A Most Satisfactory Staple in Womens' Hosiery

Y

Chipman Holton Knitting Co. Ltd

SILKOLINE

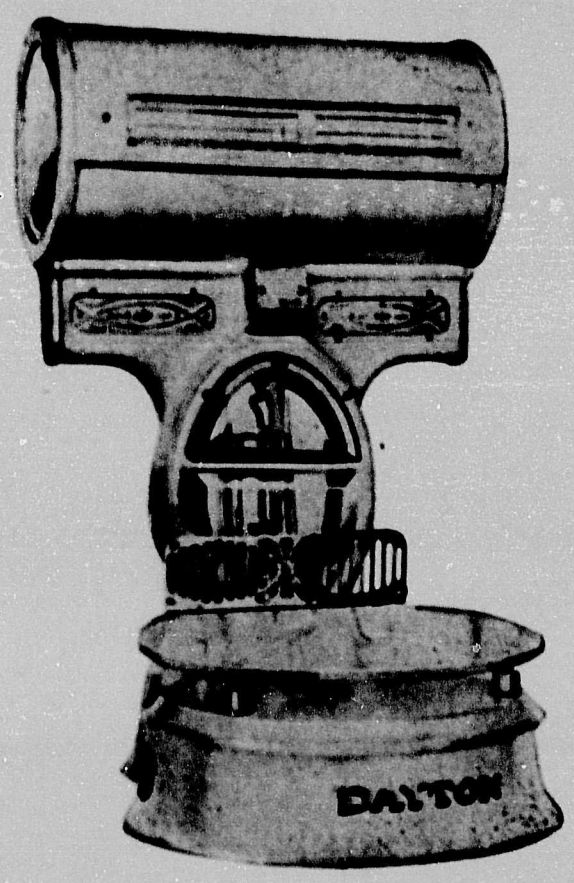
THE BRITISH COLUMBIA

RETAILER

Vancouver, B. C.
VOL. XVII. No. 8

APRIL, 1925

10c per copy; $1.00 per year.
Seventeenth Year.



The World's Finest Scale

Years of research and progressive improvement have gone into the making of the DAYTON Computing Scale. A great international organization has concentrated its resources upon the evolution of a computing scale that would combine the most sensitive accuracy with durability, convenience and sanitary safeguards.

The DAYTON principle of weighing is approved by science and recognized as the correct principle to ensure the highest degree of accuracy for commercial weighing.

DAYTON SCALES

soon pay for themselves out of the money they save you.
DAYTONS may be purchased on month'y payments.
Liberal allowance made on your present scale.

INTERNATIONAL BUSINESS MACHINES CO. LIMITED

Factory and Head Office: West Toronto, Ontario

Service and Sales Offices in all Principal Cities

BUSINESS INTERNATIONAL MACHINES

INTERNATIONAL

TIME RECORDERS
TIME STAMPS
ELECTRIC CLOCKS
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MADE IN CANADA

DAYTON

COMPUTING SCALES
MEAT SLICERS
MEAT CHOPPERS
COFFEE MILLS
CHEESE CUTTERS
BREAD SLICERS

A True Statement

1870—1924

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

—IT IS nevertheless TRUE—

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

—3 GRADES—

STANDARD LIGHT KRAFT HEAVY KRAFT

J. C. WILSON, LIMITED

Manufacturers of

PAPER BAGS. WRAPPING, TISSUE AND TOILET PAPERS.

for Wholesalers and Retailers.

1068 HOMER STREET, VANCOUVER, B. C.

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YOUR CUSTOMERS
APPRECIATE THE BEST

THE ROYAL CROWN SOAPS, LTD.

VANCOUVER, B. C.

¶ *A section of one of the remarkable Kellog's All-Bran Advertisements now appearing.*

Half the world is half asleep

¶ Can success in life be undermined by constipation? Indeed it can. The poisons of this disease tire you out, wear you down, make you listless and make you lose interest in things in general. Ambition is most often prompted by a thoroughly healthy body. Kellogg's ALL-BRAN brings permanent relief from constipation.

There's real money for the Dealer who links up with this campaign!

ders that droop ' that drag"

ALMOST every paper from coast to coast carries this thought-provoking series of Kellogg's All-Bran advertising. Everywhere people are reading them and are beginning to realize the tremendous importance bran plays in their daily lives.

Hundreds of thousands of people are seeing these ads each week. Some of them live in your district —near your store. Let them know that you stock Kellogg's All-Bran—display it in your window, on your counter, around your store, and like thousands of other merchants you will find your Kellogg's All-Bran profits steadily increasing.

KNOW THE TRUTH ABOUT BRAN

To be effective, bran fiber must go through the various digestive processes without submitting to any of them. It must pass through the entire alimentary tract without its form being changed.

What happens when a bran food is eaten?

After the saliva has acted upon it, it passes through the stomach and into the intestines, where every part which is not fiber is absorbed.

In ALL-BRAN the quantity of fiber is so great that it furnishes bulk enough to prevent and relieve constipation.

In a part-bran food, the quantity of fiber is so small that there is only a puny amount to do a herculean task.

ALL-BRAN brings sure results. Demand it.

...h hot cereals, put it in soups and try the recipes given on every package.

...ure you get Kellogg's ALL-BRAN— ...inal and only ALL-BRAN—for only ...AN brings sure results. All grocers ... Begin eating it today. Served in ... hotels and restaurants.

...riginal ALL-BRAN—ready-to-eat

KELLOGG COMPANY of CANADA

LONDON, ONTARIO

Also manufacturers of Kellogg's Corn Flakes Kellogg's Krumbles, Kellogg's Pep and Kellogg's Bran Flakes and other Parts of Wheat

Kellogg's ALL-BRAN

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.

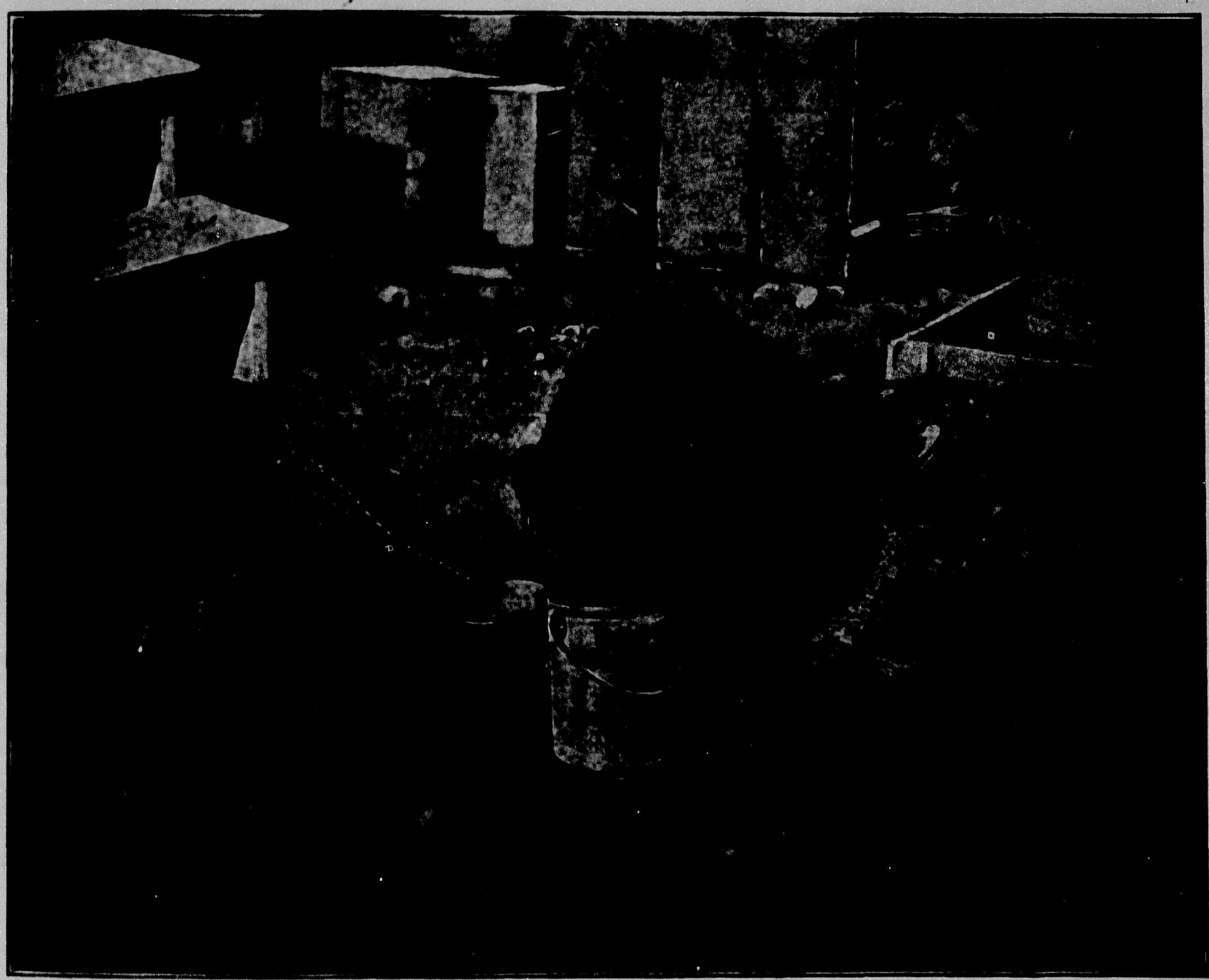
First Quality packing house products put up by P. Burns & Co., Limited, which means they are the highest grade, always reliable, and without equal on this market.

YOU CAN RECOMMEND SHAMROCK BRAND.

P. Burns & Company, Limited

VANCOUVER CALGARY EDMONTON

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.

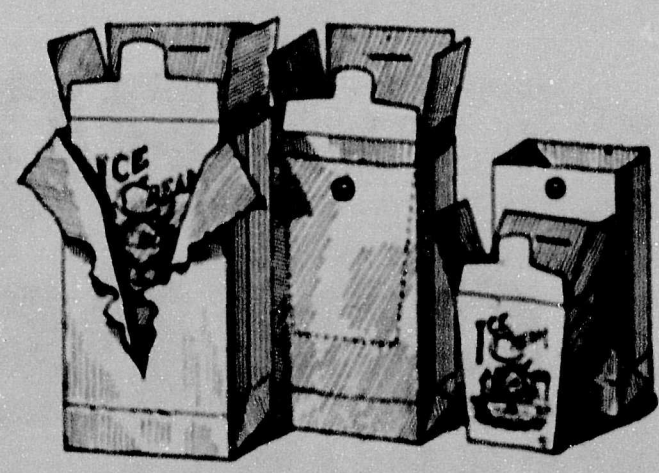
¶In packages designed to beautify your store.

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.

Always Stipulate CONTINENTAL Ice Cream Pails



WHEN ORDERING YOUR REQUIREMENTS.

RECOGNIZED BY DISCRIMINATING MERCHANTS FOR THEIR DEPENDIBILITY.

Can be obtained with wire handles or individual bags for each pail.

THE CONTINENTAL PAPER PRODUCTS LIMITED

OTTAWA, CANADA.

Also manufacturers of Paper Bags of every description.

Vancouver
Victoria
Edmonton
Calgary

SMITH, DAVIDSON & WRIGHT, LIMITED

"Using a Continental Bag is Bag Insurance."

extensively advertised throughout the West

QUAKER Brand Canned fruit and vegetables

Quaker flavor is the natural flavor of fine fruits and vegetables grown in the sunny valleys of British Columbia. Quaker chefs make them delicious and appealing—fit for the most particular table.

Trade Mark

Carry the full QUAKER line

Dominion Canners B.C. Limited, Vancouver

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.
Advertising Rates on Application.

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Revelstoke.....R. F. Young.

Vancouver.....W. F. Ing.

Vol. XVII. No. 8. April, 1925. Vancouver, B.C.

ARE YOU TALKING BAD BUSINESS?

Is there not too much talk on the part of merchants about business being dull and depressed, and is it not a fact that the continuous complaining of slow trade is tending to keep it so?

It is true that the man who is ill never gets well by everlastingly telling people about his ailments nor by adopting a melancholy outlook on his trouble. A cheerful attitude even in the face of recognized ills, will be a big factor in eliminating them. The state of mind is as important as any contributing factor to a satisfactory recovery.

What is true in regard to one's health is in a similar fashion true of business. Business will not improve through persistently proclaiming it to be bad. The other day a merchant who is strong for a reasonably optimistic view of present conditions told the writer that a man had recently come into his store with a story like this. He had come down town that morning with the money to buy a new suit of clothes. He entered a store and approached a salesman with the remark, "Well, how is business today?" The clerk replied with a long explanation as to how really bad business was. "People are not buying," he said. "I do not know what is wrong, but there certainly isn't anything doing?"

What was the result? The customer who had on entering the store, all intentions of buying a new suit, decided that if things were really as bad as they had been painted to him, he had better keep his money in his pocket, and he left the store without making a purchase.

Thus is revealed an instance of where the salesman, the representative of the merchant himself, had turned a sale from his store. Through talking too much pessimism he had spread the propaganda that will do more to keep conditions dull, than anything else. Bad business is often a state of mind. Therefore, by adopting a cheerful, optimistic attitude every merchant will do much to halt the growing feeling that it is bad.

TRANSIENT TRADERS.

The last few years have seen a great increase in the number of transient traders, bell ringers, as they are called, who, with no other selling expense than shoe leather and living expenses, go from door to door, competing with retail merchants, who are subject to Dominion and municipal taxes and besides that, contribute to the welfare of the community by maintaining store premises for the convenience of purchasers.

The Transient Traders' Act as it is in force in Canada, and the watchful eye of the Retail Merchants' Association, have done a great deal towards lessening the harm done by these transient traders. But despite all that has been done the evil persists and it is growing. In the cities, men with a bundle under their arm, will go through office buildings selling suit lengths, hosiery and other articles of apparel, and it is practically impossible to stop them. Throughout the country the peddler with his pack sells pretty nearly everything the householder requires. Retail merchants should wake up to the danger that threatens them and the damage that is actually being done to them by these transient traders.

We must not allow this parasite to take a strangle hold in Canada, and in order to restrain it the retail trade must line up with those who are endeavouring to strengthen the Transient Traders Act and let their parliamentary friends know that in their opinion no class of traders should be allowed to operate without paying their fair share of taxation in the form of licence fees.

GROCERIES & PROVISIONS

MARKET REPORT.

Vancouver, April, 12.

Business continues good in retail grocery channels. Wholesalers also report better business to date this year than prevailed during the same period last year. Construction work all over the province is taking on a very healthy aspect, relieving to a very great extent the unemployed. Mining development in many districts, particularly the Alice Arm and Kootenay sections, is going ahead on a larger scale than ever before. The lumber and logging industries, on the other hand, are rather quiet and inactive owing principally to lack of export demand and a surplus of logs in the water. This situation is, of course, only temporary and will be adjusted before the year is out. Hudson's Bay Co. and Woodwards are working night and day tearing down old buildings to make way for new and up-to-date additions to their already large buildings. This indicates great faith and foresight in the future of Vancouver. We have also been led to understand the representatives of the T. Eaton Company recently spent the best part of two weeks in the city looking over prospects for the future. Should the firm decide to open in Vancouver they will have a chain of Departmental stores all across Canada from Moncton to Vancouver. Departmental stores, of course, are a serious competitor of the legitimate retail grocer, but if our information is correct, the retail grocer in Vancouver has much less to contend with in the matter of competition than has the retailer in Eastern Canada.

Sugar.—Since our last issue, the commodity has declined 15c per 100 lbs. making today's (April 12) basis $7.05 for standard granulated in 100-lb bags. Raw market continues easy, and there does not appear to be any cause for higher prices, at least until such a time as the consumption should increase. Our advise for the present is to buy as needed.

Canned Fruit.—This is a line than can be featured to very good advantage at the present time. The housewife's stock of preserves, put down last summer is in most cases depleted. Fresh fruit is not yet available in sufficient quantities or at sufficiently low prices to make it economical, with the consequence that the canned product is not in great demand. A weekly Saturday special on some particular line that is reasonable in price has a strong appeal.

Milk.—Evaporated milk prices were reduced 20c per case on the tall or hotel sizes April 1st, making today's basis on single case losts $5.25. This reduction applies on all brands except Nestles. There is no change in price of Condensed milk at present. 3 to 1 Milk is also down 10c per case, which, after taking into consideration the manufacturers bonus of 50c makes today's basis $5.10 per case for the tall size.

Price's English candles are again available at $2.40 per box of 120 candles.

Vegex.—The new concentrated food containing the necessary vitamin "B," is meeting with great favor. It comes in several popular sizes.

Vinegar.—The period for the sale of brown vineger, which has been artificially colored, has been extended to September 1st by the Dominion Board of Health This action has been taken so as to gtve wholesalers and retailers ample time to dispose of their stocks.

Flour.—One of the hardest problems the retailer has had to contend with during the past few months is to follow flour fluctuations. Frequent changes have made prices very uncertain. The last change effected was on April 8th, when prices advanced 40c per bbl., to $9.80 for 49 cotton.

Salt.—Prices on some sizes of Canadian salt show a slight increase, particularly Regal Shaker Salt, which has advanced to $2.66 per case. These higher prices will probably prevail until early in June, when the first boat shipment via the Panama Canal is due.

Bullen's Salad Dressing.—This is a local line of merit, that is being marketed on a more extensive scale. It comes in two sizes: 24/3/2 oz. bottle at $1.85 per doz., 24/8 oz. bottle at $3.75 per doz.

Canned Vegetables. — This commodity is moving freely. Retailers stocks purchased last fall are becoming depleted, particularly peas, corn and tomatoes. It is reported that corn is practically unprocurable from the packers. The same situation exists on tomatoes. There is every possibility that both these lines will be short before new crop is available this fall. Opening prices on 1925 pack canned tomatoes were named April 1st, and show a reduction of approximately 10 per cent. on all sizes. New spinach prices have also been named on the same basis as last year.

Bulk Dates.—Bulk Hallowi dates have advanced ¾c per lb., although local jobbers are still selling at the former basis of 6½c per lb. Hallowi dates this year are of exceeding fine quality, and at the present low prices are in big demand.

NEW SAUCE ON THE MARKET.

Messrs. W. Clark Limited of Montreal are introducing a sauce which is meeting with very ready response. "Governor" Sauce is a rich condiment and is meeting with much favor on the Canadian market.

The fact that it is packed in boxes, with 12 bottles only, makes it very easy to stock. It is popularly priced and will retail in most sections at popular prices. The package is most attractive.

"PHONE FOR FOOD" CAMPAIGN

Unusual Data Presented by Sales Promotion Committee, National Wholesale Grocers' Association, in Connection with Latest Scheme of U. S. Grocers.

We have received some very interesting information regarding the proposed "Phone for Food" campaign sponsored by United States grocers, and what this campaign is expected to accomplish for the retail grocery business there.

Some of the facts submitted by the chairman of the sales promotion committee of the National Wholesale Grocers' Association are indeed illuminating.

If they can be depended upon as averages, rather than isolated instances, the figures presented are almost unbelievable.

One of the strongest arguments is that the telephone trade keeps the business on a more regular basis throughout the day and week, whereas the counter stores enjoy most of its business from two to six o'clock in the afternoon, and the bulk of the week's business is done from Thursday to Saturday.

Charts prepared show that the counter service store does about 15% of the weekly sales on each Monday, Tuesday and Wednesday, while the other 85% of the week's sales are consumated on the last three days of the week. Comparihg this with the telephone service store we find that about 60% of the week's business is transacted during the first four days, and the remaining 40% on Friday and Saturday. In addition, it is claimed for the telephone service store that the business throughout each hour of the day remains about the same, with the exception, of course, of the noon hour.

Another chart which the committee submits asserts that it requires 4.26 minutes to handle a cash and carry sale, as against 1.57 minutes for a telephone delivery sale. It also costs .043 cents per sale, cash and carry, and but .016 for a telephone order.

In addition the percentage of selling cost of the sale, cash and carry system, is given at 5.30 per cent, while the cost for a telephone order is only .84 per cent. Another item of information offered is that a cash and carry order averages 81 cents, while a telephone order is placed at an average of $1.90. The figures submitted also show, based upon an investigation, that the total sales by telephone represent a much larger proportion of the daily sales, that the total revenue is much greater than from cash and carry sales, and that the value per item is larger for telephone orders and the number of items more. It is easily understood why the telephone order is larger than the cash and carry order in a store where service is the rule. Doubtless that is also true with reference to stores operating on a cash and carry basis, excepting as to Saturday trade, and there is no gainsaying the fact that sales in cash and carry stores are more or less fitful during the day, with the bulk of the business in the evening. It may be too, that the telephone store operates on a more even keel as to hourly sales, but whether the grocer using service can double his sales by reaching out beyond the usual lines of a cash and carry store without increasing his expenses beyond the delivery cost feature remains to be seen.

The committee has opened an interesting line of study, which will be followed with consuming interest. Its contentions are contrary to common understanding.

"I'VE found out that the things people buy every week or so are about the biggest sales-makers a store can have.

"Had a practical demonstration of it the other day.

"Business was rather slack, and I had gone at cleaning out under the counter, right where the cash register stands. Like to keep busy all the time—because it really does help me get more money.

"Well, we had a lot of Palmolive soap tucked away under there. A handy place for us, in waiting on all the people who ask for it in a day. But no one can see it from outside the counter.

"At any rate, I had it piled up on the counter, for a few moments. Two ladies, who were buying something else, saw it and added several cakes to their purchases.

"That set me to thinking. Evidently the sight of Palmolive soap had reminded them that soap was needed. So I asked the boss if I might leave it on the counter for an hour.

"We actually sold more soap that *one* day than we ordinarily sell in *two*.

"We keep Palmolive out in plain sight now, of course. And we're doing it with a number of other well-known articles that are bought pretty often. The boss says that it is giving us a nice gain in regular business."

* * * *

Palmolive is preferred and used in more Canadian homes than any other toilet soap!

2807

Chloride of Lime

New Style Waterproof Package

Supplied by all wholesale grocers in British Columbia

Manufactured by

CANADA COLORS AND CHEMICALS LIMITED

Toronto Winnipeg Vancouver

Agents:

STARK & STERLING

VANCOUVER, B. C.

GILLETT'S LYE

EATS DIRT

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

E. W. GILLETT COMPANY LIMITED

TORONTO, CANADA

WINNIPEG MONTREAL

GROCERY PRICES CURRENT

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

E. W. GILLETT CO. LTD.

Royal Yeast— Per case
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) 5.50
5 cases or more 5.40

Bi-Carbonate of Soda—
112 lb. kegs, per keg 7.35
400 lb. barrels, per barrel 23.70

Caustic Soda (Granulated)— Per lb.
10 lb. canister (100 lbs in case) ..... .15¼
100 lbs. iron drums ..... .12¼

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 (3 doz. in case) 6.25
5 lb. square canisters, ½ doz. in case) ..... .53½
10 lb. woden cases ..... .40
25 lb. wooden pails ..... .40
100 lb. lined kegs ..... .38½
360 lb. lined barrels ..... .37

KELLY, DOUGLAS & CO., LTD.

Nabob Products

Allspice, No. 3, tins doz. 1.00
Baking Powder, 48 12 oz., doz. 2.65
Baking Powder, 12 2½s, doz. 8.30
Baking Powder, 6 5s, doz. 15.10
Baking Soda, 60 1s, case 5.30
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 ..... .33
Coffee, 1s lb. ..... .63
Custard Powder, doz. 1.00
Quick Tapioca, doz. 1.00
Chocolate Pudding, doz. 1.00
Chili Powder, small, doz. 1.60
Cinnamon, 2 oz. tins, doz. 1.10
Cayenne Pepper, 3 tins, doz. 1.20
Cloves, small, doz. 1.40
Curry Powder, 4 oz. glass, doz. 1.75
Cream of Tartar, 1. ..... 5.85
Cream of Tartar, ½s, tins 2.55
Cream of Tartar ¼s, ... 1.30
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. 1.60
Nutmeg, small, doz. 1.25
Paprika, small, doz. 1.35
Pastry Spice, 3 tins, doz. 1.10
Poultry Dressing, Sage, Savory, Thyme, Tumeric, tins, doz. 1.05
Pickling Spice, doz. No. 3. ..... .95
Marjoram, Mint, Parsley 1.16
White Pepper, tins, doz. 1.15
Castor Oil, 2 oz. doz. 1.35
Castor Oil, 4 oz. doz. 2.20
Epsom Salts, ¼s, doz. ..... .50
Fruit Colors, 2 oz. doz. 1.75
Icings (Chocolate, Rose, Pink, Lemon Vanila, White, Almond, Orange) doz. 1.15
Jelly Powder, doz. ..... .80
Lemonade Powder, doz. 2.25
Mustard, 1s, doz. 8.50
Mustard, ½s, doz. 4.50
Mustard, ¼s doz. 2.40
Mustard, 2/3 doz. 1.40
Sulphur, ¼s, doz. ..... .65
Tea, Green label, ½s, per lb. ..... .71
Tea, Green Label, 1s, per lb. ..... .69
3s, lb. packages ..... .68
5 lb. packages ..... .65
Tea, de Luxe, Afternoon, 1 lb. ..... .80
Tea de Luxe, Afternoon ½s per lb. ..... .82
Tea de Luxe ¼s per lb. ..... .84
Vinegar, doz. 2.40

(Continued on page 15)

that a service grocer can operate cheaper than a cash and carry dealer, provided he keeps his business at the peak throughout the day. It is hoped to do this by the aid on the telephone, which reaches out while the cash and cary store is confiend to its immediate surrounding territory.

The cash and carry store cannot extend trade beyond a certain limit, but the telephone grocer would appear to have no limit. If he extends his business materially however, he must naturally encroach upon some other grocer, which may be a chain store, an independent cash grocer, or some other service dealer. Will it become the survival of the fittest, and will a relatively smaller number of stores be able to handle the trade more economically? This also remains to be seen.

Extent of "Phone for Food" Movement in U. S.

This campaign will be carried out simultaneously over the entire U. S. A. Seventy-nine Districts; the endorsements of 100,000 retailers and 3,000 wholesalers.

Instead of 40,000 chain stores dictating the business policy of 355,000 retailers the independent retailer will be able to dictate. Buying powers will not solve the problem of the retailer but selling will.

The total cost of the supplies for use of the retailer will be from $10 to $16, depending upon the size of the business. All supplies are obtained from the wholesale.

The following ten reasons why "Phone for Food" is the better way are advocated.

SAVE TIME—
Change the shopping hour to a social hour
CONSERVE ENERGY—
no need to carry bulky packages
DELIVERY AT YOUR DOOR—
rain or sunshine throughout the year
AVOIDS SHOPPING INCONVENIENCE—
no walking, driving or parking difficulties
SHOP AT ANY TIME OF DAY—
telephone us any time of day
COSTS NO MORE—
you get better values
QUALITY GUARANTEED—
on all phone orders
REDUCES STORE EXPENSE
enables us to do larger volume
COMPLETE GROCERY STOCKS—
available in the telephone service store
PERSONAL SERVICE—
wher you are known and catered to.

What's Wrong With the Retail Grocery Business?

Inexperience of Large Percentage of so-called Retail Grocers Responsible for General Outcry Against Every Innovation in Retail Groceryq Field. Experienced Dealers Welcome Legitimate Competition.

The large percentage of failures in the retail grocery business naturally leads business executives to inquire, "What's wrong with the retail grocery business?"

The answer is that there is nothing wrong with the business; the trouble is with the retail grocers.

In no other line of business life is there so large a proportion of untrained proprietors.

The average working man, who has accumulated a small savings account, and who happens to lose his position, after a few weeks unsuccessful hunt for a congenial job, decides that he has a God-given call to open a grocery store.

The woman left a widow usually plans to open a "store" before the body of the late lamented has been laid to rest.

It doesn't matter in the slightest, that their only knowledge of the business has been gained by casual visits to a store to purchase food-stuffs. They see that John Jones has made an apparent success; well, why can't they?

The first point to be determined is the location and usually this is no determination at all. If he owns his own home he moves the front room furniture to the rear or up-stairs, puts in a few fixtures secures a license (often on his wife's name) and considers himself a full-fledged groceryman.

No idea of counting the number of possible customers as divided between himself and the other groceries of the neighborhood; no thought of proximity to the market; no estimating the possibility of transient trade; in fact no preliminary survey at all.

If he doesn't own his own home he usually takes a stroll with his wife, and he selects the situation, more with a view to the residential rather than the business fitness. Should his wife notice several large closets advantageously situated for housekeeping purposes, the deal is closed immediately.

The logic is that a house with such wonderful facilities for storing clothes must necessarily be a wonderful business center; it must be, for his wife says it is.

Particularly is this the case, in new residential development. He entirely overlooks the fact, that in such sections, most of his prospective customers are buying their homes on some Building and Loan plan. The payments on these homes have to be met or the tenant is dispossessed; hence, if any payment has to be postponed, let it be the one to the grocer.

Such a situation makes a cash business an impossibility, and renders a credit one a game of extreme chance.

If you told this prospective grocer, that the big chain systems managed by groups of highly trained specialists, would, before opening a store, have definite knowledge as to the number of people who daily pass that spot, on which side of the street is the heaviest traffic, if they carry bundles or not; proximity to street cars, markets, railroad stations, etc., our grocer would likely tell you that he had no time for that kind of bunk.

In his planning, he usually figures that if he car-

ries a line of fresh meats, he not only increases his sales, but by giving a customer an opportunity to do two kinds of buying at one place, he will greatly increase his patronage.

Splendid idea, but his experience in handling meat has been limited to standing in front of a meat counter and ordering a couple of pounds of round or a sirloin or a 3-cornered roast, and with this degree of experience he feels perfectly capable of skinning a flank steak or boning a ham.

He does not know that a properly conducted meat department is a valuable asset, but unless properly conducted it is business suicide in quicker or slower degree.

He relies upon his recollection of table tastes to decide upon the various grades of meat to purchase; that is, he realizes that meat comes in more than one grade.

Forgetting or ignorant of the fact that the profit or loss on meats is made in the cutting, he saws and cuts away, unable to judge the proper weight or the most economical method of cutting.

When it comes to pricing, he looks at his bill, remembers what he paid last week when he bought at retail, and immediately decides that that other fellow was a highway robber, and so he undersells the other grocer. Such unsalable items as bone, fat ends, etc., he entirely disregards and never dreams of the more undesirable pieces that have to be sold at a sacrifice and loss, thereby lowering his average selling price.

Having settled the meat problem to his own satisfaction he is now ready to lay in his stock of groceries.

The most popular method of selecting a jobber is to notice which truck stops most frequently by his rival's door. Of course, this is sometimes varied by the leniency of the various jobbers' credit men.

When the jobbers' salesman arrives, and he tries to give the prospective grocer the benefit of his experience as to the quality and brand of goods usually used in that neighborhood, he is usually met by a list of goods prepared in family council. This list, by the way, is usually a record of personal preferences and is selected, regardless of the consumer's demand for such articles. Usually this list is an exposition of the Litany, for they have "left out those things which they ought to have in and put in those things which they ought to have left out."

The order having been placed, and the fixtures, if any, arrived, he awaits his stocks and indulges in roseate dreams of his coming business career. Then in drops an enterprising specialty salesman. He quickly sizes up the situation, rubs his hands with unholy glee, and proceeds to explain to the prospective grocer that Sharp's Scratchem-up Furniture Polish, is the one necessary article in that community. He tells how many cases the man on the other corner handles, and how many cars the chain stores buy.

He dazes the new one with his eloquence and books him for 10 cases, 4 dozen each with 1 case free, and the collection of shelf-warmers has begun.

Now the goods have arrived, and that joyous indoor sport of pricing the articles has begun. In playing this game the novice generally rules that interest on investment, license, heat, light, ice, telephone, etc., have descended from on high, and the "overhead" is a technical term used by college professors and economists to becloud the issues. A few hoped-for customers are summoned to give expert testimony, and their line is that they can buy such an article for so

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

It PAYS to Sell
ROYAL STANDARD FLOUR
It turns over fast enough to give you a nice profit.
Recommend it when you want Repeat Orders
Milled in Vancouver
by
Vancouver Milling and Grain Co.
LIMITED
Head Office and Mills: VANCOUVER, B. C.

much (so little) money at such a place. "And, of course, you as a new man ought to be a little cheaper." To consult the bill for an idea of first cost is a heresay seldom perpetrated.

The doors are opened and the business begins, but the three cardinal principles of successful business are disregarded.

Accounting, credit investigation, and turn-over, go into the discard. For now he's in business to sell goods, and nothing can turn him from his purpose.

In the course of time a manufacturer's representative drops in with some up-to-date advertising matter. Naturally this has been prepared by well-trained experts and executed at great cost. The grocer gladly accepts, and promises to give it prominent display, at his first leisure moment. This usually means on the second Tuesday of the week. Should the representative be more energetic than the usual man, and offers to trim the window, he has to borrow soap, water and rags to make the glass transparent, for the business man has little time to devote to such trifling matters as cleaning windows.

Incidentally his windows are utilized as a surplus storage space for goods which he has failed to find time to unpack and shelve. Here, too, is the resting place for the bill file. For the beginner always buys a bill file; using it is another matter.

That space just in front of the counter, that logical space for an interested customer to examine goods, is filled with empty boxes; for empty boxes show that you are selling goods, and when the first row is full, it can be reinforced by a second row, until the customer is forced about three feet away from the counter.

Laboring under such conditions, business does not thrive, and an excuse must be found. One is near at hand—the chain stores.

The truth of the matter is, the chain stores are not hurting any live, wide-awake grocer; the average grocer is simply using the chain stores as a means of committing suicide.

If he would follow the example of the chains—clean stores, attractive windows, advertised prices, and sales effort behind the counter, he would become a merchant, indeed, and a far richer man.

But what is the answer?

The large number of grocery failures, and the far larger number of grocer non-success is due to lack of training and preparation.

The fundamental fault with the business is the idea that anyone can own a grocery store.

It ought to be possible to secure the passage of a law, demanding a certain term of apprenticeship before a person could secure a license to open a retail grocery store.

You can't be a plumber without a preparatory course, because plumbing is of sanitary value, and hence an item in the health status of the community.

If you desire to become an electrician, years of practice and an examination is necessary, for again human safety is at stake.

Why, even if you want to be a barber, you have to demonstrate your ability.

Such being the case, could not our legislators say that, in the grocery business, the line of business which enters most intimately into the health, well-being and life itself of the body politic, that a term of preparation shall be necessary before being given a license to open a food store?

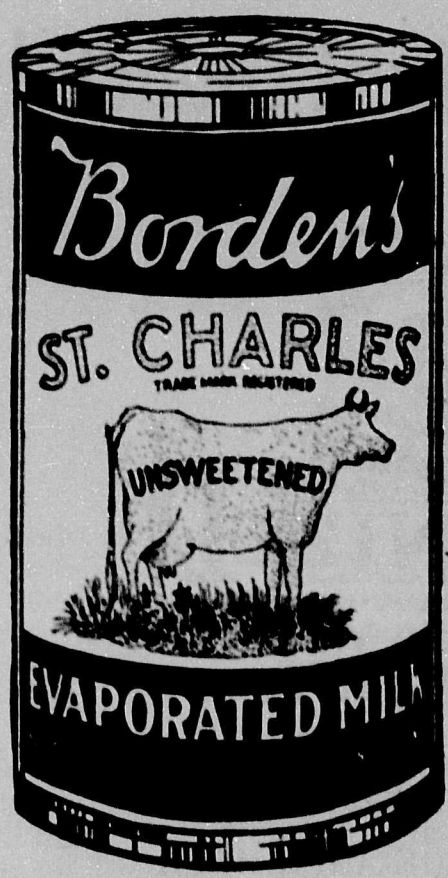
The world's most famous baking powders

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



Sell St. Charles Milk in Quantity

You can as easily sell six tins as one to the average housewife. Suggest the purchase of more than one tin and get so much extra turnover—and profit.

The Borden Co. Limited

Offices: Vancouver. Condensary, South Sumas

Preparedness!

The steady and effective advertising of **Shelly's 4X Bread** creates an increased demand and willingness to accept 4X Bread. Be prepared to get your share of the business—the buying public have confidence in the uniform quality of 4X Bread. And remember—every customer who comees to your store for a loaf is a potential customer for other goods.

SHELLY BROTHERS

VANCOUVER VICTORIA
NEW WESTMINSTER NANAIMO

GOOD! NEW! DIFFERENT!

Only once in a long while does even the best of Chefs produce a master piece.

Judging from its success one has been produced in

CLARK'S GOVERNOR SAUCE

Sold in boxes of 12, it retails at popular prices and has met with extraordinary success. Order some at once and let the Clark Kitchens help you to larger sales and more profit.

W. CLARK LIMITED - - - MONTREAL
Establishments at Montreal, P. Q. St. Remi, P. Q. and Harrow, Ont.

A Quality Product!

Dr. Middleton's
IRONIZED
TRADE MARK REGISTERED
GENUINE
Whole Wheat FLOUR

A FAIR FIXED PROFIT
FOR LARGE AND SMALL
IS THE POLICY OF

The Dr. Middleton's Food Products
Company Limited
Vancouver, B. C.

WAFFLE BRAND FANCY TABLE SYRUP
IS EXCEPTIONALLY GOOD.

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

Kelly Confection Co. Ltd.

1100 Mainland Street VANCOUVER, B. C.

(Continued from page 10)

THE W. H. MALKIN CO., LTD.

"Malkin's Best" Products.

Arrowroot (St. Vincent)

12/4 oz ctns.	per doz.	1.40
12/8 oz	per doz.	2.75

Baking Powder (Pure Phosphate)

48/12 oz	per doz	3.00
12/2½s	per doz.	9.50
12/5s	per doz.	17.25

Baking Soda

12/4 oz. ctns	per doz.	.45
12/8 oz. ctns	per doz	.60

Cocoa.

24/8 oz	per doz.	2.25

Coffee (Vacuum Pack)

1 lb. tins	per lb	.62

Cream of Tartar (99% pure)

12/4 oz. ctns	per doz.	1.25
12/8 oz. ctns	per doz	2.40
12/1s tins	per doz.	5.00

Custard Powder

4 oz. ctns	per doz.	1.00
8 oz. ctns	per doz.	1.90

Drug Sundries

Borax. 12/4 oz.	per doz	.75
Epsom Salts 12/4 ctns	per doz.	.45
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

12/3s tins	per doz.	1.50
12/8s oz tins	per doz.	4.50
24/1s tins	per doz	8.50
12/5 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.	1.60
Ginger 12/3 tins	per doz.	1.10
Mace 12/3 tins	per doz.	1.60
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.	1.05
Sage, ground 12/ tins	per doz.	1.05
Sage, rubbed 12/3 tins	per doz.	1.05
Savory 12/3 tins	per doz.	1.05
Thyme, 12/3 tins	per doz.	1.05
Tumeric, 12/3 tins	per doz.	1.05
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.	.69
60/½s	per lb.	.71
35/1s and 15/½s assorted	per lb.	.70
12/5s	per lb.	.72

Vinegar

24 qts.	per doz.	2.40

Marmalade.

12/4 litho tins	per doz.	7.50

Jams.

Assorted 12/4 tins	per doz.	8.25
Apricot 12/4 tins	per doz.	8.50
Black Currant 12/4 tins	per doz.	9.50
Loganberry 12/4 tisn	per doz.	8.50
Raspberry 12/4 tins		8.50

To Serve the Customer is to Serve Yourself

Service to your customers produces good will which in turn produces greater sales for you—that's logical.

Give them the greatest of all services—Health. You can do it by selling Fleischmann's Yeast, the fresh, simple food that's literally amazing in its effect.

More customers every day and increased sales will result, because healthy appetites need more food.

Take advantage of the demand we're creating by our advertising and get your share of these customers.

FLEISCHMANN'S YEAST

The Fleischmann Company

SERVICE

Braid's Best COFFEE

Braid's has a subtle tang and the true Coffee flavor. It pays to recommend it.

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

P.A.T.A. SECRETARY TO ADDRESS VANCOUVER DRUGGISTS.

Sir William Glynn-Jones, Secretary of the Proprietary Articles Trade Association of Great Britain is touring Canada, addressing Druggists on the "Benefits of Price Maintenance." Sir William's addresses have made a good impression on Eastern druggists and it is certain that a record attendance will be present when he speaks to British Columbia dealers at the Hotel Vancouver on May 1st next.

PAT BURNS' SUPERINTENDENT RESIGNS

Dohn Devine was presented with a traveling club bag by the retail employees of P. Burns & Co. at a banquet given in his honor at the Grosvenor Hotel recently. Mr. Devine is the retiring superintendent of retail markets for the Burns Company. F. Delivan Gore made the presentation.

Blake Wilson Jr., the new superintendent, was present at the banquet. On the programme was a solo by Mr. G. Price, a violin solo by Marvin Darrach, a song by Gilbert Summers, a cello solo by H. Gow and several other numbers with toasts to the King and to the company. More than 100 attended the dinner.

SWIFT-CANADIAN COMPANY TO ERECT NEW WAREHOUSE.

A contract has been let by the Swift-Canadian Company, Ltd., 17 Water Street, Vancouver, for an addition to the firm's present warehouse, which will occupy the north-west corner of Water and Carrall Streets, at an approximate cost of $60,000.00.

The newbuilding be 60 by 140 feet in size, and will fill all available space betweet the company's present premises and the Carrall Street frontage extending back to the C.P.R. tracks.

P. BURNS & CO. LTD.

Shamrock Products.

Ayrshire rolled shoulders, per lb	.23
Bacon, Shamrock, 6-8, per lb	.44
Baked ham, with dressing, per lb	.43
Creamery Butter, Shamrock, cartons	.40
Cheese, Canadian, large, per lb	.26½
Cheese, Canadian, twin, per lb	.26
Compound, Carnation, No. 5, 12-case	10.45
Compound, Carnation No. 3, 20-case	10.50
Cooked hams, Shamrock, per lb	.42
Dominion hams, 12-16 lbs	.30
Dominion bacon, 8-10 lbs. per lb	.34
Dominion bacon, 10-14 lbs. per lb	.36
Dominion shoulders, boned and rolled	.25
Dripping, beef, 4-lb. bricks	.13
Hams, Shamrock, per lb	.34
Hams, boned and rolled, per lb	.38
Head Cheese, 5-lb. tins, each	.50
Jellied tongue, per tin	1.60
Lard, No. 5, 12 to case	13.75
Lard, No. 3, 20 to case	13.80
Lard, carton, 15-lbs.	.24½
Lard, No. 1, cartons, 30 lbs	.24
Mincemeat, kits, 25-lb, net, per lb	.14
Meat Loaf, per lb	.17
Pork pies, per doz.	.40
Pork, roast legs with dressing, lbs	.39
Smoked fish, kippers, 20s per lb	.11
Smoked fish, kippered salmon, 10s and 20s, per lb.	.16
Smoked Cod, 30s per lb	.16
Selected fowl, per lb	.29
Selected Chicken, per lb.	.38

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
Golden West, 6s box of 129s	5.00
Golden West Powder, 3 lb. box of 24	6.60
Golden Bar, box of 30	2.35
Klondyke (wrapped) box of 25	6.00
Klondyke (unwrapped) box of 25	5.85
Klero Glycerine, box of 144	6.95
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	5.60
Mechanic's Pine Tar, box of 50	2.90
Olive Castile, cakes, box of 200	4.55
Primrose (wrapped) box of 25	4.60
Extra hard unwrapped, box of 30	2.65
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	5.35
Pendray's Powdered Aminonia, box 24,	3.85
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	4.60
Royal Laundry Flakes, 88%, in bbls	.14½
(Special price on contract)	
Royal Crown Soap 6s 144s	5.50
Royal Crown Powder, box 24s only	3.00
Royal Crown Powder, 1lb, box of 50	4.00
Royal Crown Cleanser, 48 sifter tins	3.80
Royal Crown Lye, box of 48	5.35
Royal Crown Naptha box of 100	4.80
Royal Crown Powdered Ammonia 1 lb	3.85
White Wonder, box of 100	6.25
White Swan Soap, 5s box of 120	5.00
White Swan Naptha, box of 100	4.80
White Swan Washing Powder, box of 24	5.00

THE CANADA STARCH CO. LTD.

Laundry Starches—

Canada Laundry Starch, 40-lb box	[illegible]
Canada White Gloss, 1-lb pkgs	.09¾
Acme White Gloss, 1-lb pkgs	.09¾
No. 1 White, 100-lb kegs	.10
Edwardsburg Silver Gloss, 1-lb pkgs 40-lb	.11¾
Edwardsburg Silver Gloss 8/6-fancy tin canisters, 48-lbs.	[illegible]
Edwardsburg Silver Gloss, 100-lb kegs	.10¾
Celluloid Starch, (boxes of 48-pkgs per case)	4.75

Culinery Starches—

Benson's Celebrated Prepared Corn, 40-lb boxes, per lb	.11½
Canada Corn Starch 40-lb boxes, per lb	.5¾
Challenge Corn Starch 40-lb boxes per lb.	.09¾
Casco Potato Flour 40-lb boxes, lb	.13

Mazola Oil—

Mazola Oil, 1s	7.35
" " 2s	7.45
" " 4s	13.60
" " 8s	12.95

Corn Syrups—

Crown 2s, 24 to case	3.35
5s, 12 to case	4.50
10s 6 to case	4.10
20s, 3 to case	4.00
Lily 2s, 24 to case	3.45
5s, 12 to case	5.00
10s, 6 to case	4.60
Karo, 2s 24 to case	3.95
5s, 12 to case	4.50
10s, 6 to case	4.10

A SPECIAL PRICE

Make Brunswick Brand Sardines your "week-end special." Feature a reduced price on a half dozen tins. Put a full case in the window and some on the counter.

Everywhere people are buying Brunswick Sardines by the dozen and half dozen. The special price is a great attraction. Try it.

Your margin on Brunswick is ample to allow for this reduction and the big increase in turnover will more than repay you.

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

'Connors, CONNORS SEA FOOD

BRUNSWICK
BRAND
SARDINES

Looking Up References

When Extending Credit to Newcomers or Increasing Salesforce, Much Will Depend on Comprehensive Nature of Questionnaires to Reference of Applicant.

Handing across the desk to the business writer a letter used in consulting references, the city merchant flushed. Then he grinned a little. "That form letter is not complete," he said. "When we send it out, we type three words at the end. I forgot to include them in my form letter, and did not notice the omission until a sarcastic man up country mentioned it."

The three words took up little space but were properly considered important. They were, "I thank you."

Most omissions in letters concerning references are not noticed in this fortunate way. They continue—and the efficiency of the inquiry letter is permanently low.

There are two principal situations in which a merchant is called upon to use references. An employee is about to be added to the store organization—is this likely-looking man all that he seems? A newcomer to town has asked for credit and given the names of two former stores dealt with in the previous place of residence. How shall the merchant write to references supplied either by an applicant for employment or for credit?

If you have occasion to consult references often, you can use a printed or multigraphed form letter. If you "look people up" only seldom, then get up a proper letter and keep a carbon copy of it. Have your stenographer write the same personal letter as succeeding occasions arise. The letter should contain two parts. These can be on the main sheet—by having the letter on one side, the return on the other. The blank to be returned can, of course, be on a separate blank sheet.

The letter to the reference need not be a polished literary product, but it should contain a number of points. Tell the reference the information he gives will be regarded as strictly confidential. Explain that the party named is seeking employment with you, or applying for credit, as the case may be, and he has referred the merchant to the addressed party. Say that giving information will make the informant in no way responsible. Thank the reference and offer your assistance to him at any future time.

By all means, have a questionnaire blank for the reference to fill out. This not only will increase the number of prompt replies, because it simplifies the labor of such, but it will more certainly obtain for you the information you wish. Where an employee is involved, the following set of questions, which is used by a bonding company and closely followed by various large employers of labor, is admirable. A study of it will reveal that with minor adaptations it is suitable for credit references.

This set of questions does more than one thing. First of all, of course, it provides specific information on the stated questions. However, in doing this, it illuminatingly reveals how complete is the reference's knowledge. Again and again, references report a man O.K. when their knowledge of him is entirely inadequate for sound judgment.

The reader will note that such things as habit, associates, income, past record, are touched on.

Are you connected by relationship or otherwise, with the above-named applicant? If so, in what way?

Is he well known to you? Please state the period of your acquaintance.

What knowledge have you of his parents or immediate family?

Is your knowledge of him such as to enable you to judge of his character and habits at the present time?

What is the character of his friends or associates?

Is he, or has he been addicted to intemperance, gambling, immorality or other vice?

What is his style of living? Is he inclined to any extravagant habits?

Has he ever been dismissed from any position, and under what circumstances?

Was he ever suspected of fraud or dishonesty, or of any dishonorable act?

Has he any income other than the salary he receives from the above mentioned position? If so, please state amount and source.

Does he own or has he any interest in any real estate or personal property? If so, please state its location, nature and value.

Do you know of any encumbrance upon his property? Please state nature of same.

Was the applicant ever engaged in business on his own account? If so ,when and where?

Is he, or has he ever been bankrupt or insolvent? If so, state if released, or what settlement was made with creditors.

Please state in a general way whether or not you consider him a proper person worthy of this company's guarantee, and one in whom you would place confidence and recommend for above stated position.

By whom during the past five years has he been employed?

It can be mentioned in passing that this list of questions is a very valuable one to have in mind when considering an applicant for employment, apart from references. While the latter are all usually required, it is sometimes possible for a merchant to get all needed information right within his own organization.

Enclose with your letter and blank when writing a reference, a stamped addressed envelope. Giving it emphasis, be sure to include a sentence like this: "If your knowledge of the applicant does not admit of your answering the above questions, will you kindly give the names and addresses of parties who may be able to give such information?" Doing this little thing may bring you success when otherwise you would be seriously retarded.

In addition to references supplied by an applicant, a merchant by all means, should use, where there is the slightest suspicion, a reference letter to a bank, local credit association or other independent source of information. A common practice of sophisticated parties it to "frame" references. A simple way to do this, in the case of credit, is to promptly pay all bills with one or two concerns over a long period. Naturally, these will speak well of the customer. At the same time, the latter may be owing many other local firms, being a dead-beat of the worst color.

SECRETARY AND GENERAL MANAGER, RETAIL MERCHANTS' ASSOCIATION TENDERS RESIGNATION.

E. M. TROWERN

Who for the past twenty-nine years has guided the activities of the Retail Merchants' Association of Canada in the capacity of Dominion Secretary has tendered his resignation from that organisation, to take effect on August 22nd next.

SEVEN GOLDEN RULES OF SALESMANSHIP

1. Realize the dignity and importance of real salesmanship and determine to excel through sincerity, efficiency and merit.
2. Be diligent in the effort to know goods well, people better, and yourself best of all, in order that your efforts and customer-desires may mesh perfectly. This means many sales.
3. Let the customer state his wants and do a good deal of the talking in the first part of the conversation. Look! Listen! Then you will discover which way to direct your own explanations, selling talk, and demonstrations.
4. Never knock or run down a competitor or his goods; much less be so crude as to appear curious or to seek to ask impertinent questions. Be straightforward and frank. Sell your goods, and let those of the other fellow alone to rise or fall on the strength of their own records of service and worth.
5. Cultivate patience and courtesy, even with the most deliberate of customers. This is a part of good salesmanship.
6. Never over-load a patron. It prejudices future business. Sell him what he needs but don't yield to the temptation to take advantage of a temporary buying enthusiasm.
7. Smile in a sunny, genuine manner. Show real interest. Smile when the interview is ended whether the customer has purchased or not. A cheery smile—not a patronizing one, and a closing expression of cordial interest and good will, will leave even the grouchiest customer with a good taste in his mouth. The chances are strong that you will win in the end with that individual. Right methods always count sooner or later.

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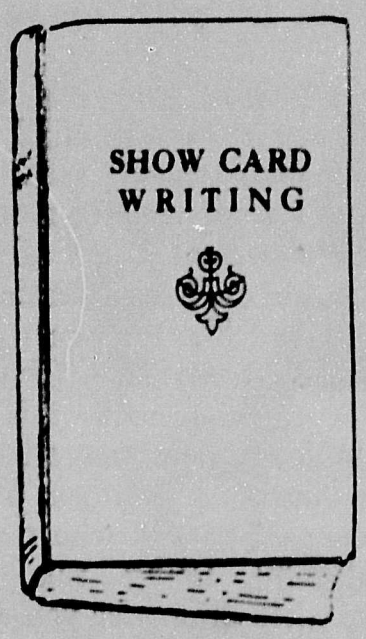

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A SPECIAL EDITION OF

SHOW CARD WRITING

By JOSEPH BERTRAM JEWITT

The Big, New 197 Page Cloth-bound Book Containing 151 Illustrations.

No matter whether you are making show cards or not, the fact remains that show cards are the smooth path to successful sales. If you are now printing your show cards this book will assist you in making better cards and give you some ideas that undoubtedly will prove worth dollars to you. If you believe you can never learn to make show cards, you have never read Mr. Jewitt's instructions, for anyone who will just take the time to give this course of instructions regular practice, will be surprised how easily he can learn.

Among the many things treated in this issue are included the following:

Materials, Tools, and General Points of Information.
The First Steps.
Six Key Strokes to the Egyptian Alphabet.
Planning the Show Card.
The Mechanical Method of Lettering.
How to Outline and Fill In.
Another Step in Outlining.
More About Outlining.
How Outlining and Filling in is Adapted to Pen or Brush Work.
Modern Pen Lettering.
Old English Stub Alphabet.
Flat Brush Script Alphabet.
Show Card Italic.
Mongrel Roman "Upper Case."
Mongrel Roman "Lower Case."
Mongrel Roman "Lower Case" N to Z.
Mongrel Roman Numerals.
The Use of Pictures on Show Cards.
Single Stroke Poster Lettering.
The Speed Lettering Pen.
Detailed Study of the Speed Pen.
Easy Stencil Lettering.
The Silhouette Effect on Show Cards.
How to Use Wall Paper for Show Cards.
Utilizing Trade Marks in Show Card Writing.

BRITISH COLUMBIA RETAILER

Suite 101-2 Merchants' Exchange Bldg., VANCOUVER, B. C.

Drygoods and Clothing

INDIVIDUALITY PREDOMINANT IN BATHING SUITS FOR SUMMER OF 1925.

Many smart knitted suits depend entirely on their color to lift them out of the commonplace, the trend of fashion being decidedly toward the Spanish and Moorish tones. There are bright Spanish reds and the antique reds that verge toward terra cotta. Greens and magentas are there too, and lovely dull blues and gold dipped browns. The new sand tones that are so popular are called by such delightful names as "seaside" and "sand dune" or are named after popular resorts, favorites being Lido, Biarritz and Long Beach. There are several blue water greens, one prominent shade among them being called Marmora.

Appliqued bands of silk or fibre silk used in many novel effects are indeed among the outstanding types of trimming for the knitted bathing suit of worsted. On the skirt of a black suit bands of gold-colored silk are applied in a plaid effect. The same knitted silk banding is used to bind the round neck and the armholes. Suits with interknitted fibre silk stripes are also good. In these white stripes on a colored ground

seem to be as popular as black and white combinations were last season. Green and white is a good hot weather combination and for this reason a suit of soft green worsted with wide and narrow interknitted stripes of fibre silk is sure to be popular at the beaches as summer comes on. An unusual feature of this suit is a surplus collar of the same green and white.

Some are Embroidered or Painted

Another method by which the knitted bathing suit attains chic is by combining two tones of the same fabrics. The colors may be near together in the chromatic scale or they may be in strong contrast, as in a clever little suit of sand colored jersey with trunks, tie belt and decorative bindings in bright blue. Another distinctive suit is of bright orange jersey with black triangle inserts in the skirt. These inserts simulate the popular godet effect, but do not add unnecessary fullness.

The knitted bathing ensemble consisting of a cape or long coat to match the bathing suits is new and considered smart. One outfit of this kind that easily takes its place among the many intriguing novelties of the season, has a trig little suit checked in all-over pattern of green and white with green cape bordered in the same checked design. A suit of terra cotta jersey has a corresponding coat of sand colored jersey with shawl collar, cuffs and a wide band at the bottom that repeat the warm tone of the suit. Such beach wraps are practical as well as decorative, for no matter how warm the weather a wrap of lightweight wool prevents many a sniffle.

MANY NOVELTIES IN KNITTED GARMENTS

As knitted coats and over-blouse sweaters have become so popular and correct in smart resort life this season, so has the knitted dress come to be accepted as perfectly correct for informal occasions.

Far from being the shapeless things of a few seasons ago the knitted dress of the present season presents a well modelled and thoroughtly tailored aspect that is perfectly in keeping with the latest dictum of fashion. Its lines are chic, the details of its trimmings are smart and its coloring has a softness and a depth of tone that is a characteristic of knitted cloth. More and more attention is being given to the fit, shape and hand-tailored details of knit goods and there are frocks knitted in fancy stitch or two-toned effects to meet the season's demand for figured fabrics.

Even in the most summery of the knitted dresses, long well-fitting sleeves seem to be featured. This is particularly noticeable in the silk and fibre silk frocks in pure white that are being shown. These in the jubbed yarn effects are fascinating in texture, the simplicity of their lines seeming to make the fabric all the more important.

More and More of the Peter Pan.

The Peter Pan sweater is another type that has caused much comment. The revival of Peter Pan in the spoken drama and its production in the movies are responsible for this new fashion in the sweater field. The short Peter Pan tunic with scalloped edges and typical Peter Pan collar have been copied exactly. So attractive are these sweaters that one cannot help wondering if, after all, Peter Pan himself did not originally wear one. Certainly they would have been ideally adapted to his needs. They come in his own shade of green as well as tans and browns and many brighter tones. Their edge bindings are often in strong contrast and they are sometimes patterned in gay inter-knitted designs. One model of tan fibre silk has a figured stripe in green and red. The green tone is also repeated in the edge binding.

This color page appears in
June Canadian Home Journal.
June MacLean's Magazine.

Head Office:
DUNNVILLE, ONTARIO.
Branch Warehouses:
TORONTO—Ogilvie Building.
MONTREAL—Phillips Place Building.
CALGARY—Odd Fellows' Temple.
VANCOUVER—Mercantile Block.
PORT ARTHUR—33½ N. Cumberland St.

Yes Madam, we have!

"Bathing suits that are not heavy in the water or after bathing—that do not cling too tightly to the body. They are 'Monarch-Knit.'"

You can tell this to your customers when the demand created by Monarch's great national advertising campaign makes itself felt at your counter—if you stock "Monarch-Knit." Order your requirements now, and be prepared for easy sales created by the up-to-date Monarch styles and colors in bathing suits.

Phone or write for our representative to call. Get in touch with our local warehouse for quick delivery.

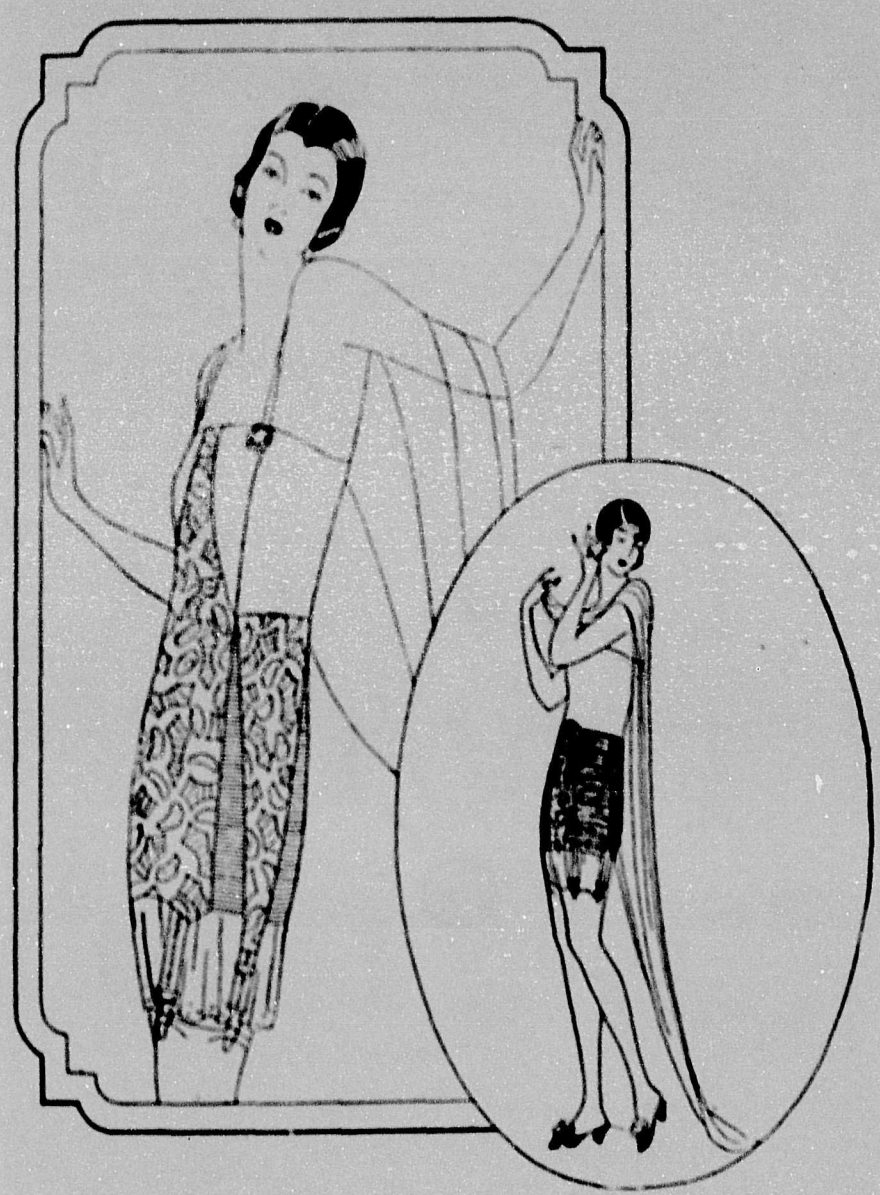
MONARCH-KNIT

Bathing Suits

Hosiery and outer garments

THE CORSET IS COMING BACK

Corset factories which, two years ago were running away below capacity, are now running full time and some are finding a difficulty in obtaining sufficient material for their manufacture. It has gradually leaked out that girls who a few years ago discarded these invisable means of support with such gay and reckless abandon, now find that their figures are becoming unmanagable, and are once again resorting to a garment which for three hundred years has been in continual use by the feminine sex.



Move to have name "Corset" changed

It has been declared by prominent corset manufacturers that if the word "corset" were substituted for some such appellation as "girdle" or "cienture" women would take to it more enthusiastically. They assert that the word "corset" brings to their minds the old type of tight-fitting uncomfortable garments in vogue several years ago, and if women's minds were encouraged to think of a new soft, restraining garment answering all purposes for which such a garment is meant, an entirely new era for its popularity and sales would be created.

NEW YORK STYLES IN MEN'S SPRING TOGS.

Looser than ever are the effects of spring styles for men in America's metropolis. Coats are cut loose with broad shoulder designs, trousers are baggier, but without the bell bottom flare; they are now wide and straight. Few vents are to be seen in the coats, and lapels are broad. As regards hats there is little change noticable from winter models. Colors, however, are brighter, and brims a trifle wider. Formal dress for evening wear is becoming necessary, and the tuxedo, except for purely informal wear, is no longer permissable.

THE RETAIL CLOTHIER SHOULD LINK UP WITH "DRESS WELL AND SUCCEED" CAMPAIGN THIS SPRING

Need is imperative for some different method of merchandising to that which has prevailed during the past few years.

What will be the main plank in the retailer's business platform for this spring season? Will he continue to use the worn-out timber of special bargain sales, or will he seek some solider and safer material on which to base his business-getting efforts? The bargain sale plank is worn pretty thin; already it has collapsed under many retailers who seemed to place all their faith in it; and during the present year it is quite certain it will collapse under many more retailers if they put any additional strain on it. But the retailer must have something with which to lure the customer's dollars into his store, he cannot sit back and depend on the necessity of men to wear clothes. This always brings him a certain amount of business, but not enough business. He needs more than this—so what will be the retailer's plan for attracting a larger share?

During the fall season a number of retailers tried out a selling campaign, based on the slogan "Dress Well and Succeed." In the United States, the National Association of Retail Clothiers and Men's Furnishers promoted this campaign, and in many centres considerable success was reported. In Canada an Association of manufacturing clothiers gave the campaign its support, offering prizes for window displays and advertising and supporting it in some of their national publicity. In Canada the success of the campaign was entirely a matter of the success attained by individual firms. Some firms who featured the idea "Dress Well and succeed" in their advertising report that they were very well satisfied with the results obtained. Eighty-four thousand lines of newspaper space was used in various parts of the country to promote the idea of "Dress Well and Succeed," and numerous window displays were put in by retailers in support of this same idea.

The "Dress Well and Succeed" campaign is a constructive effort to influence men toward placing a greater value on apparel. It is based on the sound idea that good clothes are an asset to those who wear them, and its main object is to break down the erroneous idea that has gained currency, that it does not matter what a man's clothes look like as long as he drives a good car, lives in a good home and displays other signs of material prosperity.

Any merchant who determines to merchandise on the principle of "Dress Well and Succeed," is bound to benefit from his efforts, no matter what other merchants do. The very fact that he advertises this idea to his customers, that he puts in attractice window displays of new goods—goods that sell through their attractiveness rather than their price—the very fact that he talks style, quality and the desirability of his goods to his customers rather than their price, is bound to help him. This consideration alone should make the retail trade decide that they cannot afford to drop this campaign for the spring of 1925, and if they did not support it last fall, they will line up behind it this spring.

Our Advertising Covers Canada
Creating Prospects in Every Locality

DOMINION LINOLEUM FLOORS

No matter who your customers are or where they live they are bound to be reached by our advertising campaign. Newspapers, farm papers and magazines are carrying the story of Dominion Linoleum floors into practically every home in Canada. The result is Demand—with sales and profits for the dealer who sets himself out to supply this Demand. The extent of these sales and profits depends entirely on the energy with which you go after them. Specialise on

Make them the backbone of your floor covering department. Give them adequate store and window display, so that people inside and outside can see you have the goods they are looking for. Dominion Linoleum Floors are real business builders. Beauty, a wide range of patterns, quality, satisfactory margin and rapid turnover have made Dominion Linoleum Floors the best dealer protection of their kind in Canada.

DOMINION INLAID LINOLEUM

No longer need you import Inlaid Linoleum at high prices. Dominion Inlaid Linoleum is now being manufactured in Canada by Dominion Oilcloth & Linoleum Co. Limited. It is made in a wonderful range of colors and patterns—the kind that sell on sight. Soft to the tread, durable to the point of permanence and with a beautiful high-polish finish, you could not handle a floor covering with greater selling appeal.

Write us today for pattern book and full particulars of Dominion Inlaid Linoleum the new Dominion money-maker.

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

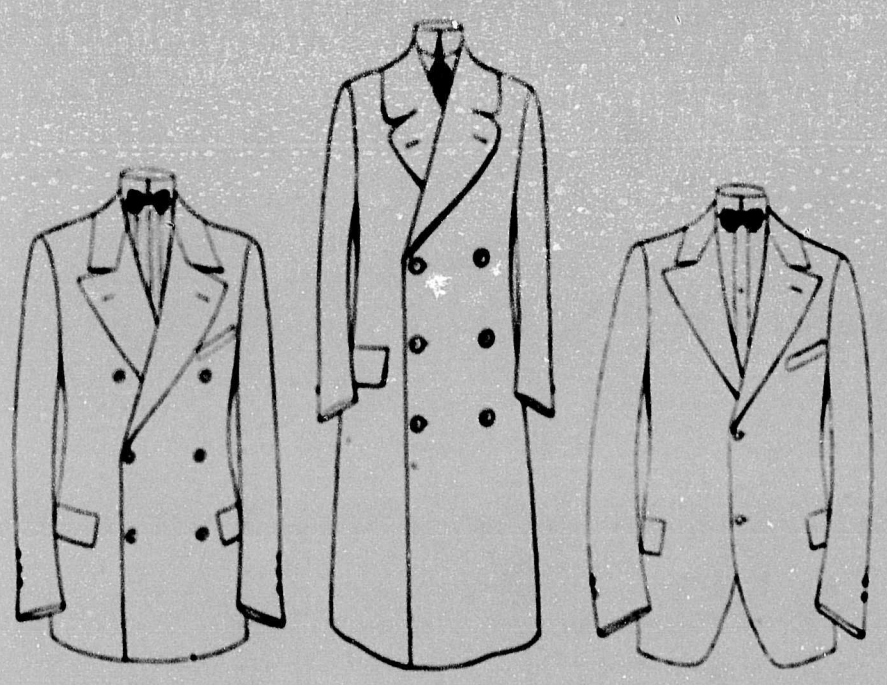
Dominion Oilcloth & Linoleum Company Limited

MONTREAL

STYLE FORECAST FOR FALL

A change in line is announced in the Style forecast for fall 1924 issued by the joint style committee of the International Association of Clothing Designers and the National Association of Retail Clothiers and Furnishers. The fashionable suit for fall is to be Wedge shaped, extremely wide shoulders and narrow hips and overcoats will follow along the same lines. This style report was issued at the January Convention of the International Association of Clothing Designers. A feature that was brought out at the convention was the belief of several representative men in the clothing industry that men of today are paying more attention to their clothing than has been the case for some time past and that originality and novelty are big factors in creating interest in clothes.

The forecast also voiced the belief that, notwithstanding the increasing popularity of the automobile, radio, and other amusements, the man of today is more careful of his appearance than ever before. This is shown by the ever-increasing demand for new styles, both in fabrics and cut of the garments. Among



other things, the forecast of the designers' and retailers' committee further said: "The tendency in young man's attire is changing to a more athletic type, with the wide, square shoulders and small hips.

"The popular coat for young men will be the two-button, medium-form-fitting, close over the hips, wide, square shoulders, wide-peak lapel, and back finished without a vent.

"The one-button sack cut on the same lines of the two-button coat is finding favor with the extreme dressers.

"The double-breasted coat will prove to be very popular with the young men for fall. This coat will be two-button 29½ inches long, wide, square shoulders, semi-form-fitting, close over the hips, pockets low, buttons spaced wide and low, and back finished without a vent.

"The popular overcoat will be the single or double-breasted wedge coat. This coat is cut with wide, square shoulders, medium blade, close over the hips, and no flare; 47 inches long, back finished with a 16-inch plain vent, and buttons and pocket low.

"Another coat that will be in great demand will be the Chesterfield, single-breasted, fly front, velvet collar, 44 inches long, natural shoulders, semi-straight-back effect, and finished with plain vent.

"The double-breasted Chesterfield will be 46 inches long, and will have the same graceful lines as the single-breasted coat.

"Tuxedo coats will have the same body effect as the sack coats, and will continue to be the young men's choice for semi-formal dress.

"The full dress coat is again coming back as the proper coat for formal dress."

The joint alteration committee of the retailers and designers reported that most alterations were needed in the vests, and that most other alterations were due to the loose coats being large at the blade, humped on the front of the collar, trousers tight in crotch, round corners of sack coats and high waists. The merchants said they had made fewer alterations during the last half year than for some time. Lesser alterations were required, particularly in trousers. One said his alteration costs average 2½ per cent of sales. Two members of the retailers' committee said 3 per cent and another said 4 per cent. The need for outlets for dress vests was spoken of.

WOOLLEN MANUFACTURERS HOLD ANNUAL BANQUET

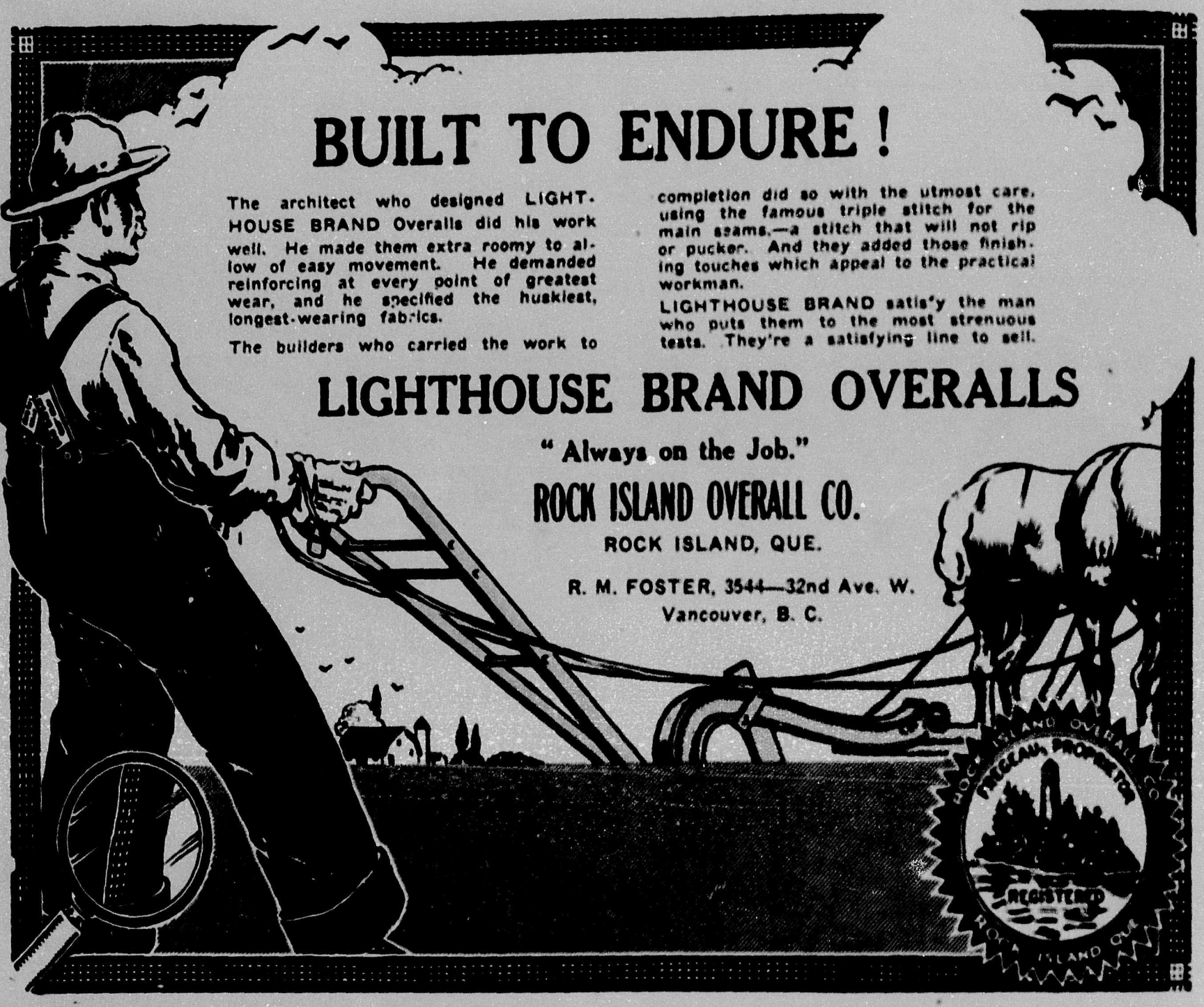
Hear Strong Addresses on Protection and Pass Resolution Asking for Discontinuance of British Preference

The seventh annual meeting of the Canadian Woollen and Knit Goods Manufacturers' Association was held at the Queen's Hotel, Toronto, on March 25th, with an excellent attendance of members from all parts of the country.

In his presidential address George A. Dobbie, of Galt, stated that the output of Canadian woollen industry had registered a sharp decline during the past year, while there had been a tremendous advance in the imports. The importation of woollen and worsted cloth from Great Britain, which amounted to 13,095,000 square yards in 1920, had attained a volume of 30,154,000 square yards in 1924.

"Conservatively stated," said Mr. Dobbie, "if the 1,700 textile factories now in Canada, which employ 90,000 men and women, were wiped out, and the $300,000,000 worth of goods now made in Canada were imported from abroad, five out of every hundred people in Canada would find the source of their maintenance gone. On the other hand, if the textile industry were safeguarded, and the bulk of the $128,000,000 worth of textile goods now imported were made in Canada, it would employ about 40,000 additional workers in the mills, who, together with their dependents, and those who would be needed to supply their requirements would add over 220,000 souls to our population."

The Association had as its guests at a luncheon at noon, members of the Canadian Co-operative Wool Growers' Association, including the President, Colonel R. F. McEwen. Speakers at the luncheon were W. A. Dryden, one of the directors of the Canadian Co-operative Wool Growers, and H. G. Fester, Hamilton, the representative of Labor on the Ontario Minimum Wage Board. Mr. Dryden asserted during the course of his address that there was no reason why Canada could not produce the fifty to seventy million pounds of wool used annually in the Dominion. There was no question in his mind about the country's capability of producing high quality sheep in vastly greater numbers than at present. Recent winnings at the International Live Stock Show in Chicago had proved Canada's ability in this direction. Mr. Dryden believed that through the



efforts of the Co-operative Wool Growers much valuable work had been done in the way of improving the quality of Canadian wools.

Mr. Fester advanced strong arguments in favor of protection for Canadian industry, basing his advocacy of protection on the desirability of maintaining the high standard of living in this country.

One resolution of public importance was adopted by the Woollen Manufacturers. It asked that the tariff preference extended to the United Kingdom, largely at the expense of the manufacturers of woollen and knitted goods in Canada, should be discontinued as it bore so heavily on this indigenous and necessary Canadian industry.

The officers elected were:—President, C. G. Cockshut, Brantford; Vice-President, J. A. Burns, Dunnville; Secretary, Douglas Hallam; Executive, Douglas Woods, Toronto; C. W. Bates, Carlton Place; Bertram Davis, Toronto; Joseph Beaumont, Glen Williams; R. L. Baker, Toronto; W. W. Weed, Almonte; D. C. Dick, Cobourg; H. Barrett, Paris; C. H. C. Hunt, Hamilton; James Moodie, Hamilton; C. A. Murphy, Galt; A. E. Craig, Toronto; D. N. Pannabaker, Hespeler; Boyd A. C. Caldwell, Perth, and William Mitchell, Kincardine. The following are ex-officio members:—George A. Dobbie, Galt; Richard Thompson, Paris, and H. G. Smith, Hamilton.

The man who never makes a mistake is either a liar or never does anything.

ADVANCE FALL STYLES.

Wider trousers tapering to the shoes, and worn with suspenders, bright and vivid colors, suits so designed as to give the impression of extreme height in the wearer will mark next fall's styles for, according to advance models already displayed.

Just A Minute.

"Miss Culycue," murmured the office manager to the stenographer, "I don't want to be harsh. Nothing like that. I really don't."

"Let's have the answer," said the damsel, nonchalantly. "What's gone wrong now?"

"I just want to ask you not to write your young man during business hours. Letters are apt to get mixed. Herb and Blurb report we have sent 'em a shipment of love and kisses instead of the axle grease they ordered."

FASHION NOTES FROM PARIS

The early Paris opening seems to have established one fact very clearly, and that is the desirability of a more feminine quality in the mode. The boyish, masculine line continues in sports and country clothes, and quite rightly so, as nothing could be better for practical sports wear than the present mode. But apparently there is now a growing feeling that this dress should have its destined time and place, and be relegated to its proper sphere instead of dominating the entire mode for town, for country, and frequently for the evening, as it has done for several seasons past.

There seems to be some question as to the waistline. Several houses have daringly placed it where nature intended it. Indeed, Patou dtclares the low waist-line a thing of the past. However, such a radical change would also mean a change in the present style of corseting, and it is to be wondered if this will be countenanced by the wise woman.

Suits, Dresses, and Coats have a reminiscent masculine chic, but a general suppleness, subtlety, and individuality herald a more important and more feminine elegance. However, there is no suspicion of fussiness, the elegance lying in perfect cut and faultless detail. One very smart creation of Molyneux makes use of beige kasha for the jumper frock, the skirt of which carries its fullness in front, in the form of pleats, and the coat is of heavy printed blue and beige crepe, lined with the beige kasha. Another of this designer's ensembles uses a printed crepe in neutral blues and browns, which makes the frock and lines the brown kasha coat. An unusual note of this costume is the collar and cuffs of light brown seal.

Silk serge and silk alpaca are fabrics well adapted and often used for afternoon costumes. One frock by Beer is of black alpaca, with a tunic effect opening over a white chiffon gilet, which is pleated from neck to hem of the tunic, after the fashion of many of the new gilets. Jabots are an important feature of the present mode. A simple frock of silk alpaca, trimmed with narrow inserted bands, has a long circular jabot of the popular printed crepe. Fine pleating is being shown in the skirts of most of the smart afternoon frocks to give them that so necessary fullness which is such an important feature of the present mode. Fullness is not only shown by pleatings, but by godets, circular cuts, and flounces, the outline, however, giving the effect of slimness when in repose.

Evening Dresses still favour chiffon to the greatest extent, this soft fabric being most adaptable to the fluttering panels and flounces of the present mode. White seems to be the smart Parisienne's favourite color for evening. One frock noticed was of supple white satin, slightly draped at the waist, and trimmed with strands of pearls, while another frock was of white georgette crepe, richly embroidered in crystal, pearls, and strass, with flying wings, front panels, and pointed sections on the skirt. But the mode of white does not hold full sway, cyclamen and geranium red are also greatly worn.

Hats are practically all small, with rolling brims turned up in front, back or occasionally at the side. However, large hats are going to be very popular, especially for afternoon wear, and these are all very simply trimmed.

Shoes for street wear will for the most part be in the brown shades, since this colour is seen in so many of the new costumes. Browns, tans and beiges also tone in so well with other costumes in the lighter, gayer colour mood of this spring. Brown calfskin shoes are the best type for the masculine kind of tailored costume, the double-breasted coat and English tweeds. For the more formal costume, kid is the most adaptable shoe. A new material is being shown in the lighter shoes, a leather known as "pigoat." This leather is goatskin, grained to resemble pigskin, this last being a leather that has a most effective grain, but one too heavy for shoes. A combination of two leathers is very smart this season, one shoe shown using beige kid for the toe, and snakeskin for the back, heel and single strap. Another shoe of patent leather had heel and saddle-strap made of lizard-skin. Woven sandals will be very smart this summer, as will also be a combination of white and coloured leather.

Jeanette

A DESIRABLE EMPLOYEE.

A so-called "big business man" of our acquaintance was discussing a new man whom he had recently taken into his employ. "I hired him," he said, "because he said he could leave his old employer at a moments notice and come to me." That sounded rather strange. Could it be that the man was more desirable because he had the affrontery to leave his old employer "in the lurch?" But, upon further questioning, the facts in the case came out. It semes that there had been two prominent applicants for the job. The unsuccessful man had explained at some length his utter indispensibility to his old employer, "whom he could not even think of leaving upon a shorter notice than a full month, since he would require that much time to break some one else into the responsibility." The other man, who was given the job, had quite a different story to tell. "I have an understudy who has been working under me for some time," he said.

"He knows my work practically as well is I do and he can take my work up just where I left off. That is really the type of employee the business world is constantly looking for. The old idea of the employee making himself indispensible to the job has resulted in making the job indispensible to him and in automatically cutting him off from many possible promotions.

British Market Reports

BOOTS AND SHOES.

Large Output Despite Difficult Conditions.

Northampton, March 27, 1925.

Orders are not being received by manufacturers in the same volume as during the first two months of the year, and trade is rather difficult. It seems as though retailers are making an attempt to break the rising market, but they are likely to meet with little success in this direction.

The Manufacturers' Federation has sent out another circular intimating that in consequence of the continued rise in the cost of materials a general revision of costings has been

determined upon with a view to maintaining a due relation between manufacturers' cost and selling prices.

Although orders are less numerous, trade cannot be described as bad. Most of the factories record a large output, and with Easter near at hand t is likely that there will be many calls, if small, for lines for delivery before the holidays. While the position is not easy from the manufacturer's point of view, the buyer also has his difficulties to contend with, and one of them is in attempting to forecast a few weeks ahead the character of the footwear that will be in demand for women. The matter has been discussed in the trade of late, for it is one which affects not only the retailer but the manufacturer also. Generally speaking the plain and simple shoe appears likely to be the most popular.

There is a strong demand for good class footwear for men. Indications are that brown will be more popular than black, and the demand for shoes are increasing. Changes of fashion in men's goods are so infrequent that buyers have no need to hestitate in placing their orders. The districts which specialize in the production of heavy goods are not well off for trade. For one thing, the weather has been all against them, while the slackness of employment in the coal, engineering, cotton and shipbuilding industries is another restrictive factor. More trade is being done with Ireland now that the supplies which were rushed over before the import duties took effect are becoming exhausted.

HOSIERY AND LACE.

Dumping of American Stockings.

Nottingham, March 27, 1925.

The drop in wool prices at the London sales, though not unforeseen, has temporarily disturbed the outlook of the hosiery trade which, more, than anything else, requires stable conditions. In the long run, however, provided there is no reaction, the effect must be helpful. The high prices which have ruled for woollen yarns so long have seriously restricted the market for underwear, and a cheaper basis of raw materials would encourage a bigger output and consequently more employment.

it is far below what it would be if there were no enormous quantities of "art" silk stockings dumped here by United States exporters. It is admitted that the profit on these American stockings is almost non-existent and that it is part of a policy to oust the British manufacturer from his market. The price at which most of them are sold represents no more than the cost of labour and materials in this country, without allowing anything for overhead charges, to say nothing or profits.

Autumn orders for men's and women's underwear in medium weight stuff are very limited in size, owing to uncertainty on the part of buyers as to what may happen at the wool sales. An early improvement in this section, however, is probable.

The present day tendency for the knit goods trade to become more and more dependent on fashion is especially pronounced this season. The variety of designs in outerwear garments is enormous, and this extends not merely to colourings and qualities but to style and shape. This branch promises to be healthy for a long time ahead.

FOODSTUFFS.

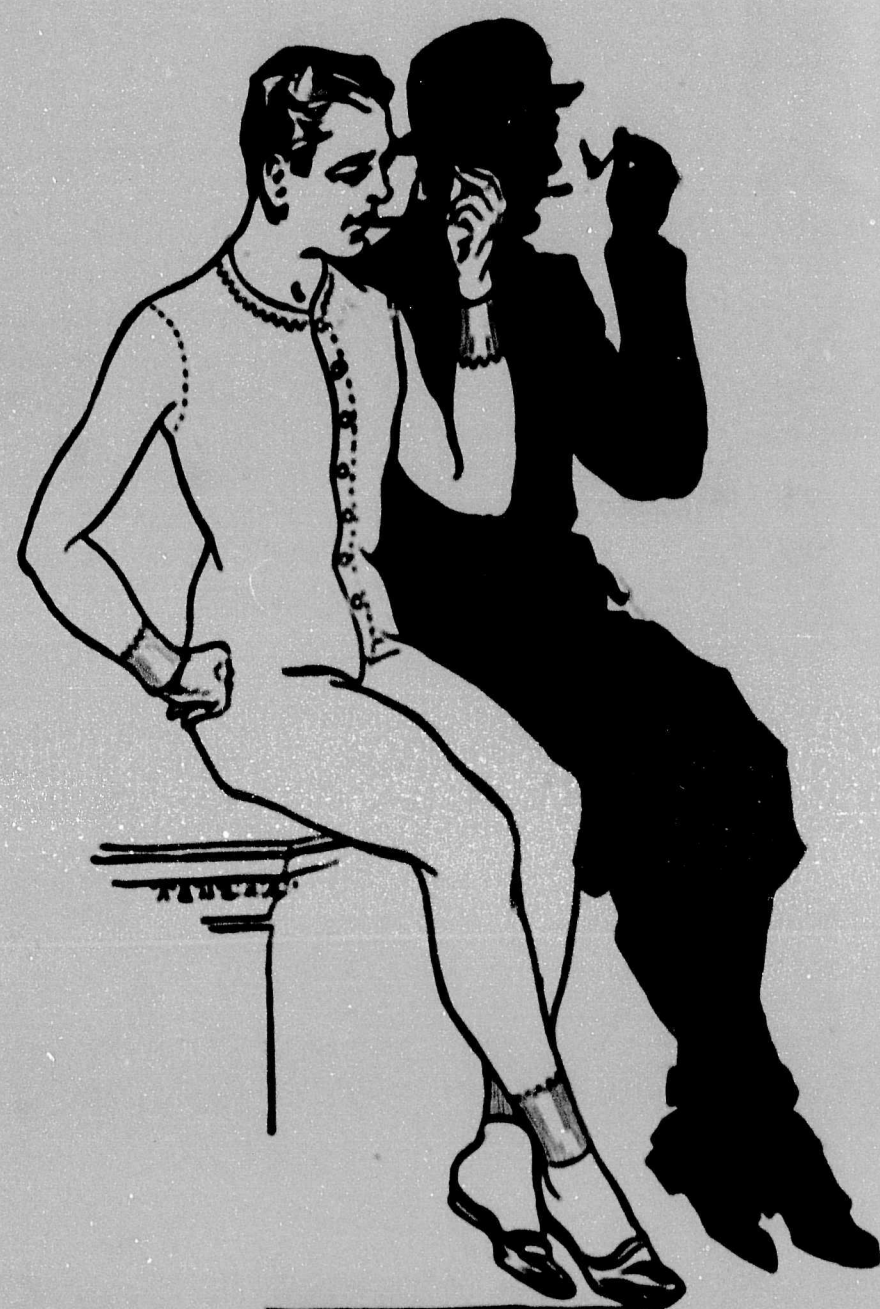
The Tea Position.

On account of the heavy stocks on hand, the depression which hangs over the tea trade is likely to last for some time, but weight of supply is not the only cause of the recent fall in quotations. The poor quality of the produce has had much to do with it, and the Indian Tea Association's resolution recommending planters to improve the quality of the 1925 crop by producing teas of a standard to meet present day requirements expresses the unanimous view of Mincing-lane.

It is not so long ago that the trade organizations in London had to condemn the manufacture of coarse and stalky teas and to induce the planters to restrict plucking in order to save the trade from demoralization, and with the experience of previous years in mind it is regrettable that the planters should have departed from the policy of fine plucking, which has brought their industry to a high state of prosperity.

The position at home may be seen from the official returns as at February 28:—

	1925 lb.	1924 lb.	1923 lb.
Stocks	234,557000	186,998,000	176,681,000



ATLANTIC
UNSHRINKABLE

When you sell a man underwear he expects more than a mere assemblage of wool and buttons. He expects comfort, easy fit and long and satisfactory wear. And this is what he gets in Atlantic, the underwear that satisfies.

For some time the price of wool has been steadily advancing. It will pay you to order now, for a further advance in the price of wool will necessitate an advance in the price of goods.

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

56

If I Ran a Store on Main Street

General Manager of Large Departmental Store Relates How he Would Run a Store in a Small Town—In This Article Readers Will Find Ideas Which Have Built up the Largest and Most Successful Stores in the World.

By A. Lincoln Filene

"If I were to go back to runing a store in a small town—and I can think of many worse fates—there is one idea, gathered in a good many years of retailing in a large city, that I should take with me. Briefly, it's this: That one can propser and move ahead only by selling better goods at better prices and with better service.

"The appeal to sentiment, to community loyalty, is all very well; but in the long run neither men nor women buy from sentiment and loyalty. They buy for convenience, for price, for quality or for any one of several reasons. 'Buy-at-home' weeks are all right so far as they stir local merchants to better their methods; but if it is to leave a permanent impress the slogan should read:

"'Buy Better at Home.'

"That points the way for the merchant in the small city to succeed, and it is a path he can follow The chief bogey men of the small city merchant are, I suppose, the mail-order houses, the larger stores in the larger city which can be reached easily, the chain stores and the house-to-house salesmen. But these forms of competition have their vulnerable spots.

"Other things being equal, the buyer would rather do business at home than with the mail-order house, for he or she would rather see the goods he or she is buying. The buyer will not make the trip to a more or less distant town to buy what can be found as well at home.

Chain Can Buy in Quantity

"The chain store has the advantage of mass buying, but there are ways in which that advantage can be overcome. The same thing is true of the house-to-house salesman. Not only does he sometimes defeat himself by the very persistence of his calling, but the local merchant can sometimes outsell him in his own field.

"I have heard of cases where the merchants of small communities have opposed the bettering of roads leading to larger towns on the ground that their customers would leave them for the larger town. I can think of nothing more foolish. There is no such thing as a one-way road, and the same path that takes customers away can be used to bring them back if only the attractions are as great.

"Let me now try to be more specific in applying to a small store in a small community the things I have learned in merchandising in a large city. Let us assume that we are talking of a store in a town of, say, 25,000 people, a store with annual sales of, say, $100,000. Such a store would have a limited number of salesmen and women besides the proprietor, who would not only be a salesman himself, but also its chief and perhaps its only buyer.

Small Store is Hampered

"And right there is, I believe, one of the biggest, if not the biggest, chance that we have for improving small store methods. The small store keeper in his buying is hampered by two things; the smallnees of his buying in measure of money, and his dependence on outside salesmen for his knowledge of market trends, styles and prices.

"What is the answer? Co-operative buying, in conjunction with a group of other merchants who are sumilarly situated. It is a simple problem in arithmetic to multiply $100,000 by 100 and get $10,000,000, and ten millions is a considerable buying power. If I found myself back, owning and managing a small city store, one of the very first things I should do would be to look about me for merchants with whom I could form a strong buying organization.

"And I am not dealing in dreams. Such combinations are already in existence and are working effectively. More of them are sure to come into being. It is easy to see the benefits. The buying of staple goods could be handled very well by such an agency, and with the wide choice of a central storehouse the small-town merchant would be able to keep his stocks replenished with a minimum of expenditure of money and time. Moreover, such a buying organization would leave the merchant more time in which to do his buying of lines in which style is a factor and in which his own intimate knowledge of his smaller town and its likes and dislikes will be of great advantage.

Can't Afford Expert Advice

"I believe that such combinations of 50 or 100 small stores would develop very naturally other joint functions than merely buying. The small city merchant cannot, perhaps, afford the best expert advice on such matters as advertising and cost accounting methods. Let me state some of the advantages of such co-operative buying:

"1. Chaper buying, which means better service to the community.

"2. Better buying, which means a wider choice and which also means better service.

"3. More time for the proprietor to devote to the other problems of the store.

"Co-operative buying would be better buying not only on account of lower prices, which mass buying would mean, but because of the buying skill which a $10,000,000 or even a $1,000,000 buying combination could employ. Selling is a highly skilled profession, but so is buying, and a merchant may be a very good seller of his wares, but not a good buyer.

This tendency towards co-operative buying is only in its infancy. Some attempts have failed. There are obvious reasons. The organizers may expect results too soon, or they may not be willing really to co-operate. They may look for some advantage for themselves at the expense of other members of the buying group—a common cause for failure.

"Such movements as the formation of buying clubs by retail grocers and druggists are along the line which I have pointed out as essential for the merchant who hopes to succeed and grow in the smaller communities. Another duty which such a small city store owner has

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There is double profit in Keystone School Supplies. Students like their good quality and generous quantity of paper. The dealer's margin is broad enough to make the line worthy a prominent place in any store.

Individual sales are profitable and Keystone brings repeat sales.

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Bruises Sores Rheumatism

Soothe the sore muscles or ligaments by rubbing in Minard's Liniment. It penetrates, relieves and heals. It eases inflammation and restores the injured part to health.

Splendid for cuts and sores. It sterilizes and heals quickly.

—and it is an important one: He must work with the community. He must take a part in the activities, and he must help it to grow and to grow along sound lines. Quite aside from his duty as a good citizen, there is a purely selfish side in this.

"More and more, as the means of communication improve as more towns get good roads and more men own cars, as the telephone reaches farther and farther, we shall find the selling radius of the store increases. It is inevitable that certain communities will become buying centers; and the merchant whom I have in mind, the merchant whom I should try to be if I were back to a small city, is going to see that his town is one of these buying centers. In all that I am trying to say here I have in mind the man who is not going to be satisfied with sales of $100,000 a year in his store, but who want to make the sales $500,000 or $1,000,000 or more—in other words, the man who has no idea of standing still.

Must be Good Town

"Stores in small cities have great powers of expansion, but they can't grow unless the town is a town worth coming to. There are all sorts of factors in making such a town. Good roads are a primary need. There's no use appealing to the outlying customer unless you're going to help that customer get to your store. But roads are not all. You've got to have something worth coming to besides your store. Good schools, community music, churches, good shops, a good hotel, moving picture theatres—all those things that make a town 'livable' will help to make the town a shopping center, for it's got to be a 'visiting center' as well as a shopping center.

"There is another relation to his community in which the small city retailer can play a bigger part than the man in the big city—that is, the education of his buying public. Increasingly the men and women who buy are going to ask for a knowledge of distribution. How does a retailer justify a mark-up of 100 per cent or more perhaps on some articles, while on others it may be only 5 or 10 per cent, or even less than actual cost? Can we meet the cry of 'profiteer' except by education? I do not think so.

"At present the retailer is perhaps more a target of suspicion than any other man in the field of business. The manufacturer is comparatively immune. His factory is out of sight, while the retailer is in plain view. If he enlarges his store, the assumption is obvious: he has made a lot of money; and to a large part of his public it is equally certain that he has made it by undue profits. The retailer must look to educating his buying public out of that state of mind, and no one has a better chance to do this, not merely by advertising, but by personal contact.

No Mystery in Merchandising

"There is no mystery in merchandising, although there is a great deal of ignorance about it on the part of the public and sometimes on the part of the merchant himself.

"Most of the things which I have so far discussed have been outside the store. Let's consider some of the things that I should try to do inside the store if I were to go back to a smaller community and try to capitalize my own experience. It is inevitable that a study of one's own community and its buying power and habits should lead to a study of one's competitors and their points of strength and weakness. With that information to guide me, I should try to make some one or two departments in my store known throughout the town for their completeness and efficiency. I should want the woman who sets out for a morning's shopping to say to herself:

"'I must stop into Jones' for some bed linen, and then I guess I'll look around for a hat.'

"I don't care what the department is—it might be sheets, or shoes, or gloves, or pins and needles; but I'd have that department the best of its kind in town. The advantages are obvious. Getting a customer into your store regularly is a victory. Make your town take it for granted that there are centain things they are sure to find in your store.

"That doesn't mean that you need to carry extensive stocks, but it does mean that you must carry complete stocks. If the specialty should be children's shoes, it doesn't mean that the storekeeper of whom we are talking needs to carry a great number of makes, but does need to carry a full lot of sizes in one or two lines. It means being ready to meet any reasonable request.

Teaching the Sales Force

"The small town storekeeper has a fine opportunity to make his store a success by bettering his selling. I think most retailers will agree with me that the lack of basic knowledge about merchandise on the part of sales men and women is one of the most serious things with which they have to contend, and that teaching them is one of the hardest tasks. It's a task also that does not grow easier as the size of the store increases. Any proprietor of a large store will, I think, tell you that the loss of personal touch as a store grows in size makes harder the work of training the selling force.

"The merchant in the small city can keep in touch with the men and women behind the counter and can teach directly and by example. There is more time also. In most smaller communities the stores have more low-pressure areas in selling than the stores have in large cities. In some of these stores most of the selling is on Saturday afternoons and Monday.

"Such a state of affairs will make possible a great deal of direct personal instruction in selling and also in service; and don't forget that if I went back to such a city an dsuch a store as we are discussing, I should expect to learn a great deal from my associates in the store.

Can Capitalize Intimacy

"There is one thing which the small store has and which it can make of great advantage; it can 'capitalize intimacy.' In a large store the customer is less personal and more a mathematical unit, a something which figures in the store's reckoning as absorbing so many pairs of shoes or gloves a year. In the small store he and she are 'folks,' neighbors whose likes and dislikes are known.

"That personal touch is a most valuable asset; and if I were back on Main Street, I should strengthen it in every possible way. I should devise some plan to give my co-workers some sort of interest in the business, either through opportunities to purchase stock or through profit-sharing, depending upon their relative positions and importance in my business. That's a task upon which I should embark slowly. I should make sharing or stock ownership a reward of constructive service. I should want, in other words, to have my associates hold some stake in the business, but not until I had proved them.

"Even if I try to make my small store as definite as one in a city of 25,000 with sales of $100,000 a year, I find it hard to say what I should do about service. Much would depend upon the nature of the population. In very general terms, I should think that such a store as I have in mind would be a service store within certain bounds—that is, it would not be a cash-and-carry store. I do know this: I should make such service as I did give the very best of its kind. The small city merchant has here again the advantage of direct personal supervision over his service agencies.

Enough Room for Competitor

"I don't think that the proprietor of the small city store need be greatly disturbed about the question of branded articles or of exclusive agencies for nationally advertised articles. There is usually enough business in the latter to provide for himself and his competitor. There is one situation which he must squarely face, and that is the danger of carrying inadequate stocks of too many brands. The wise plan is to pick out a small number of brands and see that stocks of those are complete.

"If I were going back to the task of building up a small store in a small city—and that's what every progressive is trying to do—I should take with me the knowledge that the advertised brand will have to face increasingly hard competition in the future. Just now it may be true to say that national advertising can sell anything; but as the consuming public gets to know more about distribution, that will be less true."

Still the Leader!

Davidson's Premier Bread Box

—*"the box with the roll cover"*

remains the undisputed leader.

It was first in the field and it remains first because it comes up to the Davidson standard in every way. It is a sure, steady seller.

Finished in white and French Grey enamel, with artistic decorations, in three sizes—15, 17 and 19 inches.

The Thos. Davidson Mfg. Co. Limited

Established 1860.

***Head Office and Factory:* MONTREAL**

Branches: **Toronto** **Winnipeg** **Saskatoon** **Calgary** **Vancouver**

DAVIDSON

HARDWARE, OIL *and* PAINTS

HARDWARE MARKETS AT A GLANCE

Sash Cord and Sash Weights: Stocks are filled for the opening of the building season; prices are steady.

Screen Doors and Windows: The retail call will not begin on this line for some time but there is evident a desire on the part of the dealers to have stocks ready when the demand starts.

Fishing Tackle: The demand is very good both for immediate and future delivery.

Radio Merchandise: Sales are dropping off as summer approaches ;activity on "B" batteries however is still good.

Freezers: Spring stocks have been shipped in many instances to the dealers; retail sales have not yet started and prices are unchanged.

Glas and Putty: Sales are at a fair rate with no particular interest in these items; prices show no changes.

Rope: Since the recent raise in prices rope has been showing signs of remaining strong in price; dealers look for a good business in this line.

Paper: Red Rosin papers are beginnig to be in demand and stocks are well filled; prices are unchanged.

Wire Nails: Orders have been satisfactory. There has been a decline of forty cents a keg; stocks are in good shape.

Wrenches: Sales have been fairly good; stocks are in good shape and prices steady.

Seine Twine: Demand is reported to be satisfactory and jobbers are moving considerable stock.

Field Fence: Enquiries are coming along well in this line by dealers; stocks are well filled and prices unchanged.

Incubators and Brooders: The movement is still very active from jobbers stocks.

Garden Hose: The retail selling season has not opened up yet but dealers have ordered heavily in anticipation of a large business this spring. Jobbers are well satisfied with sales; prices are firm.

Lawn Mowers: Sales to retailers have been good and jobbers are now busy delivering stock throughout this territory.

Refrigerators: Interest in refrigerators has not shown much pep so far this year jobbers report.

Hammers and Hatchets: Orders have been good and jobbers have ben successful in moving a considerable volume of business; stocks are in good condition and prices show little change.

Linseed Oil: The demand for linseed oil has been light but a heavier demand is expected.

Roofing Material: All kinds and makes of roofing material are beginnig to move out in the wholesale market. Each day shows an increase in shipments to the retail trade; sales on wallboard are especially good.

Bolts, Nuts and Screws: Prices on bolts, nuts and screws are very firm; the present demand is fairly active; stocks appear adequate.

Garden Tools: Rakes are selling quite freely and business in other garden tools is gathering momentum.

Garden Sets: Slightly more interest in garden sets is evinced by the retail dealers according to the jobbers here.

Automobile Accessories: Interest in automobile accessories are rapily becoming manifest thanks to weather conditions. Contrasted with a year ago the difference in prices today is remarkably slight.

Paints and Oils: Sales have shown marked improvement in the past ten days. Retailers report that they are moving their stock at a fair rate. There has been an advance in price on paints and sundry lines.

Builders Hardware: There has been a very fair movement considering the season's building activity still is ahead; the prospect of a busy summer in this direction is bright.

PAINT INDUSTRY FOR VANCOUVER.

For the purpose of manufacturing fireproof and fire retardant paints, fireproof cedar shingles and artificial stone and tile of all kinds, the Asbestosized Paint Products, Limited, is establishing a plant in Vancouver, similar to plants now in operation in Seattle and Sunnyvale, California, where Edgar Layton, well-known industrial chemist, is in charge, and is the originator of the processes to be used in the local plant.

NEW GOODS

No Leak-O Piston Rings have a 45 degree angle grove full of oil betwen the ring and the cylinder wall

which pulsates as the piston moves up and down. This' pulsation keps a film of oil between the ring and the cylinder wall. The groove fills with fresh oil and empties itself on each stroke. Packed twelve in a carton.

talk COLOR
AND APPEARANCE
as well as PROTECTION
AND PRESERVATION
for bigger PAINT *and*
VARNISH SALES

Property owners may now have their homes painted and pay later by the Partial Payment plan. Paint and varnish manufacturers will gladly supply full details. Or write direct to us. This plan presents a great opportunity to increase paint sales.

SAVE THE SURFACE CAMPAIGN
601 Keefer Building Montreal

The Economy of Good Paint

Efficient Protection Eliminates the Risk of Decay

It has been stated by an expert autnority that a survey of property throughout the country revealed the fact that a surprisingly small proportion of property was preserved from decay by means of paint and that the majority of this property is being left to destruction for the want of paint.

Common sense suggests that this position ought speedily to be reversed. Think of the capital invested in this large proportion of structural property of the country which is being left to speedy destruction by climatic influences.

Somebody has to pay, and if it were the fire insurance people, prompt action would betaken to prevent the loss; the property that is unpainted is as surely being lost as though it were now on fire, only the process is not sorapid.

Structural materials, protected by paint, will last indefinitely, as the wear and tear comes on the paint, and this can be renewed as often as may be necessary at small cost.

Before the war the state of our resources in timber and iron gave architects and engineers cause for anxious thought concerning the future; now these resources are immensely curtailed and much of what was in being has been destroyed.

Timber may grow again in the course of years, but iron, once destroyed, is lost to us forever; it eludes our grasp; it turns to dust, and is scattered over the face of the world in particles too small for the hope of recovery. This loss can be avoided by the use of good paint, which is one of the best investments, and when compared with the value of the materials it can preserve, it cost, reckoned as an insurance premium, is but trifling, and while insurance only replaces loss, the use of paint actually prevents loss.

Why, then, with protection so cheap and so certain is such a small proportion of perishable property in a state of protection against alert enemies, corrosion and decay?

It is because property owners do not sufficiently realize the fact that, without paint property will rust and decay and become useless and dangerous, while withr paint it will be preserved, and will remain useful and safe for the purpose for which it is intended. You cannot afford to do without painting. You must paint or lose your property.

All surfaces capable of being protected by paint should be so protected as an economic necessity; it is the only way from ap ractical point of view.

Why lose that which is so easy to keep?

Why run risks when efficient protection is so easy?

The price of safety is the price of good paint. A good paint lasts three times as long as an indifferent one and protects all the time.

With regard to the cost of painting, which is a necessary part of the upkeep of all structural work, a statistical account of the yearly cost of this painting ought to be made and kept.

Paints, if poor and inefficient, are hardly worth the labor of application—in fact, entail actual loss. A paint of a high efficiency and reputation under the most adverse conditions much be used.

The charges for material, labor and scaffolding must be calculated, and the subsequent duration of the finished work; and then, reckoning painting as an insurance against rust, corrosion, recay, and general deterioration, it will be evident how the greatest efficiency can be attained for the smallest premiums:

1. Cost of paint per unit (100 yards super) of area:
2. Cost of labor (inculding scaffolding, etc.) per unit of area;
3. Duration of effective service or paint;

and divide by the number of years of effective service it will give, and one arrives at the cost of painting per unit per annum. The effective life of a paint is more determinative of its economy than its initial cost.

Very few paints manufactured and sold as preservative covering for structural materials can fully justify the claims made for them, although they may pass the usual scientific examinations and tests under which they are put. The reputation of a paint is really of greater value; for, in accepting this, one is accepting the experience of others, covering a far wider range of circumstances than those of the test conditions, and one is gaining all this knowledge without cost, or, as sometimes happens, bitter experience. The universally acknowledged quality, i.e., the reputatan, of any goods is the greatest safeguard and assurance a purchaser can have.

The qualities that go to make up a good paint are the inertness of the base and its resistance to all atmospheric conditions. The base should not be capable of oxidation by the atmospheric nor should it contain anything injurious to the surface which it is meant to protect, nor should it have any harmful action on the oil.

The quality of the oil is of equal importance, for it must provide a tough and durable film for a number of years without losing its elasticity. A paint which forms a flinty unyielding coat which cracks with expansion or vibration affords a very poor protection to the surface to which it is applied.

In order to get the most efficient protection, it should be remembered that with only one coat of paint there is always a possibility of minute pinholes and imperfections occurring, no matter how careful the painter may be. These pinholes may be caused by air bubbles, particles of dust, or brush marks.

It is therefore a true economy to apply two or three coats, and it is good practice to make these coats of different shades, as by this method it is more easily determined where imperfactions may exist.

"RAVEN" *Manilla*

"GARRY" *Light Kraft*

"RUPERT" *Heavy Kraft*

Brands of Paper Bags
Represents the best in

QUALITY
SERVICE
SATISFACTION

PRICE ARE RIGHT

NORFOLK PAPER CO. LTD.

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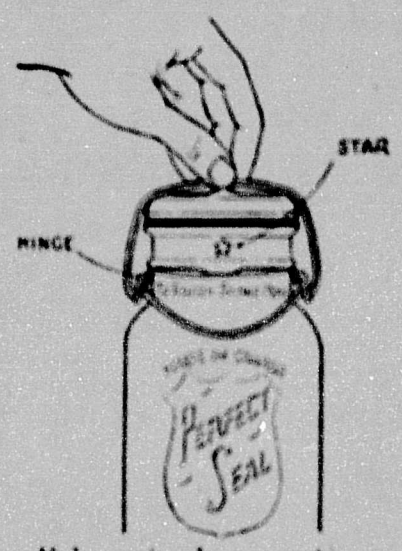
Woods Manufacturing Co. Ltd.

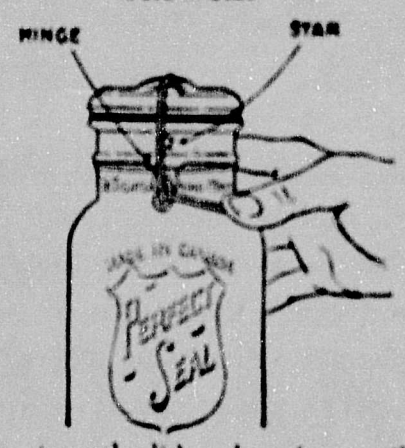
Winnipeg, Manitoba.

The Demand for PERFECT SEAL JARS

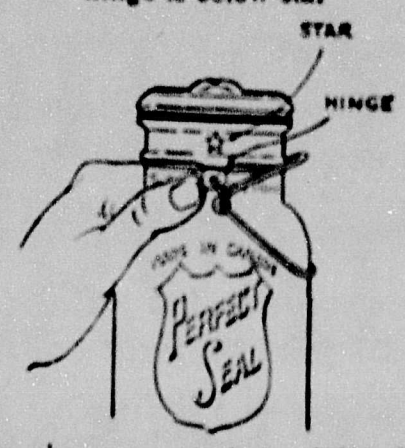
—why it is so great!



If the spring becomes loose when the hinge is not below star—



—turn the lid and spring until hinge is below star



—then set top wire on lid and pull down spring as usual

Perfect Seal Jars sell because of the great popularity they enjoy throughout Canada.

Of guaranteed quality the Perfect Seal ensures sound sealing with a minimum of effort on the part of the housewife.

The illustration at the left shows how simple it is to secure tightness of the sealing.

There is sound business in Perfect Seal and Improved Gem Jars.

ORDER FROM YOUR WHOLESALER

DOMINION GLASS COMPANY LIMITED

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.	$46.75
12 G x 28 x 1⅛ ch.	48.00
Imperial.	
12 G x 26 x 1⅛ ch.	51.25
12 x 28 x 1⅛ ch.	54.00
American.	
U.M.C. Nitro Club 12 G x 26 x 1⅛ ch.	52.85
Peters High Gun	52.85
U.M.C. Arrow 12 G x 28 x 1⅛ ch.	59.25
Peters Premier	59.25

Metallic Ammunition.

Dominion	
22 short Smokeless	4.65
22 Long Smokeless	6.45
22 L. Rifle Smokeless	7.50
22 L. Rifle Lesmok	6.10
American.	
22 Short Smokeless	5.45
22 Long Smokeless	7.60
22 L. Rifle Smokeless	9.00
22L. Rifle Lesmok	7.10

ANVILS—Peter Wright, 80lbs. to 139 lbs., 22c; over 139 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, $16.20 to $18.00 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 $4.50 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; ⅝ 17½ and ¾ less 15 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. $51.00 per 1,000 feet.

BOILERS, RANGES—30-gals. $11.50 each.

BUILDING PAPER—Tarred, 90c to $1.20 per roll. According to quality. Plain 70c to 80c per roll.

BUTTS—Plated, 241, antique copper and dull brass finish 2½ x 2½ per pair 34c; 3½ x3½ per pair 37c; 4½ x 4½ per pair 88c.

BUTTS—Wrought steel, No. 804, 2¼x2¼, $1.45 per doz.; 3½ x 3½ $2.35 per doz.; 4½ x 4½, $4.00 per doz.

CARPET FELT—16 oz., 50 lb., $3.60 roll.

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

CHAIN—Coil B, electric weld, 3-16, $19.50 per 100 lbs; ¼, $18.40 per 100 lbs. 5-16, $15.50 per 100 lbs.

CHAIN—Logging, 5-16 x 14, $3.00 each; ⅜ x 14, $3.75 each.

CHOPPERS FOOD—Universal No. 0, $22.20 doz.; Universal No. 1, $27.00 doz.; Universal No. 2, $33.60 doz.; Universal No. 3, $43.80 doz. Home, No. 55, $2.30 each; Home, No. 65, $2.75 each.

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

CLEVIS, MALLEABLE—Per lb. 16½c.

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

DRILLS—Bit stock 35/5 off new list; blacksmith ½-in. 35/5 off new list.

EAVTROUGH—Per 100 feet, 8-in. $5.83; 10-in $6.50; 12-in. $7.95.

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

GARDEN HOSE—In 50 ft. lengths, uncoupled, for Spring delivery, 1925—Terminal City, 3-ply, ½-in $10.00; ⅝-in $12.00; ¾-in $14.00; 4-ply ½-in $11.00; ⅝-in $13.00; ¾-in $15.00; Wire wound, 4-ply ½-in $15.00; ⅝-in $17.00; ¾-in $20.00; Corrugated, 3-ply, ½-in $13.00, ⅝-in, $15.00, ¾-in $17.00.

COUPLINGS, ATTACHED—½, ⅝, ¾, set 25c.

GAME TRAPS—Victor, per doz. No. 0, $1.80; 1, $2.40; 1½ $4.20; 2, $5.40; 3, $9.00. H & N.—doz. No. 0, $4.20; 1, $5.00; 1½, $7.60; 2, $10.50; 3, $14.40. Jump—No. 1, per doz. $3.10; 1½, $4.50; 2, $7.20; 3, $9.90.

HINGES—Per doz. pairs—Heavy strap, 4 in. $2.35; 5-in. $2.70; 6-in. $3.00; 8-in. $4.75.

CORRUGATED TEE—Per dozen pairs—4-in. $3.50; 6-in. $2.30; 8-in $6.00; 12-in $12.55.

HORSE SHOES—Iron, Nos. 0 to 1, $9.75 per 100-lbs.; iron, Nos. 2 and larger, $9.50 per 100 lbs.

IRONS, SAD, COMMON—Per 100 lbs.—6 lbs. and over 20c; 3, 4, and 5 lbs. 23c.

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 $7.65; 24 guage $7.25; 18-20 guage $7.05.

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.

LAWN MOWERS—

Empress 12x3 blade $13.00; 14x 5 blade $13.75; 16x5 blade $14.50; 18 x 5 blade $15.25; 20 x 5 blade $16.00.

STAR—9-in wheel, 3 knives, each, 12-in $8.00; 14-in $3.25; 16-in $8.50; 4 knives, 12-in $9.60; 14-in $10.25; 16-in $11.00.

MATTOCKS—Pick, $9.60 doz.; Cutter, $9.60 doz.

NAILS, WIRE—Base $4.50 f.o.b. Vancouver; Cut, base $7.50 f.o.b. Vancouver.

PICKS—Clay, 6-7 lbs. $8.40 doz.

PINE TAR—1 gal. $1.10 each; ¼ gal. 35c each; ⅛ gal. 22c 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 51c; No. 8 assorted coppered burrs and burrs 31c per lb. No. 8 coppered burrs 37c per lb.; Coppered rivets 26c per lb. Coppered burrs 37c per lb.

ROPE BASE—British manila, base, 23½c.; pure manila base 27½c lb.

RADIOLAS—No. 111, $42.00 each; No. 111A $74.00; No. X $325.00, subject to 25% dis.

RADIO SUPPLIES—Tubes, W. D. 11 $4.00; Loud speaker, No. 1325, $35.00 each; Brandes phones, $7.00 each, subject to 25% discount; Batteries, No. 7.65, $1.45 each; No. 767, $4.10 each.

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 37½/10 off list; brass round head 55/10 off list.

SCREWS,CAP—55 off list.

SCREWS, SET—55 off list.

SHOVELS AND SPADES—Olds or Fox, $11.88 per doz. ⅝ Jones or Bulldog $13.78 per doz.

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—½ x ½, case lots, 45c per lb; less 50c per lb. 47c per lb.

SPIKES, PRESSED—Per 100 lbs.—¼ inch, $8.70; 5/16 $8.10; ½-in. $7.50.

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

TACKS—Carpet, 70c off new list.

WIRE, BARBED—Per roll—4 point, cattle, 80 rod, $4.15; 4-point hog, 80 rods $4.65.

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., $97.00 doz.; Bicycle, $81.60 doz.; Ajax, $171.00 doz.

WRENCHES, PIPE—Trimo, less 45 per cent off list.

WIRE CLOTH—Out of stock, Vancouver, $3.25 per 100 sq. ft.; Galvanized, out of stock, Vancouver, $4.75 per 100 sq. ft.

WASHING MACHINES—Velox water power, $28.75 each; Seafoam Electric, $76.00 each; Snowball, $17.35 each; Patriot, $19.00 each Titan 63c each; Hel-Fi, 55c 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	$1.8[illegible]
Greens and Greys, in 4 gal. cans	2.0[illegible]
B-H Anchor Shingle Stain—	
Ordinary colors, in 4 gal cans	1.3[illegible]
Grrens and Greys, in 4 gal. cans	1.5[illegible]

PAINTS

	Gallon
Ordinary colors, in 1 gal. cans	$4.55
Martin Senour porch paint	4.55
Martin Senour Neutone white	3.75
Martin Senour Neutone color	3.75
Martin Senour floor paint	4.30
Sherwin Williams, white	4.90
Sherwin Williams, color	4.55
Sherwin Williams, porch	4.55
Sherwin Williams, floor	4.30
PUTTY—	Per 100 lbs.
Bulk, barrels 800lbs.	$6.50
Bulk, irons 100 lbs.	7.75
Bulk, irons 25 lbs.	8.30
Tins, 5 lbs; per lb	9½
Tins, 1lb.	.12¾
LINSEED OIL—	Gallon.
Raw, 1 to 2 barrels	$1.55
Boiled, 1 to 2 barrels	1.58
LEAD, WHITE IN OIL—	Per 100 lbs.
1,000 lbs. to 1 ton	16.85
Less	17.35
Brandram's Genuine	16.05
TURPENTINE—	Gallon
1 barrel lots	$ 1.70
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	4.65
Less 33 1-3 per cent.	
Lacqueret	$6.15 less 40

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 38c each; Set screws 30c each; Machine screw 75c each; Machine nut 75c each.

BATTERIES—Hot Shot $2.96 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 $5.40 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 63c each; No. 3 30c each; No. 5 75c each; No. 6 17c each.

PLATES—Step $2.00 each.

PLUGS—Spark Champion 53c each; A. C.

TRAVELLERS WE HAVE MET

The above is absolutely the correct heading for this "life" history, because if you have ever seen Clinton B. Nickerson, it's a dead sure thing that you MUST have "met" him—no one has ever been known to "Catch up" to him yet.

Mr. C. B. Nickerson is best known to his friends as just plain "Nick" and if you know him real well you will realize that he represents both "Old Nick" and all

C. B. Nickerson

the rest of the family. It is perhaps natural or maybe only a coincidence that Bro. Nick sells "sulphur"—that is to say "matches."

We admit that the Canadian Match Co. picked a "winner" when they tied up to Bro. Nickerson for he is as full of "pep, pop and power" as anything that ever was turned loose in a prohibition country.

His record is so good, that backed up by the best matches made in "this world," he has recently been made "Supervisor of Western Canada."

The head office of the Canadian Match Company is in Montreal, Que., and the factory at Pembroke, Ont. Donald H. Bain Limited of this city are and have been their agents ever since the Canadian Match Co., started on this market.

"Nick" is just as live a wire whether he is selling or supervising the distribution of matches, or mixed up in the activities of the Commercial Travellers' Association of Canada or the U.C.T., Vancouver Council No. 284, of which he is a valued and active member.

We congratulate both "Nick" and his company on his recent promotion, in spite of the regret that we all feel on account of being unable to see him as often as we used to, and that means a whole lot as any one will tell you who has ever come within the radius of his cheerful greetings.

MERCHANTS!

Isn't It True?

That the man who owes you spends his money elsewhere? Let us make the collection and you'll recover the money, also his trade and respect.

NO COLLECTION—NO CHARGE

Own Legal Dept.—Agents Everywhere.

Phone or write us for rates.

Credit Protectors Limited

314 PACIFIC BLDG., - - - VANCOUVER, B. C.

Phone: Sey. 371

Our Motto: "Collections—or a Reason."

TIPS FOR LIVE CLERKS

Keep Your Haste to Yourself, Friend Clerk

It's within five minutes of closing time. You are all set to make a quick get-away, catching the 6.05 car for home—after which there is not another car for twenty-five minutes. There is a step outside—and a belated customer enters.

Maybe, it occurs just like this, or maybe in some other way—say a customer is on your hands just as your hour for leaving for lunch comes round. Still another occasion is when you see one of your pet personal customers down the aisle waiting attention. You'd like to get to him quickly for service, and for the rapid swapping of personal news.

In all these situations there is the temptation to "rush" the customer, to let your haste appear in the brand of courtesy you deal out. It is so easy to tighten up your replies to questions, to glance at the clock—the sin of sins—to go even further and out-and-out hint to the customer that it's closing time. We have even known clerks who went so far as to mention the car they must catch!

Of course, the clerk's convenience is of minor interest and consequence to the customer. The customer wants service. He is ready to pay for it, and conceives the store and its employees are established to minister to him.

No clerk can evince his haste to get rid of the customer without penalizing the store.

There should be as much true courtesy, as much real respect for the cuhtomer's wishes, the last two minutes before closing time as any other hour in the day. So many customers at such times will begin to "rush" themselves that good salesmanship in nearly all cases is to convey the opposite idea—that there is plenty of time. This pleases the customer, who likes to see manifestation of the store's desire to go out of its way to serve him.

When several people are ahead, waiting for attention, the clerk equal to such situations develops an unseeming speed. Some customers at such times will "speed up" themselves, and others won't. Whether the customer is considerate or inconsiderate of others, his patronage is desired permanently by the store. The art is to speed the sale without seeming to do so in any obnoxious way. Just by holding oneself back from lengthy descriptions or explanations, by abstaining from personal conservation, the sales conversation can be pared down. And the clerk can often most quickly terminate the sale and get to another customer by the simple device of keeping in motion.

Speedy service doesn't necessarily mean impersonal service. The smile requires very brief time to launch! It takes no longer, appreciably, to say, "Come again, Mr. Priestly," than just plain, "Come again." The tone and bearing can be no less cordial towards the customer.

Clerks can learn to give speedy service as differentiated from hasty service. Hasty service is never justified. There are fewer easier ways of alienating good-will than to plainly show to the customer your wish to quickly get him off your hands. Show him, instead, that you wish to serve him intelligently even though it inconveniences you to do so.

The Evolution of Window Display

From Insignificant Factor in Retail Merchandising Window Display is Today Recognised as Most Important Aid to Turnover. Department Managers Pay Rentals for Window Space, Where Sales Can be Doubled Through Attractive Showings.

From a secondary consideration in retail merchan- newspaper is fifteen minutes. Traffic congestion in dising, the store window now holds premier position, of its conception.

Prior to the beginning of the twentieth century window display was not considered an important medium for the promotion of retail sales. The greatest reluctance was shown to the building of better and larger window space. Appropriations for forms, fixtures and other mechanical aids were insignificant items in the advertising expense. The man-power of the department was a combination window-dresser and showcard writer who was authorized to requisition the services of a porter, when that dignitary was not engaged in more "productive" work.

Of late, the change has been striking. Nowadays, department store buyers are as eager for preferred position in the window as in the newspapers. Prestige-building displays are used with ever increasing frequency. Scrupulous attention is paid to details in the planning and decoration of the store window, its lighting effects, color schemes, and background.

Merchants are convinced of the value of the window display as a sales maker and good-will builder, and there are various and sound reasons for this. It is estimated that the average time spent in reading a newspaper is fifteen minutes. Traffice congestion in the morning, and movie-going in the evening have lessened the attention value of the advertising pages for which the stores appropriate funds in such abundance. To be noticed, an advertisement must impress by its sheer bigness. It must throw itself into the reader's line of vision. People will not seek it, deliberately and consciously. Their sense of sight wants something more stimulating, more colorful, more dominating. The window display supplies that need in many respects.

Persons who have not the ability to visualize the contents of a printed advertisement are shown a concrete picture of the merchandise in a setting that is generally attractive and satisfying. To gaze at a window requires a minimum of effort. The message carries instantaneously, and the impression is definite and positive. When department stores are located in a central district, and in close proximity to one another, comparition of values by window shopping becomes a simple act.

The window display is the initial impression of the store's tone and personality. Just as the advertising manager studies the trend of fashions, commodity markets and current events, so does the window display manager study his field.

Window Display Classifications

The window display may be classified as: (1) merchandise; (2) merchandise story; (3) institutional; (4) general publicity, (5) public service.

These headings are self-explanatory. The merchandise window shows the merchandise of the season. It aims to exhibit the product, nothing more. It is the most commonly used type, and corresponds to the general run of sales advertisements in the newspapers.

The second type of window display is the merchandise story. Almost everyone is interested in learning how merchandise is made. A window is prepared showing shoes in the making or the evolution of cotton into cloth, or silk-worms feeding on mulberry leaves. Or Navajo rugs being woven, offset by an Indian background. The effectiveness of this type of window lies in its educationalvalue.

The third type of window is the institutional display, which corresponds to institutional copy in a newspaper. This may serve to portray in tableau form the policy of the store. A cash dealing store may show the "Road to Economy," with madam customer wending her way over a road beset with stony obstacles labelled "Credit Losses," "Slow Turnover," "Expensive Book-keeping," etc. The credit store may show the "Convenience of a Charge Account," representing a care ridden woman confronted with the necessity of paying cash for various small itmes in contrast to a complacent woman who receives a neatly typed statement in payment for which but one check is drawn. Service windows are also effective. A delivery window may illustrate the store equipment and give statistics as to the number of deliveries made, and miles covered each day. A receiving window may trace the movement of merchandise from factory to store. Reproductions of a unit from the store's telephone room or mail order section may emphasize this phase of the store's business.

The fourth type of window display is used for general publicity. It does not show store merchandise. It does not aim to expound a store principle. Its object is to attract attention. It is always novel and occasionally spectacular. Examples of this type are animated displays, models of public buildings and ships, and so-forth.

The fifth type of window is the public service display used in connection with Dominion, Municipal, and civic events.

Departments are usually charged for the window display they use, just as they are for newspaper space. The prices charged for window space is generally based on location and size. A window on the main thoroughfare is naturally more valuable than one on a side street. Rental charges are known to vary from $5 to $50 a window per day in a metropolitan shopping district. The tendency of modern display is toward simplicity. Overcrowding the window is like overcrowding the printed page—it cheapens the quality of the merchandise and the tone of the store. An appropriate background is effective, but it must not be so ornate as to direct attention away from the merchandise proper.

Importance of Detail

The importance of detail in a window cannot be overestimated. Excellent displays have been spoiled or made to appear ludicrous by one small mistake. Picture, for instance, a man's room with hunting pictures on the wall, smoking articles on the table which also contains a copy of The Ladies Home Journal. In an exclusive store the use of price cards may be dispensed with. In the popular-priced store the use of the price card is considered helpful. Timid customers who are curious as to the price of an article may

refrain from entering a store because they dislike to trouble a sales clerk without making a purchase. Price cards should always be in harmony with the rest of the picture. They should be small and of a distinctive color, the numerals carefully printed or drawn. Interior displays are subject to the same general rules as window showings. Counter, shelf and case displays may play an important part in the store's volume provided that merchandise is arranged with an eye to something more than orderly stock-keeping.

TRADE NOTES

Alta Vista—

W. J. Greenslade reported sold out to J. E. Mackin (gro.)

Bruce Landing—

Geo. Bruce reported sold out to McCall & Gerrard, (gen. store).

Burnaby—

A. M. Green (Mrs. R.)—Comenced. (grocer).

Cloverdale—

W. Calkins (grocer), commenced.
Wm. Duncan Mitchell (dry goods)—Meeting of creditors held.

Cranbrook—

Crystall Dairy Ltd.—Opened branch.
Robert Eaton (bakery) sold out.

Enderby—

Enderby Trading Co. incorporated. (gen. store).

Fernie—

R. G. McEwan (bakery and confec.) business advertised for sale

Golden—

C. A. Warren reported sold out to Thos. King, (grocery and hardware).

Kamloops—

Fuoco Bros. reported sold out grocery business to Wilson grocery.
Model Bakery (not inc.), reported sold out to Fuoco Bros.

Kelowna—

Alsgard Confectionery Co. assigned. Meeting of creditors held.

Kimberley—

D. Sutherland commencing, (jewelry).

Mayne Island—

Harvard Bros. (gen. store) reported sold out to A. C. McNeill.

McKay—

Walace Marketaria commencing.

Merritt—

Wm. Schmock (meats) commencing.

Nakusp—

F. W. Jordan & Co.—W. G. M. Hakeman reported now sole owner. (gen. store).

Nanaimo—

A. Hayes assigned; Geo. S. Pearson appointed custodian. (confec. & fish and chips).
Geo. Gr'gor—Tenders advertised for purchase of stock, etc. (Ladies' Wear, etc.)

New Westminster—

Marshall & Rattenbury reported incorporating as Quality Meat Market Ltd.

Port Coquitlam—

Richard Breaks reported suffered fire loss (retail meats).
Coquitlam Hardware Co. reported suffered fire loss.

Port Essington & Hazeltan—

R. Cunningham & Son Ltd. reported in voluntary liquidation; J. L. Christie appointed liquidator. (gen. store).

Prince Rupert—

S. Grais commenced (grocer).

Trail—

A. Milsl & Son (gen. store) sold out to W. C. Murray & Co.

Tranquille—

A. Peterson (confc., etc.) sold out to Cropley & Nelson.

Vancouver—

Surprise Candy Co. dissolved partnership.
Deweys Fruit Market commenced.
R. W. Everleigh (meats) commenced.
J. Harkness (grocer) removed to Larch & 4st Ave.
Hughes Bros. Ltd., (jewelers) to be wound up voluntarily.
Edwin P. Baker appointed liquidator.
W. G. Hughes (produce) commencing.
Imrie Fruit Co. reported discontinued.
W. McLoughan (dry goods, etc.) commencing.
A. I. Stoddart reported incorporating dry goods & men's furnishings, etc.)
W. Brown (grocer) reported sold out.
O. M. Forhan (druggist) reported sold out.
Hastings Furniture Co. Ltd. advertised going out of business.
M. Martin (confec.) commenced.
Morris Chocolate Shop (Morris Giannone) reported sold out.
Arthur J. Teiffel (druggist) reported sold out.
R. Williamson, (butcher) reported sold out.
Lewis Adams (tailor & confec.) commenced.
Crown Grocery—Auction sale advertised.
Curry Grocery (Curry & Co.) commencing branch at 2880 Main Sa.
Mrs. J. G. Foster (confec. etc.) commencing.
M. L. Haynes (hardware, etc.) reported sold at auction.
Patisserie Parisienne—Tenders advertised for purchase of assets.
Sam Scott Ltd., (boys' clos. etc.) reported discontinuing.
Chas. M. Sutherland (grocer) reported suffered fire loss.
Sam T. Wallace (grocer) opening branch at McKay (Burnaby).
Geo. Ayres (meat) commencing.
"Fishers" (jewelers) commenced.
Handy Grocer & Butcher (R. Slogan & P. B. Blousk) commencing.
E. Pryke (Regal Grocery) commencing.
Shaughnessy Drapery Shop Ltd., reported granted compromise.

Vernon—

Robinson & Kelly (men's furnishings, etc.) reported discontinuing.
Harris Candy Kitchen reported succeeded by Harris & Meloe.
Staples Fruit Co. Ltd., to be wound up voluntarily; L. R. Stephens appointed liquidator.

Victoria—

Hillside Pharmacy sold out to R. C. Sexsmith (drugs and stationery).
Parkers Shoe Store (Jos. Parker, Prop.) assigned; Percy Wollaston appointed custorian; (B. & S. & Rep.)
P. Stoddart (jeweler) creditors meeting held; Percy Woolaston appointed trustee.
G. C. Watkins (Foul Bay Grocery) reported sold out to S. C. Anderson.
Famous Store Ltd. (Laries' Wear-to-wear) business closed out.
Pickard & Town Ltd. (dry goods, etc.) applying for change of name to Pickard & Tuck Ltd.
Francis Calvert (men's clothing) selling off stock and discontinuing business.
Pickard & Toun Ltd. (dry goods, millinery etc.) Toun's interest sold to W. A. Tack.

LABOR TURN-OVER

There is another kind of turn-over which interests the retailer and the retail clerk. It is the turn-over of the man on the job, labor turnover. Every time a worker leaves one job and goes to another, there are at least three labor turnovers involved; his own, that of the man who takes his place and that of the man whose place he takes. Incidentally, the latter sallies forth, in turn to take somebody else's place and so the endless chain keeps on. This labour turnover is a matter of serious consequences not only to the employers but to the men themselves and to the country at large. The American Management Association says labor turnover costs that country in the neighborhood of $900,000,000 annually. In some industries and stores it is as high as 100 per cent. a year. That means that for every hundred employees working on January first, there are an entirely different hundred next January first. It costs money to break a clerk in, even though he may have worked before in several similar stores. Knowing the location of goods on the shelves is only one thing. It is much more important that the new man learn the new store's ways and its customers and their ways. And he cannot expect to be of full value to his new employer and hence to himself in proportion as he is not fully conversant with his new job. Desirable as quick turnover is on the shelves, it is conversely undesirable in the employees. "They all look good when they are far away"—no matter whether they be oases in the desert, bathing girls on the beach on new jobs.

THE PROFIT IN THE LAST SALE

Surely you have heard street venders on the city streets call out: "Your last chance! This is the last package we have of this wonderful Corn Cure. Who is going to get it?", while all the time you feel morally certain they have a couple of dozen other packages tucked away and hidden from sight. The street vender knows that there is big buying incentive behind the fear that one may not be able to buy the last of a supply, quite without regard for its worth or quality. But the street vendor knows something else—that his real profits really lie in the last two or three packages he sells. If he quits with them unsold, his day's work may have consisted of merely getting back his capital investment, not in making a profit. But do you realize that very thing, Mr. Retailer; and do you teach your clerks to realize it? The tendency with the average retailer, boss or clerk, is to tend to pat himself on the back and consider that he has done mighty well when he has managed to sell all but a few, remaining packages of a shipment, while the business may really have only reached that point where it has managed to get back its investment in the stock and be only standing at the threshold of possible profits. To close out the remaining packages at a cut price means that the business will in the end only get half its legitimate profit. And to put them on a back shelf for possible sale "some day" only means to defer taking profits which have already been earned. It's the last lap of a race that counts most; and it is the last few sales of a lot of goods which involve the most of the profits.

BUDGET AMENDMENTS.

Proposed.

It is proposed to amend The Special War Revenue Act, 1915, by providing for a better definition of cheque, bill of exchange, etc. It has been found that the intention of the Act is being evaded by the substitution of other documents which cannot be rated as cheques within the meaning of the Act.

Special War Revenue Act.

Resolved, That it is expedient to introduce a measure to amend The Special War Revenue Act, 1915, and to provide:—

1. That "cheque" shall be further defined to include any document or writing, not drawn upon or addressed to a bank, in exchange for which a bank makes payment of a sum of money, except a coupon and a document used solely for the purpose of settling or clearing any account between banks, and that such a cheque shall be liable to the stamp tax imposed on cheques by the said Act.

2. That a bill of exchange transferred or delivered to a bank drawn upon a person outside of Canada shall, for the purpose of the value of the stamp to be affixed thereto, be deemed to be drawn for an amount not exceeding tweney-five hundred dollars.

3. That no person selling foreign exchange shall for the purpose issue a bill of exchange drawn upon a person outside of Canada unless there is affixed thereto a stamp of the value of two cents for every fifty dollars up to twenty-five hundred dollars.

4. That the stamp tax imposed by the said act on money orders or traveller's cheques shall be similarly imposed on money orders or traveller's cheques issued by a bank or other person.

5. That any bill of exchange or promissory note held by a bank as collaterial security for an advance or other indebedness and in respect of which advance or other indebtedness stamps of the requisite value under this section are affixed to the relevant bill, note or other proper document, shall not be subject to the provisions of this section. If such collateral is paid by a person liable thereon stamps of the requisite value according to subsection shall before surrender thereof be affixed thereto and cancelled by the bank.

6. That a request in writing by a customer of a bank asking the bank to transfer from the account of the customer to another bank a sum certain for deposit only to the credit of the customer in such other bank, and an advice in writing by the bank to its customer that a sum certain is placed to the credit of the customer for transfer and deposit only to the customer's credit in another bank, shall not be subject to the stamp tax prescribed by section twelve of the said act.

7. That in the case of the first complaint to the minister or any officer of the Customs and Excise against a person for failure to properly stamp a receipt given by such person the minster may permit the person to affix the stamp in the manner prescribed in section fourteen of the said act within one month of the date of the permit on payment of a penaly of ten dollars.

8. That subsection four of section nineteen BBB of the said act as amended by section three of chapter sixty-eight of the statutes of 1924, being the list of excepted articles not liable to the consumption or sales tax, be amended by striking out of said section three of chapter sixty-eight the words "gasoline engines to be used in boats bona fide used by indi-

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Consultant, VINCENT C. MARTIN, A.C.I.S.
(Late Assistant Surveyor of Taxes

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vidual fishermen for their own personal use in the fisheries" where they occur in lines twenty, twenty-one and twenty-two, thirty-eight, thirty-nine and forty, and fifty-eight, fifty-nine and sixty of said section three; and that the said subsection four of section nineteen BBB be further amended by adding thereto the following:

"Vegetable plants; lasts for boots and shoes including rubber footwear and patterns for boots and shoes including rubber footwear; goods enumerated in Customs Tariff items 453e, 469a; articles and materials to be used exclusively in the manufacture of goods enumerated in Customs Tariff items 453e, 469a; materials, not to include plant equipment, consumed in process of manufacture or production which enter directly into the cost of goods enumerated in Customs Tariff items 453e, 469a."

9. That the bond required under the provisions of subsection seven of section nineteen BBB of the said act to be given by a licensed wholesaler or jobber shall be for an amount not more than two thousand dollars.

10. That any enactment founded on paragraph eight of this resolution shall be deemed to have come into force on the twenty-fifth of March, 1925, and to have applied to all goods imported or taken out of warehouse for consumption on and after that day and to have applied to goods previously imported for which no entry for consumption was made before that day.

11. That any enactment founded on this resolution, excepting paragraph eight thereof, shall come into force on the first day of July, 1925.

ONTARIO RETAILERS MAKE DETERMINED EFFORT TO CURTAIL ACTIVITIES OF TRANSIENT TRADER.

It is reasonably certain that legislation about to be enacted during the present session of the Ontario Legislature will get rid of this long standing evil. Hitherto, the definition of a "transient trader" has never been specific enough to be able to collect a license from representatives of this kind who go into many municipalities in Ontario and solicit special orders for clothing. The Retail Merchants' Association have already laid before a select committee of the Ontario Government an amendment to the present definition of a "transient trader" which will get rid of this evil entirely. It is proposed to add to the present definition the following clause:—"and shall include any such person who shows samples of material and who takes orders for goods to be made up therefrom for future delivery."

With this clause added it will then be impossible for representatives of this kind to solicit special orders in municipalities throughout Ontario without first paying a license fee. In Montreal this same representative was obliged to pay a license fee of $250 before he could solicit any business at all. When the same thing comes into force in Ontario there will be considerable letting up of this practice.—Drygoods Review.

The Text.

A young man had just returned from church. His father asked what the text had been and he replied:

"I should worry, the quilt is coming."

The father could not understand this until the chap's sister, who was a little oldr, explained that her brother had not worded it quite correctly and meant to say: "Fear not, the Comforter cometh."

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GOVERNMENT CLERKS RESTRAINED FROM SELLING MERCHANDISE DURING HOURS OF EMPLOYMENT.

Ottawa, April 6.

Mr. W. F. Ing,
Secretary,
British Columbia Provincial Board,
The Retail Merchants' Association of Canada,
422 Pacific Building, Vancouver, B.C.

Dear Mr. Ing,

For sometime past members of our Association have made complaints that they were compelled to enter into competition with clerks in certain Departments of the Government who were engaged in buying and selling merchandise during their hours of employment. We took this matter up with the Government and are pleased to state that the following Order-in-Council was passed, which we trust will put a stop to any further efforts in this direction:

"His Excelency the Governor General in Council, on the recommendation of the Right Honourable the Prime Minister, and in view of the complaints recently received from the Retail Merchants' Association in regard to the practice which appears to have developed in certain Departments of the Government where employees are using their time to sell goods, is pleased to make the following regulation and the same is hereby made and established accordingly:

> Where any employee is discovered to be using any of his official hours of duty in the selling of goods or trading of any kind, he shall on the production of evidence proving the said offence to the satisfaction of the Deputy Head, be subject to immediat suspension or dismissal."

Yours sincerely,

E. M. TROWERN,
Secretary,
Dominion Executive Council,
and Dominion Board

Read This One Fast.

He (meeting girl in bathing suit carrying basket of eggs): "Oh, what wonderful, wonderful eggs."

She:—"SIR!"

Inventor, Take Notice.

The four-wheel brake is a wonderful invention. Now the automobile can stop on top of the pedestrian rather than run over him.

Show Her In.

Customer:—"Have you any silk hose?"

Clerk:—"Yes, I have something very attractive in silk hose."

A Straight Tip.

A young sport who answered an advertisement offering to send some tips on the horses received for his dollar, a card with this advice on it:

Horses to follow—Hearse Horses.
Horses to back—Hobby horses.
Horses to put something on—Saw horses.
Horses to let alone—Race Horses.

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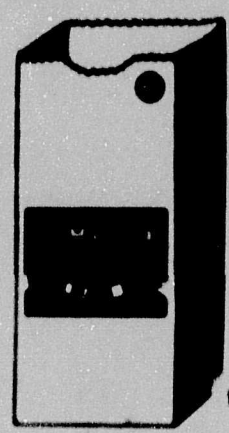

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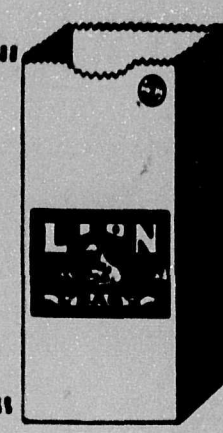

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