THE BRITISH COLUMBIA RETAILER

Vancouver, B. C.
VOL. XVIII., No. 5 JANUARY, 1926 10c per copy; $1.00 per year.
Eighteenth Year.

Calendar 1926

JANUARY

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"STANDARD" PAPER BAGS—3 GRADES

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

"MANILLA"
"LIGHT KRAFT"
"HEAVY KRAFT"

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

THEY ARE

Actually Stronger, Tougher
More Pliable, Most Economical
Most Satisfactory

Be Sure to Use the Best—They Cost No More

J. C. WILSON, LIMITED

Manufacturers of
PAPER BAGS. WRAPPING, TISSUE AND TOILET PAPERS.
for Wholesalers and Retailers.
1068 HOMER STREET, VANCOUVER, B. C.
Phone: Seymour 781

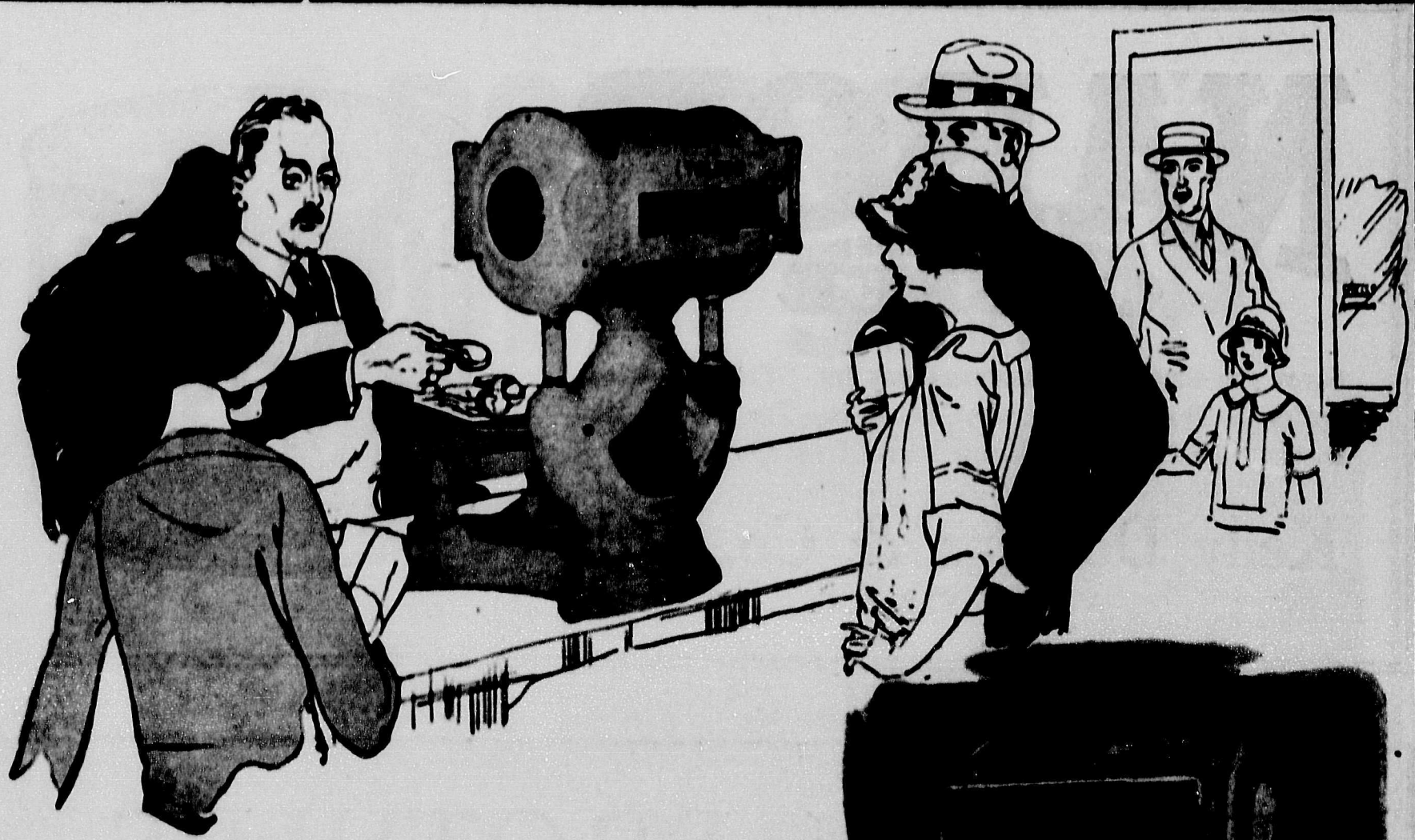
The same price
at every store in
our British
Columbia
Territory.

5
BIG BARS
FOR
25c

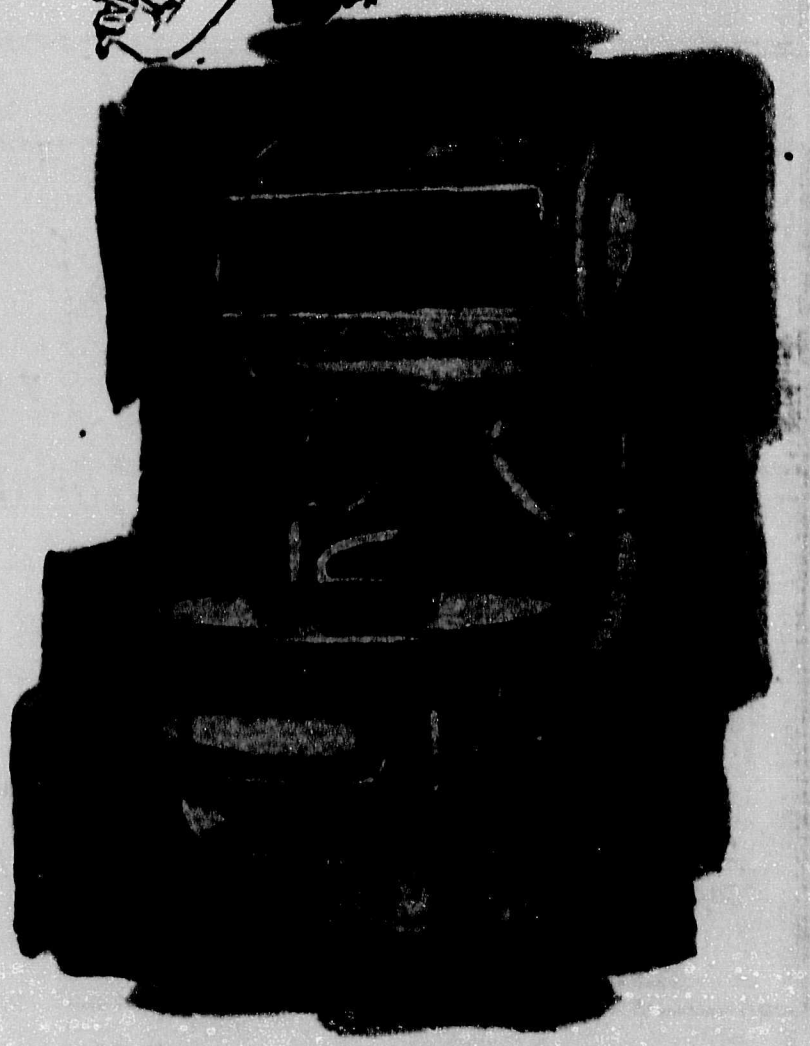
PROTECT YOUR PROFITS BY
SELLING A MAINTAINED PRICE
LAUNDRY SOAP

THE ROYAL CROWN SOAPS, LTD.

VANCOUVER, B. C.



The Most Frequent and the Most Important Transaction



It is your scale, Mr. Merchant, which determines how much you get for your goods. How essential it is, therefore, that you use the most accurate and the most sensitive weighing machine to handle the many hundreds of transactions which occur in your business daily. It is with a full understanding of the importance of the weighing problem in the retail business, that Toledo Scales are designed, made and sold.

Insure your profits now. You can own a Toledo at a cost soon repaid to you from savings made. Many styles and sizes, attractive prices, liberal allowance for old scales and easy terms of payments.

Toledo Scales are built for accuracy on the pendulum counterbalance principle — No Springs; equipped with a patented device to prevent mistakes in reading, and are known everywhere as automatically giving honest weight and computing exact value.

Canadian Toledo Scale Co., Limited, Windsor, Ont.

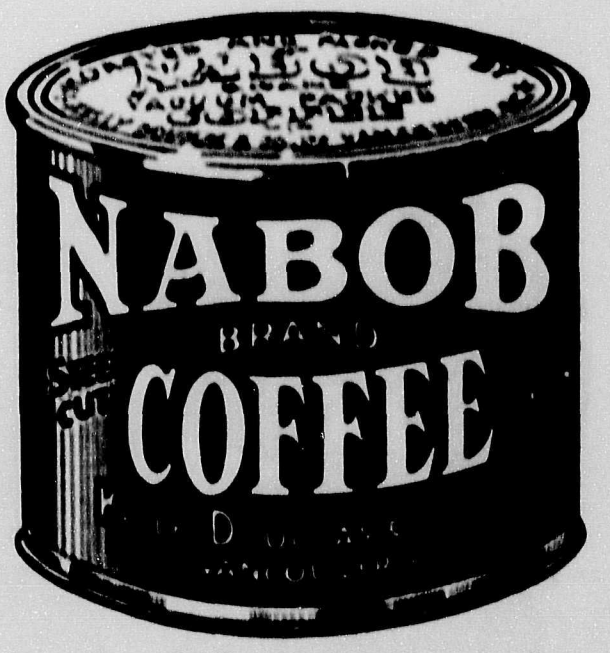
Manufacturers of Automatic Scales for every purpose

SALES ROOMS AND SERVICE STATIONS THROUGHOUT THE DOMINION.

TOLEDO SCALES

NO SPRINGS HONEST WEIGHT

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.

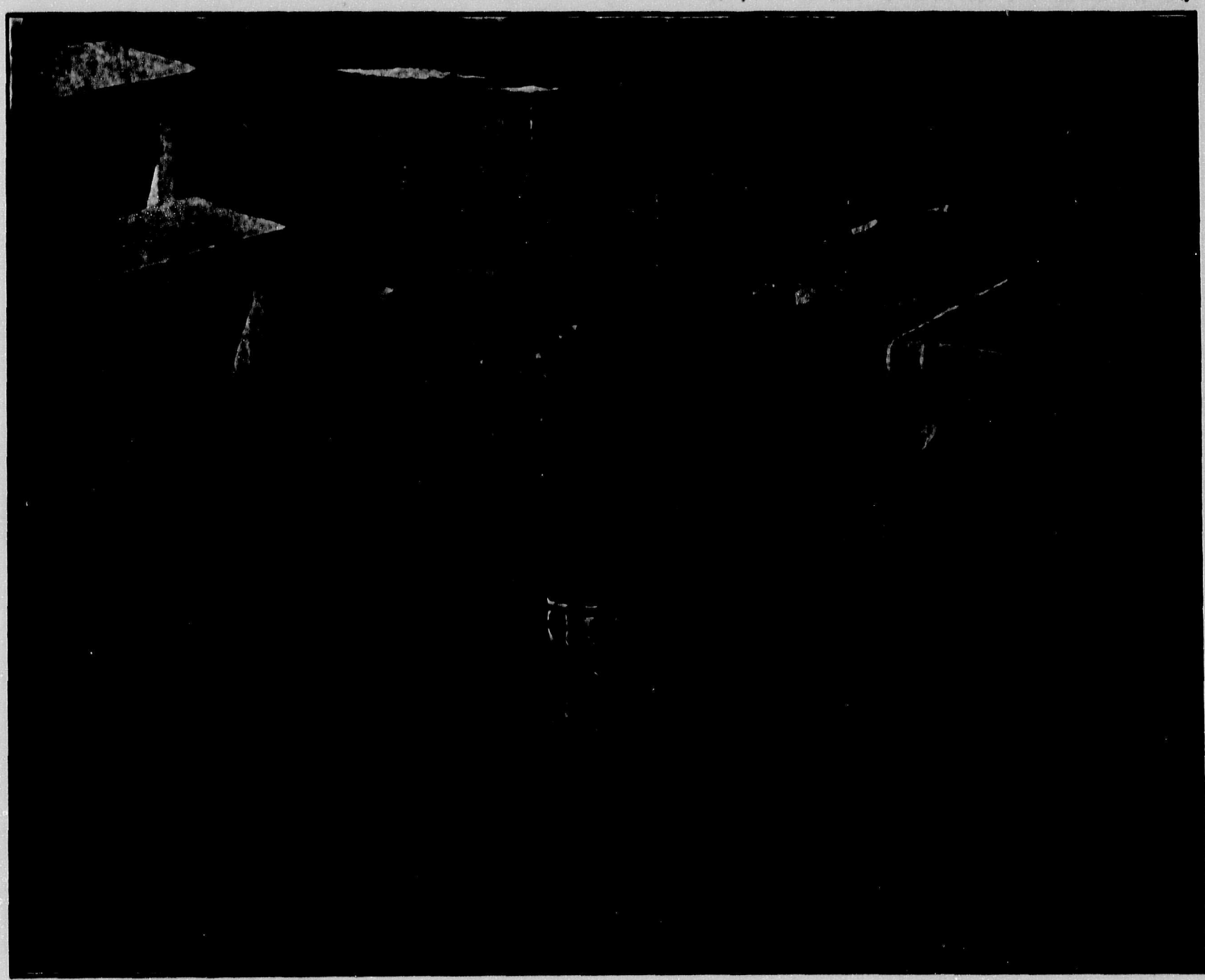
First Quality packing house products put up by P. Burns & Co., Limited, which means they are the highest grade, always reliable, and without equal on this market.

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.

ANNOUNCEMENT

Of particular portent to Western Grocers and Retailers is the advent of a new manufacturing industry in Vancouver, B.C.:—

BARTRAM PAPER PRODUCTS COMPANY LIMITED

Taking particular pride in the opportunities of the West, as we have done for a great number of years, the bringing of this new manufactory means the establishment of the buying power of its employees in the province, the use of the natural resources from our forests, and most excellent of all, results in a still better product for us to offer the trade.

We, the NORFOLK PAPER COMPANY, take this opportunity of saying to our customers and well wishers that we are in position as never before to give a greater service, and a better line of Paper Bags.

Exclusive Agents for B. C.

NORFOLK PAPER COMPANY, LTD.

136 Water Street Sey. 7868 & 7869 Vancouver, B.C.

To fill your requirements we carry 18 sizes of each kind of the following Bags:—

"WESTERN" LIGHT MANILLA

"PACIFIC" LIGHT KRAFT

"COAST" HEAVY KRAFT

Write or Wire for Quotations

The BRITISH COLUMBIA RETAILER

"The Paper the Retailer Reads"

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

Published Monthly. EIGHTEENTH 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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VANCOUVER, B. C.

Telephone Sey. 3861 Cable Address—Shipping—All Codes
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Entered at Ottawa as Second-class matter

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Cranbrook.....C. J. Lewis, Sec.
Kamloops.....A. C. Taylor, Pres.
Kelowna.....T. G. Griffith, Sec.
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Nanaimo.....N. Wright, Sec.
Nelson.....E. F. Gigot ,Sec.
New Westminster.....
and Fraser Valley...D. Stuart, Sec.
Revelstoke.....W. A. Sturdy, Sec.
Vancouver.....W. F. Ing, Sec.

Vol. XVIII., No. 5 JANUARY, 1926 Vancouver, B.C.

:: EDITORIAL ::

Although it is somewhat premature to make any definite statement regarding business returns for the year just closed, the opinion among leading wholesale and retail merchants is that as regards volume, at any rate, 1925 will show a marked improvement over its predecessor. It will also be revealed that this added volume has been obtained only through the application of more intensive efforts.

Business during the holiday season was exceptionally good, better than for many years, with money plentiful for seasonal gifts, and prices on a more conservative basis than in former years.

Illustrative of the times, we are witnessing the merger of several important firms in all branches of trade, in manufacturing and wholesale circles, which are looked upon not altogether favorably by the independent retail merchant. Co-operative purchasing of large quantities of goods at sacrifice prices from manufacturers, who through competition, or inability to finance, are only too willing to dispose of their entire output at a quantity cash price in order to keep their machinery running, has caused groups of retail merchants themselves to merge, and it is difficult to determine how far this movement will go, or whether it will result in the betterment of conditions predicted.

There is no doubt that manufacturers have, in the past, been severely handicapped through the retailer buying only for his immediate requirements, and the disinclination of the banks to carry them over a period of depression.

Bank officials admit that while savings deposits have grown to a very large extent, bank loans for commercial purposes, have decreased, the obvious cause of depression in trading circles. Time was when banks were satisfied to finance manufacturers through times of stress, but latterly foreign investments have proved more attractive to these institutions, with the result that Canadian industry has not, as regards some banks, received adequate financial support.

Price Maintenance.

The question of adopting a fair minimum re-sale price on reputable trade marked articles is receiving strong support by trade associations in Canada and the United States. The Dominion president of the Retail Merchants' Association of Canada has covered the Dominion in an effort to discover the attitude of wholesalers, manufacturers and retailers regarding this question, and the United States Chamber of Commerce is at present taking referendum on re-sale price legislation.

Importation of British Goods.

The outcry against the importation of British goods which continue to arrive in ever increasing quantities, is becoming more audible. This applies particularly to the boot and shoe trade, where Britain now supplies almost two-thirds of all footwear imported into Canada. Canadian production of boots and shoes is now running from one to two million pairs less annually than was the case in 1912, and it would appear that no relief in the situation is possible until a sound immigration policy on a large scale is evolved.

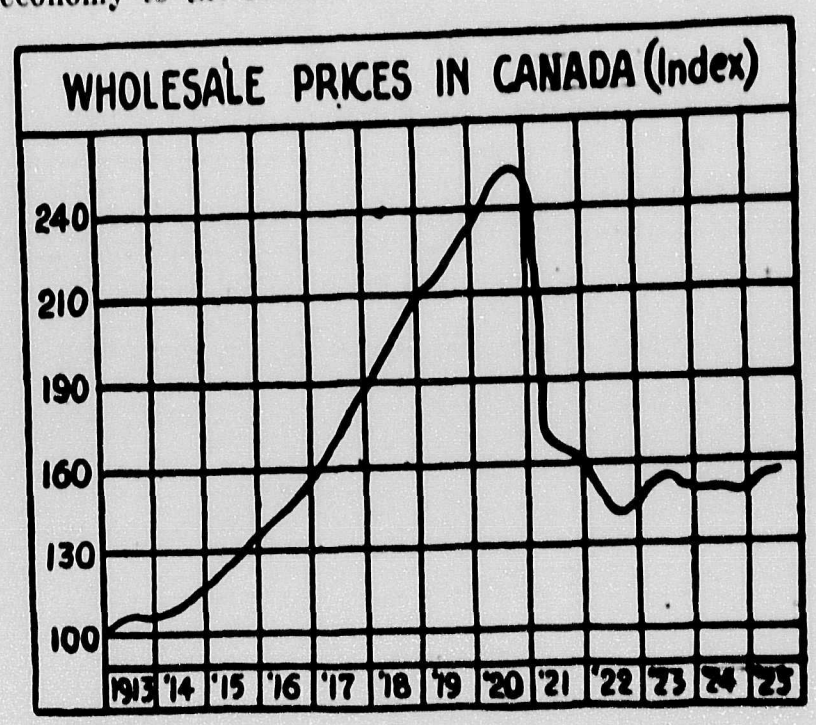
Hardware.

In the hardware business, hand-to-mouth buying still prevails, and is likely to continue until there is much larger demand than even 1926 promises.

There will be little forward buying until an actual shortage occurs.

Keen competition among manufacturers allows mer-

chants to keep their stocks down to a lower point than ever before, and so long as the manufacturer renders the service he is rendering,hand-to-mouth buying spells economy to the retail hardware merchant. As an in-

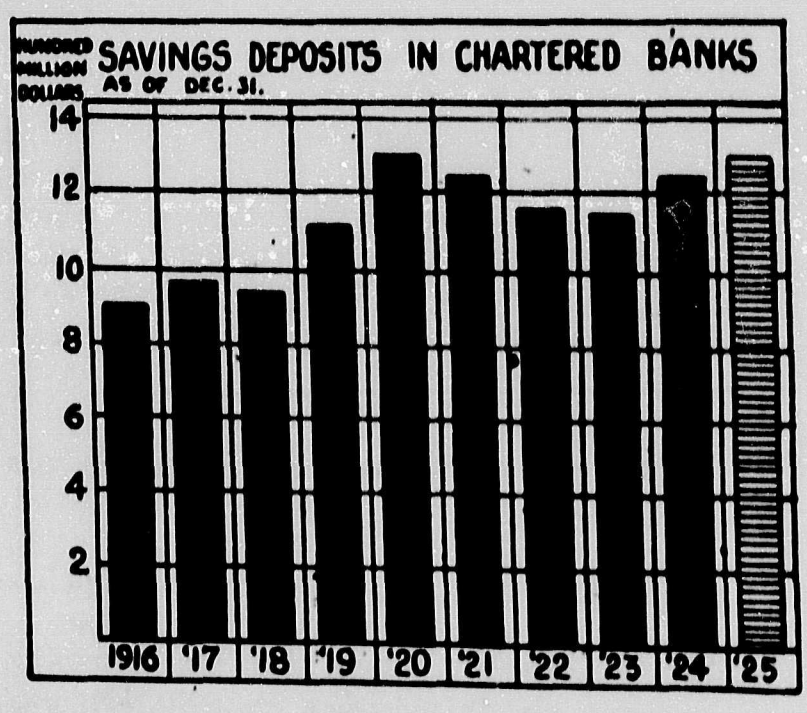


dication of the promise held out for business during 1926, a prominent Eastern hardware manufacturer states that orders for early spring delivey fom this province are heavier than they have been for five years.

Prices are likely to show added strength during the year, since there are already signs that the frenzied endeavor on the part of the manufacturer to retain volume, regardless of profit, is giving way to a saner attitude, now that there is a better feeling in business generally.

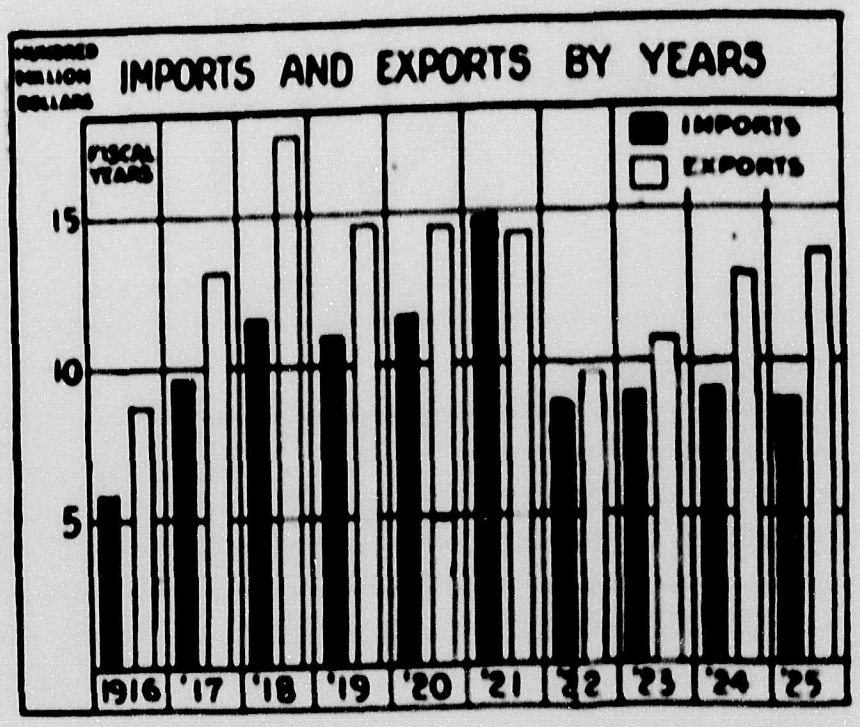
Canada's Buying Power.

Canada ,on account of her 1925 harvest will have a much higher buying power in 1926 than in several years past, and this will circulate through business channels, and be a prominent factor in promoting sales during the year.



Throughout the past twelve months, there has been an almost steady advance in security prices both in New York and on Canadian exchanges, indicating better profits in store for manufacturers and others whose securities are listed on these exchanges, and since these better profits are only possible through increased sales and reduced cost, a better outlook for the retail trade is evident.

Continuously declining prices from the peak of 1920-21 have been witnessed, bringing about keen competition among merchants, inducing a greater amount



of price-cutting and special selling events. All buying habits became demoralized, and the confidence of the buying public in merchants' offerings was weakened. Inventories were all shot to pieces, profit and loss accounts were wrecked, and any real improvement in business conditions jeopardized.

For over a year now prices have remained more or less stable, reflecting easier going for the etail merchant, whose continued success will more than ever depend upon his ability to solve problems of merchandising, rather than the problems of business conditions.

U. S. TO TAKE POLL ON PRICE MAINTENANCE.

Result of Chamber of Commerce Referendum to Govern Resale Price Legislation.

While an effort is being made to push a price maintenance bill through Congress in the shape of the Kelly-Capper bill, which has been introduced in the House by Representative Clyde Kelly, Pennsylvania, and in the Senate by Senator Capper, of Kansas, the Chamber of Commerce of the United States is to sound out the feeling among the business men of the country on the question and a poll is to be taken of 1,400 business organizations throughout the country on their attitude on this question.

The result of this nation-wide referendum, which will be concluded in forty-five days, will determine the attitude of the chamber towards the whole question of maintenance of resale prices. These organizations will make known their position towards this question by voting on five proposals, as follows:

Five Questions Asked.

"1. Should there be federal legislation permitting the seller of identified merchandise sold under competitive conditions under a distinguishing name, trade-mark or brand to control the resale price thereof?

"2. If there is to be such legislation, should the legislation take the form of permitting contracts for the maintenance of resale prices on identified merchandise sold under competitive conditions under a distinguishing name, trade-mark or brand?

Would Bar Price Cutter.

"4. In addition to such legislation, should Congress enact legislation bringing under the law of unfair competition the cutting of the seller's declared price, which results in misappropriating or injuring goodwill attaching to articles identified as to their origin?

"5. Instead of such legislation, should Congress enact legislation bringing under the law of unfair competition the cutting of the seller's declared price which results, in misappropriatin or injuring good-will attaching to articles identified as to their origin?"

The report referred to in the third paragraph was made by a special committee of three members. It specifies that "any legislation for the maintenance of resale prices should include in principle as proper restriction the following:

Exceptions Allowed.

"Merchandise, with the terms of the legislation, and subject to contract for maintenance of price, upon resale, should be freed from the restriction as to price upon resale; (2) if the purchaser shall actually discontinue dealing in such merchandise; (2) if the purchaser shall discontinue business; (3) if the purchaser shall become insolvent and some officer of a court shall have been designated to liquidate his business, or (4) if there should be attachment or levy of any kind upon the merchandise by virtue of a court proceeding.

"The foregoing should be subject, however, to the further provisions that in each such case the merchandise shall have first been offered to the seller at the price originally paid for the merchandise and that the seller, having been allowed reasonable time and opportunity to inform himself as to the condition of such merchandise, shall have declined or failed to accept the offer.

"In case of merchandise which has become damaged or is deteriorated additional provisions are required. In such cases, the purchaser should be permitted to sell at such price as he wishes if he shall first offer the merchandise to the seller at the price which he paid for the same or for exchange for like merchandise which is in good condition.

"In such cases the purchaser should be required to give the seller reasonable opportunity to inspect the merchandise and that the seller shall have declined or failed to accept the offer. Also, the purchaser should be permitted to sell such damaged or deteriorated goods free from restriction only in conjunction with definite notice that the merchandise is damaged or deteriorated and that such is the reason for its being offered at the reduced price."

DOMINION CANNERS TO OPEN TWO NEW PLANTS

Chairman Avern Pardoe and General Manager W. R. Drynana, of the Dominion Canners, Limited, who have just completed a tour of inspection of the company's properties, have announced the directors' decision to estiblish two more fruit canneries in British Columbia, one at Mission City and one in the Okanagan.

There are now nine plants in the west. The 1925 pack was the largest for five years. Capacity pack at all plants is planned for 1926.

IT PAYS TO ADVERTISE.

There is evidence that "Del Monte" advertising is becoming as prevalent in Canada as in the United States.

A broadside received last month states that 850,000 copies of Canadian magazines will, each month during 1926, carry the "Del Monte' message into Canadian homes.

The California Packing Company have realized that the Canadian market has just as great potentialities for growth as the American market, where the sale of "Del Monte" products has doubled in the past nine years.

The company are persistent and consistent advertisers, and have more than proved the veracity of that popular slogan "It pays to Advertise."

Windows Sell Merchandise

And Cost You Nothing

First, let's discuss results—from two angles.

1.—That a Palmolive window display tells the world that here's the place to buy this famous soap.

2.—It also indicates progressiveness. up-to-dateness. This store that features Palmolive surely specializes in popular brands. More business.

Palmolive window displays are supplied free. They're effective, yet simple—no trouble to put up.

They give you the pretty, decorative, interesting window that halts passersby for a good look. They notice and remember that they want other goods. also on display.

All this costs you nothing. It's the practical, direct-to-consumer form of store advertising. It's a daily advertisement you don't have to pay for.

• • • • • •

These arguments don't apply to unknown, unadvertised brands (soap or any other merchandise).

No one is sufficiently interested to stop and look, much less come in and buy. It's a waste of valuable window space to show them.

It's business suicide to waste shelf and storage room on nine to fourteen unknown brands which you and your clerks must move by strenuous selling effort.

Palmolive and other popular merchandise meet with favor. They're sold by the maker—you simply act as agents.

This means wrapping up and handing out—and re-ordering. With multiplied yearly turn-over and compound interest on every dollar invested.

The Palmolive Co. of Canada, Limited

TORONTO, ONT. 3101

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:

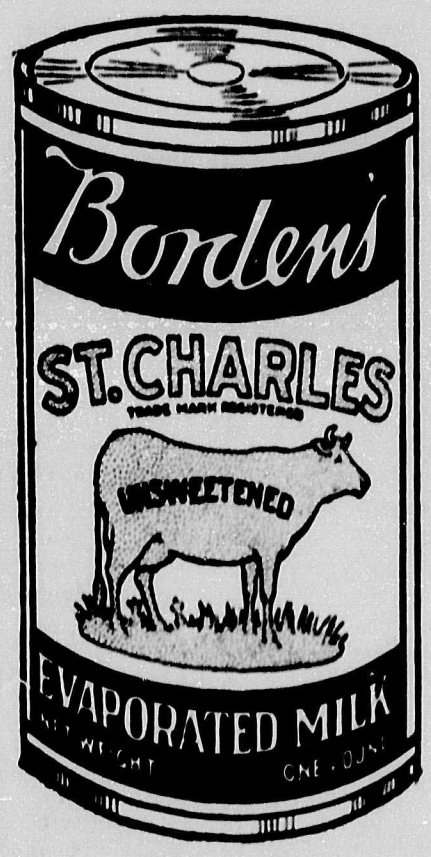
STARK & STERLING

VANCOUVER, B. C.

ROYAL YEAST CAKES

MAKE PERFECT BREAD

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



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

Vancouver, B. C.

Traditional Leaders

EMPRESS

JAMS and MARMALADES

Local Products with a National Reputation

EMPRESS MFG. CO.

VANCOUVER

GROCERIES & PROVISIONS

GROCERY MARKET REPORT.

Vancouver, January 14, 1926

Retail grocers in British Columbia can now look back upon the best Xmas business they have experienced in a number of years. Reports from every section of the province indicate that December business was above expectations, in fact the year just closed, taken month by month, was away ahead of its predecessor, with prospects for the New Year exceptionally good.

While business even yet cannot be termed normal, there is every indication that 1926 will see conditions nearer to this ideal than they have been for a number of years.

Prices on most commodities are now stabilized, which eliminates to a great extent, the possibility of price fluctuations, either up or down.

Wholesalers report that losses amongst the retail fraternity have been insignificant as compared with previous years, this also indicating a more healthy condition in retail channels. It would appear that the weaker members of the trade have been to some extent eliminated, and that the business is now held by merchants who are better capitalized and more able to carry on.

Sugar. — The present price on local granulated sugar in 100 lb. bags is $6.35 per cwt., an advance of ten per cent. over the previous prevailing price. Since the last advance, however, raws have declined, and a corresponding reduction in granulated may be expected. The future does not seem to hold possibilities of either upward or downward fluctuations on this commodity that will cause any excitement in trading circles.

Canned Fruit and Vegetables.—The Dominion Canners on January 1 announced a general advance in all lines of fruit and vegetables, of 2½ cents per dozen over their opening prices. Jobbers in many instances, will be compelled to follow suit, although keen competition in canned vegetables, especially amongst local jobbers, has had the effect of keeping prices at a low level. This condition will probably be rectified as stocks become depleted.

California packers have practically cleaned their offerings of canned fruits, peaches, apricots and pears especially. With the heavy consuming months for canned fruits and vegetables just ahead, stocks at present prices represent a good investment.

Flour.—This commodity continues to rise in price, and probably will do so just as long as wheat continues to advance, and with the reports of a general short crop all over the world, lower prices cannot be expected until the arrival of new crop. Wheat affects so many lines carried by the retail merchant that it is somewhat difficult to keep track of the fluctuations, but stocks should be built up of all such lines of cereals as macaroni, beans, etc.

Evaporated Fruits.—Prunes show a slight advance since the first of the year, though prices here have not advanced as yet. Packers of "Del Monte" brand have just placed on the market two new lines which are meeting with popular favor, a four lb. box of fancy prunes which cost the retailer 15c per lb., and a 2lb. carton of fancy prunes at $3.45 a dozen. Figs are up ½c a lb., which will, in all probability, be reflected on the market in the near future, wholesalers reporting present stocks to be low.

Matches.—There is a rumour of the approaching consolidation of Canadian match manufacturing concerns. There has been some keen competition in matches in this country, and it is just possible that if the merger eventuates, an upward revision in prices will take place.

Marmalade.—Opening prices an 1926 pack marmalade have been named, showing a big reduction, $1.25 a dozen below last year's prices. The popular figure is now $6.25 a dozen for the 4lb. tins, with even lower prices on less popular brands. The low price of sugar and oranges is held responsible for the reduction.

Canada Dry Ginger Ale. — The demand for this popular beverage exceeds all expectations. It is now a regular seller in high class grocery stores, where formerly it was handled by the retail druggists. Packed in family cartons of 12 pint bottles and cases of 50 pints.

Canned Fish.—Wallace herrings in 2's are again available, after being short for several months. The new price is $1.80 per dozen for the oval tins.

Shelled Nuts. — 1925 crop shelled walnuts were lower than last year's price. New stock is now ready at 37 cents per pound for good white halves. Shelled almonds on the other hand are scarce, and higher in price, being quoted at 58 cents per pound in box lots.

VANCOUVER GROCERS MEETING

The regular annual meeting of the Great Vancouver Branch Retail Grocers Section, R. M. A., will be held at the Ambassador Cafe, January 27, at 6.30 p.m. An invitation is tendered to all interested in the retail grocery business. A good programme has been arranged, and from present indications, seating capacity will be extended to the limit.

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

SOME DEALERS DON'T REALIZE

the importance to them of the "Canada Approved" legend which all CLARK meat products carry.

Housekeepers like to know that the meats used have been carefully inspected and are guaranteed of wholesome quality.

Sell CLARK "Canada Approved" Prepared dishes and "Let the CLARK Kitchens help you to larger sales and more profits."

W. CLARK Limited, Montreal

Establishments at Montreal, P. Q. St. Remi, P. Q. and Harrow, Ont.

GLACIER SARDINES

are now Packed in New Three-Color

Counter Display Cartons

of 25 tins each

These firm, meaty little sardines, in pure olive oil, are packed in attractive display cartons of convenient size for the counter (9½ inches square).

Order a sample carton to-day. Put it on your counter. The increase in your sardine sales will surprise you.

Packed by

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

PACKERS OF THE FAMOUS BRUNSWICK BRAND SARDINES

Co-operative Advertising

Wholesaler Co-operation and Carefully Selected Food Items Offered as Weekly Specials, Can Successfully Compete With Chain Store Offerings — Merchants Combined Efforts Consolidate Advertisements' Selling Power.

Following a request for information regarding the workings of grocer co-operative advertising, the verbatum account hereunder has been received from a community where retail grocers are reaping benefits from this form of advertising:—

"The Advertising Committee consists of five members. The chairman is the Advertising Manager, and takes charge of all details in getting out our weekly advertisement, and all other advertising matter.

Outside of the Advertising Manager the other members are changed monthly, each member serving two months. Our idea in changing this committee monthly is, first, to not impose too much on our members' time, for we ask our committee to meet every week, one-half hour before regular association meeting, and second, because in having new members monthly we get the valued opinion of all in the selection of our merchandise, and then all the members will finally know how much work the committee has to do to make the advertising successful.

At these committee meetings, merchandise is submitted by the Wholesalers and Manufacturers for our consideration, and it is cut and examined, and it is our aim to select goods only of the highest quality, so that when the housewife reads our special offer in the newspapers she knows that the article advertised will be satisfactory in every respect.

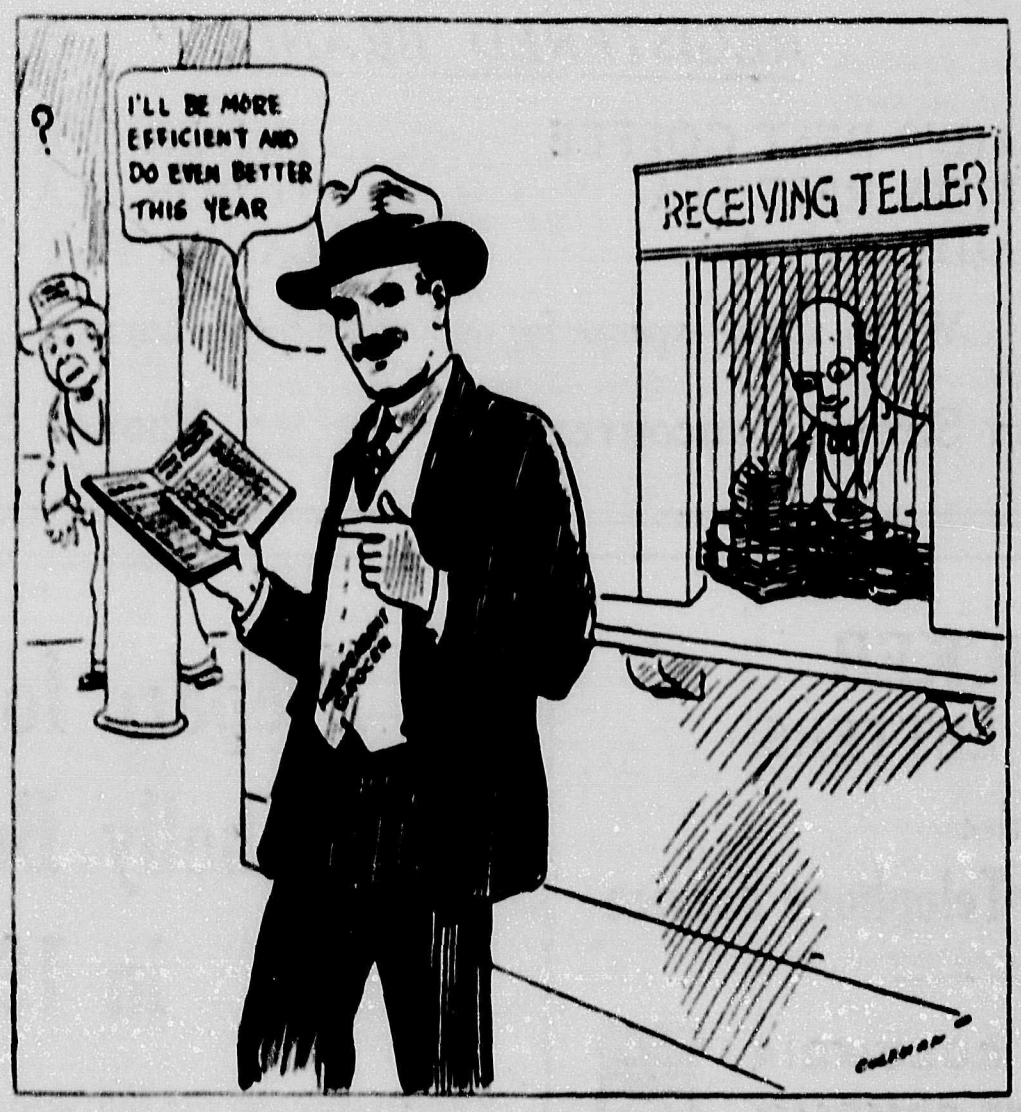
In advertising we must command attention, and at the present time we are using almost half a page every Friday, and as a rule our advertisement is the largest Food advertisment in the paper.

To attract the readers' attention to our advertising, our committee select 6 up-to-the-minute seasonable articles, usually items that the chain stores are featuring to attract customers into their stores. These items we price at the chain store prices, and advertise to deliver them free also. In with the six items we add two more items that are priced at regular prices asked by all members. We have found by doing so many people ask for these items, thinking they are specials also.

Then our committee selects one item to be sold as an all Week Special. The committee decides on what price this weekly special shall be sold at and it is advertised at that price in the paper.

At the close of our committee meeting we adjourn to our regular association meeting, and at the proper time our members are informed of the committee's selections for the following week.

Our Weekly Special is taken care of in the following manner. The Advertising Manager calls up the Wholesaler whose merchandise has been selected, and informs him to that effect. He at once calls all of our members and gets their orders for this Weekly Special, makes deliveries, bills and collects for same in his usual way. Having our Specials handled in this way we have nothing invested, and it is handled with the least amount of work possible for the committee, and every member gets the same service, which has been one of the big outstanding features of this advertising.



A NEW YEAR'S RESOLUTION

We issue a bulletin every week to our members in which all information is given regarding the business transacted by the committee at their last meeting, this keeps the member who was not at our association meeting posted right up to the minute.

Every week we have a sheet 9 x 12 printed, describing our Weekly Specials with advertised prices on same, these are sent out with our bulletin, and are used by the members to put in their windows and on the goods on sale for that week.

Other advertising consists of stickers for the store windows and for the windshields of the delivery cars. These stickers link up the stores with our advertising. We also have two sizes of price cards with our emblem printed on them, and with space for any printing that may be wanted.

To make a success of this kind of advertising the grocer must not think because he has paid his share of the advertising that all he will have to do is to wait for the advertisement to be printed, and then his orders will start coming in. An advertisement is only an opening wedge to salesmanship. The grocers who are making the biggest success out of this kind of advertising are the grocers who display these specials, in their windows, on their counters, and in piles on the floor, and who talk them up to every person that enters their stores, and to every person who telephones an order in.

Believing that one of the oldest but nevertheless ablest axioms of the business is "A Satisfied Customer

(Continued on page 16)

Announcement to the Trade

WM. BRAID & COMPANY LIMITED, of Vancouver, have amalgamated with
M. A. TUCK & COMPANY LIMITED, of Vancouver

The New Firm will be known as:

Braid, Tuck & Company Limited

OPERATING one of the most modern Tea and Coffee Plants in Western Canada.

HOLDING one of the largest Tea and Coffee stocks in Western Canada.

REGISTERED BRANDS

BRAID'S BEST COFFEE
BRAID'S BEST TEA
BRAID'S BIG 4

TUDOR COFFEE
TUDOR TEA
LANKA TEA

WIRE at our expense for quotations before buying.

1069 Hamilton Street, Vancouver

Phone: Seymour 3744

QUICKER
THAN LETTERS

THE
Long-Distance Telephone Service

BRITISH COLUMBIA
TELEPHONE COMPANY

Advertising That Helps You Sell

National advertising tells your customers about Fleischmann's Yeast-for-Health. Package displays at your store remind them to buy. It costs you nothing to devote space to these displays, but it pays profit in sales if you show them prominently.

FLEISCHMANN'S YEAST
The Fleischmann Company
SERVICE

Prepare for Bigger Shelly Business in 1926

Quality, Service and consistent advertising have developed 4X sales to a point where they exceed the combined demand for all other bakery products in B.C.

Plans for 1926 will still further increase this demand, and by featuring 4X Bakery Products in your store you too can profit by this ever increasing volume of business.

SHELLY'S LIMITED

VANCOUVER
NEW WESTMINSTER
VICTORIA
NANAIMO

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.

	Per case
Royal Yeast—	
2 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% 3 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)	.15½
100 lbs. iron drums	.12½

Cream of Tartar—	Per doz.
¼ lb. paper pkgs. (4 doz. in case)	1.35
½ lb. paper pkgs. (4 doz. in case)	2.60
½ lb. cans with screw covers (4 doz. in case)	3.50
1 lb. cans screw covers (2 doz. in case)	6.25
5 lb. square canisters, ½ doz. in case)	.53½
10 lb. woden cases	.40
25 lb. wooden pails	.40
100 lb. lined kegs	.35½
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, ½s, doz.	.75
Black Pepper, tins, doz.	1.10
Celery Salt, glass, doz.	1.00
Nabob Coffee, small tins, each	.33
Coffee, 1s lb.	.63
Custard Powder, doz.	.90
Quick Tapioca, doz	.90
Chocolate Pudding, doz.	.90
Chili Powder, small, doz.	1.60
Cinnamon, 2 oz. tins, doz.	1.20
Cayenne Pepper, 3 tins, doz.	1.20
Cloves, small, doz.	1.40
Curry Powder, 4 oz. glass, doz.	2.00
Cream of Tartar, 1.	3.85
Cream of Tartar, ½s, tins	2.55
Cream of Tartar ¼s,	1.30
Ginger, small, doz.	1.20
Extracts, 1½ oz., doz.	2.35
Extracts, 2 oz. doz.	2.75
Extracts, 4 oz. doz.	5.25
Extracts, 8 oz. doz	9.50
Extracts, 16 oz. doz.	17.50
Mace, small, doz.	1.85
Nutmeg, small, doz.	1.25
Paprika, small, doz.	1.35
Pastry Spice, 3 tins, doz.	1.15
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.	1.25
Castor Oil, 4 oz. doz.	2.20
Epsom Salts, ¼s, doz.	.60
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.	2.50
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
3 lb. tins,	.69
3s, lb. packages	.66
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.	.98
Vinegar, doz.	2.40

P. BURNS & CO. LTD.

Shamrock Products.

Ayrshire rolled shoulders, per lb.	.22
Bacon, Shamrock, 6-8 per lb.	.46
Baked Ham, with dressing, per lb.	.42
Creamery Butter, Shamrock, cartons	.45
Cheese, Canadian, large, per lb.	.27
Cheese, Canadian, twin, per lb.	.27½
Compound, Carnation, No. 5, 12-cases	10.00
Compound, Carnation, No. 3, 20 cases	10.05
Cooked Ham, Shamrock, per lb.	.48
Dominion Hams, 12-16 lbs.	.30
Dominion Bacon, 8-10 lbs. per lb.	.40
Dominion Bacon, 10-14 lbs. per lb.	.39
Dominion shoulders, boned and rolled	.24
Dripping, beef, 4-lb. bricks	.13
Hams, Shamrock, per lb.	.32
Hams, boned and rolled, per lb.	.35
Head Cheese, 5-lb tins each	.55
Jellied tongue, per tin	1.60
Lard, No. 5, 12 to case	12.45
Lard, No. 3, 20 to case	12.60
Lard, carton, 15-lbs	22½
Lard, No. 1, cartons, 30 lbs.	.22
Mincemeat, kits, 25-lb., net, per lb	.12½
Meat Loaf, per lb.	.17
Pork pies, per doz.	.40
Pork, roast legs with dressing, per lb.	.40
Smoked fish, kippers, 20s, per lb.	.10½
Smoked fish, kippered salmon, 10s and 20s, per lb.	.16
Smoked Cod, 20s per lb.	.16
Selected fowl, per lb.	.27
Selected Chicken, per lb.	.36

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 1lb. pkts, box	2.40
A La Francaise Castile, box of 25	4.50
Blue Mottled, box of 20	6.50
Crown Oatmeal, 24 6s box of 144	5.00
Klondyke (wrapped) box of 25	6.25
Klondyke (unwrapped) box of 25	6.10
Klero Glycerine, box of 144	3.95
Linen (unwrapped) box of 100	4.00
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	4.75
Primrose (wrapped) box of 25	4.75
Royal Crown Lye, box of 48	5.25
Pendray's Powdered Ammonia, 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
Royal Laundry Flakes, 88%, in bbls	.15½
(Special price on contract)	
Royal Crown Soap 6s 144s	5.60
Royal Crown Powder, box 24 only	6.00
Royal Crown Powder, 1lb. box of 50	4.25
Royal Crown Cleanser, 48 sifter tins	3.80
Royal Crown Powdered Ammonia, 1 lb.	3.85
White Wonder, box of 100	5.50
New White Swan Soap, 100	3.10
White Swan Naptha, box of 100	5.00
White Swan Washing Powder, box of 24	5.00

THE CANADA STARCH CO. LTD.

Laundry Starches—	
Canada Laundry Starch, 40-lb. box	.09
Canada White Gloss, 1-lb. pkgs.	09½
Acme White Gloss, 1-lb pkgs.	9½
No. 1 White, 100-lb. kegs	.9½
Edwardsburg Silver Gloss, 1-lb pkgs 40-lb.	.11½
Edwardsburg Silver Gloss 8/6-fancy tin canisters, 48-lbs.	.13½
Edwardsburg Silver Gloss, 100-lb kegs	.10½
Celluloid Starch, (boxes of 48-pkgs per case)	4.60
Culinary Starches—	
Benson's Celebrated Prepared Corn, 40-lb. boxes, per lb.	.11
Canada Corn Starch 40-lb boxes, per lb.	9½
Challenge Corn Starch 40-lb boxes per lb.	.9½
Casco Potato Flour 40-lb boxes, lb	.18
Mazola Oil—	
Mazola Oil, 1s	7.85
" " 2s	7.65
" " 4s	13.60
" " 8s	13.35
Corn Syrups—	
Crown 2s, 24 to case	$3.35
5s, 12 to case	4.10
10s 6 to case	3.70
20s, 3 to case	3.60
Lily 2s, 24 to case	$4.05
5s, 12 to case	4.60
10s, 6 to case	4.20
Karo, 2s 24 to case	3.35
5s, 12 to case	4.10
10s, 6 to case	3.70

CO-OPERATIVE ADVERTISING

(Continued from page 13)

is the Best Advertisement" we follow the rule that it is not sufficient to attract attention through advertising alone, but to follow up these advertisements with quality of goods and service so that they will satisfy their customers in every way.

No amount of advertising can more than attract the customer. The product, the service or the commodity sold to the customer must therefore provide the attraction and unless the customer is satisfied they will no longer be a customer.

We never lose sight of the fact that it is the quality of the goods sold, the degree of service rendered that governs the extent of the satisfaction derived by the customer and all subsequent dealings.

To insure the satisfaction of the customer and to keep up their reputation as neighborhood grocers who not only sell quality merchandise at low prices but who, in addition, render delivery, telephone and credit service to the customer is our policy."

Boss: "Late again! Have you ever done anything on time?"
Clerk: " I bought a car."

Teacher asked her class if they could compose a rhyme using the word "Nellie." She called on Johnny Jones. Johnny arose much embarassed:
"There was a little girl named Nellie,
Who fell in the water and wet her little feet."
"Why, Johnny, that doesn't rhyme."
"I know it doesn't. The water wasn't deep enough."

ESSENTIAL FUNDAMENTALS IN BUSINESS

National Distribution Conference Meets in Washington, and Issues Statement of Convictions.—Declare Present Methods of Distribution Sound.—Co-operation of all Factors Can Effect Solution of Problems

The National Distribution Conference, which met in a two-day session at Washington recently, has laid down ten fundamentals as a summary of the conclusions of the conference. Declaring that "misunderstandings about distribution are so general and lead to such unwarranted assumptions that we are impelled to make this statement of our convictions." The declared purpose of the conference was to examine processes of distribution and conditions vitally affecting them. The purpose was to bring about better understanding, to attain higher efficiency, to reduce obvious wastes and to abate unwarranted criticism due to misconceptions. These fundamentals are as follows:

"1. The present methods of distribution have been developed by economic forces and fundamentally are sound."

This is a blow at the carpers and critics who have forecasted the passing of the wholesale and retail grocer and have predicted that the business of the future would be gobbled up by the chains.

Essential Functions are Fundamental.

"2. The essential distribution functions now performed by various agencies are fundamental and none may be eliminated but must be assumed and contin

Peter Rabbit Peanut Butter

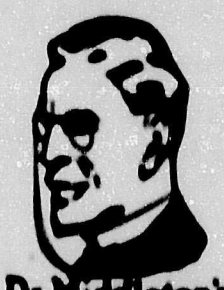
Costs No More But Sells Faster

THE TOY PAIL DELIGHTS THE CHILDREN
DISPLAY A CASE, IT WILL SELL ITSELF.

Kelly Confection Co. Ltd.

1100 Mainland Street VANCOUVER, B. C.

A Quality Product !



Dr. Middleton's IRONIZED 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.

ued by others if present agencies are replaced by new methods."

In assuming the distributive functions of the wholesale grocer, the chain system does not eliminate those functions. It takes them over itself with their attendant cost. Similarly, in dispensing with delivery, that function is not eliminated but is transferred to the consumer.

"3. Wasteful practices as they exist are not inherent in the present machinery of distribution, but arise through human failings such as lack of definite organized information and the imperfection of performance which characterizes alike producer, manufacturer and distributor.

"4. Market prices must include cost of production and of essential services with reasonable profits if reductions are not merely to be temporary."

Consumer Should Pay for Service.

This is but another way of saying the "servant is worthy of his hire," and bears out the charge of this paper that the custom of chain stores in picking out nationally known leaders and cutting the prices on them for the purpose of luring the public is not a healthy business practice and should be consigned to the scrap heap.

"5. Necessary distribution services are entitled to their just pay."

"6. Efforts must be initiated and encouraged to promote collection of specific information revealing duplication of services and the rendering of unwarranted services, to the end that necessity, or desirable services may be provided increasingly at lower costs."

This would seem to be an argument against the contention of the chain stores whose appeal is the cutting out of all service, whereas here is an argument for the increase in service. However, this service is to be provided for by the elimination of waste.

Costs Should be Made Known.

"7. Costs of various services should be ascertained and published; consumers then may judge of their necessity in relation to their costs, that they may be continued or discontinued."

Considerable has been done along this line already in the grocery business.

"8. That producers, manufacturers, distributors and consumers require fuller understanding of the processes of distribution making it possible to avoid unnecessary exactions and to facilitate the flow of goods which alone can reduce costs materially."

The grocery trade recognizes the value of education and the effort being made to provide adequate facilities for the proper education of its members shows that food merchants are vitally interested in seeing that those in the trade have an opportunity of learning every phase of distribution that can be taught.

Blames Consumer for High Price.

"9. Responsibility for inflation of present prices by waste, centers no less on producer and manufacturer than on distributor. No little part of this waste is attributable to unreasonable demands by consumers for unnecessary distribution services. The effects are passed through all the steps of distribution and embarras and retard facile functioning."

Here the conference places the blame for waste on everybody from the producer to the consumer. No

PRIDE

BECAUSE their superiority has been steadily maintained...

...because they are quality products,

...because they make better foods...

pride is taken in making, in selling and in using *Royal Baking Powder* and *Dr. Price's Cream Baking Powder.*

For over a half century they have been bringing baking success to the housewife and profits to the dealer.

Both are made in Canada

Profit by Experience

WILD ROSE PASTRY FLOUR

Heavy Sales prove the increasing demand for this quality leader. Companion to Royal Standard Flour.

Milled in Vancouver by

Vancouver Milling and Grain Co.
LIMITED

Head Office and Mills: VANCOUVER, B. C.

one is blamed more than any one else, and the charge probably refers to business practices that have cropped up during the growth of the trade and that are conducive to waste.

"10. These problems are possible of solution only with the fullest information, hearty co-operation and recognition of complete mutuality of interest, particularly between consumer and producer and these distributive agencies operating to assist both."

POSTUM COMPANY ORDERS PRICE CUTTING STOPPED

Big Cereal Company Tells Its Salesmen to Quit Taking at Less Than List and Accept No Discounts

Friction incident to the taking of specialty orders from retailers without entering the price at which the goods are sold or "auctioning off orders" to the lowest bidder among the wholesalers, has become so keen that the Postum Cereal Co. has issued iron-clad orders to all its representatives. They are told in very definite and unmistakable language that the price must be filled in, that it must be the list price and retailers must sign the orders.

Moreover, the company has issued explicit orders to its salesmen that when buying any of its products from wholesalers they are expected to pay the resale price and to accept no discount. In other words, the company has put its foot down hard upon any variation in the price at which its various products are sold to the retail trade, in order to protect and safeguard a reasonable profit. In the anouncement that has been issued, general sales manager Clarence Francis says:

"We have repeatedly advised you that profit is essential to a successful business. Instructions have been issued that all orders must be taken at the full list price, that the price must be inserted on the order, and that every order must be signed.

Cites Violation.

"Recently these instructions were obviously violated, because it came to our notice that one of our men purchased our products from a wholesale grocer, taking advantage of a discount which the jobber regularly allowed.

"Stock for your trucks is to be purchased from jobbers, and, regardless of whether or not any jobber gives a lower price, you very definitely are instructed to purchase these goods at our suggested resale price, and not one penny less. You furthermore are required to sell such stock to the retailers at the full suggested resale price.

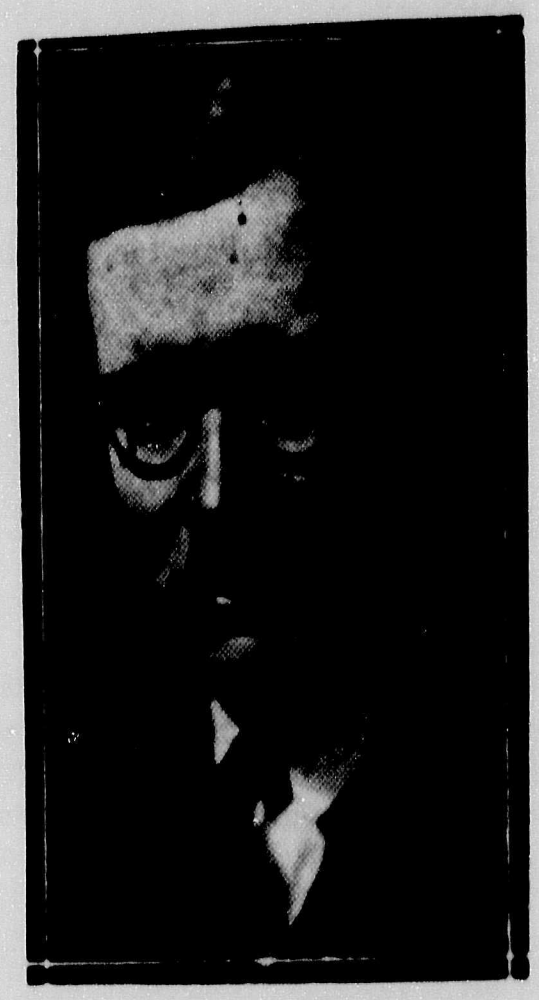
"Covering such purchase from the jobber, definitely submit an invoice showing that this has been done and on each sale that you make to the retail grocer from your stock there must be an order definitely indicating the resale price. In brief, you are to buy stock only at the full suggested resale price and you are to sell goods to the retailers only at the price at which you have purchased such stock.

"The reasons for this will be quite obvious to you. We want to help our customers all we can to make the profit to which they are legitimately entitled. See that every sale you make carries the suggested profit."

A. McKIM LIMITED OPENS BRANCH IN VANCOUVER

A move which will be of interest to all manufacturers and publishers, is the establishment of a branch office of A. McKim Limited, General Advertising Agents, in Vancouver, B. C.

Darrell E. Longmore who will be in charge of McKim's Vancouver branch is a graduate of Toronto University and a

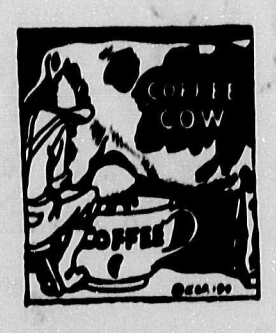


Darrell E. Longmore

member of the Ontario Bar. He served in France during the Great War and received his advertising training in the head office of the company. In addition to his personal knowledge of advertising and business problems, he will have at his command the facilities of the whole McKim organization.

With head office in Montreal A. McKim Limited now has branches at Toronto, Hamilton, Winnipeg, Vancouver and London, England.

COFFEE COWS



The little town of Springfield, Kentucky, has been sharply divided into two camps as regards the acceptance or non-acceptance of the Theory of Evolution. Friendships of lifetimes have been broken. Neighbors do not speak. And the pro-Darwinians have had about as much to do with the fundamentalists as oil with water.

There can be no question at all that man has "evolved." The whole question is as to what stage of his development he began this vastly interesting process. But, whether that beginning was as amoeba or Eden dweller, he certainly has "evoluted" and the process is worthy of scientific study.

And the same thing is true of merchandising conditions and processes. They, too, are continually "evoluting." The condensed milk manufacturer today, for instance, who remains blind to the fact that there are 2,000,000 coffee cows and 750,000 tea cows in this continent will not long remain in business. It requires that many cows to provide the cream for the coffee and tea which the people drink. Forty billion ounces of cream used in an equal number of cups of coffee represents one-eighth of the milk production of the country.

The modern business man must keep abreast of "evoluting" conditions in his industry. He can do that best through the business associations and the business papers of his industry. Then, if he blinds his intellect to the fact, he is too much of a fundamentalist for success in business anyway.

Drygoods and Clothing

Trade Lost Through Carrying Inadequate Stocks ?

Are retailers losing business today because they are not able to supply goods called for by customers?

If so, is it better for them to shave stocks so closely that they run out of lines, rather than invest more money to provide for a complete assortment and a stock that will be adequate to fill all demands?

Does the fact that retailers are buying on hand-to-mouth basis affect the service of the wholesaler and the manufacturer when merchants come into the market?

Does this policy increase the cost of goods?

These are problems that are figuring largely in the minds of retailers, wholesalers and manufacturers. Many merchants have adopted the policy of not going into the market until they secure response for customers, rather than to provide in advance for this demand. Their claim is this keeps stocks to a minimum, gives them more freedom in handling their working capital, by reducing their investment. Undoubtedly the general tendency among retailers is to operate on this basis. There are, however, those who claim it is good policy to provide in advance for at least a percentage of requirements.

The Wholesalers Viewpoint.

"This policy of buying for present needs," said one wholesaler, "may work out successfully for the retailer if the manufacturer can be persuaded to make up goods for which he has not already received orders, or if the wholesaler is willing to take all the chances in placing large orders where the manufacturer is in the hope that the retailer will buy the goods from him when the consumer wants them."

He does not think the manufacturer will take the risk of making goods in anticipation that they will be needed at some future date. Nor does he think the wholesaler will in future be prepared to place large contracts with the manufacturer, as he does not consider it fair he should have to shoulder all the burden which should be borne in part by both manufacturer and retailer.

As far as staple goods are concerned, one wholesaler remarked it was quite all right for the retailer to buy as he required goods. The wholesaler always kept a fairly good supply on hand and was in position to ship on receipt of order. This, however, did not apply to the more fancy lines, such as fancy dress goods, men's fancy suitings, fancy wash goods, etc. He contended that the retailer should anticipate at least a thrid of his requirements so as to give the manufacturer a chance. If the wholesaler gets no orders for such goods until consumers are demanding them, these orders from all wholesalers are rushed on to the manufacturer, who cannot turn them all out at once. So he has to work overtime at higher cost. Delays occur and business is lost. This would have been obviated if he could have secured a portion of these orders in advance. So that this wholesaler believes it is in the best interests of retailer, wholesaler and manufacturer if retailers could anticipate at least 33 1/3 per cent. of their wants in advance of the season.

He instanced the case of flannelette blankets. Retailers, he said, did not place their orders during November, December and January, and mills were forced to work overtime because of the bare market. He maintained that retailers could have figured on at least a portion of their requirements so that the manufacturer could have gone ahead and had something on hand when the demand started.

This view of the situation was endorsed by a manufacturer who called attention to the point that it was not good for a factory to be idle part of the time and then work full blast and overtime later on to fill orders that had come the last minute as goods were required.

Right Goods, Right Price at Right Time.

"The merchant who is in position to give his customers the right goods at the right time," said one, "and at the right price, is the man that is going to have a decided advantage over his competitor. Successful merchandising certainly does not mean buying distress merchandise at bargain prices. The man who is going to succeed is the one who is studying the needs of the community from which he is drawing his trade and who is giving buyers what they need and when they need it. To do this it is necessary that he should anticipate his wants at least to a certain extent and this can be done without overloading his stock or by buying in too large quantities at the beginning of the season."

COTTON.

The large cotton crop in the United States (15,000,000 bushels, and the biggest since 1916), chiefly the result of dry weather, the absence of predatory insects, and the more intensive use of fertilizers and the better methods of cultivation, has been the cause of rumours that prices for this commodity would recede in the new year. The growing demand from abroad, however, and increased domestic consumption will permit cotton growers to hold their cotton, if they find it necessary to do so.

One market authority says that on the whole the trade seems to be finally making up its mind about cotton. The crop of about 15,500,000 bales is being taken for granted, and with the prospects for consump-

Tiger Brand Underwear

FOR MEN

FOR BOYS

TIGER BRAND

Season 1926

UNDERWEAR of QUALITY

Tiger Brand Underwear for the Fall Season of 1926 shows a new note of individuality and distinction. As in previous seasons, Tiger Brand Underwear enjoys the fame of being extra well made.

Tiger Brand Underwear always bears the Tiger Trade-mark. It is your assurance of quality.

Our Agents throughout Canada are now ready to show this popular range for the Fall Season.

You cannot well be without an assortment of these leading lines.

Made and guaranteed by: —

THE GALT KNITTING COMPANY, LIMITED

GALT, — — — — — ONTARIO.

Agents: J. J. MacKAY, Vancouver, B.C.

tion what they are, such a crop, it is believed, will not prove to be excessive. The present price of cotton is held to discount whatever margin may exist between the increased supply and the increased consumption. There is also the question of the grade and staple of the new crop, a matter in which the mills are very keenly interested, but on which satisfactory information is not available as yet. Making reasonable allowance for this factor, the trade seems to have come to the conclusion that present prices about represent the fair value of cotton under existing conditions, and that no very marked departure from these levels is in prospect.

WOOL.

Advices from Australia indicate that wool prices are on the easy side. They showed some recessions at the Melbourne sale recently, although 6,500 of the 7,800 bales offered were sold. Competition from Bradford and the continent developed after the lower prices were established, United States buyers remaining inactive. At the close merinos were fully 10 per cent. under the basis of the November 16 auctions and comebacks, greasy and crossbreds from 5 to 7½ per cent. lower.

In Boston market wool buyers are in a quandary. There is the knowledge that stocks of wool are low in the United States and the wool trade finds it as hard to get on with light wool stocks as they sometimes find it difficult to get on with excessive supplies. On the other hand, is the knowledge that the stocks of wool pressing on the market in the Southern Hemisphere are larger than probably can be absorbed readily and with a softer tone prevailing in all of the foreign markets and prices 5 to 10 per cent. down from the peak, there is natural hesitancy about making commitments of an especially heavy nature. Hence, it has been only natural that some of the importing brokers should have had orders withheld by the wool merchants and manufacturers.

AND NOW—SYNTHETIC WOOL

The reputation gained by "Rayon" or artificial silk, made from pulp wood is likely to be duplicated, according to the announcement of the manufacture of wool from the same product, eminating from Germany. Synthetic wool is already being manufactured in that country, and although the new material does not contain all the qualities of wool, it is said to have been perfected to a point where it can compete with the lower grades of the natural fibre.

The larger wool-producing countries of the world, notably Australia, are watching with some misgivings the development of thes new material. Australia has a $500,000,000 wool industry, and if the new process eventually provides a fibre that will undermine this industry, as "Rayon" has the former growing of natural silk, results of the direst nature are foretold. Canada with an immense supply of wood pulp will also watch the development of this new fibre, forecasting as it does a potential industry. Samples of the material manufactured from synthetic wool are said to compare favorably with the natural product.

DEPARTMENT STORE BUYING GROUP.

Eastern Drygoods Merchants Take Steps to Meet Changing Conditions.

Activities of the Federated Distributors Limited, a buying group of some twenty-four retailers established in Toronto, ushers a new era into the Canadian drygoods field.

This merger has been formed for the purpose of buying in larger quantities at quality prices, and in the offices recently opened in Toronto, manufacturers samples are displayed, where retailers in the group can do their purchasing in the various lines. The head office pools all orders from the twenty-four stores and buys in quantity lots, the manufacturer or wholesaler invoicing the Federation for the entire amount .

The proportion of each merchant is then invoiced to him, and he covers it with payment to head office.

Each retailer takes out a Credit Indemnity Bond, with a company organized for this purpose, and a certain bank is the custodian of these bonds. This is really a credit insurance bond, which the merchant takes out against his character, general reputation and assets in favor of the manufacturer from whom the goods are bought, and who extends credit to him.

Bought $10,000,000 Last Year.

It has been estimated that the twenty-four firms in the group last year sold some $10,000,00 worth of goods. This represents a large buying power. It is estimated, too, by those behind the proposition, that during the first year of operation the buying power through the company will be at least $1,000,000, or around 10%. They expect that, as time goes on and as the company develops, this will gradually increase from year to year.

The individual merchants in the association figure on saving considerable in advertising expense. As there are no two firms connected with it in the one centre, they are adopting common layouts for various sales campaigns. They will have cuts made of different goods to be offered for sale, and electros from them. With twenty-four merchants in the group, this would mean one original and twenty-three electros, which they figure will cut down their advertising costs considerably. It is their intention to purchase the same class of goods for these sales so that the one advertisement and the one layout will do for every store. This plan has been decided upon for at least six months, during which time it will be given a trial.

The first president of the Federated Distributors, Ltd., is J. P. Whelan, head of The Arcade store in Hamilton. The vice-president is W. Flavelle, of Dundas Flavelle Co., Lindsay.

To Fight Mail Competition.

One of the reasons for the formation of this buying group is to meet the general conditions of the day, with mail order houses being in the position to buy in quantities and secure the best available prices. The gradually widening influence of the chain store is another reason for its formation, and in addition, president J. P. Whelan asserts, there are wholesalers who were also going in more for manufacturing on their own account. The group idea permits members to cut down costs to a degree where this competition may be met.

Mr. Whelan also estimates that travelling expenses can be cut down to 1% per annum with each merchant

going to head office and buying his own goods from samples, and he calculates that overhead should not be more than 4%, making a buying cost of about 5%, which he considered can still be reduced.

Trade Mark.

The group are contemplating on the adoption of a common trade mark for various lines, with the hope of exterminating price cutting, since there is only one Federated store to one centre. With the control of the selling price in the hands of the group, manufacturers' interests will be protected.

With the formation of the group of buyers the Consolidated Drygoods Company of Toronto, formed a few years ago by a number of retailers, passes out of existance.

NEW STANDARD UNDERWEAR MEASUREMENTS.

After two years research work on the part of a committee appointed by the Associated Knit Underwear Manufacturers of America a chart has been formulated standardizing the measurements of men's knitted underwear, which has been adopted by the Association at a recent convention.

The committee recommended that the use of a standard label on standard garments would help the retail and jobbing buyer to purchase more intelligently. In other words, when solicited by salesmen and given a price per dozen on size 42, all garments marked with the standard label as size 42 would be exactly the same, so far as size and measurements are concerned, which would leave to the buyer only quality and actual comparative prices to consider.

The garment offered him not carrying the standard label could be presumed to be a garment which is sub-standard and could be classed by the buyer immediately as such.

With the chart the committee made this statement:

"The Associated Knit Underwear Manufacturers of America, feeling that the consumer is the one who must be pleased with our merchandise, and imbued with a desire to meet the needs of and serve the consumer as well as the jobber and the retailer, two years ago set about the standardization of sizes and measurements of knitted, underwear. Immediately our association established a Research Fellowship at the United States Bureau of Standards at Washington, who was charged with the technical and scientific details of such standardization.

"It is our belief also that the knitted underwear industry, in common with a great many other industries, needs a standard of value, and we believe further that the standardization of sizes and measurements will set up such a standard. While it will not do away with the manufacture of cheap sub standard merchandise, the standardization of sizes and measurements bearing a standard label will remove the substandard merchandise from competition with the standard and thereby immediately contribute to the prosperity of the industry, which includes the jobber and the retailer.

"It is our belief that the standardization of knitted underwear and the use of the standard label will mean more intelligent buying on the part of the customer, the jobber and the retailer; the lessening of cut-throat competition between manufacturers, jobbers and retailers, and the setting up of a standard of value with which merchandise may be compared.

"We also believe that the use of the standard label will tend to take knitted underwear out of the bulk class and make it in a way package merchandise.

"For purposes of convenience the marking of the garment has been called labelling in this statement. This is not entirely correct, for it will be left to the discretion of the manufacturer whether or not to combine the copyrighted standard label with his own label."

WOMEN WINTERING IN FLORIDA WEAR——

Hats that match rather than contrast with costume, unless the hat happens to be bright red and the gown pure white.

Scarfs on every occasion unless the day is chilly, when they select the scarf's warmer sister, the shawl.

Gold and silver leather on belts, cuffs and hat trimmings.

Ensemble suits, in which the coat is usually plain and its lining of the same print as the tunic or the skirt.

Many V necked evening dresses.

White Kasha and navy kasha and tan kasha doe sports coats.

Tiny parasols with stout handles.

Gloves on all occasions, which adornment has been unusual for Palm Beach visitors in the last few seasons.

White as first choice, Madonna and pervenche blue second, and salmon pink, pea green, yellow and red all running for third place.

Chanel knitted skirts with felt hats to match.

White stockings in preference to flesh or sand.

Two-piece frocks in preference to the one-piece type.

Coats made of shawls, whose designs originated in China, or Spain or Central Europe.

GOWNS.

Printed silk dresses are still a big feature of the Parisian season, and are a dominant note among New York collections. The tendency seems to be toward very filmy fabrics printed in designs which represent one of the hardest substances known, e.g., chiffon carries iron grill-work designs.

Chanel's two-piece frock is a big feature of the flapper trade, the blouse is made of very fine jersey, and the skirt of pleated crepe de Chine.

The suspender top dress is gaining headway. It has been promoted by one or two of the best Toronto stores and New York is fairly interested in it.

Plaid woollens, cashmere, kasha, rep and jersey are important fabrics.

For the early dance frock, georgette and chiffon relieved with dyed lace and feathers are noted.

While the low waist-line and the no-waistline are still significant in America, one of the very smartest French designers has shown several dresses with normal and even high lines.

Warden: "It is our custom to let a prisoner work at the same trade in here as he did outside. Now what is your trade, shoemaker, blacksmith, or——"

Prisoner: "Please, sir, I was a travelling salesman."

REVIEW OF CANADIAN FOOTWEAR INDUSTRY

President of Shoe Manufacturers' Association of Canada Speaks Freely of Conditions Prevailing in Country's Boot and Shoe Industry

At the seventh annual convention of the Shoe Manufacturers' Association of Canada, Mr. J. A. Walker, the president, stated that the United Kingdom, which in 1922 23 supplied only slightly more than one-fourth of all the footwear imported into Canada, is now supplying almost two-thirds.

Mr. Walker went on to deplore the fact that the conditions and prospects of the Canadian shoe trade are not as he would desire to see them. The number of pairs of boots and shoes, exclusive of rubber footwear, manufactured in Canada in 1924 was 15,800,000, a lower figure than 1923. During the last two or three months the factories have been a little busier than they were at the same time in 1924, but business was quiet in the early part of the year and present indications are that the 1925 production will be from 2 to 5 per cent. lower than the 1924 production.

"It would seem," Mr. Walker said, "that we must regard the present demand for footwear as more or less normal for the present population of Canada under existing economic conditions. It may be noted, however, that the Canadian production of boots and shoes has been running from one million to two million pairs less annually than were manufactured in this country in 1912, when population was growing and the country developing."

The president attributed the reduction to the arrested development of the Dominion and the stoppage of immigration. He stated that there can be no hope for permanant improvement until means are found of retaining the present population and developing immigration on a large scale.

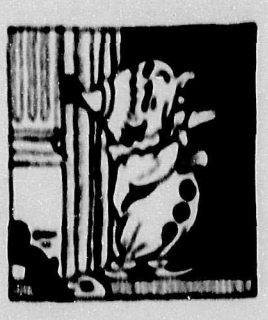
Last year also saw a great reduction in exports. South Africa withdrew the small preference granted on boots from Canada and other parts of the Empire. United States manufacturers, in competition with Canadian manufacturers of skating boots, urged their government to put a tax of 30 per cent. on skating boots, classifying them, not as footwear, but as sporting equipment. Also, the mocassin trade built up by Canadian firms in the United States was hindered by their being put on the dutiable list.

For the twelve months ending September, 1925, the total exports of leather boots and shoes amounted to only $288,961, as compared with $5,679,720 for the fiscal year of 1919-20. Imports of boots and shoes are now equivalent to about seven-and-a half times our exports.

Importation of British shoes has very far-reaching consequences, for not only does it result in less manufacturing being done here, but it affects the Canadian tanneries, textile mills, box makers, and others who derive their livelihood from kindred trades.

Referring to the price of footwear in Canada, Mr. Walker pointed out that government statistics showed that the prices today are less than 30 per cent. higher than prices in 1912, while the general average of all commodities is 56½ per cent. higher than before the war.

WHEN BELASCO CHANGED



No American play-producer is perhaps nearer to the heart and pulse of his audience than David Belasco. His special reputation is for care in detail of stage settings; but that, of itself would never have insured such success as is his.

"Laugh, clown, laugh," is one of Mr. Belasco's more recent offerings, starring Lionel Barrymore. In the original version, which was offered in New York, the height of pathos was reached in the last act, when the hero, a circus clown, disappointed in his every heart's desire, took his own life. But when "Laugh, Clown, Laugh," was sent out "on the road," Mr Belasco showed his keen knowledge of audiences when he made a striking change in this last act. Undoubtedly feeling that the people in the smaller cities and towns would appreciate a happier ending far more he straightway turned the act about completely, saving he clown's life nightly and giving his audiences what they prefer.

Now, every man in the merchandising field, either as head of a selling business or as actual salesperson, is, in a sense, staging a theatrical effect in the sense that he must strive with all his resources to please his audience. What will go with one customer will not with another as to merchandise, the manner of its presentation, and as to the last act, which is the method of closing the sale.

If Mr. Belasco were selling in a store, he would make mighty sure of the type of customer before he proceeded with each sales talk. He'd not suggest time-payments to Mrs. Astorbilt, nor try to rush her into making a purchase; not would he attempt to sell a tapestry to Mrs. Murphy, the hodcarrier's wife, though he might employ a little "moral 'suasion" to help her solidify upon the purchase of a new gingham house dress.

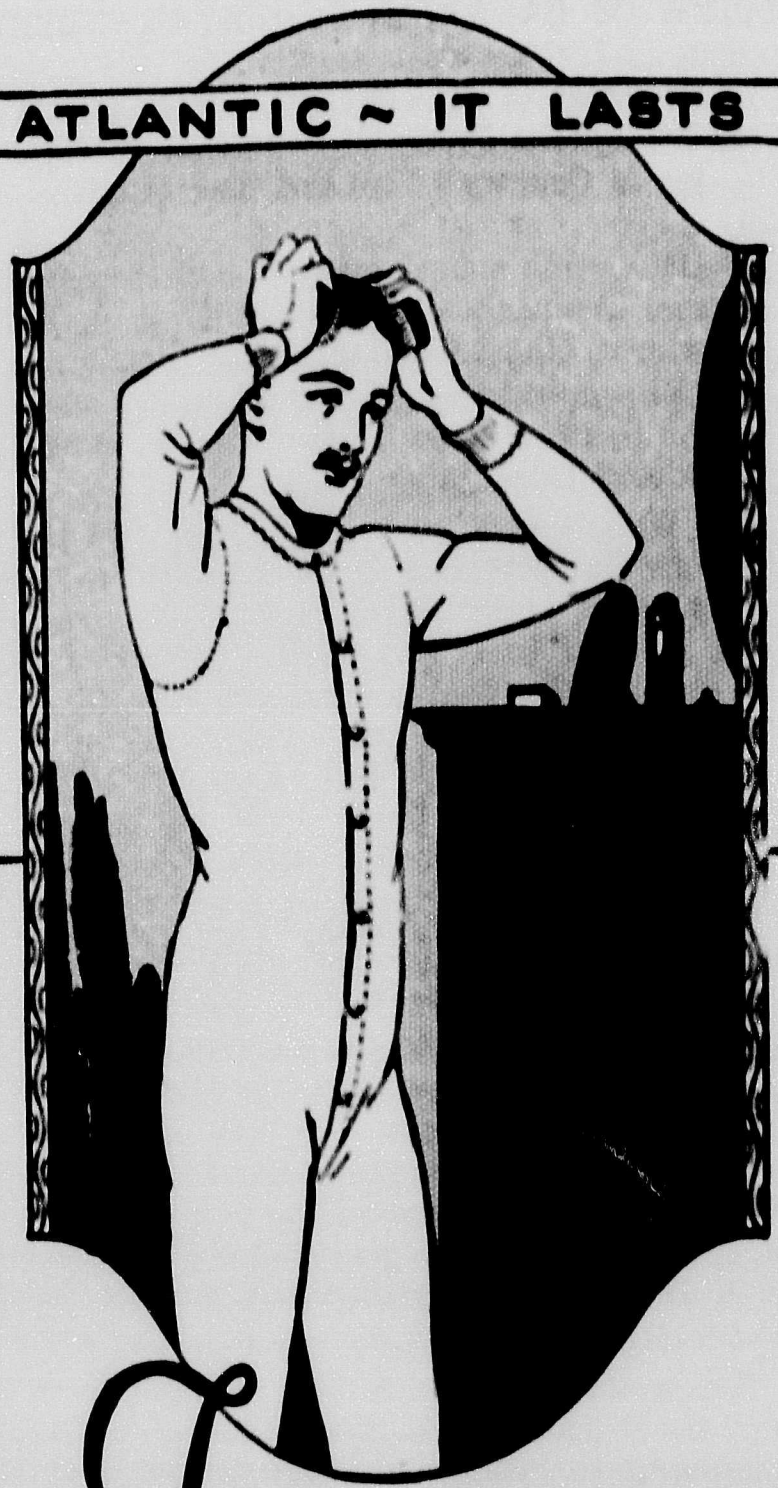
The successful merchandiser must learn to be resourceful. He verily must be a Belasco, with his every sense alert to detect his opportunities.

COCHRANE'S COMMENTS

ON HONESTY.

Say, Mr. Editor,
• • • • • •
Did it ever strike YOU
• • • • • •
That every TRADE,
• • • • • •
Profession, vocation or CALLING,
• • • • • •
Or method of making MONEY
• • • • • •
Has its own special VIRTUE?
• • • • • •
Take for instance a SOLDIER,
• • • • • •
He may be a very bad ACTOR
• • • • • •
In the way of wine, women and SONG,
• • • • • •
But he's always BRAVE,
• • • • • •
And some pretty poor PREACHERS
• • • • • •
Get by because they're PIOUS,
• • • • • •
And even crooked LAWYERS
• • • • • •
Are loyal to their CLIENTS,
• • • • • •
Perhaps even PLUMBERS
• • • • • •
Need to have some VIRTUE,
• • • • • •
I guess it's PATIENCE,
• • • • • •
And the oppressed FARMER
• • • • • •
Has to be a steady WORKER,
• • • • • •
And what about the MERCHANT?
• • • • • •
Well, you know and I KNOW
• • • • • •
And every merchant KNOWS
• • • • • •
That you can't stay in BUSINESS
• • • • • •
Unless you're HONEST,
• • • • • •
Is isn't just the best POLICY
• • • • • •
For a merchant it's the ONLY ONE,
• • • • • •
If you're not so HONEST
• • • • • •
That your customers TRUST YOU
• • • • • •
You'll last QUICK,
• • • • • •
We all know that's TRUE
• • • • • •
But will our CUSTOMERS
• • • • • •
Believe anything like THAT?
• • • • • •
Not in a THOUSAND YEARS.

ATLANTIC ~ IT LASTS



TO WEAR Atlantic Underwear is like transferring the warm, woolly coat of the Maritime sheep to the back of the purchaser.

That's why it is such a good repeater. It makes friends and keeps them.

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

ATLANTIC
UNSHRINKABLE

"THE MODE" As Seen By Jeanette

January finds no great change in the mode. It is yet a little early for any Spring announcement, although a slight forecast of the summer mode comes from the present Palm Beach season. It seems to indicate the use of raw silks, like Shantung, to a great extent, in making the smart two piece frocks, and to be toning the pastal shades of last season up to a more vivid glow.

One new note is the revival of the cape, this time introduced with the ensemble costume. The silhouette remains slim, with fullness at the hem obtained in various ways. The flat back remains the smartest. Pleated godets in the centre front of the skirt are a favoured fullness device, and many skirts have four-cornered godet treatment, with godets at the sides, back and front. Bolero effects are appearing on a great many models, and lingerie touches are shown in gilets shirt fronts, collars and cuffs.

Indications do point to the use of tweed to a great extent this spring. At least it is the logical selection of the smart woman in the matter of sport and travelling clothes. A certain amount of it will doubtless carry on, in even brighter and lighter weaves.

All the shades of brown and blue remain smart, as well as green, brick and wine. A mushroom pink and yellow bordering on maize are being worn extensively at Palm Beach. Black is very distingue for afternoon and evening, and forms a background for a great quantity of jewelery of beautiful and intricate design.

Reboux "Cigolo," the little hat with brim down in front, up in back movement, has taken everything by storm. This hat, of felt, is being worn with every costume, and either matches or harmonizes with it. Another Reboux creation, a turban, combines strips of contracting felt, fitting the forehead smoothly, but rising in the back to conform with the higher mode.

With the short skirts, and they, by the way, are not going to become any longer, while we hesitate to comment on their being any shorter, particular attention is being directed to the shoes. As a result, greater ingenuity is being used in the combination of materials than ever before, and surely greater elegance is being achieved. Probably the simplicity of line of the present mode has something to do with it also, for such simplicity requires great care being given to the accessories that make up the tout ensemble. Shoes are taking on new lines; insteps are cut higher, French heels have given way to the new spike heel. Oxfords, except those for sports wear, have taken on finer lines, and these will be greatly worn. Antelope kid and patent form the basis for the present mode, with Antelope the smartest. These, however, are almost always trimmed, appearing in combinations with themselves, lizard or metallized leather. Evening shoes continue to glitter with brocade and brilliant buckles.

Jeanette

LEADING CANADIAN DYESTUFF IMPORTERS MERGED FORMING CONSOLIDATED DYESUTFF CORPORATION.

Six of the leading importers of dyestuffs, intermediate and auxiliary products were recently merged into a million dollar concern, with head office in Montreal, under the name of Consolidated Dyestuff Corporation, Limited. A charter for $1,000,000 was taken out by the Corporation, and the fact that dyestuffs to the value of over $600,000 were taken over from the component companies gives an indication of the size of the new undertaking.

The following are the constituent companies of the new corporation: Canada Colors and Chemicals, Ltd., Dyestuff Department, Toronto, Ont.; Grasselli Dyestuffs Corporation, Ltd., Toronto; Kuttroff Pickhardt & Co.; McArthur Irwin, Limited; Pollack Bros. & Co., Ltd.; Rubinovitch & Haskell, Ltd., the last four all of Montreal. Only the dyestuffs department of the various companies are taken over.

The companies forming the Consolidated Dyestuff Corporation had enjoyed the sole importation rights for the dyes of the larger German manufacturers, which recently had been merged into the Interessen Gesellschaft ("I.G."), so that it was a natural development for the Canadian companies handling their products to also consolidate. Another reason given for the consolidation that it will ensure better and more efficient service, and will bring a large decrease in the overhead expenses of the component companies.

The laboratory of the Corporation will be equipped with the most modern equipment required for dye testing. Departments will be organized to specialize in meeting the requirements of the textile, paper, leather and fur industries. Alfred Pollack is the president of the new concern. John Irwin vice-president, and Gustav Stoecker secretary-treasurer. The directors are as follows: Otto Palm, who will act as manager of the Toronto office, Major R. R. Carr-Harris, of Toronto; Wm. Von Rath, Doctor R. Hutz, and E. K. Halbeck, all of New York.

British Market Reports

BRITISH MARKET REPORTS. HOSIERY AND LACE.

Brisk Demand for Knit Goods.

(From a Correspondent.)

Nottingham, Jan. 1, 1926.

The increasing adaptability of the knit goods industry to the demands of fashion is reflected in current business. There has been an unusually large number of small orders for fancy articles. Jumpers, ties, scarves, gloves, children's coats and "pull ups," housecoats of Sheltand wool, and Princess petticoats have been ordered in almost unprecedented quantities, and some of the commissions have been executed only under difficulties.

While this business is, of course, welcome, it is attended by considerable inconvenience, and, by reason of the constant variations of style, prevents machinery from being utilized to its fullest economic capacity. Last winter, coats and costumes were trimmed with brushed wool, but this vogue has gone, as has also its successor, the coat trimmed with clipped wool, and now the jumper suits of stockinette are favored. All the indications point to an increase in this class of business during the coming year. Shipping business is fairly well maintained.

Lace for outside adornment is conditioned by so many circumstances (of which weather and climate are amongst the chief) that even when it is popular it never represents more than a relatively small portion of the trade. Chantilly in black silk is being worn rather more freely, but it is on a revival of lace trimmed underwear that thehopes of the trade are fixed. Should these materialize, and if, as seems probable, blouses are restored to favour, the lace industry would undergo a revival, for one of the most potent factors in the decline of lace was the supersession of the blouse by the knitted jumper.

The lace curtain trade continues to improve a little, but machinery is nof yet fully employed. The progress is in the medium and cheaper grades, most people finding high-class lace curtains too costly.

DRAPERY AND CLOTHING.

The annual stocktaking is nearly finished in the wholesale, and this week remains of season stocks have been prepared for offer at clearance prices. In many cases the comparative slackness of winter trade has discounted to some extent the excellent business done by merchanting houses in the first six months of the year, and firms will have done well if they are able to show much improvement on last year's profit figures.

Discussion continues on the desirability of a fresh descriptive name for artificial silk, dozens of alternative words being suggested by members of the trade. One of these is "shamsilk." Among others may be mentioned "lustrose" (a contraction of "lustrose cellulose"), "liksil," and "shaneen." However, the words "artificial silk" have become so well established and familiar to purchasers that it will be difficult to popularize any alternative. The silk trade is desirous that the word "silk" in the description of the artificial fibre should be omitted, but many producers and sellers of the fibre wish for its continuance, as it helps their sales.

Straw hat manufacturers at London announce some slight expension of demand as a prelude to early wholesale displays of spring ranges, but there is still a distinct shortage of orders.

In regard to the application by the linen industry for a safeguarding duty, the view is expressed very strongly that both linen and union damasks should be included in the application.

COTTON.

Manchester, January 1, 1926.

The recent fall in prices has caused heavy losses and serious inconvenience. In the long run, however, the drop cannot fail to be beneficial, because, as everybody knows, during the last few years, owing largely to the high price of the raw material, votton goods have been too dear. In the early future there is a chance that they will be purchased at more reasonable rates and that the demand for them will grow. Therein lies the one gleam of hope.

The outlook is brightened by the Washington Census Bureau's report on the quantities of cotton ginned up to December 12. Appended are the figures for this year and for the corresponding dates in the three preceding years.

1925	14,826,000 bales
1924	12,792,294 bales
1923	9,549,075 bales
1922	9,488,852 bales

The final ginning report will not be issued until January 23, but we have already reached the period of exact information. The cotton safely ginned exceeds by 2,000,000 bales the supply of last year, and is more than 5,000,000 bales in excess of supplies in either of the preceding years.

As the facts about the large Egyptian crop are known also, the estimate being above 8,000,000 cantars, it should not be long before stability in the price of raw cotton is reached. Then we shall know whether the reduced trade is due to high prices, which everybody asserts, or to a decline in the popularity of cotton goods, of which, in the absence of any efficient substitute for cotton, there is no sign.

CANADIAN RUBBER INDUSTRY.

No industry in the Dominion has expanded so rapidly as the rubber industry, although scarcely any raw material essential to it is found in Canada. The development of the rubber industry at Ottawa has attracted millions of American capital, and has made this country the basis of a large and growing export trade.

According to a recent report of the Bureau of Statics this industry in 1924 has 28 plants with capital investment of $56,160,930, employing 1,775 people on salary and 9,000 on wages. The wages and salaries paid during 1924 were $11,413,632, and the gross value of products $57,411,446.

Exports of rubber manufactures for the two years ending October 31, 1924, and 1925, were as follows:

	1925	1924
Rubber hose	$ 209,625	$ 152,755
Solid tires	221,400	212,662
Pneumatic casings	5,695,771	5,504,486
Inner tubes	1,492,011	796,310
Belting	515,325	728,069
Rubber shoes	1,758,042	724,069
Canvas rubber shoes	2,271,268	1,651,397
Miscellaneous	609,139	315,377
Clothing	42,973	25,260
Insulated cable	417,928	667,959
Totals	$16,043,492	$10,459,821

These goods were widely distributed, mainly within the British Empire, but such countries as Argentine, Dutch East Indies and Brazil were also good customers. For rubber hose the United Kingdom was the best customer, and for solid rubber tires, New Zealand. For pneumatic tire casings the best markets in value order were New ealand, United Kingdom, Brazil, Dutch East Indies, and South Africa. For belt- dom, South Africa, New Zealand, and Argentine furnished the best markets.

CONTRABAND HEAVY DRAIN ON CUSTOMS

Estimated That Revenue Loses $1,000,000 a Year by Border Smuggling

A stream of smuggled merchandise flowing through the lawless channels of illicit border traffic has been disorganizing Canadian trade and robbing the Dominion of a million dollars in customs revenue every year, according to officials of the Commercial Protective Association, an organization of Canadian business men banded together as a vigilance force to ferret out this subterranean trade.

"As a result of the association's effort the increased flow of cantraband which comes with the Christmas demand for luxury commodities was checked to some extent at least, by the new preventive force of the customs branch. The increase in rum-running to the United States has resulted in an increase in smuggling as the businesslike bootlegger has followed the best transportation practice and brought back a return load cargo.

The Middleman Necessary

High Standard of Living Responsible for Increased Cost of Distribution—Consumer Depends on Middleman for Services Which Producer Cannot Render—No Moderation Until Demand for Marketing Comforts Cease.

Consumers gravitate to the middleman because the middleman offers them something in the way of service the producer does not and cannot give, says Professor G. B. Hotchkiss, of the School of Business of New York University. He adds that he does not believe that any general method can be found for reducing the high cost of distribution and says we pay high for our living, but we live high, and can afford to. He goes on to say that unless human nature can be changed, no sweeping reduction in the distribution tax is probable, though certain corrections are obtainable and may be expected here and there. His conclusion is that the consumer's time is more valuable to him than the service he demands and that he is willing to pay for the service.

"I do not believe," he said, "any general method can be found for reducing the high proportionate cost of distribution. Commerce has reached a stage where production centres are far removed from consumption fields. That is the first change from the days when the man who ate the potato grew it. A second difference equally great is the unwillingness or inability of the consumer to take as much time and trouble in buying as formerly.

"Few of us will shop around for such elemental articles as food. Few have storage facilities. Somebody else has to undertake our shopping and storing. Furthermore, where the consumer could be an accurate judge of quality and price when the number and variety of commodities was small, he cannot now. Standards of quality have to be established in some other way. We have to pay for all these services."

Persons gravitate to the middleman because the middleman offers them something in the way of service the producer does not and cannot give. If the consumer would put up with less in the way of assembling, grading and standardizing products and fixing prices on them, there might be a cure for the situation. But the chances are a consumer's time nets him more devoted to production or service in some other field than when given to shopping.

"Our habits and demands and our complex system of marketing are all interwoven," Prof. Hotchkiss asserted. "That is one side of the picture. The manufacturer cannot come directly into physical contact with the consumer, but through advertising he can establish direct mental contact. When he has done that he has a better guarantee that the physical lines of communication will stay open.

"His goods flow out uninterruptedly, and to some extent he is able to balance production and consumption Many groups of primary producers—farmers, dairymen, fruit growers—are solving their marketing problems in the same way. Not as individuals, but through co-operative selling, they become big scale producers and marketers."

The obtrusive little package has contributed its mite—a big mite in the aggregate—to swell the distribution Imnost, Prof. Hotchkiss points out.

"Again," he said, "it is the case of the consumers demanding such service and paying for it. He wants his food and other articles in convenient quantities. Often he wants attractiveness of appearance. You can argus the package question both ways. Many insist, truly enough, that the cost of them is all out of proportion to the production cost of their contents. The only answer is—the consumer wants them that way.

"One feature of consumption," he added, "has never been given adequate consideration by economists. This is the subject of psychic feature.

"If the consumer was willing to get along with the essential utilities of food and shelter, the marketing problem would be simple," he said. "But in practically every case the consumer demands certain satisfactions over and above these utilities. To secure these satisfactions he will sometimes sacrifice the elemental utilities of life, as a factory girl does when she undernourishes her body for the sake of silk stockings and a fur coat, not because of the better shelter they afford, but for her soul's satisfaction."

He cited a Detroit product as an illustration of this trait.

"Henry Ford has provided the most economical means of family transportation the world has ever had. On the basis of elementary utilities alone nobody could consider buying any other car. But many buyers demand the elements of social value and prestige which Mr. Ford does not give. To overcome this handicap, Mr. Ford's sales manager conducted an advertising campaign to change the conception of the car in people's minds.

"Most of our marketing efforts have to include marketing ideas about goods as well as the goods themselves. Except as the cost of the sales work can be offset by the economies of large scale production resulting from it, the whole additional cost must be paid by the consumer. That is fair enough. He pays for other kinds of education."

In these various ways, he summed up, more and more values have been added to the original article till the aggregate charge for them runs, on the average to 49 cents out of every retail dollar. But each of them is a satisfaction the consumer has demanded. So unless we change human nature no sweeping reduction in the distribution tax is probable, though specific corrections are obtainable and may be expected here and there.

"Do not, however," he cautioned, "regard me as a pessimist or cynic. On the contrary, my feeling is that our production facilities are so rich we don't need to take the pains they have to in countries where people live on the marg'n of want. We pay high for our living, but we live high, and can afford to. The way we treat bathtubs as utilities instead of luxuries has often been commented on.

"Just so the multitudinous styles carried by our shoe dealers, the shirts and collars we buy in quarter sizes, the groceries sealed in cartons or bottles, make our distribution costs high. But they are comforts, not extravagances. And comfort is worth a price, because it pays a price in greater physical and mental effectiveness. However, that's moralizing. The point is—until we cease to demand marketing comforts and services, we shall have to pay for them."

The inheritance tax is more humane, anyway. It waits until the poor fellow can't suffer.

TRADE NOTES

Abbotsford—

Thornthwaite, K.—Reported sold out to M. C. Switzer (confectionery, &c.)

Brighouse—

Glenn & Day (Brighouse Market Co.). Assigned; C. C. M. T. A. appointed custodian. Creditors meeting held.

Chilliack—

Rodgers, D. E. & F.—Mortgagee reported in possession (confectionery, &c.)

Clayburn—

Cooper, Seldon Co.—Reported dissolved partnership. R. A. Cooper continues (G.S.)

Cloverdale—

Tucker, W. J.—Commenced (drugs).

Comox—

Ball, A. B.—Reported sold out to G. H. Ellis (G.S.)

Courtenay—

Slaughter, A. G.—Reported sold Strand Cafe to Dalby & Geidt (butcher).
Beard, W.—Sold to E. R. Hopkins (gro.)
Patterson Shoe Shop.—Reported sold to G. H. Paxton.

Duncan—

Connery, W. J.—Reported being succeeded by Brandshaw & McNichol (G.S.)

Hope.—

Olsen, E.—Commenced (butcher).

Happy Valley—

Parmiter, A. J.—Sold out to F. Goodsell (G.S.)

Hazelton—

Cunningham, R. & Son, Ltd.—Reported closing business (G.S.)

Ioco—

Goranson, S. R.—Reported sold out to Thos. Grant (G.S.)

Kelowna.—

Stockwell, John C.—Reported sold out to H. O. Farrow (grocer).

Kerrisdale—

Harrison, A.—Reported negotiating sale of business (confectionery).

Kyuquot—

Ellis, R. M.—Jas. T. Bass admitted to partnership (G.S.)

New Westminster—

Kirk, H. T.—Advertising "Going out of Business" sale. (hardware).
McGeachie, A. E.—Sold out to J. P. Copp (B. and S.)
Scerbo, T. and F., Perri.—Bailiff's sale held (B. and S.)

North Vancouver—

Matthews, C.—Commenced (bakery).

Prince George—

Plant, A. D.—Reported commencing (bakery).

Trail—

Johnson & Sons—Commencing (bakery).

Vancouver—

Harper, M.—Reported discontinuing (confectionery).
Johnston, R. N. Co., Ltd.—Vancouver Tobacco Co. reported to have acquired interest (whol. tob.)
Copp. C. W.—Opened branch in New Westminster (B. & S)
Berry, J. W.—Reported incorporated (whol. com. tea).
Carter, A. H., Ltd.—To be wound up voluntarily; J. C. Gray appointed liquidator.
New Cafe and Bakery.—Commencing.
Wood, G. M. (Imperial Shoe Store).—Assigned ; C. C. M. T. A appointed custodian.
H. W. Davis.—Succeeds R. E. Cook (gro. and confy.)
Dixon Motors Limited.—Reported sold out.

Victoria—

Rowbotton, E.—Commencing (watchmaker & jeweler.)

APOINTED PRESIDENT DOMINION CANNERS

R. L. Cliff, for several years general manager of the Dominion Canners of British Columbia Ltd., has been appointed president of the company of shareholders.

NEW WESTMINSTER RETAILERS PROTEST ABUSE OF EARLY CLOSING REGULATIONS

A deputation of about twenty-five retail merchants attended a meeting of the Police Commissioners recently and took up the oft-debated question of trading in prohibited hours. The complaint is that some stores which are entitled to remain open in the evenings and on Sundays for the sale of certain commodities are in the habit of selling also other commodities they are not supposed to sell. For instance, a store carrying two or more "lines" may sell groceries at a time when the regular grocery stores are compelled to be closed; or a drug store may be selling photographic supplies or musical instruments when the photographers and music stores are closed.

The problem is one of many ramifications, and has been discussed frequently. The upshot of the conference was that the retailers will form a small committee to act with representatives of the commission and endeavor to frame amendments to the bylaw which will work out to the desired end.

NEW HAND BOOK

The Dominion Oilcloth and Linoleum Company have issued their 1926 Dealers' Hand Book. This book contains illustrations of the 1926 range of linoleums, oilcloth, linoleum and oilcloth rug designs and samples of table oilcloth and Sanitile designs. There is a paragraph showing how to lay and care for linoleum, hints on handling linoleum, lengths and widths of the various grades. For the first time the company has also illustrated their range of inlaid linoleum.

The most agreeable of all companions is a simple, frank man, without any high pretensions to an aggressive greatness; one who loves life and understands the use of it; obliging, alike, at all hours; above all of a golden temper; and steadfact as an anchor. For such a one we gladly exchange the greatest genius, the most brilliant wit, the proufoundest thinker.—Lessing.

Experienced.

A lady wa sentertaining the small son of a friend.

"Are you sure you can cut your own meat, Tommy?" she etquired.

"Oh, yes, thanks," answered the child politely, "I've often had it as tough as this at home.'

Got His Lesson.

"You know I refused you half a dozen times before we were married."

"Yes," replied her husband, "I guess that has kept me from ever wanting my own way again."

Cashier: "What did the boss say when you told him you sat up all night with the baby?"

Salesman: "The darn fool asked me what her name was."

Earlier Your Seed Displays Are in the Better for Sales

By ERNEST A. DENCH—Special to the B. C. Retailer."

It's hard to develop any degree of enthusiasm about featuring garden seeds at the tail end of winter, when the ground is still hard and nothing seems to be stirring.

There is, however, nothing to be gained by deferring your seed display activities until March or April.

You will realize why if you look over the January and February issues of the farm and women's magazines, wherein you will find a flood of advertisements by mail order seed houses offering beautifully illustrated catalogues and innumerable introductory offers.

Thousands of people send for these catalogues, look them over under the lamp in the long evenings and possibly get off their seed orders quite early.

There are few signs of seeds in the local stores, so by the time they (the stores) get busy, the bulk of the seed buying is over with. You get the tail end—a few packets of either vegetable or flower seeds of kinds the yforgot to order, or to conform with a sudden change in their garden plans.

That's why we are a believer in early seed displays—the earlier they are in, the more chance you have to reduce the number of money orders issued by your local post office.

Pleasing Trellis Effect.

All over the trellis work at each rear side of the display devised by Waters' Hardware Store, Junction City, Kansas, trailed blue and white morning glories which were fashioned out of tissue paper. Under the trellises, extending all the way across the rear, was a bed of black earth, about two feet wide, in which grew a row of flaming paper tulips. The tulips were bordered with small lavender flowers similar to the ageratum, which is popular for edging in this port of the country. This bordering effect provided the necessary color contract for the tulips.

The remainder of the floor division was covered with artificial grass, scattered about which were lithographed packets of garden seed. Some of the packets were torn at the top and inserted upright on little sticks in true gardener fashion.

Here and there were garden tools, while a rubber hose, turned toward the left side trellis, shot a realistic spray of spring water. This effect was obtained by lengths of fine twine, held taut, and forking out like a genuine spray.

A Miniature Garden Plot.

A miniature garden plot, arranged before outdoor vegetation had a chance to score a victory over King Winter, caused passersby to halt before the window of Le Borious, Duluth, Minnesota. Both the common vegetables and the pupular flowers were included in the thirty-five kinds of seeds which had been planted in neat rows, with an empty seed envolope placed at the head of each row for identification purposes. The garden was divided into two separate parts, small brightly hued stones suggestin a gravel walk between the vegetable and flower divisions.

Little care was necessary beyond watering, the heat of the store and the attention from the sun facilitating the germination process.

After you have your seed displays well under way, is a good time to sandwich in one or two devoted to garden tools and accessories.

Pergola Attraction.

The Atlas Rubber Co., Cincinnati, Ohio, put over the garden atmosphere in a smashing manner. About midway across the trim, one stood at each end, were two artistic columns of papier mache. These columns served to support a wide length of white latticework, on which grew a pink flowering vine. A pergola was the result. At the centre, right underneath the pergola, stood a large stone bird bath, massed inside with pink blossoms. The entire unit previously described was set on a low platform or elevation, covered with white paper, bordered with green leaves.

At each front end of the trim was a little artificial grass plot, with a young woman model standing beside the plot at the left, as though sauntering in her lovely garden. The grass plot at the right end, had some small garden tools on it, with a hose reel (with a coil of garden hose) to one side.

Down by the window ledge, where a number of Easter rabbits, chicks and ducklings of the toy variety were offered for sale, but these might be omitted.

Garden Realism From England.

There is one store in London, England, whose window displays reach a high standard of excellence. This is due to the display manager in charge—A .A. Jackson. Thomas Gunn, Ltd., conduct several hardware stores right in the heart of the city, a short walk from the Bank of England, and other famous financial institutions. The commuter trade is largely aimed at.

While we were over there last spring a striking garden tool display was in evidence.

At the middle of the trim, on an elevation, reposed a hue bell made up from the actual garden hose with a platted pull. "Sound as a Bell, although it can NEVER KINK OR PEEL," was the appropriate showcard argument used at this location.

A grass mat covered the floor, at the left end of which was a realistic hose spray effect, with innumerable white threads pulled taut, and widening at the floor was reached. The threads forked out from a genuine hose faucet, to which hose was attached, supported on a stand.

About the floor down in front were odd lengths ofhose tied in knots to convince people that it would not kink. At the right front more hose was wound on a reel.

Liberal use of convincingly worded showcards, with prominence to the price, undoubtedly helped to influence the 25,000 feet (approximately) of garden hose this display sold while it was on exhibition.

"Garden Grove."

An attractive interior display is equally important. The T. Eaton Co., Ltd., Toronto, Ont., Canada,

called theirs "Garden Grove," and located it in the basement during the spring rush. Trelliswork was run around the walls, with artificial flowering vines rambling all over them. The seeds, small garden tools and accessories were on green crepe paper lined trays both on counters and aisle tables.

A Flower Garden Contest.

To commemorate their 26th anniversary, the Reps Dry Goods Co., Springfield, Missouri, staged a flower garden contest last March, the purpose of which was explained to the public in the following convincing manner:

> "The idea is born of a desire to instill into the hearts of our boys and girls the love for the beautiful; that they may find the joy, the peace and the steadfastness of person that a garden will bring; that they may help make our city the garden city of the State and our country a nation of homeowners."

The contest was limited to one thousand boys and girls between the ages of 10 and 15 years. Each youngster registering at the store during the anniversary sale received a large manilla envelope containing 12 small packets of popular annuals, fully worth a dollar. We would sugest that such a charge be made.

The envelope holding the seeds was printed on both sides, the front with the contest conditions; the back with gardening hints, the value of which was enhanced by the sketch of a flower bed plan for the size plot specified in the contest and covering the flowers for which seeds were given.

It was pointed out that the seeds were ample to cultivate a plot measuring six feet wide and twenty feet long, or 120 square feet in all. No smaller plot than this was eligible, nor was it to be larger, while the flowers were limited to the twelve particular varieties.

The judging was attended to in August by a disinterested local organization—the Saturday Club.

The cash prizes totalled fifty, ranging from $50, for the first, to 25 consolation prizes of $1 each. In a smaller town, the prize award could be kept down to $25, made up of smaller amounts and not so many in number.

As each applicant furnished his name, age and address at the time of registering, this formed an excellent mailing list for departments in the store in which juvenile lines are carried.

At any rate, such a contest would help to form a new army of garden lovers. If you sell garden tools, they would need these in addition to the seeds.

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MANUFACTURING CHEMISTRY IN CANADA

Sir William Glyn-Jones, secretary of the Proprietary Articles Trade Association in Great Britain, has been elected chairman of the council of a similar association which is being formed in this country. Since this association will be concerned with United States drug, aid allied proprietaries which figure largely in the Canaadian market, the development has already given rise to the idea of, not only a North American, but ultimately of an English-speaking world price-protection league co-ordinating P. A. T. A.'s in the various countries.

Sir William Glyn-Jones, who in the last 30 years has revolutionized the economic condition of the medicinal and associated proprietary trade in the United Kingdom, has been called on to rescue the Canadian drug trade from conditions described as "chaotic." He retains, of course, his position in the United Kingdom, and there is no doubt that his activities in this country will have an important reflex in England not only in the matter of wholesale and retail selling rates, but possibly in international legislation.

CHAIN STORES COMBINE

Further corroborative evidence that chain stores are "hauling in their horns" comes from Boston, where the anouncement is made that the three big systems operating in that section have found it advantageous to amalgamate. Whether the pace has been too hot, the competition too keen among them or the move is one to prepare for battle with the giant of the chain store interests—The A. & P.—has not been made clear. The deal, however, involves some 1,560 branches represented by the three concerns involved.

The deal includes O'Keefe's, Inc., with 600 stores, J. T. Connor Co., having 560 stores and the Ginter Co., with 400 stores, all of which have been taken in under the name of the First National Stores, Inc. The capital consists of $5,000,000 preferred 7 per cent. and 600,000 shares of common stock, the value of which is not given.

ANOTHER NEW YEAR RESOLUTION

Resolve to Sell More Price-Maintained Articles.

There are three good reasons why all progressive retailers should make a drive on Maintained-Price items. In the first place it pays to do so. In the second place a Maintained-Price article is very, very liable to be a first-quality article. In the third place the maker of a Maintained-Price article deliberately and voluntarily closes a thousand retail outlets against its distribution.

Reflect on the facts for a moment! A Maintained Price usually means a wider margin for you. That spells more profit. But—a Maintained Price also means Sustained Quality. Plainly it would be senseless to maintain the price on an inferior article. There must be a demand-creating quality about any highly competitive article on which the price is maintained. If there isn't then its manufacturer is bound to go broke; because he voluntarily limits distribution and his only hope of success lies in Repeat business.

Moreover it is only fair for good service or cash stores to push Maintained-Price items. You're in business to make legitimate profit and when a group of manufacturers deliberately elect to help you do so you should return the compliment by doing your best to put over their lines in as large a way as possible. Besides you Grocers and Merchants are now fighting for the Maintained-Price principle. The best place to win a signal victory for this principle is right behind your counters. Sell Maintained-Price articles!

If 25 per cent. of the Merchants of British Columbia push Maintained-Price Articles during 1926 then most manufacturers will maintain prices during 1927. Let's resolve to put over the maintained price idea in a practical way.

HARDWARE, OIL *and* PAINTS

HARDWARE MARKETS

At this period of the year, activities in the hardware business consist principally in inventories and sales conferences. Reports from such deliberations indicate complete satisfaction with the extent of the Christmas trade. More freedom was evidenced in buying, not only indicating the prevalence of ready cash, but the fact that the buying public have acquired a greater confidence in the present economic situation than has been the case during the past four years.

Hardware prices are at this time more or less stable. Increases predicted on steel products for the first of the year have not as yet come into effect, although the steel market is decidedly healthy, with prices trending in an upward direction.

Much has been heard of the quiescent condition of manufacturing in eastern Canada, applying chiefly to those lines effected by the decreased purchasing power of the farmer during the past few years.

In the case of British Columbia, however, mining activity is adding generally to purchasing power and wealth, and creating orders, not only for merchants and producers, but for manufacturers in every part of Canada. Immense water-power development is creating orders, whereby manufacturing conditions will be improved, and plants which have been working on short schedule for some two or three years, are making preparations for better business during 1926.

HARDWARE MARKETS AT A GLANCE

Basket Balls and Nets.

Jobbers quote fairly well sustained demand.

Paper.

Present demand rather light, with stocks at a low point with dealers. Future orders are being made up; prices are unchanged.

Paints and White Lead.

Call for paints has held up very well. Interior decorating work is now the main interest with the dealers. Stocks are being ordered for the coming year in fair volume. Prices show no change.

Rope.

Some orders for spring delivery have been booked. It is thought that there will be a good market this spring. Prices are unchanged.

Ice Cream Freezers.

There is a good volume of orders for spring delivery.

Oil Stoves.

Future business for spring delivery is showing an increasingly good volume.

Nails.

Prices are unchanged, and the demand is steady and satisfactory.

Electrical Goods.

Continued good demand is reported for electric percolators, toasters, waffle irons and other household electrical appliances.

Batteries.

This line continues to show considerable breadth of demand, particularly radio batteries. Prices show no change.

Alarm Clocks.

This line continues quite active with jobbers here. Prices show no change.

Sash Cords and Weights.

Show a dropping off as building activities diminish. Stocks are ample for the call and prices steady.

Screws.

Sales are normal with stocks being held down in the retail stores. New Year shipments are being placed to some extent.

Solder.

Call is rather light, with prices holding steady.

Steel Sheets.

Demand is light, with stocks ample for the call. Prices have not changed.

Stove Pipe and Elbows.

Call is fair with stocks ample for the demand. Prices show no change.

Builders' Hardware.

Comparatively mild clear weather has been of tremendous assistance in prolonging the outdoor building construction season. Prices are at a steady level.

Handles—Agricultural

Prices are unchanged, and there is a strong, active demand.

Hinges.

There is a fair volume of business being placed.

Bicycle Tires.

Bicycle tires have been advanced about 5% by jobbers here following now lists issued by manufacturers.

Hockey Sticks.

Increased jobbing sales of hockey sticks are reported. Jobbers' stocks are growing noticably small.

Footballs.

A slight improvement in the movement of footballs out of jobbers' stocks is reported, but the market is by no means active.

Guns and Ammunition.

Retail dealers report fair sales of guns and ammunition.

Game Traps.

Jobbers have done, and are doing, a very good business on game traps. Prices are unchanged and stocks are apparently satisfactory.

Wash Boilers.

Some styles of tin wash boilers have been reduced in price. Others remain unchanged.

Weather Strip.

Weather strip sales continue in good volume.

Tacks.

There has been a slight reduction in jobbing prices on copper tacks.

Lawn Mowers.

While there is still a fair volume of business for spring delivery, a slowing down is noticeable.

Lanterns.

Prices are unchanged and sales are reasonably good.

Tool Chests.

Sales for the holiday have been splendid. Demand has run more to the cheaper, rather than to the high priced chests.

Stepladders.

Sales of stepladders so far this month are away ahead of those for a corresponding period last year.

Hammers and Hatchets.

While there has been no outstanding feature sales have totaled a substantial volume. Prices are firm.

Mops.

A reduction has been made in the prices of O'Cedar line. Retailers declare that sales are good.

EASTERN PLANT OF INTERNATIONAL PAINTS (CANADA), LTD., OPENS.

The official opening of the new factory of the International Paints (Canada), Limited, at 189 Basin Street, Montreal, marks the launching of another important branch of British industry in the Dominion as well as the 16th in a chain of separate companies with factories in all the leading countries of the world, the parent company being the International Paint and Composition Company, Limited, London. This big corporation, with ramifications and subsidiary concerns all over the world, specializes in the manufacture of marine and industrial ptaints.

The Canadian company has its head offices at Vancouver, and its president is General J. W. Stewart, L. Laird Gordon of Vancouver, president of Gordon & Belyea, Limited, of Vancouver, is managing director of the Canadian company, and J. H. Davey is the managing director of eastern Canada with headquarters in Montreal. Offices and agencies have been established at Halifax, Saint John, Toronto and other principal cities throughout the Dominion.

LADD MIXER.

The urn is of heavy clear white glass with flutted sides, specially designed, with full brass, nickel plated polished top, solidly and simply affixed and is removed by one movement. The beater is a Ladd all-steel kitchen beater with 8 nickel

plated rotary beating blades. To make or merger butter—simply turn slowly.

3 Utensils in 1.

A kitchen beater. A kitchen mixer. A churn or butter merger.

LOCAL HARDWARE MAN SECURES CONTRACT

In competition with other large western and middle-western concerns the firm of P. D. Gordon, Limited, 45 Hastings Street West, Vancouver, has secured the contract for the finishing hardware for the new Banff Springs hotel now under construction by the Bennett & White Construction Company, Calgary.

BETTER BE PREPARED

for the opening of the new School Term, February 1st. Many new scholars will be enrolled and thousands of scholars will be passing into new classes and will need new supplies of Scribblers, Exercise Books, etc. Furnish them with the best.

KEYSTONE BRAND

They are made in B. C. by B. C. People.

None Better Order to-day.

Smith, Davidson & Wright, Ltd.

MANUFACTURERS AND WHOLESALE PAPER DEALERS

VANCOUVER VICTORIA

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.	$51.42
12 G x 28 x 1⅛ ch.	52.80
Imperial.	
12 G x 26 x 1⅛ ch.	56.37
32 x 28 x 1⅛ ch.	59.40
American.	
U.M.C. Nitro Club 12 G x 26 x 1⅛ ch.	58.13
Peters High Gun	58.13
U.M.C. Arrow 12 G x 28 x 1⅛ ch	65.17
Peters Premier	65.17

Metallic Ammunition.

Dominion	
22 short Smokeless	5.11
22 ong Smokeless	7.09
22 L. Rifle Smokeless	8.25
22 L. Rifle Lesmok	6.71
American.	
22 Short Smokeless	5.99
22 Long Smokeless	8.36
22L. Rifle Smokeless	9.90
22L. Rifle Lesmok	7.81

ANVILS—Peter Wright, 50lbs. to 139 lbs., 24c; over 139 lbs. 23c.

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, $1.45; cut 5/16 at $2.45 per 100 feet. ⅜ at $3.10 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 6 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 6-in long, less 45 off list; over 6-in less 35 off list; ⅝ 17½ and ¾ less, 30 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. $13.50 each.

BUILDING PAPER—Tarred, 98c to $1.20 per roll, according to quality; plain 78c to 90c 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 55c.

BUTTS—Wrought steel, No. 804, 2½x2½, $1.45 per doz.; 3½ x 3½ $2.35 per doz.; 4½ x 4½, $4.00 per doz.

CARPET FELT—16 oz. 50-lb $3.75 roll.

CATCHES, CUPBOARD—Old copper and dull brass finish, $14.00 per thousand.

CHAIN—Coil B. electric weld, 3-16, $19.50 per 100 lbs; ¼, $13.40 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., $3.15 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. $3.83; 10-in $4.50; 12-in. $7.95.

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

GARDEN HOSE—In 50 ft. lengths, uncoupled—Terminal City, ½-in. x 3 ply, $11.00. ⅝-in x 3 ply, $14.50; Wire bound ½-in x 4 ply, $16.75; ⅝-in. x 4 ply, $20; corrugated, ½-in. x 3 ply, $14.75; ⅝-in. x 3 ply, $14.75; ¾ in. x 3 ply, $16.5.

COUPLINGS ATACHED—½-n., ⅝-in., ¾-in., 35c a set.

GAME TRAPS—Victor, per doz. No. 0, $1.80; 1, $3.40; 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. $4.00; 1¼-in $4.00; 1-in. $4.00.

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, $14.10 doz.; Japanned, $14.65 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 $8.25; 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, $3.85 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; ½ gal. 35c each; ¼ 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, 23c; pure manila base 27½c lb.

RADIO RECEIVING SETS — The new Thermiodyne TF5, $135.00 less 25 per cent; the New Thermiodyne TF6, $215.00 less 25 percent.; Algonquin, $95.00 less 33 1-3; Trans Atlantic, $72.50 less 33 1-3; Premier Ensemble, $45 less 33 1-3.

LOUD SPEAKERS—Cone type Jewett, $20 less 30 per cent.; Super Speaker Console, $42.50 less 30; Home, $12 less 30.

BATTERIES.—No. 765, $1.45 each; No. 767, $4.10 each.

HEAD PHONES — Brandes Superior, $7, less 30 per cent.; Marconi, $6 less 30.

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

SCREWS.—Bright flat head 70/10 off list; bright round head, 67/2/10 off list; brass flat head 65/10 off list; brass round head 60/10 off list.

SCREWS, CAP—55 off list.

SCREWS, SET—55 off list.

SHOVELS AND SPADES—Olds or Fox, $11.50 per doz. ⅝ Jones or Bulldog $13.70 per doz.

SCOOPS—Moose No. 4 $16.60 doz.; No. 6, $17.30 doz.; No. 8, $18.00 doz.; No. 10, $18.70. All above in black finish.

SOLDER—½ x ½, case lots, 47c per lb; less 52c per lb.

SPIKES, PRESSED—Per 100 lbs.—⅝ inch, $8.60; 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, $86.10 doz.; Oxford, $102.50; doz.; Bicycle, $86.10 doz.; Ajax, $102.50 doz.

WRENCHES, PIPE—Trimo, less 50 off list; Genuine Stillson less 45 per cent. off list.

WIRE CLOTH—Out of stock, Vancouver, $3 per 100 sq. ft.; Galvanized out of stock, Vancouver, $4.00 per 100 sq. ft.

WASHING MACHINES—Velox water power, $22.75 each; Seafoam Electric, $76.00 each; Snowball, $17.35 each; Patriot, $19.00 each.

VISES—O'Leary Solid Box, 50 lbs., $12.00 each; 70 lbs. $15.00 each; 100 lbs. $22 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	$4.40
Martin Senour porch paint	4.40
Martin Senour Neutone white	3.75
Martin Senour Neutone color	3.75
Martin Senour floor paint	4.15
Sherwin Williams, white	4.75
Sherwin Williams, color	4.40
Sherwin Williams, porch	4.40
Sherwin Williams, floor	4.15

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

LINSEED OIL—	Gallon
Raw, 1 to 2 barrels	$1.36
Boiled, 1 to 2 barrels	1.39

LEAD, WHITE IN OIL—	Per 100 lbs.
1,000 lbs. to 1 ton	$16.25
Less	17.25
Brandram's Genuine	16.05

TURPENTINE—	Gallon
1 barrel lots	$ 1.30

VARNISHES—	Gallon
Elastic, No. 1	$ 3.30
Elastic, No. 2	7.40
IV Linoleum	6.80
IV Marine Spar	7.10
IV Furniture	3.65
IV Pale Hard Oil	4.05

Less 33 1-3 per cent.

Lacqueret ..... $6.15 less 40

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 21c each; ⅛ 34c each; ¼ 96c each; ½ $1.70 each.

HORNS—Electric $5.75 each.

JACKS—No. 200 $2.00 each; No. 4 $2.35 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 $9.00 doz; No. 3 $4.00 doz; No. 6, $2.00 doz.

PLATES—Step $2.00 each.

PLUGS—Spark Champion 68c each; A. C. Titan 63c each; Hel-Fi, 58c each.

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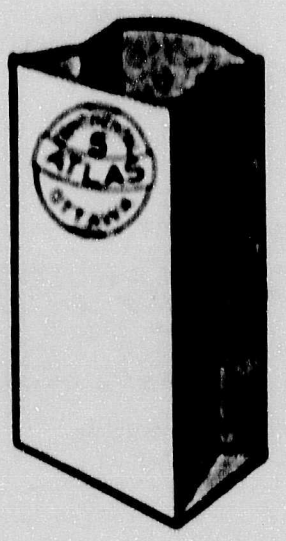

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HEAD OFFICE VANCOUVER

VANCOUVER MAN ELECTED PRESIDENT OF DOMINION COUNCIL OF ASSOCIATED CANADIAN TRAVELLERS

Attended by more than 120 commercial travellers, their wives and friends, the Dominion Council of the Associated Canadian Travellers held its annual convention in Nelson recently. Addresses of welcome were presented by Alderman J. T. Berrington, Judge J. A. Forin, Rev. F. R. G. Dredge, W. H. Milligan, of Calgery, and others.

Business transacted showed the organisation to be on a good financial basis. Among resolutions passed was one asking the Government to place commission travellers in the preferred creditors class with salaried men. Moose Jaw was chosen as the place for the next session of the Dominion Council, in December next.

Officers elected for the year were: President, Sam Holland, Vancouver; first vice-president, W. E. Weston, Moose Jaw; second vice-president, Robert Renton, Calgary; honorary past president, L. S. Bradley, Nelson; secretary, E. R. Ford, Calgary, re-elected; treasurer, W. Gordon Cochrane, Calgary; executive, J. A. Eoll, H. H. Gate and W. McRoberts, all of Calgary.

E. R. Ford, of Calgary, William Crane, of Calgary, W. Harris, Regina, S. McIntyre and L. S. Bradley, gave reports from their various branches.

Following the business the visitors were the guests of the Nelson Branch A. C. T., at a winter garden dance.

GULL LAKE MERCHANT HEADS SASKATCHEWAN BRANCH R. M. A.

W. M. Atkin, Gull Lake, was elected president of the Saskatchewan Retail Merchants' Association to finish the unexpired term of A. J. Humphreys, Raymond, at a meeting of the association's executive held recently.

Your Business Plan for 1926

By H. R. SIMPSON.

One of the most important things to do the first of the year is to make a business plan for 1926. It is the Canadian habit, in making business plans, to work on the assumption of increasing. Repeatedly, Canadian business-men have been charged with over-optimism—not, on occasions, without full justification. In general, however, this writer is disposed to believe the optimism of the Canadian business-man has been founded on fundamental economic conditions justify it.

To plan for an increase, when fundamental conditions are right, is simply a manifestation of good business ability.

Planning on an increase when conditions are not right is as poor generalship, as much of a mistake, as a general leading his troops into enemy country when he should be building fortifications and digging trenches.

This month, what you can do during the coming year should be fairly well apparent—drawing on your experience of the past months and years.

You will increase your total business, for example, as you press advantages. What those advantages and opportunities are should be apparent to you from the business of the past months.

Classifying Business Opportunties by Types.

In popular conception, an opportunity is something which comes out of the night, as it were, knocks at the door. and then mysteriously is gone. Opportunity is frequently a fleeting thing. It is wrong to think of it. however, as a bird only to be tamed by putting salt on its tail—an extremely difficult feat.

Opportunities for increase of business come to such enterprises as are conducted by the readers of this, in definite, non-mysterious, understandable ways. The man who knows his business and his market thoroughly can survey both, by the opportunities here and there, and in a very prosaic manner base his plans for expansion.

A chance to do a greatly increased business may occur wholly outside your business, as a development in the field of competition. Companies which have been dirty competitors may be seriously weakened through change in personnel, death, and so on.

Discontinued businesses, consolidation, change in basic policies of competitors, and other developments in the fild of competitive conditions may be such as to give reasonable expectation of a notable increase in business in 1926. provided the opportunity is seized.

General business conditions in your trade territory among either all or a section of your customers and possible customers, may mean that in 1926, simply by getting your present share of the business, you will accomplish a considerable increase.

It is generally true, however, that the business which will do an increased volume without special effort can, by making sound plans and pressing the advantage, much enhance the amount of the increase.

Opportunities in Employees.

Departmentalize your business—then study each line. and decide whether there are opportunities to increase volume over 1925.

Frequently. the condition making a planned increase feasible is a highly efficient employee. A highly skilled manager in charge of a certain department may have shown such "stuff' the past year that the opportunity to greatly extend the volume of that department is clearly manifest. See that the employee is properly compensated and given incentive for a big increase in 1926. Make a thorough study with him of all the opportunities of his department, give him close co-operation in working out improvements.

Among the things which enable a business to register consistent growth, employees are not sometimes as fully appreciated as they should be. Study your own men and the employees of other concerns. Rate your men at their proper worth. When they can be made the basis of increased business, cash in!

Business is a game, and victory comes as we play our high card with greatest effect. Most of the cards with which we start to play are of mediocre or little value, but that matters not if we play our high cards well.

Rapid growth, in business seldom comes from laborious effort with situations which. somehow, seem more against than for us. Rapid increases come as we pick the employees, departments, lines, specific articles, which somehow yield results for us rapidly, and put our major efforts behind them.

A good business general, sizing up the situation this month, can say, "We will hold our own here. We may lose a little here. We will increase 1925 volume ten per cent. here. We will increase 1925 volume by at least thirty per cent. here," and so on.

Use a Budget Plan.

Finance should have careful skilled attention in mapping 1926 plans. Large increases in volume of business require capital. An astonishing number of business wrecks have occurred because, to realize on an increastd volume which seemed possible. a concern assumed financial obligations at too high a cost. or under conditions of prohibitive risk. Far better content your self with a moderate increase. keeping the financial condition of your business excellent, than to take chances on the big increase.

Seldom is there danger of growing a little slower than it would be possible to. If your opportunity for expansion is not good enough to be developed by effort extending over two or three years, it is not good enough for development in one year. The kind of opportunity with real possibilities is not the kind to be caught like a bird, with salt.

The sound procedure is to size up carefuly the estimated possibilities of the business for 1925, consider these in relation to the business' financial condition. and then to draw up a budget on the basis of contemplated 1926 accomplishments. Along with a complete financial plan, there will be a complete plan—concerned with production and selling—calculated to accomplish the volume of sales on which the budget is based.

TIPS FOR LIVE CLERKS.

KEEPING CUSTOMER LOSS TO THE MINIMUM

If the customers buying at your store a certain week could be identified and compared with the customers buying during a selected week a few months later, it would be found that many of the men and women in the first group had been lost. Every store has a certain proportion of lost customers. Some stores, however, lose far fewer customers than do others—they are the ones which continually grow in volume of sales.

They lose comparatively few customers because the sales people are well trained, expert, in serving them. Undoubtedly, things connected with merchandise are responsible for the loss of some customers. Investigation, however, has definitely indicated that things connected with merchandise are of minor importance in this connection.

Carefully compiled statistics have shown, for example, that only one-ninth of the customers lost by an average store are lost through the merchandise sold. Nine-tenths of the customers are lost through things connected with the salesmanship of the store, largely in the hands of the clerks.

What are these things which lose customers? What is the relative importance of the various causes? One investigation reveals that, more than anything else, lack of interest by the clerk in the customer and her needs lost three times as many customers as any other one thing. The moral of this is plain enough. Keep interested in the customer. Be smiling and cheerful, and patient, and determined to do the best for her that you can. The right spirit of service will automatically eliminate a large proportion of the lost customers.

There came next three different things about equally responsible customers going elsewhere. One of these was mistakes. Filling the customer's order, the clerk did something wrong. Maybe he sent the wrong size or the wrong quality or quantity, or charged the wrong price. There are many mistakes a clerk can make, as all of us know, and investigation has shown they are a prolific cause of lost customers. Don't make mistakes. Learn to be careful. Don't rush, if it is at the risk of making errors.

Tricky practice drives away many customers to other stores—that was shown. Forcing substitutes, it also appears, produced many lost customers. In their harmful results, these two practices were found to be on a par with mistakes.

Many customers were lost throuh delivery being delayed. Sometimes delays are unavoidable, no matter how earnest and sincere the store is in its intentions. However, it is clear that clerks should not "take a chance" on delivery promises. Agreeing that an article shall be delivered at a certain time, when it is known in advance it cannot be, is very poor salesmanship. Better be truthful and run the risk of a lost sale than to go ahead on the other basis. Too persistent and aggressive effort of clerks to make sales was found to elienate many store patrons. So was delay in waiting on the customer. To an extent the latter is unavoidable, but, always, the clerk can recognize with a smile the newcomer, letting her know that she is in mind and will be waited on as soon as possible.

Discourtesy also lost many customers.

There were come miscellaneous reasons, but the clerk who makes himself nearly one hundred per cent. right in the directions here indicated will definitely help his store to get new customers far faster than old ones are lost—and that is the real secret of outstanding retail merchandising success.

LIZZIE, DEAR.

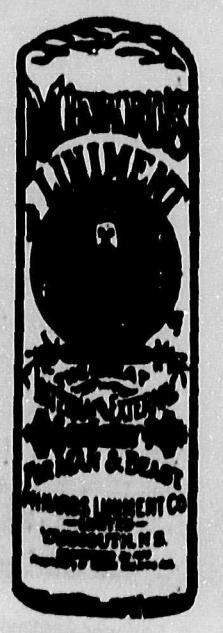
My auto, 'tis of thee, short cut to poverty, of thee I chant. I blew a pile of dough on you two years ago, and now you refuse to go, or won't or can't.

Through town and countryside, you were my joy and pride, a happy day. I loved thy gaudy hue (thy white tires so new), but now you lose one screw most every day.

To thee, old rattlebox, came many bumps and knocks; for thee I grieve. Badly thy top is torn, frayed are the seats and worn, the whooping cough affects thy horn, I believe.

Thy perfume swells the breeze and good folks choke and wheeze while we pass by. I paid for thee a price, would buy a mansion twice! now everybody's yelling "lee!"—I wonder why.

Thy motor has the grippe, thy spark plugs have the pip, and woe is thine. I, too, have suffered chills, ague, and kindred ills, endeavoring to pay my bills, since thou were mine.—



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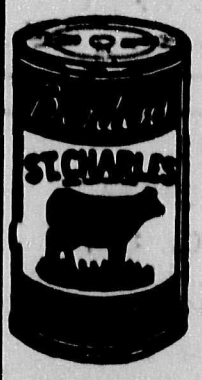

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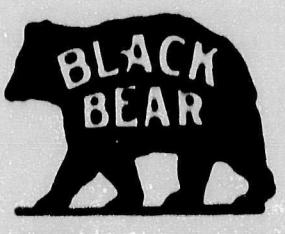

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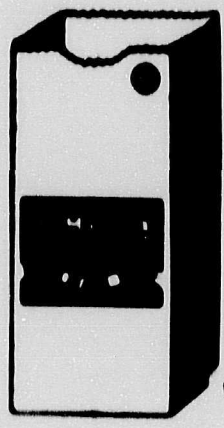

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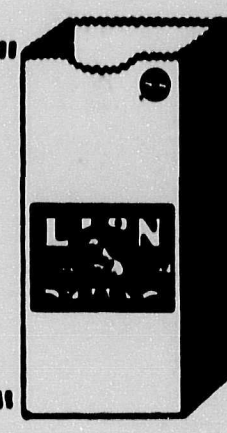

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