. wooden pails	49
100 lb. lined kegs	40
360 lb. lined barrels	38½
	37

KELLY, DOUGLAS & CO., LTD.

Nabob Products

Allspice, No. 3, tins doz.	1.60
Baking Powder, 48 12 oz., doz.	2.65
Baking Powder, 48 16 ozs.	3.75
Baking Powder, 12 2½s, doz.	8.30
Baking Powder, 6 5s, doz.	15.10
Baking Soda, 60 1s, case	5.20
Baking Soda, 24 ½s, doz.	.60
Borax, ¼s, doz.	.75
Black Pepper, tins, doz.	1.00
Celery Salt, glass, doz.	1.00
Nabob Coffee, small tins each	.31
Coffee, 1c lb.	.54
Coffee, 1c lb.	.54
Custard Powder, doz.	1.00
Quick Tapioca, doz.	1.00
Chocolate Pudding, doz.	1.00
Chili Powder, small, doz.	1.40
Cinnamon, 2 oz. tins, doz.	1.10
Cayenne Pepper, 2 tins, doz.	1.10
Cloves, small, doz.	2.40
Curry Powder, 4 oz. glass, doz.	1.75
Ginger, small, doz.	1.10
Extracts (except vanilla) 2 oz. doz.	2.50
Extracts (except vanilla) 4 oz. doz.	4.75
Extracts (except vanilla) 8 oz. doz.	9.00
Extracts (except vanilla) 16 oz. doz.	17.00
Vanilla Extract, 2 oz., doz.	3.00
Vanilla Extract, 4 oz., doz.	5.75
Vanilla Extract, 8 oz., doz.	11.00
Vanilla Extract, 16 oz. doz.	21.00
Mace, small, doz.	1.40
Nutmeg, small, doz.	1.10
Paprika, small glass, doz.	1.50
Pastry Spice, 2 tins, doz.	1.10
Poultry Dressing, Sage, Savory, Thyme, Tumeric, tins, doz.	1.05
Pickling Spice, doz. No. 3	.95
Marjoram, Mint, Parsley	1.15
Tartaric Acid, ¼s, doz.	2.00
White Pepper, tins, doz.	1.15
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

(Continued on page 17)

ASSOCIATION NOTES.

Provincial Secretary Makes Tour of Interior Branches.

In line with wishes expressed by delegates to the Merrit Convention the Provincial Board of the R.M.A. has made arrangements for Provincial secretary Walter F. Ing to visit branches of the Association in various parts of the Province.

These araringements include the appointment of an assistant in the local office to take over the routine work, and J. A. Ure has for some weeks being acquainting himself with details of the work in the position of assistant secretary.

This will relieve the provincial secretary of a number of minor details, and enable him to devote considerable time to the problems of distant members. It is hoped that members in the points visited will meet Mr. Ing with questions prepared pertaining to their particular difficulties, and with suggestions which they may consider necessary for service improvement.

The following live issues are among those to be discussed by the provincial secretary, and other officials of the Association, who may acompany him:—

Price Maintainance, Credit and Collection Service.
Logical Service of the Local Branch Executive.
Merits of a regularly held style show.
Personal Property Tax, etc., etc.

The following schedule is an advance notice, subject to minor changes, local branches receiving definite advice by letter as to dates and arrangements:—

Leave Vancouver, Monday, October 13th.
Arrive Revelstoke, Tuesday, October 14th.
Leave Revelstolke, Wednesday, October 15th.
Arrive Nelson, Wednesday, October 15th.
Leave Nelson, Friday, October 17.
Arrive Cranbrook, Friday, October 17.
Leave Cranbrook, Saturday, October 18.
Arrive Nelson, Saturday October 18.
Leave Nelson, Saturday, October 18.
Arrive Penticton, Sunday, October 19.
Leave Penticton, Tuesday, October 21.
Arrive Kelowna, Tuesday, October 21.
Leave Kelowna, Wednesday, October 22.
Arrive Vernon, Wednesday, October 22nd.
Leave Vernon, Thursday, October 23.
Arrive Armstrong, Thursday October 23.
(Drive to Enderby.)
Leave Armstrong, Friday Evening, October 24.
Arrive Kamloops, Friday Evening, October 24.

The world's most famous baking powders

To the housewives they mean purity, wholesomeness and reliability.

To the dealer they mean satisfactory profit, satisfying turnover and satisfied customers. *It pays to carry them.*

Made with cream of tartar,—no finer baking powders can be produced. *Order from your wholesaler.*

Made in Canada

GROCERS' CONCERT

Greater Vancouver Grocers Section R. M. A. Holds Successful Whist Drive and Concert—Prizes Awarded Winner in "Witch Hazel" Sales Competition.

With the idea of encouraging co-operation between the manufacturer, wholesaler and the retail merchant, a social evening, sponsored by the grocers section of the R. M. A., to which leading local distributors, manufacturers and their ladies were invited, was held at the Manufacturers' Building, Granville Street, on Wednesday, October 8th last.

The whist drive passed off succesfully under the able direction of . Mr. White, well known Vancouver grocer, and visitors were not backward in expressing their pleasure at the varied programme which followed a welcome buffet supper.

During the proceedings T. F. McDowell, who is an ardent supporter of the Association, addressed the assembly upon that popular topic "Maintained Price," and handled his subject in an interesting manner. Hugh Morrow, chairman of the Vancouver grocers' section, acted in that capacity.

It was at this social evening that F. T. Schooley, local manager for the Royal Crown Soaps Limited, took occasion to award the prize offered the winner in the "Witch Hazel" soap selling competition, the first prize going to W. W. McEwen, member of the staff of T. F .McDowell, grocer, Granville Street, who was the recipient of a handsome gold watch, he having made the largest number of sales.

Mr. Schooley congratulated the executive of the R. M. A. upon the manner in which this competition was managed, and predicted that such a scheme, now the experimental stage was safely passed, would find increasing favor among manufacturers.

Gatherings of this kind do more than any one other thing to engender a spirit of co-operation among the various factors of distribution, and should be encouraged on all possible occasions. It must, however, be remembered that this special display method of furthering sales of dependable merchandise which is arousing such interest, is not confined to Vancouver, but efforts are now being made to enable all merchants in the province to take advantage of the scheme, and it is proposed that it will eventually become a Dominion-wide practice, sponsored by the executive of the Retail Merchants' Association of Canada.

Repeat it —

Mc-C-O-R-M-I-C-K-'S

McCORMICK'S present advertising is after the repeat orders—reminding thousands of housewives from coast to coast to place another order with you today for a package of McCormick's Jersey Cream Soda Biscuits.

McCormick's products well displayed—
Bring in big profits and new trade.

McCORMICK MFG. CO. LIMITED

London **Ontario**

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

Bags to satisfy—that's all

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

These bags are made by the Woods Manufacturing Company at Winnipeg, only Western Canadian bag makers, on some of the most up-to-date paper bag making machinery in Canada.

Our business is to turn out bags of quality at proper prices. That our growth has been so steady is due to our friends, the retail trade, recognizing the superior quality, service and satisfaction found in using these bags.

We would be glad to send you samples.

NORFOLK PAPER CO. LTD.

136 Water St. Sey. 7868 VANCOUVER, B.C.

Agents for B. C.

Woods Manufacturing Co. Ltd.

Winnipeg, Manitoba

(Continued from page 14)

ings (Chocolate, Rose, Pink, Lemon Vanilla, White, Almond, Orange) doz.		1.45
lly Powder, doz.		.95
emonade Powder, doz.		2.25
lustard, 1s, doz.		8.50
lustard, ½s, doz.		4.50
lustard, ¼s doz.		2.40
ulphur, ½s, doz.		.65
ea, Green Label, ½s, per lb.		.67
ea, Green Label, 1s, per lb.		.66
3s, lb. packages		.62
½ lb. packages		.61
ea, de Luxe, Afternoon, 1 lb.		.78
ea de Luxe, Afternoon ½s per lb.		.80
ea, de Luxe ¼s per lb.		.86
inegar, doz.		2.39

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

Arrowroot (St. Vincent)		
12/4 oz cins.	per doz.	1.40
12/8 oz	per doz.	2.75
Baking Powder (Pure Phosphate)		
48/12 oz.	per doz.	3.00
12/2½s	per doz.	9.85
12/5s	per doz.	17.85
Baking Soda		
12/4 oz. cins	per doz.	.45
12/8 oz. cins	per doz.	.60
Cocoa		
24/4 oz.	per doz.	2.25
Coffee (Vacuum Pack)		
1 lb. tins	per lb.	55
Cream of Tartar (99% pure)		
12/4 oz. cins	per doz.	1.25
12/8 oz. cins	per doz.	2.40
12/1s tins	per doz.	5.00
Custard Powder		
4 oz. cins	per doz.	1.00
8 oz. cins	per doz.	1.90

Drug Sundries		
Borax, 12/4 oz.	per doz.	.75
Epsom Salts 12/4 oz. ctns		.60
Sulphur, 12/4 oz. ctns	per doz.	.60

Extracts	Vanilla	All other Flavors
12/2 oz., per doz.	3.00	2.50
12/4 oz. per doz.	5.75	4.75
8 oz. per doz.	11.00	9.00
16 oz. per doz.	21.00	17.00
25 oz. per doz.	30.00	24.00

Glycerine		
12/2 oz bts.	per doz.	1.75
12/4 oz bts.	per doz.	3.25
Honey		
24/8 oz. jars	per doz.	2.25
24/12 oz. jars	per doz.	3.00
24/2s tins	per doz.	4.50
12/4s tins	per doz.	9.00
Jelly Powders (all flavors)		
12/4 oz.	per doz.	.95
Lemonade Powder:		
12/4 oz ctns	per doz.	1.25
12/8 oz ctns	per doz.	2.25
Mustard		
12/2s tins	per doz.	1.50
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.	1.00
Cinnamon 12/3 tins	per doz.	1.10
Cloves 12/3 tins	per doz.	1.40
Curry Powder 12/3 tins	per doz.	1.25
Chili Powder	per doz.	1.50
Ginger 12/3 tins	per doz.	1.10
Mace 12/3 tins	per doz.	1.50
Marjoram 12/3 tins	per doz.	1.15
Mint 12/3 tins	per doz.	1.15
Nutmeg, 12/3 tins	per doz.	1.50
Paprika 12/3 tins	per doz.	1.40
Parsley 12/3 tins	per doz.	1.15
Pastry, mixed, 12/3 tins	per doz.	1.15
Pepper, black, 12/3 tins	per doz.	1.00
Pepper, cayenne 12/3 tins	per doz.	1.20
Pepper, white, 12/3 tins	per doz.	1.15
Pickling Spice 12/3	per doz.	1.15
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.	.90
Whole Nutmegs, 12 ctns	per doz.	.90
Whole Pickling 12 ctns	per doz.	.90
Celery Salt, taper tots.	per doz.	1.50
Curry Powder, taper bots.	per doz.	1.75

Tea		
100/1s	per lb.	.65
60/¼s	per lb.	.67
30/1s and 20/½s assorted	per lb	.66
12/5s	per lb.	.68
Vinegar		
24 qts.	per doz.	2.40
Marmalade		
12/4 litho tins	per doz.	8.40

Jams		
Assorted 12/4 tins	per doz.	8.25
Apricot 12/4 tins	per doz.	8.50
Black Currant 12/4 tins	per doz.	9.00
Gooseberry 12/4 tins	per doz.	8.50
Loganberry 12/4 tisn	per doz.	8.50
Peach 12/4 tins	per doz.	8.00
Plum 12/4 tins	per doz.	7.25
Raspberry 12/4 tins		8.50

(Continued on page 18)

Customers Confidence!

SELLING SHELLY'S 4X BREAD, which both the seller and the buyer know to be of exceptional merit, makes satisfied and permanent customers.

Dealers know, from having heard so many of their customers praise it, that SHELLY'S 4X BREAD is always uniformly good.

The dealer who handles SHELLY'S 4X BREAD is certain of sales and profit—our effective advertising will create a willingness to accept SHELLY'S 4X BREAD—and, remember—every person who comes in for a loaf is a possible customer for other goods.

SHELLY BROTHERS

VANCOUVER
NEW WESTMINSTER
VICTORIA
NANAIMO

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.

(Continued from page 17)

P. BURNS & CO. LTD.

Shamrock Products.

Ayrshire rolled shoulders per lb.	.16
Bacon, Shamrock, 6-8 per lb.	.36
Baked ham, with dressing, per lb.	.40
Creamery Butter, Shamrock, cartons	.42
Cheese, Canadian, large, per lb.	.24
Cheese, Canadian, twin, per lb.	.24½
Compound, Carnation, No. 5, 12-case	9.85
Compound, Carnation No. 3, 20-case	9.90
Cooked hams, Shamrock, per lb.	.38
Dominion hams, 12-16 lbs.	.25
Dominion Bacon, 6-10 lbs. per lb.	.28
Dominion Bacon, 10-14 lbs. per lb.	.25
Dominion Shoulders, boned, and rolled	.18
Dripping, beef, 4-lb. bricks	.18
Hams, Shamrock, per lb.	.28
Hams, boned and rolled, per lb.	.32
Head Cheese, 5-lb. tins, each	.50
Jellied tongue, per tin	1.60
Lard, No. 5, 12 to case	10.75
Lard, No. 3, 20 to case	10.80
Lard, carton, 15-lbs.	.19¼
Lard, No. 1, cartons, 30-lbs.	.19
Mincemeat, kits, 25-lb. net, per lb.	.14
Meat Loaf, per lb.	.17
Pork Pies, per doz.	.35
Pork, roast legs with dressing, lb.	.40
Smoked fish, kippers, 20s per lb.	.10½
Smoked fish, kippered salmon, 10s and 20s, per lb.	.12½
Smoked Cod, 30s per lb.	.16
Selected fowl, per lb.	.24
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	4.80
"Apex" Soap Flakes, 12 1 lb pkts, box	2.40
A La Francaise Castile, box of 25	4.05
Blue Mottled, box of 20	6.25
Crown Oatmeal, 24 6s, box of 144	4.85
Climax or Montreal (wrapped) box 25	6.00
English Blue Mottled, box of 20	6.25
Golden West, 5s box of 120s	4.50
Golden West Powder, 3 lb. box of 24	6.60
Golden Bar, box of 30	2.55
Klondyke (wrapped) box of 25	4.00
Klondyke (unwrapped) box of 25	3.85
Klero Glycerine, box of 144	6.85
Linen (unwrapped) box of 100	3.85
Liquid Ammonia, 2 doz. qts. box of 24	4.10
Liquid Blue, 2 doz. qts. box of 24	4.10
Mechanic's Pine Tar, box of 100	5.00
Mechanic's Pine Tar, box of 50	2.90
Olive Castile, cakes, box of 200	4.55
Primrose (wrapped) box of 25	4.00
Extra hard unwrapped, box of 30	2.55
Perfect (unwrapped) box of 100	3.85
Write for Toilet and Hotel Soaps. Special prices on 5, 10, 25 and 100 boxes.	
Pendray's Lye, box of 48	1.35
Pendray's Powdered Ammonia, box 24,	1.65
Special prices on 5, 10, 25 and 100 boxes.	

Pendray's Water Glass, Egg Preserver—

Cases 24 tins per case	4.60
Red Crown, box o f25	4.00
Royal Laundry Flakes, 44%, in barrels	.13
(Special price on contract)	
Royal Crown Soap 6s 144s	3.50
Royal Crown Powder, box 24s only	4.60
Royal Crown Powder, 1 lb box of 50	4.85
Royal Crown Cleanser, 48 sifter tins	3.60
Royal Crown Lye, box of 48	1.35
Royal Crown Naptha box of 100	4.00
Royal Crown Powdered Ammonia 1 lb	1.85
White Wonder, box of 100	5.25
White Swan Soap, 5s box of 120	3.00
White Swan Naptha, box of 100	4.00
White Swan Washing Powder, 3 lb., box of 24	4.60

J. W. BERRY,

198 Hastings St. West, Vancouver.

Bulk Teas—

Chests, choicest tippy Indian B.O.P. 100 lbs. nett, duty paid	.54
Chests, choice, heavy liquoring, Indian, B. P. 100 lbs. nett, duty paid	.50
Chests, fine Indian B.P. 100 lbs. nett, duty paid	.44
Chests, good liquoring Indian B.P. 100 lbs. nett, duty paid	.40
Very good quality	
½ Chests, Ceylon, B.O.P. duty paid	.44
½ Chests Ceylon B.P. duty paid	.32

THE CANADA STARCH CO. LTD.

Laundry Starches—

Canada Laundry Starch, 40-lb. box	09¼
Canada White Gloss, 1-lb. pkgs.	09¼
Acme White Gloss, 1-lb. pkgs.	09¼
No. 1 White, 200-lb. kegs	09¼
Edwardsburg Silver Gloss, 1-lb. pkgs. 40-lb.	09¼
Edwardsburg Silver Gloss 6/1-fancy tin canisters, 40-lbs.	13¼
Edwardsburg Silver Gloss 6/1 drawer box, 36-lb.	13¼
Edwardsburg Silver Gloss, 100-lb. kegs	13¼
Celluloid Starch, (boxes of 45-pkgs per case)	13¼
	4.05

Culinary Starches—

Benson's Celebrated Prepared Corn, 40-lb. boxes, per lb.	11¼
Canada Corn Starch 40-lb. boxes, per lb.	09¼
Challenge Corn Starch 40-lb. boxes per lb.	09¼
Choice Potato Flour 40-lb. boxes, lb.	13

Maizola Oil—

Maizola Oil, 1s	7.95
" " 2s	7.65
" " 5s	12.40
" " 10s	13.35

Corn Syrups—

Crown 2s, 36 to case	$4.20
5s, 12 to case	4.75
10s, 6 to case	4.75
20s, 3 to case	4.25
Lily 2s, 36 to case	4.75
5s, 12 to case	4.25
10s, 6 to case	4.25
20s, 3 to case	4.05
Karo 2s, 36 to case	4.75
5s, 12 to case	4.20
10s, 6 to case	4.75
	4.25

APPRECIATION.

The "Window Display Week" idea inaugurated by the Vancouver Branch of the Association is proving attractive, and the number of local manufacturers to take advantage of this method of popularising their products is increasing. The following communication from the Suprema Polish Company Limited, is an appreciation of the efforts of Secretary Walter F. Ing and is self explanatory:—

Suprema Polish Company Limited

1106 Pender Street West
Vancouver, B. C.

The Retail Merchants' Association of Canada,
Greater Vancouver Branch,
744 Hastings Street West, Vancouver, B. C.

Dear Sir:

re "Suprema Polish Week.
Attention of Mr. Walter F. Ing.

We would like to thank you and the Grocers' Section of your Association for your kind efforts on our behalf in allotting to us a "Window Display Week" for our products.

We wish to thank in particular Mr. Walter F. Ing for his valuable advice and supervision.

Through his assistance and co-operation we were successful in securing orders for "Suprema" products from retailers who had not handled our lines previously.

We look forward to the future with confidence, and feel sure that the trouble and expense entailed will be more than justified.

Assuring you of our appreciation,
We are, your very truly,
Suprema Polish Company Ltd.
per J. Fred McConnell, President

DRYGOODS AND FOOTWEAR

SPRING FABRICS.

Indications from fashion centres point to voiles as being first of all in Spring wash fabrics. Crepe usually comes second and linen third. A washable rayon is the new addition to the cotton family and printed and Jacquard patterns are strongly featured. Artificial silk ginghams in small checks and stripes and a great many novelty plaids appear. A new cotton georgette is shown in France for next Spring and buyers from America are quite enthusiastic about it.

There are fewer of the creamy and unbleached backgrounds than last year, although they have been retained for the prints in the old 18th century style, which are much in favor. These are represented by prints of scattered pompadour roses, garlands of rather large sizes, or tiny rose buds disposed in rows or in groups.

Suggestions of plaid patterns, rather than the regular design, are seen in many prints.

Cross stitch embroideries also make some attractive patterns in high bands on voile or crepe, and cotton chenille is used to relieve several prints and embroideries.

It is interesting to note that a great number of patterns are made on a colored background. Pastel and powder blue and pinky beige, are those most often selected. Light bishop purple is a new contribution to the range of colors in cotton novelties.

THE LENGTH OF YARDAGE IN PIECE GOODS.

The question of the length of yardage in piece goods is one of growing importance to the drygoods trade manufacturers, wholesalers, and perhaps more especially retailers.

The complaint is made that yardage is too long for the changing patterns, colors and styles, and it is evident that manufacturers will have to put their goods up in smaller ends to meet this change.

Country merchants will be able to buy more patterns in a line when they can buy a 20 or 25 yard end instead of a 40 to 60 yard end, enabling them to give their customers a greater variety which they now demand. If they cannot get it they will go to the larger centres where they can see the larger variety. This is having more effect in the country than perhaps the trade is aware of.

The shortening also of the dry goods terms is another good reason for "Shorter Ends," so it is up to the wholesaler to get the manufacturer to meet these conditions. The manufacturer will sell just as many yards as usual, but it will be in smaller ends. It is also up to the retailer to help in bringing about this much desired end by asking for "Shorter Ends."

The wholesale trade is heartily in accord with the idea of having manufacturers cut staple fabrics in shorter lengths than is at present the case. As one wholesaler stated it would be much better in these days to cut these goods in lengths of 25 and 30 yards, rather than 50 and 60 yards as is at present the case. It is agreed among the wholesalers that if the merchant in the country is able to buy shorter lengths, he will have more variety to his stock, and thus give his customers opportunity for better selection. The suggestion has been made to manufacturers that they put up a certain number of pieces in short lengths and a number in the regulation lengths. This applies to prints, flannellettes, sheetings, pillow cottons and wrapperettes.

OSTRICH STRONGLY FEATURED ON THIS YEAR'S WRAPS.

Some of the wraps worn at a recent showing carried fringes of ostrich at least eighteen inches deep. Many af them had this repeated on the shoulders and arms. Dresses are trimmed with it and hats have it in profusion.

A clever feature of the new mode is the use of ostrich in several shades of the same color. One beautiful grouping is that which begins with white, deepening with each strand that is knotted on, to a deep rose. Another is the range that runs from cream to flame. Occassionally white merges into black. This is true of fans as well as trimmings.

Marabou is selected quite often and seems to have a particular place along with such furs as seal and dyed squirrel. Too much cannot be said of other feathers as well, from the soft downy ones to the straight severe ones so appropriate with the season's high hats.

The little lace and painted fan which has been attempting to return is noticed in several smart collections, particularly in those which feature the shawl, for these two make a combination as quaint and as truly feminine as the modes of our grandmothers about which the male sex speak so much. The time has come when they are to be tested and tried as to whether they would like the girl of today to return to the ways of the girl of yesteryear.

KASHAS FLANNELS AND REPS POPULAR MATERIALS FOR THE WOOLLEN SEASON.

The vogue in woollens for midwinter and early spring is forecast as follows:

Soft materials of the kasha order.

Mixtures of camel's hair zybelline or camel's hair and crocodile weaves.

Rep weaves particularly in navy blue and black.

Kitten's ear cloth of the broadcloth type, but with less sheen.

Flannels of all kinds from the plain ones in soft tones to those with the hairline stripe and stripe and check combinations in contrasting colors.

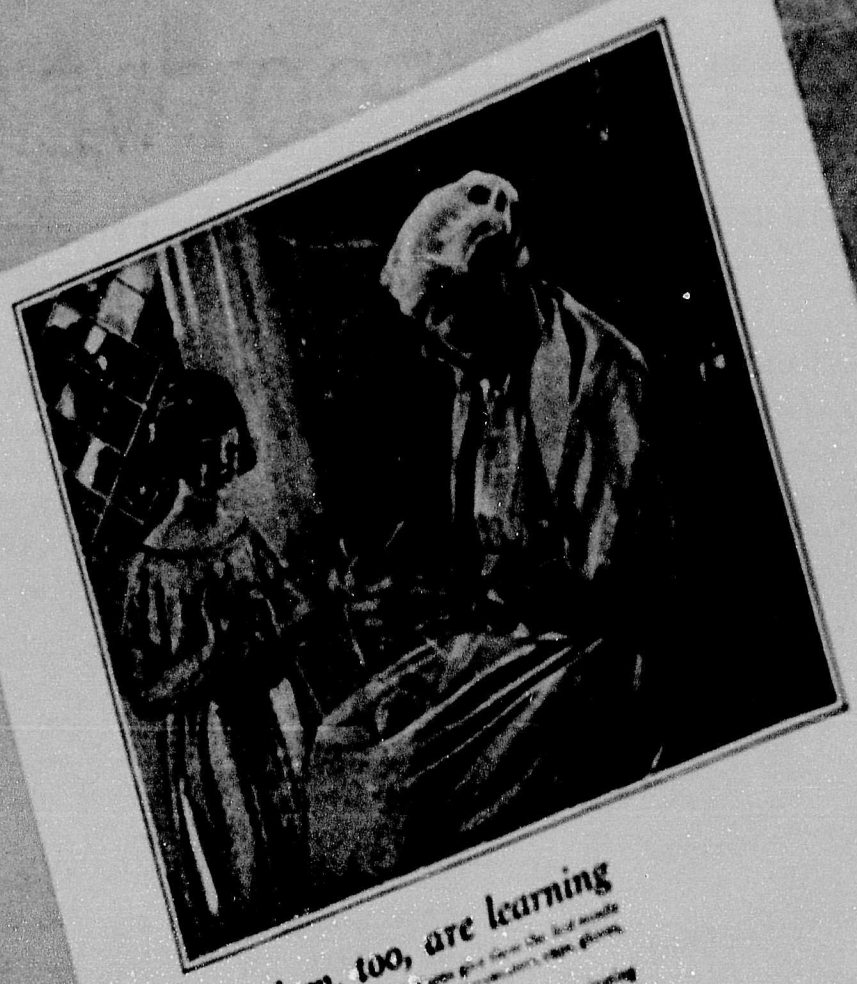
Kashmir cloth of the duvetyn order.

Plaided cloths for school and college wear.

Flamignon, a new pile cloth in fancy checks.

French wool challis cloths in a variety of sports designs.

This advertisement appears in
MacLean's Mag., Oct. 1st
Can. Home Jrnl., Nov.
Western Home Monthly, Oct.
Nor'-West Farmer, Oct.



Children, too, are learning

MONARCH-KNIT
Yarns
Hosiery and outer garments

There's a Double Object in This Monarch Color Page

Always helping you to sell to grown-ups, of course. Besides that telling the *children* what their elders know by heart—that the *newest, most fashionable* shades always come out in Monarch Yarn *first!*—that every knitting need can be filled by choosing from the *12 different kinds* of material and twist—that the pure virgin wool is so soft, so even, the work can't help but come out right!

Are you in a position to supply your customers with all colors? This does not mean a large investment, for our local warehouses enable us to handle your repeat orders quickly, but it helps you to sell every customer.

MONARCH-KNIT
Yarns
Hosiery and outer garments

MALE CLOTHING STYLES FROM NEW YORK.

The Fall of 1924 has brought more radical changes in style to men's clothing than has taken place in the last six years. The form-fitting suit has entirely disappeared and looser draping of both coat and trousers is most marked. These changes in styles do not apply to young men's clothing alone, but to that of the middle-aged man, who is demanding more snap and style to the cut of his garments. There has been a departure from the old standards of coloring and several new shades are becoming very popular. No decided change has come in materials, but many new novelty weaves have been introduced.

Fall showings run rather strongly towards the softer fabrics, though there is a good showing of suits of harder finishes. Scotch cheviots, serge cheviots, velour cheviots, unfinished velours, unfinished worsteds, tuna worsteds, clay serge worsteds and clay serge are among the showings.

Faint Stripes And Plaids.

Heather mixtures in both plain and fancy weaves are shown in all stores and the herring-bone pattern is also having good display. Few pencil stripes are to be seen, but faint plaids and stripes are shown everywhere.

Poudre blue has received much advertising as the popular Fall coloring, but this color is more favored by the younger men and the college trade. Several modifications of poudre blue are being offered, "crushed blue" being shown in many shops. The former color is somewhat lighter and the latter color darker than the recognized shade of poudre blue. The darker blues with lighter-colored stripes catering to the exclusive trade, as well as the popular-priced stores. Standard browns and grays are to be found in all stores, with the grays predominating. Plain blue serge, while always a standard coloring, is not in as great demand as formerly, according to all stores interviewed. The new color, London lavender, has made its appearance, but is being shown more extensively in the higher-classed stores.

The two-button sack coat with wide shoulders, soft front and long, notched, rolling lapels is the popular coat this Fall. This garment is cut considerably looser than formerly and is from 29½ to 30 inches in length. Vents, when used, are from seven to nine inches, and many coats are so constructed that the vent can be closed, should the customer desire.

A striking model of sack coat for afternoon, semi-dress wear is being shown. This coat is slightly form-fitting and is made in Oxford gray coloring. The edges of the collar and lapels of the coat are trimmed with narrow black silk braid, as are the collar and front of the vest. The pockets of both coat and vest are edged with the same material, and there is a single band of braiding about two and one-half inches upon the cuff.

The double-breasted coat is coming more and more into favor and is being extensively displayed in all shops. The two-button coat, with buttons set rather low, is the popular model, although the three-button, with two buttons to button, are also shown.

The blunt-finished bottom to the vest still continues to lead in most models displayed, though there is a tendency in all shops to show both styles. Five-button vests showing slightly above the coat, lead over all other styles. The knitted vest in Scotch wools promises to be very popular. Attractive designs are to be seen in brown and grays in stripes and broken checks. These vests have plain edging and pocket trim.

Trousers are considerably looser draped and run as high as twenty inches around the bottom, but this measurement is intended more for young men's styles. The regular cut is around eighteen inches. The waist line is somewhat higher, but the extremely high waist of English clothing is not being shown. In the young men's trousers the fitted waist with small tucks showing to two inches below the vest and allowing considerable fullness over the hips is being patronized by college trade.

While the four-piece suit was primarily designed for the golfer, it has found considerable favor with the motorist. A very striking suit is being shown in poudre blue cheviot in solid coloring in coat, vest and long trousers, with the golf knickers being made with a plaid design. The buttoned bottom is shown in this model, while in the single golf knickers the strap bottom is largely shown.

PRINCE OF WALES COAT THE NEW SENSATION

It is some years since a real sensation in men's knitted coats has appeared. The ordinary golf sweater in tan or Oxford grey had become almost a staple. It was a real stroke of business therefore to get the attractive photograph which has been fairly well distributed, of the Prince of Wales in a new model. Manufacturers are making this a real turning-point in the men's sweater trade. The coats they are making very closely resemble the one he is wearing in the picture—a pullover, in Navajo design with the stripes running crosswise across body and sleeves and the neck in V-style. Some of the color combinations shown at the Exhibition and in different knitting mills in Ontario are: brown, sand and orange, Empire blue, taupe and brown, black, paddy and orange—and so on, forming an array which should make the girls quite envious.

R. M. A. TO STAGE FASHION SHOW.

If plans of the B. C. Executive, R.M.A., materialize according to schedule, Vancouver will witness next January, one of the most comprehensive spring fashion shows in her history. It is at present the intention of this body to invite the delegates who will attend the Merchant Tailors Convention in Seattle, and to have them bring to this city a vast and varied display of mens' and womens' garments from that gathering. These will be displayed in Vancouver in conjunction with displays of footwear, millinery and photographs and at the same time a conference will be held of association members from all parts of the Province. Secretary Ing states that wholesalers and manufacturers will be asked to co-operate to make the affair a success.

Many clever Sport Costumes have been fashioned from the new material— "Bouclette."

Out-Door Wear for Fall and Winter

Tapestry Coat smartly decorated in banded gazelle.

KNITTED FABRICS STIMULATE TWEEDS

Knitted fabrics that resemble woven textures are featured in New York at the moment. Blocked and plaid patterns, in three or two-toned combinations, are favored for the development of coats. Checked designs and monotoned surfaces are also seen.

One-piece frocks are designed in a wide variety of fabrics which answer both the sports and the street wear appeal. Jersey plays an important role, with trimmings lending a distinctive note. Smocking forms epaulets and hip trimmings, polka-dotted linen and Paisley designed fabrics in addition to three-toned folds of fabrics are among the medium utilized. Straigntline frocks are made with inverted side pleats, which are caught with butons that may be released when desired. Pleated panels often fall from side pockets placed below the hip-line. Other frocks are made so that plain bodices are set on skirts gathered at the side, with tie back belts.

Bengalines are also developed in tailored frocks and flannels come next in importance to the jerseys. Monotoned textures vary with the striped and plaided designs which are marked by their effective colorings

(Upper centre)
An ultra disitnctive coat in leopard and beaver.

SILK AND WOOL FOR SWEATERS

Among the new designs recently marketed is the "Tee" shirt, which is a development of the pullover and appeals to the golfing girl. It buttons down the front almost to the waist and is unually of a fine knit mixture of silk and wool. The "bobbed" coat is also a product of the season and features a big bushy chocker collar and is intended for the girl who has bobbed hair. All knitted goods are selling and will sell even better as the weather gets cooler. At present variations of brown shades, that is, tan, sand, etc., are very good.

The long mandarin-type coat has been given some prominence in the East. This is a loose garment without buttons, and has sleeves quite full. It is usually developed in bright shades and heavily embroidered in contrasting silks.

Another garment that is expected to enjoy much popularity is the sleeveless golf coat, of which many new effects are shown. One for instance, had a novel crinkled stripe

similar to the chappie coat of last year are promised much favor for winter sports wear. Among the leading colors in knitted wear are titian, tokio, tan, navy, honey, fawn, silver, dawn and turquoise.

MEN'S WEAR STYLES.

Men's sack suits will be cut on straighter lines than formerly. They will have wider shoulders, the front will be well rounded, the pockets will be placed lower the lapels will be wider and the collar longer. The backs will be slightly form fitting and in a great many cases will be made without vents. Where vents are shown in the back they will be quite short. Double breasted coats will be a feature. The two button model with pockets low and buttons widely spaced, wide shoulders, small hips and finished either without a vent or with a short vent, is expected to be a popular style.

In Tuxedos there are two distinct models, one is in easy lounge effect on the lines of the sack coat, while the other is a slightly shaped coat. In sports models fairly conservative types are being shown. Some differ from sack coats only in having patch pockets; others have knife pleats over the shoulders and are particularly designed for golfing. Some half belts will be shown and the range will include models with yokes and small pleat effects.

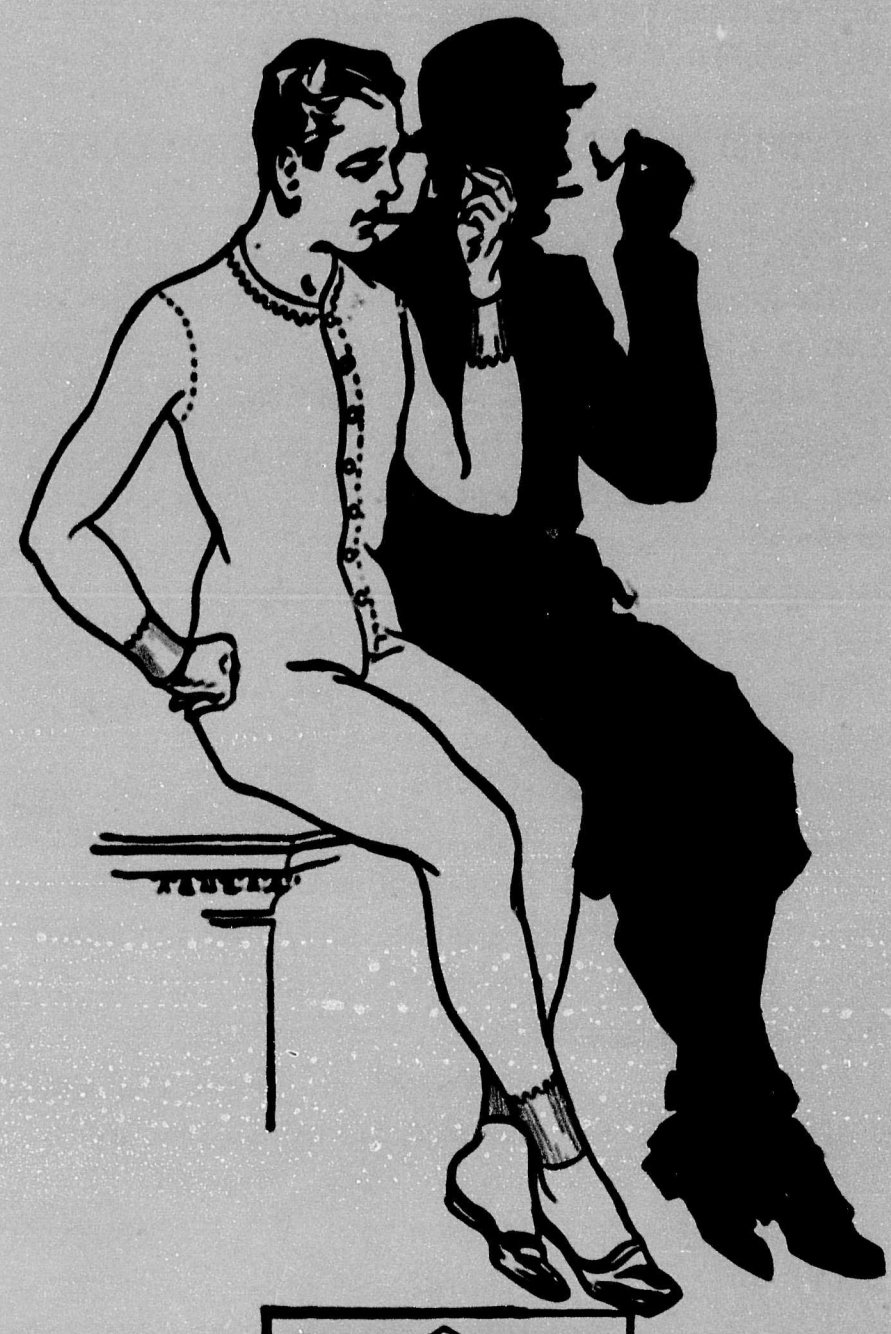
Vests will be cut straighter across the bottom but not in the extremely straight line of the so-called English styles. The vest having short, rounded points to the front will be favored, and with a number of models of sack coats double-breasted vests will be shown.

Trousers will be cut slightly fuller than formerly, but not with the extreme fullness that has been worn by the "cake eaters" in New York, and other American cities. A 19-inch knee and a 16½ or 17-inch bottom will be the young men's style, and in some cases models will show small pleats at the waist band.

So far as can be learned, clothing prices for spring will be practically the same as those for fall. Prices of English fabrics have advanced, and exchange is not as favorable as it was six months ago, but it is necessary to have clothes sell at recognized prices, and garments to fit in with current prices will be supplied.

Top Coats.

In top coats for spring it is expected that an easy-fitting Chesterfield in both single and double breasted styles will be the favorites, 44 and 45 inches in length and made up very plain. Box coats will also be shown, and some few models will have Raglan sleeves. Light colored fabrics as expected to be a feature for both sack coats and top coats for the spring trade. This means that material on the tweed order should have increased favor. Clothing makers say that they expect the spring season to be a good one for tweeds, and that this is partly the result of the increased number of men who golf. The number of golfers who wear special suits for their game just about doubles every year, and when a man gets a suit, with knickerbockers to match, a tweed is the logical material.



MERCHANTS who started to handle Atlantic many years ago still stick to this line because they know it is a line with which the purchasing public are thoroughly familiar; a line that gives genuine satisfaction in comfort and long wear; a line that has built and is still building up a worth-while trade for men's wear stores.

Be prepared — order your supply of Atlantic now.

ATLANTIC UNDERWEAR, Limited
MONCTON, N.B.
E. H. WALSH & COMPANY
Montreal and Toronto
Selling Agents for Quebec, Ontario and Western Provinces

35

in the front and a contrasting band right around the garment. Soft brushed effects very similar to the chappie coat of last year are promised much favor for winter sports wear. Among the leading colors in knitted wear are titian, tokio, tan, navy, honey, fawn, silver, dawn and turquoise.

ARTIFICIAL SILK GROWING IN POPULARITY.

We have, in the columns of this journal referred to the growing popularity and use of artificial silk, particularly in the production of lace and hoisery. There are today whole classes of feminine apparel in which artificial silk bids fair to become the dominating factor, and the movement in this direction is especially noticable in England, where processes have been so remarkably improved with regard to dyeing and finishing, that the celulose product is becoming immensely popular, not only for stockings, but camisoles, jumpers, combinations, knitted costumes and innumerable other garments. So far as the lace trade is concerned, the first use of the fabric on an extended scale was in the manufacture of dress nets, which on account of their wonderful luster, are now known by the generic name of "radiums." So lustrous were they at first that their vividness was rather a drawback, and steps had to be taken to counteract it. Some wonderful creations in mixed "art" silk and cotton are now produced both on the leavers and in the curtain machines.

It is yet too early to determine what the prospects are for the "art" silk curtains, but with the improvement in the fabric and the lowering of the price, anything is possible.

FELT LEADS IN FALL MILLINERY.

The foremost fashion centres of the East feature black for autumn millinery. It is used in the large dress styles, small feathery dress types, small stiff square crowns, and suit hats. The trimmings for these include glycerined mounts, peacock, ostrich, cocque, brightly colored ornaments, ribbon bows, lace and, of course flowers. The Directoire influence is seen in the new high squarish crown, called "postillion." It makes itself felt, too, in a poke effect—high in front but cut away sharply behind. Off-the-face brims that flare at one side are a featured note. The soft draped hat is also good, almost resembling a tam effect at times. Plain little felts are popular, usually depending for adornments on fancies of self fabric. Where fabrics are concerned, the combination of felt and velvet stands supreme, especially where one material is applied in cut work fashion over the other. Ottoman cord silk is used extensively, and lace tulle and metallies for dress hats. Pansy purple and the new phlox tones are featured, tokio, tango and kindred shades of rich browns as well.

MILLINERY.

The order of importance in trimmings is declared generally to be feathers, ribbon, fur, metal. Black is the best color everywhere, with some emphasis on green, mauve, orange and flame. Some Parisian designers have had remarkable success with combinations of several tones of the same color and this has even found its way into houses on this side.

Of materials, felt is by far the best now and will continue, it is thought, for the next three or four weeks, hatter's plush is the big Fall feature, satin and grosgrain, and combinations of the two, are very good.

CORSETS AND LINGERIE.

The leading stores generally express the opinion that women who had abandoned the corset are now adopting them again. There is a good call for the rubber gridle and new models, adapting the idea in some way, are constantly being brought out. The costume slip and a combination of slip and petticoat are holding the interest of lingerie buyers at the present time. In ornamentation, pleating is prominent, often with a narrow lace edging as the only trimming. In chemises and sets crepe romaine and crepe de chine are largely used for the higher grade garments, the ornamentation being both lace, net and applique work.

WOOLLEN IMPORTS SHOW DROP IN RAW MATERIALS.

Toronto, Sept 17.—According to an analysis of the Canadian wool import figures for the first three months of the fiscal year of 1924, made by the Canadian Woollen Manufacturers' Association, there was a very heavy decrease in importations of raw materials to be manufactured by Canadian workers and an increase in the imports into Canada of finished goods made by workers abroad, over the same periods in 1922 and 1923. The analysis also shows that while the prices of raw materials have advanced the prices of the finished goods have declined.

HOW CUSTOMERS ARE LOST.

Clerks are being added to the sales staff every day with little or no preparation for the work they have to do. They stand behind the counter, but are unable to answer some of the most simple questions of the prospective buyer. Sales are lost to a greater extent by inferior salesmanship than by bad advertising an dpoor window display. Advertising and display are more or less mechanical and the cloth can be cut to suit the ideas of the store manager or proprietor. But it is the human element that varies. It cannot be controlled to the same extent.

FOOTWEAR

The recommendations of the Joint Style Committee of the United States for October, November and December selling appear below. The report does not presage any radical changes in colors, materials, or patterns from the styles previously recommended for early fall selling. There are points, however, to which the shoe merchant will do well to pay special attention. It is noteworthy that the committee, in dealing with women's welt shoes for general wear, recommends black calf and kid, tan leather and patent (in the lightest welt construction) in the order named, and adds the suggestion that merchants should watch tans as a style element that is growing in favor. In turns for genreal use and informal wear, the retailer will note the dictum that medium toes will prevail, with continued tendency toward shorter and broader effects. The concensus of opinion appears to be that wider toes and shorter vamps are increasing in popularity throughout the States.

Nothing startling is predicted in regard to the trend of men's styles. Young men are expected to buy oxfords and boots in the ratio of 75 to 25, while the general average is placed at 60 per cent. oxfords and 40 per cent boots. The recommendation of the new short full brogue will cause the retailer to keep his eye on the developments of that particular style. The committee again urges that black shoes only should be sold for wear after 6 p.m. and the tan shoes should be confined to day time wear.

Men's Styles

Shoes for General Wear

TYPES:
Young men's styles: 75 per cent oxfords, 25 per cent boots, with a possible average of 60 per cent oxfords, 40 per cent boots. Have light weight oxfords through October, then be prepared with heavier type oxfords).

LASTS:
French, brogue and new short full brogue, conservative, and custom.

HEELS:
In keeping with lasts. No changes.

COLORS:
Three shades in tan, with a strong tendency towards lighter tan shades.
Black stronger.

LEATHERS:
Highly finished calf.
Boarded plump weight calf.
Grain leathers.
Black kid.
Patent leather.
Brown kid.

Shoes for Informal Evening Wear

TYPES:
Few light weight boots and medium weight oxfords.

LASTS:
Custom.
Close trimmed brogues of narrow type.

HEELS:
Close trimmed, shapely heels.

LEATHERS:
Black calf and patents.

Shoes for Formal Wear.

TYPES:
Oxfords.
Welts.
Turns.
(Plain toes.)

LASTS:
Custom and medium brogue.

HEELS:
Low, sole trimmed, shapely heels.

MATERIAL:
Patents.

Shoes for General Sport Wear.

(The sport shoes you now have will sell during this period)

Juvenile Styles

Shoes for School Wear.

PATTERNS:
Growing Girls:
Plain and brogue oxfords, straps, Southern effects.
Boots in moderation.
Misses and Children:
Lace and blucher boots.
Plain and brogue oxfords.
Straps.

LEATHERS:
Growing Girls:
Tan calf.
Patent.
Elk.
Tan and brown shades leading.
Misses and children:
Tan calf.
Brown and colored elk.
Patent.
Black calf.

PATTERNS:
Oxfords, moccasins, lace and blucher boots.

LEATHERS:
Tan.
Brown and smoked elk.
Crepe soles in moderation with elk and Russian calf uppers.

For Dress Occasions.

PATTERNS:
Straps.
Oxfords.

LEATHERS:
Patent.
Satin.
Black suede.
White buck.
Also satin and suede with patent and dull trimming.
Lace boots for semi-dress.
Patent and Russian calf with colored top for misses and children.

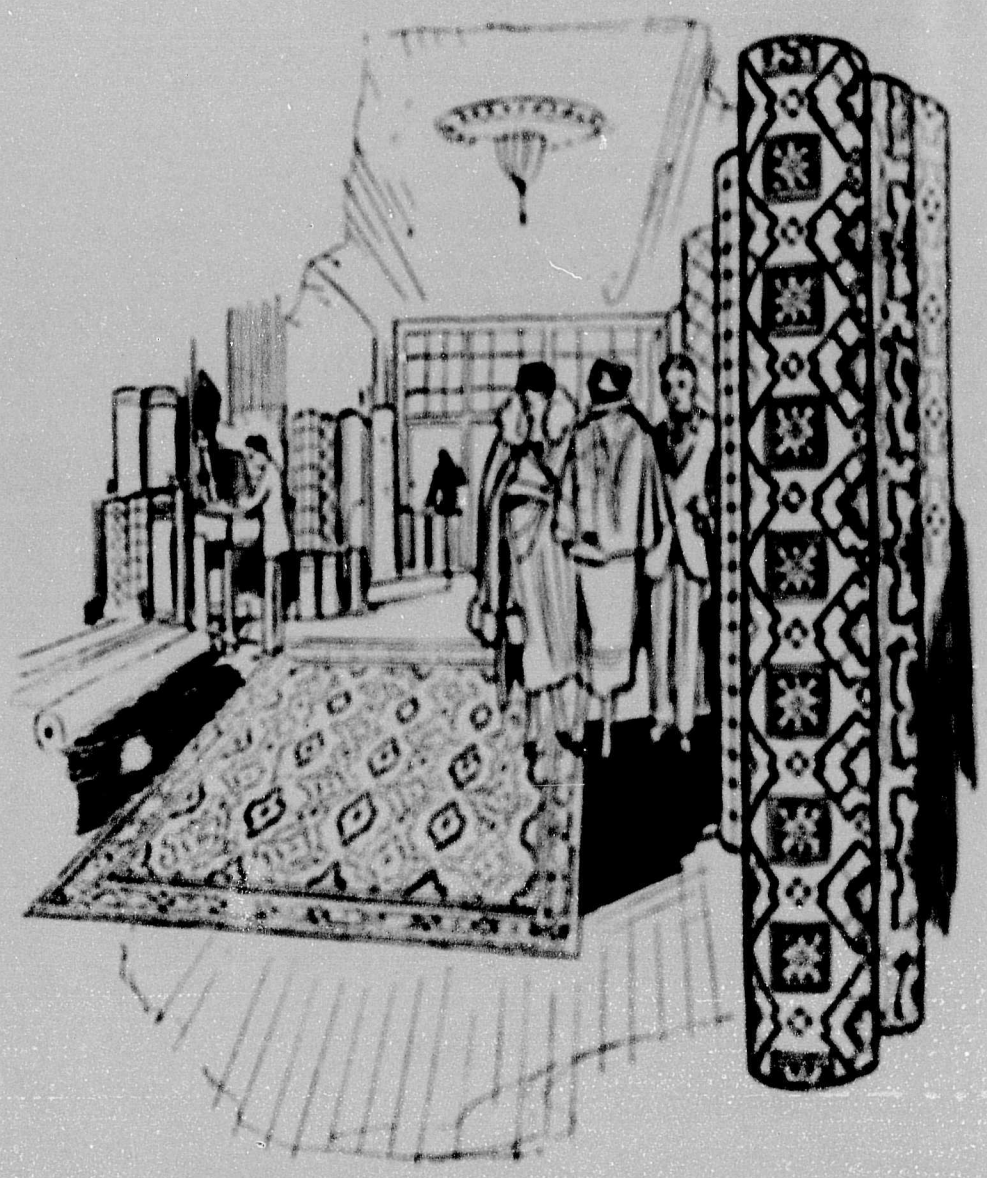
NOTE: There is a tendency toward soft toe boots and oxfords in patent. Russia calf and colored elk, both with tips and plain toes.

Growing Girls

Growing girls' shoes will follow the trend of the women's styles recommended, both as to patterns and materials.

Heels, leather or covered, from 6-8 to 10-8.
Lasts with medium round toes.

Dominion Linoleum Rugs



NOW you can sell them at specially Reduced Prices

Here is an announcement that will gladden the heart of every Dominion Dealer. Dominion Linoleum Rugs can be obtained at greatly reduced prices. From now until the end of November they are being advertised to the public at bargain prices. What a tonic for your floor covering department. Newspapers, magazines and farm papers are broadcasting the story throughout Canada; every woman will hear about it and those half-formed plans of hers for improving certain rooms will be galvanized into action when she sees the values being offered. There will be

No "Postponed" Purchases This Fall

The demand for Dominion Linoleum Rugs is always big. This Fall it will be bigger than ever. Plan ahead and keep your delivery men busy—to your profit. Start now by ordering a good stock of the popular sizes and patterns. Check up on your window and floor display material and let us know your needs. Run Dominion Linoleum electros in your local newspaper copy; we'll send them to you Free. Get everything ready. Pep your salesmen up—and tell the people in your town that you are a Dominion Linoleum Dealer.

The designs in Dominion Linoleum Rugs are better than ever before.
Dominion Linoleum by the yard has also been reduced in price and the attention of the public is being called to this fact in our newspaper and magazine advertisements now appearing throughout Canada.

Write today for suggestions and material
to boost your sales this Fall.

DOMINION OILCLOTH & LINOLEUM CO. LIMITED · MADE IN CANADA · MONTREAL

Dominion Oilcloth & Linoleum Company, Limited

MONTREAL

"For Every Floor in Every Room."

Ins and Outs of Window Display

By H. R. Simpson

The display wasn't put in to sell books—something, indeed, far different, but it included as part of the display idea several books scattered on the window floor near the front.

Loaned by the book an dstationery store, these books included fiction, travel, biography, etc. Some were on their sides, others had their backs up, slightly opened to give stability to the position.

The window display happened to be a good one. It stopped, I was informed by the man who put it in, a little better than one in five of the people who passed the window. He made accurate check twice in the forenoon, again at noon, and twice in the afternoon.

This chap is of an observant and investigating turn of mind. As he was looking at the display, two or three days after it was first put in, it occurred to him to open the books. This he did—placing them close to the window pane and laying them flat open at an interesting point.

"At just what is that book opened?" That seemed to be the prevailing question inspired by the open books. At any rate, the number of passers stopped increased to a little better than one in three.

Such little things make—or mar—window displays. Here the mere opening of a few books increased the attention-getting powers of a display over 50 per cent. And the incident was by no means unusual. In fact, if the merchant, having put in a display, will stop and ask himself: "What can I do to improve this?" there are "real good" chances that something will occur to him.

Motion a Great Aid.

Can he add motion? The possibilities in motion occur early in the window display student's training—yet it is surprising how few displays use it. A bustling youngster of our acquaintance—son of a merchant—took a correspondence course in window display. His was, relatively, a small town. Thirty miles away was a city of 250,000.

To this, once a week, the young hustler went to look at the windows. He covered the entire business district window-gazing.

Incidentally, it was a splendid educational idea; but the point I wish to make is one of his discoveries. Some weeks he discovered not a single store using motion, among the hundreds he passed.

Motion is far from overdone, partly, perhaps, because the merchant must go to some pains to secure it, but much more, we believe, because he really has never appreciated what it would do. The closer the tie-up to the products displayed, the better—but anything in motion will attract attention. Some manufacturers with progressive advertising departments, will get up motion devices for the dealer who asks for them. An ingenious local electric man can be called on.

Then there is color. Great masses or orange or yellow put in as an afterthought—crepe suspended from the ceiling to form a background—have raised a window's effectiveness twenty-five per cent. Color screens cost little—do you use them? The store with windows lighted by the odd color has the "edge" on its neighbors.

Curious little tricks will make an otherwise mediocre window into a good one. Giant figures, for example—"½ OFF," "1/3 OFF," etc., on great cards of different colors, cut and made to look like tags, and stood upright in the windows, are strikingly successful, all the more where the colors of the merchandise are inclined to be dark or somber.

A human object in the window, demonstrating, is often so successful that companies keep such demonstrators on the road all the time. Nor does the demonstrator, if a woman, have to be pretty. Ralph Barbour tells of a window demonstration which was a failure using a "French maid," but a success using a "plain, ordinary" type of woman. Barbour suggested that this was doubtless because onlookers just naturally associated the French maid with things not in their class. The window stopped them—but they didn't go in to make inquiries or to buy. With the plain type of demonstrator, they did.

A company which "borrowed" a pair of two-year-old twins for its windows, simply blocked sidewalk traffic, that was all.

Some of the best window displays, judged by results, are simple, requiring little time to put in. One feature they always have, though, some dead-sure method of attracting the attention of passers. A display which doesn't get attention falls flat on the first qualification of an efficient window display.

Probably only one in several thousand retailers ever checks his displays by the number of people stopped. The operation is simple—ten minutes when people are going to work, ten in mid-forenoon, ten at noon, ten in mid-afternoon, and ten when folks are going home from work, give a complete check. On a piece of paper, each passer is represented by a dot placed under "stopped" or "not stopped." Twenty per cent is a modest mark to aim at. With practise, a much higher percentage can oftentimes be reached.

What Do You Display?

A phase of window display which has not received a fraction of the attention it deserves, is the proper choice of merchandise to display. I do not refer to the subject of whether the dealer should use his window in an endeavor to move stickers—though that still often is done—but to skillful determination of what things sell best through the individual store's windows. Occasionally, I find a store progressive in window display, putting "stickers" in the window—but then only rarely and as a minor factor of the display.

It is quite generally agreed that the merchandise which should be displayed is the kind which is high in salability.

Now, the remarkable thing is that merchandise which may sell rapidly from Jones & Son's windows may be stagnant, though equally well displayed in the window of Carlson Brothers, in the next town. In successful window advertising, that is to say, more is involved than the window arrangement—there is first of all, the selection of the goods. Competition, nature of passing traffic, season of the year, are three of the factors which affect the sum of sales actually made.

It pays the merchant to be a ceaseless experimenter. When he finds a line which "goes well" when dis-

played, he has a valuable piece of knowledge. Some stores have carried their investigations to the point where they only infrequently make a display which, in advance, they do not know will succeed.

When a display falls flat, "give it the hook"—pull it out—is the advice of nearly all veterans at window display. In this connection, it might be mentioned that if a display doesn't pull at once, it probably won't pull at all.

Truly, window display is a broad subject. For his windows, the merchant pays vastly more than for any other equal space in his store. It behooves him to study the "ins" and "outs" of window advertising.

TIPS FOR LIVE CLERKS.
STOPPING THE LEAKS.

By John T. Bartlett

How many different articles are stocked by your store? You don't know exactly, but you know it's a great many—so many that your employer, the merchant, can't know all he would like to know about each.

An employer, probably pretty much like yours, told me a story the other day which contains a mighty valuable tip. You can increase your efficieney in other ways than salesmanship. This is the story told me by Joe Sparks.

"Nothing pleases me more than to find a clerk spotting ways to broaden sales or stop leaks. I can put it right down, usually, that that member of the force needs little watching—he's earning his money and growing more valuable all the time. For instance, young Billy Sweet just uncovered a situation down in his corner of the store.

"The joke was on me, but how in tarnation can a merchant know the facts about everything—unless his clerks help? Anyway, Billy came to me and put it right up to the Old Man.

"'Mr. Sparks, what's the use of stocking two or three or four of the same identical article, different brands, when no one ever calls for the thing by the brand name? Isn't one brand enough—especially if calls are few?'

"'Young man,'" I said, "'it sounds like you are uttering wisdom. Let's go down and look.'"

"I walked down with Billy and, sure enough, he had uncovered seven different cases where we were carrying three to six times as much stock as there was any necessity to carry. It happened more or less by accident. I've always believed in a good, complete stock. But, duplication in slow movers? Nothing doing, when the public doesn't force us to!"

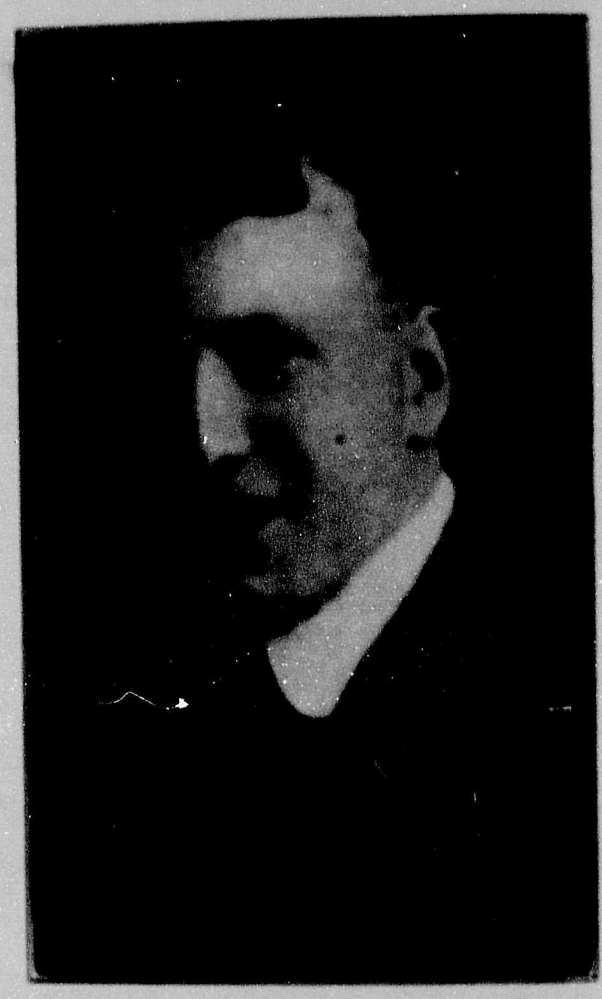
The curious thing about it is that just such leaks, such drags on turnovers, are apt to be prevalent in even the prosperous store. The merchant who sells freely is apt to buy freely.

Of course, of articles i nheavy sale, where nationally-advertised goods are strong, it may well be good business to have the many brands. But in articles seldom or never called for by brand name, slow moving, elimination of duplicate brands is one of the easiest ways to reduce investment in stock and to speed up turnover.

TRAVELLERS WE HAVE MET

Everyone will recognize the accompanying photograph of Mr. John Devine, one of the best known and most popular members of the United Commercial Travellers of America and also the Commercial Travellers Association of Canada.

While "John" doesn't run to "beef" much, he knows pretty well all there is to know on that subject,



John Devine

from "on the hoof" to the much more interesting location "on the table."

John is one of the most valued employees of the firm of P. Burns & Co. Ltd., having been with them for a number of years.

He is just returning from an extended trip overseas, during which he has been privileged to visit many points of world interest both in the old land and on the continent. His many friends welcome him home and selfishly hope that it will be a long time before he again deprives them of the pleasure of seeing his always cheerful smile which accompanies his sunny disposition and is part of him.

INTERESTING PRESENTATION AT ANNUAL MEETING

E. W. Gillett Company Present Service Buttons to Employees.

The Gillett Club composed of members of the staff of E. W. Gillett & Company held their annual meeting at the Welfare Building, which was built by the company for use of their social club, at Toronto September 19 last. Some three hundred people were served at an enjoyable dinner, after which the members adjourned to the Assembly Hall, where reports of the various committees were adopted and officers elected for the ensuing year. After the election of officers, George H. McFarlane president of the company presented service medals to each employee. These buttons consist of a neat shild design containing the company's monogram and the words, "Legion of Merit," and differ only in material in accordance with the length of service of each recipient. No less than twenty employees received buttons for service from fifteen to twenty-five years; thirty for service from ten to fifteen years; sixty for service from five to ten years.

The Housewife-Shopper Rebels

Sales, Sales, Sales, Says She, Are Arousing Her Suspicion; And She Longs for "Old-fashioned" Selling at Regular Prices.

By Ruth Leigh

I was buying a pair of shoes, white buckskin, sport oxfords.

"Are these reduced?" I asked the saleswoman.

"No, madam. They're our regular stock. We always have these at ten dollars."

"But your advertisement in last night's paper said it was a sale—"

"Well"—a bit nonplussed—"they're for special selling. I mean a special shoe event."

"But if you always sell them at ten dollars, what makes this a special sale?"

The girl looked offended; and I regretted my persistence.

"Well," she said, "I don't know what the advertising department means I'm sure. All I know is that these are our regular ten-dollar stock."

I let it go at that. After all, that particular saleswoman couldn't be blamed for the acts of the store management.

What I was getting at in catechizing that girl was simply this: Why should this store, like many another store, create a "special sale" when the event is neither special nor a sale? Why should stores, otherwise truthful and reliable, deliberately deceive their customer into thinking that they're getting their money's worth?

Speaking for the shopping public, I believe that there are entirely too many sales. In fact, as I read the newspaper advertisements night after night, I begin to feel that ordinary retail selling has ceased to exist. Everything is a "sale;" everything is "special;" everything is a "wonderful event." Everying is jazzed.

And when I go shopping I go with an attitude that really is negative—I doubt if it's wise to buy a given article now. For I wonder if maybe today's regular merchandise—if any—will not be tomorrow's bargain. Why buy now, when I can wait and save money?

Wait—that, so I hold, is what the stores are teaching us to do—wait for "sales." I pick up last night's newspaper and what do I find? "A Special Purchase of Glove Silk Lingerie"—"A Stupendous Sale of Printed Crepe de Chines"—"A Special Presentation of Men's Fine Bathing Suits"—"A Notable Sales Event in Fine Coats and Wraps"—"A Special Sale of Blankets"—"A Reduction of High-Type Apparel"—"A Special Selling of Wardrobe Trunks"—but why go further?

What's the matter with stores? Don't they sell regular prices any more? I know all these "sales" make me feel—a little breathless and dazed. All these "specials" and "announcements" and "events" are so jazzy, so flamboyant, so hysterical, that I long for calm ,moderate, sensible, old-fashioned advertising—something that will tell me the facts about the goods without trying to make me believe that I'm getting something for next to nothing.

Speaking as a shopper, I don't know the cause of this sale business; but I do know its effect on me and on my sister shoppers. It's arousing our suspicion.

I know enough about business to know that a merchant can't give away his profits and remain in business. And so, as a shopper, I'm beginning to wonder whether he's lying in his advertising or selling inferior goods. When he talks about a "stupendous sale of printed crepe de Chine at $1.48," it can't possibly be as good, I feel sure, as the printed crepe I bought last week at his store at $1.95. Or, if it is as good, why should I have been charged the higher price?

Oh, I realize that there are occasional bargains. I know, for instance, that if you wait until the end of a season, you can buy dresses and suits at nice low prices. And in buying furniture you're likely to save money if you buy in August. But how is it possible for stores to be staging these sales of theirs every day in the year?

Just as we're tired of sales, sales, sales, and long for regular merchandise sold at regular merchandise sold at regular prices—so that we might know what we're getting for our money—so are we tired of this constant, hysterical crying of "finest," "best," "most wonderful," and "stupendous." Everything in store advertising today seems to be exaggerated. Everyone talks in superlatives. As I read this hysteria that passes for retail advertising today I think of the actor who shouts and declaims and gesticulates and prances; and I remember how much less effective he is than the actor who speaks his lines sincerely and straight-forwardly.

Modern-day retail advertising, I believe, promises more than the store can fulfill. Perhaps it isn't deliberately untruthful; but it's so badly exaggerated that the effect is the same. What's needed, I suggest, is a little restraint. If an advertising writer would prepare his copy in the regular way, and then, go through it and cross out the superlatives, his thoughts would register better with Mrs. Jones.

On various occasions, I have been present when women friends, typical housewives, were reading store advertisements.

"Well now," says one, speaking the mind of the others, "I wonder what's wrong with those table linens that they're selling them so cheap."

One day recently I rode into town with a neighbor; and together we glanced over the advertisements in the morning paper I was carrying.

"Look," said she, pointing to an advertisement of blouses. "Emproidered crepe de Chine suit blouses for $5.95, reduced from $11.75. Goodness, that's cheap."

I agreed.

"But," she remarked, "I wonder if the blouses are worth any more than $5.95. You know that store isn't in business for fun."

Do you see how the public draws conclusions?

"Don't believe all that the stores say about goods," counsels Mrs. H . . . . , a business-woman friend. "You know they're in business for profit."

And there you are. Between the sales and the comparative prices—well, is it any wonder that we're beginning to lose confidence?

I talked this over with Friend Husband.

"Well," he said, trying to look judicial, "you women force the stores to talk sales. You know yourself that you're always hunting bargains."

"Yes," I countered, "but that's because the merchants have taught us to expect them."

"Nothing of the kind" said he. The stores cater to the demands of the public and in putting on 'sales' the merchants are merely giving the public what it wants."

Well, do you believe that's true, Mr. Merchant? Are you sincere in your conviction that we, the public, want to be saled to death? If you really believe that the public wants to buy, to be forced to buy, through the constant artificial stimulation of sales, you're wrong.

I make this statement, and defy any merchant to contradict:

The public of today is so tired of "sales" and of the jazzing-up of merchandising that it would welcome the opportunity to buy good, regular merchandise at fair prices.

I saw this happen in a store in New York:

A customer wanted a spring coat. "Something simple and moderately priced, in navy blue," I heard her tell the saleswoman. On a nearby rack, over which hung a sign, "Special $39," were rows of navy blue coats that answered the customer's description.

After trying one on, surveying herself in the mirror, the customer remarked: "Well I don't just like the material of this coat; it seems to be a coarse twill."

"It's a wonderful value for the price, madam," the saleswoman assured her. "We've sold hundreds of these coats at this special figure since Monday."

"Are the coats reduced?"

"No; just specials. But wonderful values."

"Well, I think the quality is too cheap. Haven't you got something better? I mean your regular stock."

The saleswoman indicated another rack that bore a sign: "Special Flannel Coats, $29.50."

"You might like those coats," she picked up one lying on a chair. "Flannel's all the rage this season."

Again the customer shook her head. "No; I want a regular tailored coat in a dark color. What have you in regular stock?"

And so the discussion went on, until the saleswoman, apparently with reluctance, turned to the regular stock and there found the kind of coat the customer wanted.

The incident illustrated two vitally important points about present-day merchandising:

First, that saleswomen seem to have been taught to believe that their first duty to every customer is to sell her, not regular merchandise, but something "special." Time and again in my own personal shopping I have encountered that same situation—evidently the result of a definite managerial policy.

But that policy, I maintain, is doing harm; it's hurting the stores and their respective reputations. Which leads me to the second point of the coat incident:

Low prices necessarily signify low quality.

The store that has invested thousands of dollars in good-will advertising, that has worked for years to build a reputation for good merchandise at honest prices—that store is undermining its own structure.

At the time of this coat incident, I stepped to the

J. A. TEPOORTEN
LIMITED

WHOLESALE DRUGS

PATENT MEDICINES DRUGISTS' SUNDRIES
PHARMACEUTICAL PREPARATIONS

308 Water St. Vancouver, B. C.

The Old Reliable

Minard's Liniment Co. Limited

Yarmouth, N. S.

Tillicum Pays Its Way

Get a single case of Tillicum Toilet Tissue—build from it a pyramid—add a price ticket and watch this structure turn into money.

It is surprising how quickly this high grade toilet paper, put up in big half-pound rolls, can dispose of itself. People like its unusual appearance and low price.

Then They Come Again For More.

Smith, Davidson & Wright, Ltd.

MANUFACTURERS AND WHOLESALE PAPER DEALERS

VANCOUVER VICTORIA

rack marked $39 and looked at the blue twill coats. I knew that $39 looked like a highly moderate price. One glance told the story; the coats were worth $39—or less. Surely not a cent more. They were cheaply made, skimped, trimmed with poor grade fur.

My reaction, as I examined that $39 coat, was one of astonishment. I was standing in a high-class store on Fifth Avenue, New York, a store that for years has stood, in my mind and in the minds of the public, as a fine store, stocked with merchandise of excellent quality. Could it be possible that this store was descending, through the lure of bargains, to selling low-grade stuff?

It was. And I came away wondering why. I wondered what could be wrong—if the store was "slipping," if its management was desperate; if its morale was crumbling.

We, the public, are suspicious. We're suspicious, even, of the "bargains" of high-grade stores. We've come to realize that two and two, even in retailing, always make four; that even though prevaricators may write the advertisements, business is a matter of cold arithmetic—and figures don't lie.

ALBERTA BANS SALES OF EXTRACTS.

New Regulations of Liquor Control Board Prohibit Retail Sale of Lemon Extract, etc.

Under regulations recently passed by the Alberta Liquor Control Board retail sale of extracts and similar preparations, is prohibited within the province for the following preparations, made according to the formula of the British Pharmacopoeia:

Any combination of alcohol with ether, Tincture of Bitter Compound Tincture of Cardamoms, Compound Tincture of Lavender, Tincture of Lemon, Tincture of Ginger, Orange Wine, Iron Wine, Wine of Iron Citrate.

Preparations prepared according to the United States Parmacopœia are also banned, these being:

Any combination of alsohol with ether, Tincture of Bitter Orange Peel, Tincture of Sweet Orange Peel, Tincture or Cardamon, Compound Tincture of Cardamom, Tincture of Lemon Peel, Tincture of Ginger, Spirit of Bitter Almond, Spirit of Juniper, Compound Spirit of Juniper, Aromatic Elixor.

This restriction does not apply to the sale of such preparations by Government liquor stores, or by persons holding a license to keep and sell such goods in accordance with the regulations.

Another section of the regulations also prohibits the possession and sale by retail of extracts of lemon, orange or peppermint, except by a government liquor store.

It is stated that the Liquor Control Board has received information which proves that these extracts are being sold in large quantities as beverages, particularly in the north country, where unscrupulous dealers sell them indiscriminately to Indians and half-breeds. It is also stated that if further investigation shows other extracts are being manufactured and sold as beverages additional restrictions will be imposed by the Government.

Arrangements have been made with the secretary of the Alberta branch, Retail Merchants' Association, to obtain particulars of the stock in the hands of the retailers and in the meantime it is essential that these three products should be removed from the shelves, crated and segrated until such time as the stock can be dealt with.

VISITS VANCOUVER.

Major Max Fleischmann, president of the Fleischmann Yeast Company passed through Vancouver recently remaining the night in the city and leaving for Banff and other Rocky Mountain resorts the following day.

CONTINENTAL

Progressive Merchants

have learned that

Better Quality Bags

are really the most economical

Write for samples and prices of our beautiful assortment Tea and Coffee Bags.

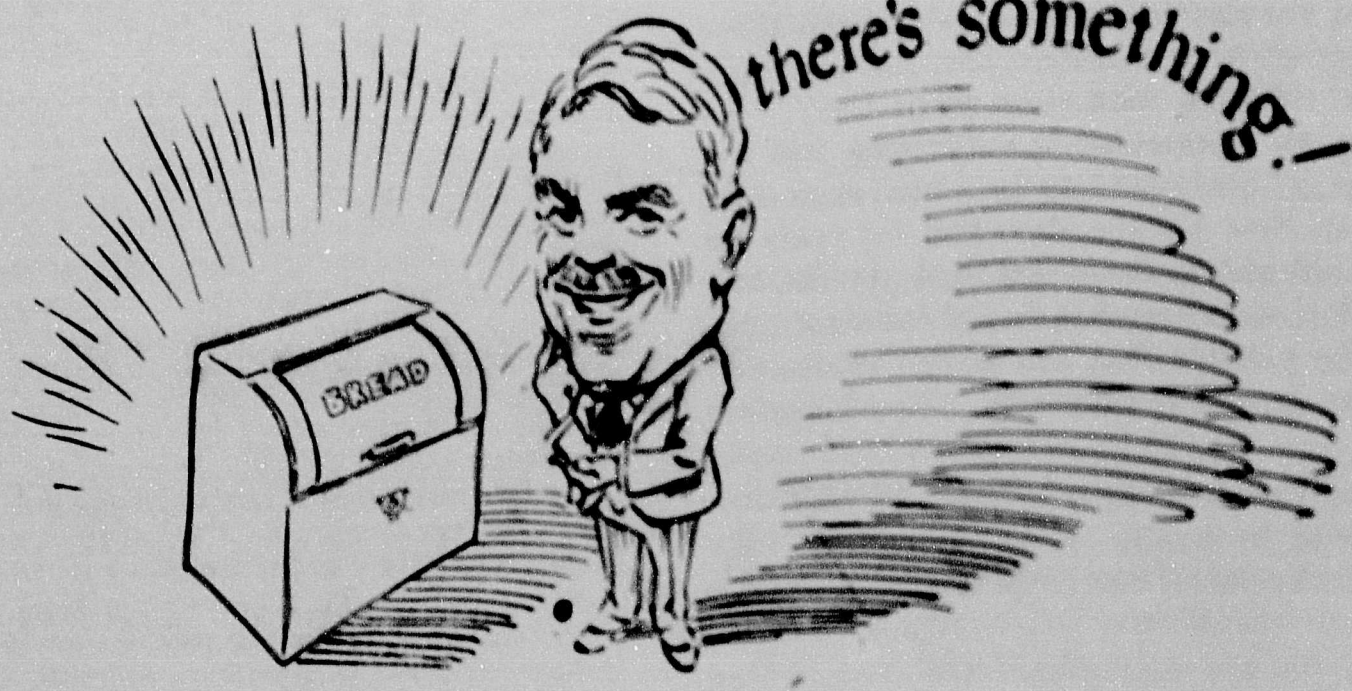
These quality bags create goodwill and speed turnover.

THE CONTINENTAL PAPER PRODUCTS LIMITED
OTTAWA, CANADA.

Vancouver
Victoria
Edmonton
Calgary

SMITH, DAVIDSON & WRIGHT, LIMITED

"Using a Continental Bag is Bag Insurance."



We put it across!

Well, I guess we put it across in good style.

The moment I saw that new Premier Bread Box out in the factory I said to myself, "There's something any merchant would want to sell."

I sold goods on the road long enough to know that when something with a real idea behind it comes along it can't help succeeding. And there is a real idea behind that new roller cover bread cabinet. Made in three sizes—15", 17" and 20". And you can get bread out of it without taking it off the shelf.

The same thing applies to all the Davidson line of japannedware—an idea behind every article. All you have to do is put a display of them in your window and they'll sell, all right.

The Senior Salesman

The Thos. Davidson Mfg. Co. Limited

Established 1860.

Head Office and Factory: MONTREAL.

Branches: Toronto Winnipeg Calgary Saskatoon Vancouver

DAVIDSON

HARDWARE, OIL *and* PAINTS

HARDWARE MARKETS AT A GLANCE.

Builders' Hardware Active.

Builders' hardware is in strong demand at firm prices. Stocks are fair and the demand for butts, is particularly good in this section.

Buck Saws.

Buck saws are active at firm prices, stocks are firm.

Paints and Varnishes.

There is still a good demand for paints and supplies with prices holding well.

White Lead.

A steady sale of white lead continues. The prices established some time ago remain unchanged.

Sporting Goods.

Local jobbers report that with advent of fall weather demand for sporting goods of all descriptions is good.

Rope.

A fairly good sale of rope is reported locally. The prices which have been ruling for some time are unchanged.

Emery Cloth.

A reduction has been made of approximately five per cent on emery cloth.

Game Traps.

There are considerable amount of game traps being sold locally. Prices remain unchanged.

Cattle Chains.

There is an active movement in cattle chains at the present time. The price remains unchanged at levels which have been ruling for some time.

Steel Tapes Advance.

Steel measuring tapes of the pocket variety have advanced slightly.

Turpentine.

The turpentine market continues to be firm, with local quotations unchanged.

Handled Axes.

There is a very good sale at the present time for handled axes in the different grades.

Linseed Oil Market Steady.

The linseed oil market is steady and without any indications of a change in price.

Clocks and Watches Move.

With the shorter days there is a considerable improvement noted in the sale of alarm clocks and watches.

Washing Machines.

Dowswell Lees' and Co. have issued new lower lists on their line of washing machines. The reductions run from 50c to $1.00 on the different patterns of machines.

Canada Plate.

There continues to be an active sale of Canada plates and local distributors anticipate a good business in these goods during the coming months. Prices continue steady and unchanged.

Lanterns and Globes.

With the Fall and shorter evenings, there is a good volume of business being done in lanterns and lantern globes. Prices remain unchanged.

Stoves and Airtight Heaters Move.

The cooler weather has stimulated the sales of stoves and airtight heaters. The sales on stove boards and sundry lines are quite noticeable and the volume of business at this season on this line is reported good.

Sash Cord.

A decline on sash cord is now recorded. The latest quotations show a decline of ten per cent.

Range Boilers.

New quotations on range boilers show a decline of about ten per cent both on standard boilers and extra heavy.

Cutlery.

Distributors here report that cutlery sales are on the up grade, goods for gift purposes and particularly for Christmas gifts are one of the main features of the hardware market.

Sales of Fire Arms and Ammunition.

Guns and ammunition are reported as strong, seasonable sales here at the present time. A quantity of business is reported in all parts of Province, volume is well up to that of previous year.

Oakum.

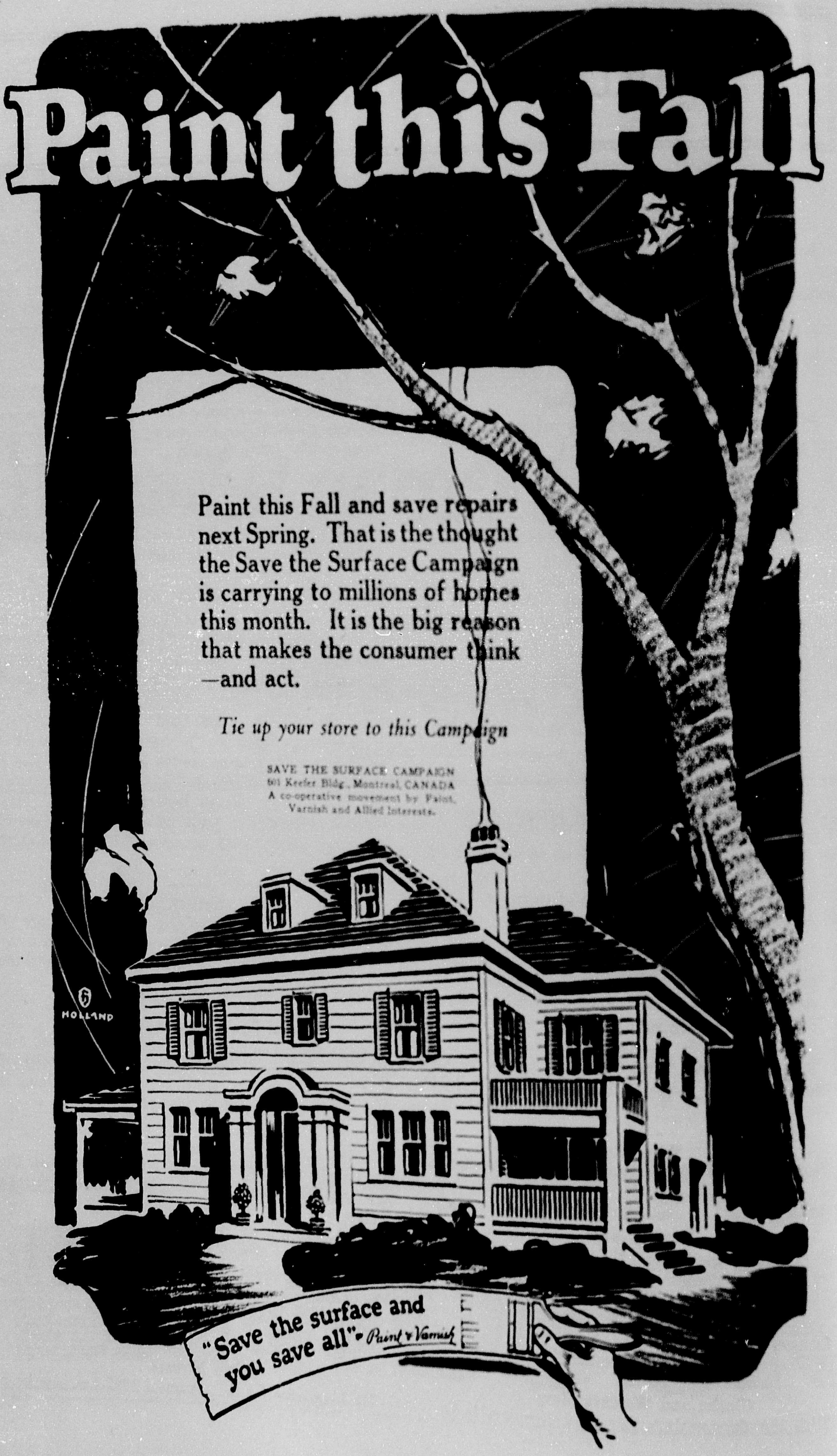
A slight advance on Oakum prices is reported, the new quotation amounting to approximately fifteen cents a bale.

Weather Strip.

Activity in the sale in weather strip is noted in this locality at present, practically all varieties are moving in good quantities, prices have shown no change.

Lawn Mowers.

Booking price for the season of 1925 has now been


Paint this Fall
Paint this Fall and save repairs next Spring. That is the thought the Save the Surface Campaign is carrying to millions of homes this month. It is the big reason that makes the consumer think —and act.
Tie up your store to this Campaign
SAVE THE SURFACE CAMPAIGN
801 Keefer Bldg., Montreal, CANADA
A co-operative movement by Paint, Varnish and Allied Interests.
HOLLAND
"Save the surface and you save all" Paint & Varnish

issued by the Taylor-Forbes lawn mowers. There is no change from the prices ruling for the past season.

Spring Door Hinges

Booking orders for screen door hinges are now being taken for 1925, the price remains unchanged for this year.

Metal Lath.

The metal lath market is good, trading being fairly active. Quotations here are unchanged.

Sheet Iron.

Sheet iron market continues to be strong, prices show no change.

Electric Heaters.

Cool evenings aid the sales of electric heaters and are placing such goods in strong demand.

Nails.

There continues to be a good volume of nail orders received locally. There are no changes.

Auto Accessories.

Retailers have begun to place orders for tire chains on which the prices are the same as in effect last spring. Accessories and tires are moving in fairly good volume.

ADVANCE FORECAST IN BRASS AND COPPER GOODS.

Lawn mower prices issued by the Canadian manufacturers for the coming season show no change in price from those ruling this year. The American lawn mower manufacturers have issued their prices for 1925 and show a decline in prices of ten per cent.

There has been for some considerable time in the United States price cutting on bolts and nuts. The mills have made an advance in their prices on bolts and nuts of ten per cent and while the majority of the jobbers there have not made this advance effective, it is only a matter of time before they will do so. There has been an advance in the price of solder in the United States of one cent per lb., while the Canadian price has been reduced two cents on some grades and one cent on others.

The copper and brass situation is showing more activity. Price of copper is said to have been too low, producers were aware of the fact and have now advanced their prices three quarters of a cent a lb., and a further advance would not be surprising. Goods manufactured of brass and copper are very likely to stiffen in price.

Selling Surface Protection

By G. V. White.

In every branch of the hardware business, changes have been more rapid than is realised by those who have grown and changed with it. Oil cans and bunches of T and strap hinges have disappeared from the ceiling, hay forks, shovels and rakes from the doorway and cheap plated or pewter cake baskets, casters, and pickle dishes from the showcase that sat on the front counter. The day when "painting up" was considered an extravagance has also passed and with its passing the paint department of the modern hardware store has come into its own. No longer are the "Paints and Oils" kept in the back of the store—or in the shed across the alley and much of the mixing done by hand—but many dealers give their "Paint and Varnish Department," as it is now called, the most conspicuous and valuable space in their store. Often it is at the very front where the light is good and shades and combinations show off at their proper value.

There is more than one reason for this change and possibly increased prosperity which requires and calls for more beautiful surroundings in the community and the house has played its part, but, to my mind, the education of people along economic lines has played a larger one. Advertising and experience combined have taught that paint and varnish not only beautifies but protects and that when you "Save the Surface" you save it all. As you drive through the country the farmer with the well-painted house and barn impresses you as thrifty and doing well and you judge a city house by the condition of the outside. If it has suffered from lack of proper protection from the elements it is safe to surmise that the whole structure has been neglected and your opinion of its value and of its owner unconsciously made.

Preserving Historic Buildings.

Few more attractive or forceful advertisements have ever appeared than that series issued by the Save the Surface Campaign Committee showing illustrations of some of the grand old historic buildings of the country and telling of the important part paint has played in preserving them. The merchant who fails to follow this up and impress the local applications on the members of his particular community is losing a great opportunity. Almost every man and woman is a prospect for paint or varnish sales—nearly everyone owns something that would be the better for a coat of one or the other, call this fact to their attention insistently through newspaper advertisements, through window displays, through personal and circular letters and by having an attractive department presided over by one who understands the different lines thoroughly. There are few lines in which the manufacturers are so generous in the quality and quantity of selling helps they are willing to furnish. Counter color books and large color cards, window trim material, mailing circulars on paints for every purpose and material are freely furnished to those willing to use them.

All Year Business.

Remember your paint department is an all-year round department, and each season has its own particular line. In the early spring there are auto and carriage paints, then house-cleaning and brightening up

requirements, floor varnish, varnish stains, wall finishes, etc., and then the spring house cleaning is on. Your city salesman should have already furnished you with a list of new houses, and old ones that will require painting up, and these should be gone after by your representative, or yourself personally, and a copy of the list mailed to the manufacturers whose line you carry, who will be only too glad to mail them color cards and other information—but it is up to you to close the deal. In the summer, screen paints, summer cottage, yacht, canoe and similar requirements, and then, the fall house painting season is on again. After that, stove pipe enamels, and adding a few inside touches to make the home ready for winter. Floor paints, floor varnishes, varnish stains, auto, carriage, and wagon paints, enamels, etc., of course, are all year sellers and can be featured at any time.

Add Name to List.

As soon as a new cellar is dug in your town you should add the builder's name to your mailing list and never let him forget that you sell paint—the best paint—till you have his order for what he will require. Keep the good-will of the painters, remembering that they should be far the biggest individual customers. If you are not getting their business it will pay you to find out the reason—some one is. It is a good idea, I believe, to stock two grades of paint, one to sell on "quality" and the other on "price," but do not get the two mixed and try to convince yourself or your customer that the low-priced paint is a "quality product," or that your quality line can be sold at a price to compete with low grade paints—it is'nt necessary.

You will find the argument "poor paint is dear at any price" a great sales talk in pushing your standard line, but if you find your customer is influenced by nothing but price, you can turn to the other with "Well, there is nothing better than this at the money," and you have him both ways.

Don't neglect the windows, put in at least four big special lisplays during the year—more if possible, and in their arrangement keep in mind the fact that ladies are large buyers, especially for interior uses. It is well to have a special mailing for them only and from time to time send a personal letter, color cards, etc., on varnish stains, floor varnish and wax, and provide chairs for their use when visiting your store. Brushes should always be kept in this section too, and not in another part of the store.

This should be the best season yet for the progressive handlers of paints and varnish.

PACIFIC COAST PHOTOGRAPHERS FORM ASSOCIATION.

At the recent annual convention of the Northwest Photographers' Association, Consolidation of the Pacific Northwest, and the Photographers' Association of California was ratified, and the organisation now includes Oregon, Washington, California, Nevada and British Columbia, known as the International Photographers' Association.

L. B. Morton, president of the California organisation, presented the authorization of his group for the consolidation and Hary Main of San Francisco formally invited the newly created Pacific International Photographers Association to hold their 1925 meeting in San Francisco.

Clarence Starns president of the National Photographers' Association, acted as chairman during the consideration of the consolidation and delivered the principal address of the day.

SPECIAL FOR FALL SELLING

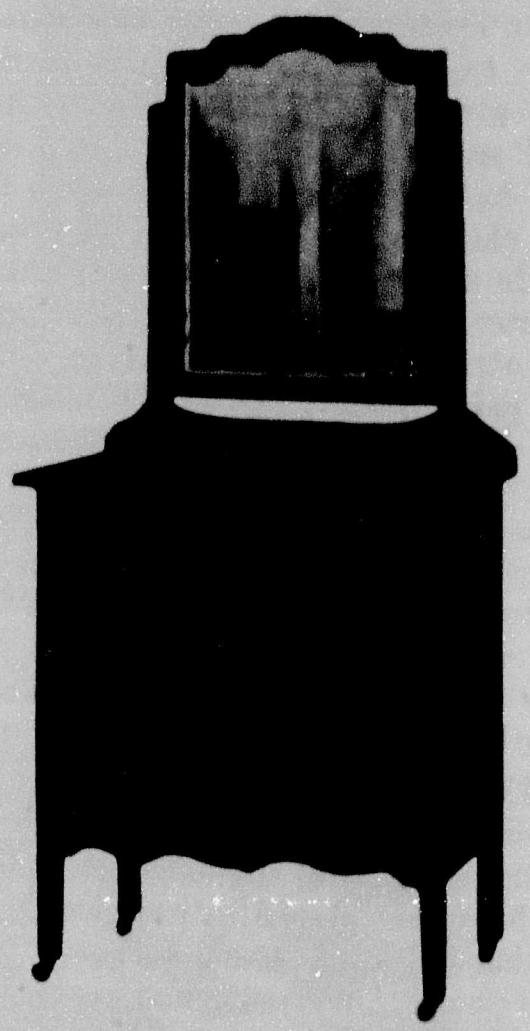
IN response to numerous requests we have decided to repeat our former combination offer of **One No. 108 Dresser,** fumed finish, **One No. 108 Dresser,** Ivory or White Enamel Finish. Size of dresser 18-in. x 34-in. top; 20-in. x 24-in. British Plate Mirror.

Two Kitchen Tables with drawer. Size of top 26 x 46 or two of same table 24-in. x 36-in.

Price for the four pieces as above

$38.00

To secure prompt delivery, place orders early.



DOWLING MANUFACTURING COMPANY

266 Second Avenue East. **Phone: Fairmont 2723.** **VANCOUVER, B. C.**

HARDWARE PRICES CURRENT

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

AMMUNITION.

Loaded Shot Shells.

	M
Dominion:	
Canuck.	
12 G x 26 x 1⅛ ch.	$44.65
12 G x 28 x 1⅛ ch.	45.65
Imperial.	
12 G x 26 x 1⅛ ch.	49.00
12 x 28 x 1⅛ ch.	51.70
American.	
U.M.C. Nitro Club 12 G x 26 x 1⅛ ch.	62.85
Peters High Gun	62.85
U.M.C. Arrow 12 G x 26 x 1⅛ ch.	59.35
Peters Premier	59.35

Metallic Ammunition.

Dominion	
22 short Smokeless	4.65
22 Long Smokeless	4.65
22 L. Rifle Smokeless	7.75
22 L. Rifle Leemok	6.10
American.	
22 Short Smokeless	5.45
22 Long Smokeless	7.60
22 L. Rifle Smokeless	9.00
22L. Rifle Leemok	7.10

ANVILS—Peter Wright, 50lbs to 130 lbs., 25c; over 130 lbs. 22c.

AXES—Boys' Axes, 1½ lbs. $12.60 to $13.20 doz.; double bit axes, unhandled, $22.20 to $25.20 doz.; hunters axes, $12.00 doz.; single bitted axes, unhandled, $14.20 to $15.00 doz.

BARS—Crow, $11.00 per 100 lbs.

BELTING—Lace, rawhide sides, $1.40; cut, 5/16" at $2.40 per 100 feet; ⅜" at $3.00 per 100 feet; ½" at $4.40 per 100 feet.

BOLTS, CARRIAGE—(in full packages). ⅜ and smaller up to 6-in. long, less 33 1/3 off list; over 6½ in. 27½ off list. Note new larger, all lengths, less 20 off list. Note new list prices in effect.

BOLTS, MACHINE— ⅜ and smaller up to 4-in long, less 45 off list; over 4-in. less 35 off list; ⅜ 17½ and ½ less 25 off list. Note new list prices in effect.

BOLTS, STOVE—Less 55 off list.

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

BOARD, Beaver—Per 1,000 to 5,000 feet, $61.00 per 1,000 feet.

BOILERS, RANGES—30-gals. $12.00 each.

BUILDING PAPER—Tarred, $1.00 to $1.20 per roll. According to quality. Plain 75c to 90c per roll.

BUTTS—Plated, 3¼, antique copper and dull brass finish 2½ x 2½ per pair 35; 3½ x 3½ per pair 39½c; 4½ x 4½ per pair 60c.

BUTTS—Wrought steel, No. 304, 3½x3½, $1.45 per doz.; 3½ x 3½ $2.25 per doz.; 4½ x 4½, $4.00 per doz.

CARPET FELT—24 oz., 50 lb., $3.60 roll.

CATCHES, CUPBOARD—Old copper and dull brass finish, $14.50 per hundred.

CHAIN—Coil B, electric weld, 2-16, $19.50 per 100 lbs; ¼, $15.40 per 100 lbs. 5-16, $15.50 per 100 lbs.

CHAIN—Logging, 5-16 x 14, $3.00 each; ⅜ x 14, $5.75 each.

CHOPPERS, FOOD—Universal No. 0, $22.20 doz.; Universal No. 1, $27.60 doz.; Universal No. 2, $32.40 doz.; Universal No. 3, $42.60 doz. Home, No. 55, $2.90 each; Home, No. 65, $3.75 each.

CHURNS, BARREL—No. 0, $10.75 each; No. 1, $11.10 each; No. 2, $11.80 each; No. 3, $12.75 each.

CLEVIS, MALLEABLE—Per lb. 21c.

CLOTHES LINE WIRE—Per each, 50 ft., $3.60 doz.; 100 ft. $6.25.

DRILLS—Bit stock 40/5 off new list; blacksmith ¼-in. 47½ off new list.

EAVTROUGH—Per 100 feet, 5-in. $5.53; 10-in $6.50; 12-in. $7.96.

FILES—Great Western, 55% off list; Black Diamond 25% off list.

HINGES—Per doz. pairs—Heavy strap, 4 in. $2.25; 5-in. $2.60; 6-in. $3.00; 8-in. $4.50.

CORRUGATED TEE—Per dozen pairs—4-in $3.00; 6-in. $4.15; 8-in $7.70; 12-in $14.50.

HOSE, WATER—½x3-ply 10c a foot; ½x4-ply 12c 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.—4 lbs. and over 25c; 3, 4, and 5 lbs. 28c.

KNOBS, RIM DOOR—Japanned, $3.75 per doz.

LAMP CHIMNEYS—A, per case 8 doz., $1.20 per doz.; A, per doz. $1.40; B, per case 6 doz. $1.40 per doz.; B, per doz. $1.75.

LANTERNS—Short or long globe, plain, $14.50 doz.; Japanned, $15.05 doz.

MATTOCKS—Pick, $20.80 each; Cutter, $10.80 each.

MOWERS, LAWN—Woodyatt: 4-bladex12 inch, $10.25; 4-bladex14 inch, $11.00; 4-blade x16 in. $11.75. Empress, 4-in blade x 12-in. $12.50; 4-blade x 14-in. $13.00; 4-blade x 16-in. $13.75. Great American: 15-in. $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 $4.90 f.o.b. Vancouver; Cut, base $7.50 f.o.b. Vancouver.

NETTING, POULTRY—Per roll—2x12, $1.60; 2x24, $3.00; 2x36, $4.20; 2x60, $6.80; 1x12, $2.75; 1x24, $5.00; 1x36, $7.00.

NUTS—Per 100 lbs advance over list—Square, small lots, $5.75; square, case lots, $5.75; hexagon, small lots, $4.25; hexogan, case lots, $4.25.

PICKS—Clay, 6-7 lbs. $8.40 doz.

PINE TAR—1 gal. 55c each; ½ gal., 29c each; ¼ gal. 15c each.

PLASTER OF PARIS—$1.60 per 100 lbs.

RIVETS AND BURRS—Black carriage, 5lb burrs 57c; No. 8 assorted coppered rivets No. 8, 31c lb.; assorted copper rivets and burrs 61c; No. 8 assorted coppered burrs and burrs 31c per lb. No. 8 coppered burrs 27c per lb.; Coppered rivets 26c per lb. Coppered burrs 27c per lb.

ROPE BASE—British manila, base, 16c; pure manila, base 18c.

SAWS, BUCK—Happy Medium, $16.50 doz. Happy Idea $16.50 doz. Disstons No. 6 $16.80 doz.

SCREWS—Bright flat head 67½/10 off list; bright round head, 65/10 off list; brass flat head 57½/10 off list; brass round head 55/10 off list.

SCREWS, CAP—35 off list.

SCREWS, SET—35 off list.

SHOVELS AND SPADES—Olds or Fox, $11.85 per doz. ⅝ Jones or Bulldog $13.75 per doz.

IRON, BAND—Per 100 lbs.—1½-in. $4.50; 1¼-in. $4.50; 1-in. $4.50.

IRON, BLACK SHEET—per 100lbs.— 16 guage $5.50; 24 guage $6.10; 18-20 guage, $6.10; 26 guage $6.60.

IRON, GALVANIZED SHEET—Per 100 lbs.—28 guage American or English $7.35; 24 guage $7.25; 18-20 guage $7.05.

SCOOPS—Moose No. 4, $17.10 doz.; No. 6, $17.65 doz.; No. 8, $18.50 doz.; No. 10, $19.20. All above in black finish.

SOLDER—½x½, case lots, 42c per lb.; less 46c per lb.

SPIKES, PRESSED—Per 100 lbs.—½ inch, $7.60; 5-16 $7.25; ⅜ in. $7.00.

STAPLES—Galvanized fence, $7.75 per 100 lbs. in full kegs; galvanized poultry netting, $9.50 per 100 lbs. in full kegs.

TACKS—Carpet, 70c off new list.

WIRE, BARBED—Per roll—4 point, cattle, 80 rod, $4.50; 4-point hog, 80 rods $6.00.

WIRE, PLAIN GALVANIZED—Per 100 lb. No. 9, $6.30; No. 12, $6.60.

WIRE—O & A—Per 100 lbs. No. 10, $6.00; No. 11, $6.10; No. 12, $6.20.

WRINGERS—Eze, $81.00 doz.; Safety., $87.00 doz.; Bicycle, $81.60 doz.; Ajax, $171.00 doz.

WASHING MACHINES—Velox water power, $23.75 each; Seafoam Electric, $76.00 each; Snowball, $17.35 each; Patriot, $19.00 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	$4.25
B-H "English" white	4.60
B-H Exterior Oil Shingle Stain—	
Ordinary colors, in 4 gal. cans	$1.85
Greens and Greys, in 4 gal. cans	2.00
B-H Anchor Shingle Stain—	
Ordinary colors, in 4 gal cans	1.35
Grrens and Greys, in 4 gal. cans	1.50

PAINTS

	Gallon
Ordinary colors, in 1 gal. cans	$4.30
Martin Senour porch paint	4.30
Martin Senour Neutone white	3.85
Martin Senour Neutone color	3.75
Martin Senour floor paint	4.15
Sherwin Williams, white	4.65
Sherwin Williams, color	4.30
Sherwin Williams, porch	4.30
Sherwin Williams, floor	4.15

PUTTY—	Per 100 lbs.
Bulk, barrels 800lbs.	$6.50
Bulk, irons 100 lbs.	7.75
Bulk, irons 25 lbs.	8.30
Tins, 5 lbs; per lb	9½
Tins, 1lb.	.12½

LINSEED OIL—	Gallon.
Raw, 1 to 2 barrels	$ 1.35
Boiled, 1 to 2 barrels	1.38

LEAD, WHITE IN OIL—	Per 100 lbs.
1,000 lbs. to 1 ton	$14.10
Less	16.10
Brandram's Genuine	16.05

TURPENTINE—	Gallon.
1 barrel lots	$ 1.80

VARNISHES—	Gallon
Elastic, No. 1	$ 8.30
Elastic, No. 2	7.40
IV Linoleum	6.80
IV Marine Spar	7.10
IV Furniture	3.65
IV Pale Hard Oil	4.05

Less 33 1-3 per cent.

Lacqueret	$6.15 less 40

MORE LIGHT LIMITED.

Prices to dealers.

Lamps for	$8.00
Lanterns for	$6.75
Junior mantles per do	.75

COLEMAN QUICK-LITE.

Lamps, each	8.45
Lanterns, each	7.20
Mantles, dozen	.85

Automotive Price List

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

ACCELERATORS FOOT—Wireless Ford at $1.75 each.

ASSORTMENTS—Cotter pin 13c each; Cap screws 35c each; Set screws 30c each; Machine screw 75c each; Machine nut 75c each.

BATTERIES—Hot Shot $2.95 each; Dry 6x 2¼ 55c each.

BOOTS—Tire 4-in. $1.25 each.

BUMPERS—Hoover Twinbar, $10.60 each.

CAPS—Radiator, $1.00 each.

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

CARRIES—Luggage, collapsible $2.25 each.

CEMENT—Radiator, ½ lb Wonder Worker $6.40 doz.

CHAINS—Weed 30x3½ $6.35 each; 32x3½ $7.00 each; 31x4 $7.70 each; 33x4 $8.20 each; 34x4 $9.00 each. Less 30%.

RID O SKID—30x3½ $3.75 pair; 32x3½ $3.95 pair; 34x3½ $4.10 pair; 30x4 $3.95 pair; 33x4 $4.50 pair. Less 30%.

CLEANERS, WINDSHIELD—Presto $1.75 each; Rain-E-Day, $1.50 each.

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

DEFLECTORS—Wind adjustable $15.20 pair.

ENAMEL—½ pt. Jet Lac $6.00 doz.; 5-oz. Wonder Worker $4.80 doz.; Martin Senour Quick Drying, 1/64 13c 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 $1.55 gal.; medium $1.60 gal.; heavy $1.70 gal.

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

PLATES—Step $2.00 each.

PLUGS—Spark Champion 68c each; A. C. Titan 63c each; Hel-Fi, 50c each.

POLISH, METAL—Klondyke, ¼ pt. $1.35 doz.; ½ pt. $2.40 doz.; 1-pt. $4.80 doz.

PUMPS—Tire Ace $2.75 each; Crown $1.55 each.

RAILS—Robe No 127 90c each.

Fabric tires, universal non-skid tread: 30x 3½ $18.00.

TIRES—Cord 30x3½ $12.00 each; fabric 30x3½ $10.00 each; Cord 32x4 $19.85 each; Fabric 32x4 $16.90 each.

TUBES—Grey: 30x3½ $1.85 each; Grey 32x4 $2.45 each.

Bakery, Confectionery and Catering

Shortenings Used by the Baker

A Practically Written and Instructive Article on Ingredients.

By James J. Roche, B.Sc.

The term "shortening" when used in bread-making refers to fats and oils in various forms. These may be liquid, semi-solid or dry. Vegetable and animal oils and fats are compounds of carbon, hydrogen and oxygen, which are found naturally in all plants and animals. The word oils is generally applied to the varieties liquid at ordinary temperatures, and fats to those solid at ordinary temperatures. Oils and fats are chemical combinations of glycerine as a base with the so-called fatty acids. The three most common fatty acids are oleric, palmitic and stearic acid. Two or more of these fatty acids are generally present in all fats—mixed, not chemically combined. They differ in their physical nature. Olein is liquid at ordinary temperatures and whenever this acid predominates the fat appears in the liquid form as in olive oil. Palmitin is semi-solid; it predominates in butter and lard and is the largest part of the human fat. Whenever stearin is present in a relatively large amount, the fat is a solid as in suet and tallow. Besides these three predominating fatty acids, several other acids are usually present in small amounts, and of course the characteristics of the shortening material will depend to some extent on these acids. For example, the common fat butter contains a small amount of butyric acid, and when butter becomes rancid this acid is set free; it is this acid that produces the well-known disagreeable odor and taste. Likewise, other acids are set free in other fats and oils when they are decomposed.

All oils are lighter than water. When pure, they are colorless, but most commercial oils are yellow, or even of darker color, due to impurities. Oils and fats are insoluble in water, but are readily soluble in either benzene or amyl alcohol. If kept from the action of air, light and moisture, oils and fats will remain unaffected for great lengths of time, but on exposure are liable to absorb oxygen from the air and become rancid. When an oil or fat is once rancid, no treatment will restore the oil or fat to its original soundness, and when used in bread the disagreeable odor will remain even after baking. Oils and fats should, therefore, be stored in closed containers at a low temperature, in order to avoid rancidity.

Lard—Pure lard is made from the fat of the hog, and is a white fat of somewhat pleasant taste, characteristic odor, and of soft consistency. The fat of some portions of the hog is much harder than others, consequently the fat of the abdomen, if melted down separately, gives a much harder lard than do other parts, or than would be yielded by the fat of the whole animal. The harder lards are found to contain a larger proportion of stearin than do those of softer nature. Lards are, at the present time, almost pure fats; they melt into a liquid which is either perfectly clear, or only slightly turbid due to the presence of a minute quantity of unseparated tissue.

The following grades are generally recognized on the American Continent: (1) Neutral lard, from the leaf of the pig, rendered between 40 degrees and 50 degrees C., contains up to 0.25 per cent free fatty acids. Sometimes divided into one and two grades. Neutral lard No. 1 is prepared from the leaf. Neutral lard No. 2 is prepared from the back fat. (The leaf is the portion surrounding the kidneys and bowels.)

(2) Leaf lard rendered from the residue left from the neutral lard by steam heat and pressure.

(3) Choice kettle rendered lard rendered in steam packeted open kettles from portions of leaf and back not used for neutral lard.

(4) Prfime steam lard rendered by steam from from head, heart and small intestines. It may also contain fat from other parts.

Lard Defined—Lard is the rendered fresh fat from hogs in good health at the time of slaughter; is clean, free from rancidity and contains, necessarily incorporated in the process of rendering, not more than one per cent of substances, other than fatty acids and fat.

Leaf Lard is lard rendered at moderately high temperatures from the internal fat of abdomen of the hog, excluding that adherent to the intestines, and has an iodine number not greater than 60.

Neutral lard is lard rendered at low temperatures.

Standard prime steam lard shall be solely the product of the trimmings and the fat part of the hog, rendered in tanks by the direct application of steam and without subsequent change in the grain or character by the use of agitators or other machinery, except as such change may unavoidably come from the transportation. It must have proper color, flavor, dryness and soundness for keeping, and on material which has been salted must be included.

Lard compound is made by thickening cottonseed oil with oleo stearine, or with other stearine is made by pressing beef tallow. Vegetable stearines, or hydrogenated oil, may be used in place of oleo stearine.

Lard substitutes—Mixtures of lard or lard stearine with beef or mutton stearine, cottonseed stearine, cottonseed oil, corn, peanut, sesame, cocoanut and palmnut oils.

Butter is the clean, non-rancid product made by gathering in any manner the fat of fresh or ripened milk or cream into a mass, which also contains a small

portion of the other milk constituents with or without salt.

Renovated butter—Process butter is the product made by melting butter and re-working without the addition or use of chemicals or any substances except milk, cream or salt, and contains not more than sixteen per cent (16.0%) water and at least eighty-two and five-tenths per cent (82.5%) milk fat.

Butter substitute—Oleomargine—The oleomargarine of commerce is composed of refined oleo oil usually churned with neutral lard, milk and a small amount of pure butter, the whole being salted and sometimes colored to resemble butter. Cottonseed oil and other vegetable oils are also used to some extent. Oleo oil is prepared from the fat of cattle.

Cottonseed Oil—Refined cottonseed oil is a pale yellow or yellowish-brown oil of thick consistency, possessing a bland though pleasant taste and odor. It consists of the glycerides of oleic, stearic, palmitic, and linoleic acids. The method of manufacture is as follows:—

The seeds of the cotton plant (Gossypium herbaceum) are crushed in a mill, and the meal is heated in iron kettles at 75 degrees to 90 degrees C. and pressed in cloths under 3,000-4,000 lbs. per square inch. The press cake is sold as cattle food. The oil, after settling, is refined by being heated with a solution of caustic soda to seperate the foots. The sediment of "foots" containing lye, coloring matter and albuminous bodies, settle to the bottom. The "foots" are used for soap. The cottonseed oil is clarified by filtration. On standing or by chilling below 12 degrees C. the palmitin and stearin in part crystallize and are removed by pressing. This solid fat is known as "cottonseed stearno" and is used in making oleomargarine. The chief grades are crude, refined, prime summer yellow, and bleachable.

Coco-nut oil, Coco-nut palm oil, Cocoanut oil—is a white, semi-solid, lard-like fat, which possesses a mild taste and pleasant odor. The oil easily becomes rancid but is seldom adulterated. The oil contains besides palmitin and olein, large portions of myristin and laurin. It is manufactured from the coco-nut (cocos nucifera) the chief commercial supply coming from India, Ceylon, and the South Sea Islands. The fresh meat of the nut is pressed, boiled in water or heated with solvents and the oil extracted. The method of purification employed is filtration. The chief grades are crude, refined, ceylon, cochin and manila.

Peanut Oil, Arachis Oil, Earthnut Oil, Ground-Nut Oil—is a bland pale yellow, liquid oil which possesses a distinctive nutty odor and taste; the chief constituent is the gyceride of arachic acid. It is manufactured by pressing peanuts (Arachis hypogoea). The pressing is carried out in stages, the temperature being increased at each stage. The initial cold press produces the best edibile oil, the second press gives edibile oil of poorer quality, the final press at high temperature yields oils for soap, etc..

Corn oil (Maize oil)—Corn oil is a pale yellow liquid, which possesses a pleasant odor and taste, resembling in flavor fresh ground grain. Nearly all the oil is contained in the germ of the seed, the oil constituting in fact over 20 per cent of the germ. In manufacturing, the germ of common corn (Indian corn, Zea mays) is removed from the grain and pressed; the method of purification employed is filtration. Corn oil consists chiefly of the glycerides of palmitic and oleic

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

A Panomalt Loaf Sells Faster

The quality of your loaf is the big factor affecting the quantity of your sales.

It is here that Panomalt proves of most value. Because it improves every feature of your bread it also improves your sales, and adds to your profits.

Bread made with Panomalt is more nutritous. It has a better flavor, a finer texture and a more uniform appearance.

Order Panomalt from your Fleischmann man and give these qualities to your loaf.

Canadian Diamalt Co. Ltd.

PANOMALT

The Fleischmann Company

DISTRIBUTORS.

acids. The chief grades are crude and refined. Corn oil is an excellent shortening material in which to fry doughnuts. It has the advantage that it may be used many times without developing an undue burnt taste, and it is not absorbed to any great extent by the cooked doughnut.

Olive Oil is obtained from the fruits of the olive tree, (olea europaea L.). The chief constituents are olein and palmitin. The oil is obtained by pressing the pulp of the fruit of the olive tree. The best comes from fruit not quite ripe. The crude oil is washed and filtered; the cake is subjected to further pressings and finally solvent extraction, a lower grade of oil being produced each time. According to the chemists of the New York Produce Exchange, commercial olive oil should not contain over 2 per cent moisture or sediment, and not over 7 per cent fatty acids. Oil sold as yellow must be strictly yellow, and not reddish in color. Oil sold as green must be a true green in color and must not turn brown when treated with a 20 degree Be. solution of sodium hydroxide, 8 cc. of the solution being added to 10 grams of oil.

Artificial Fats—Stable fats are saturated bodies while some of the cheap unstable oils are unsaturated bodies. Research chemists have discovered that almost all liquid oils can be changed to hard stable fats by the action of hydrogen on the oil in the presence of a substance called a catalyst, as nickel. The oil is deordized in the process. It is difficult or impossible to tell what the original oil was after hardening. Some of the most popular fats used by the baker are made from cottonseed oil and hydrogen by this process.

The Effect of Shortening—The main purpose of using shortening in bread making is to improve the texture and keeping qualities of the loaf. Shortening accomplishes these results by first acting as an internal lubricant for the dough; secondly by forming a film of shortening around each little cell of gluten, which prevents the evaporation of the water and keeps the loaf fresh, and thirdly, shortening causes a mechanical dispersion of the gluten in the dough, producing a tenderness and softness in the loaf. Shortening also has a bracing effect upon the gluten; therefore, with a soft or young flour more shortening should be used.

The best results are obtained by melting down the shortening and spraying it into the mixer after the other ingredients have been allowed to mix for a short time. The primary object is to aid in developing the gluten by giving it more elasticity, thus giving the dough more spring in the oven.

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

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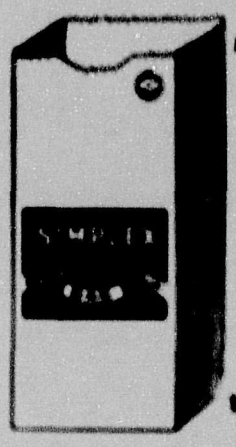

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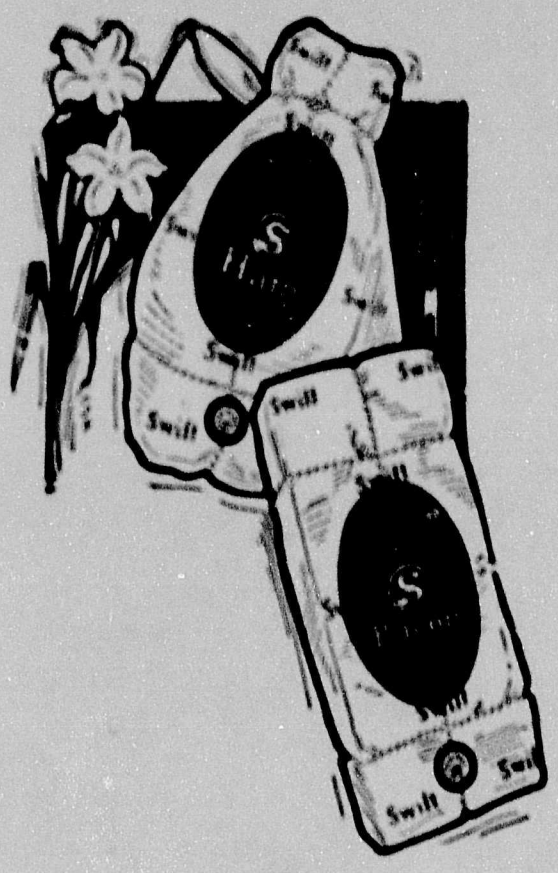

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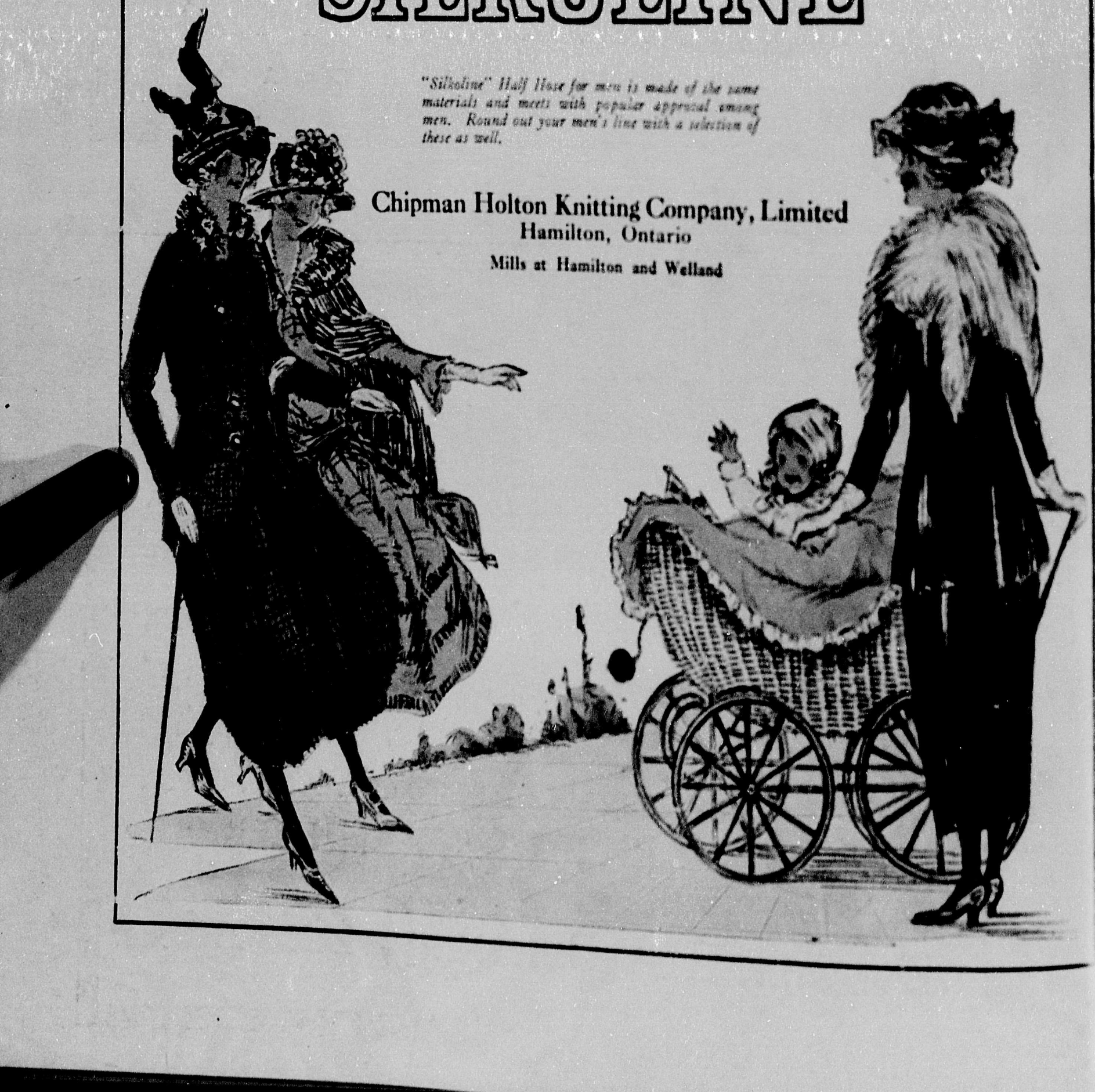

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