THE BRITISH COLUMBIA

RETAILER

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Vancouver, B. C.

MAY, 1924

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Sixteenth Year.

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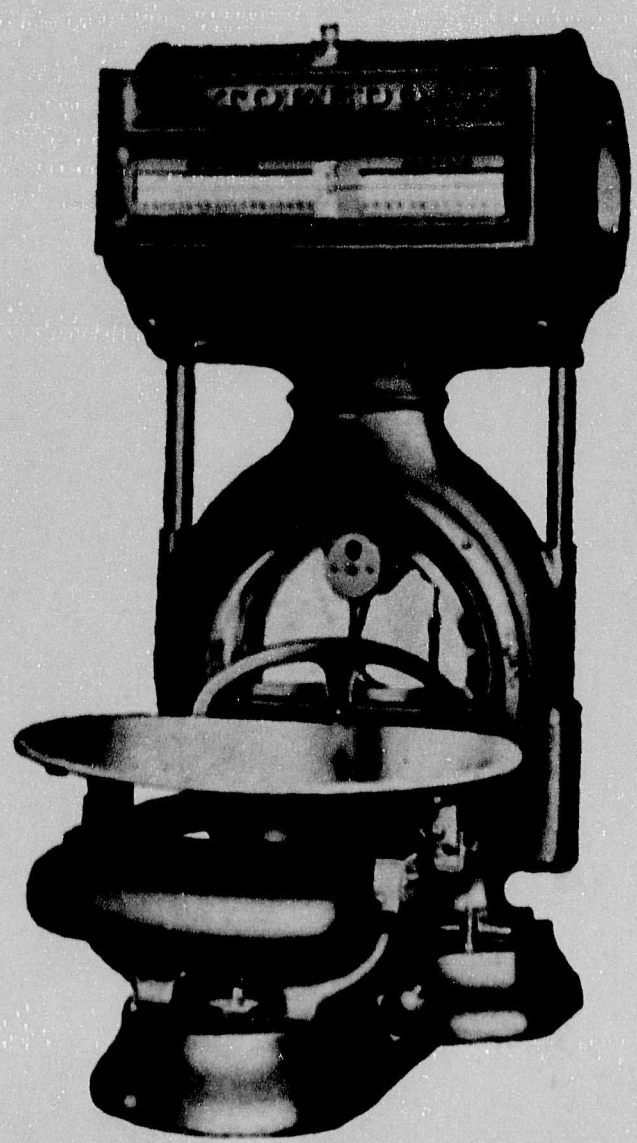

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Heinz Chili Sauce.
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Heinz Tomato Ketchup.
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Heinz Distilled White Vinegar.
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Have you ever figured the profit on the others?

HEINZ

57

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Sell B. C. Products

Wild Rose Pastry Flour

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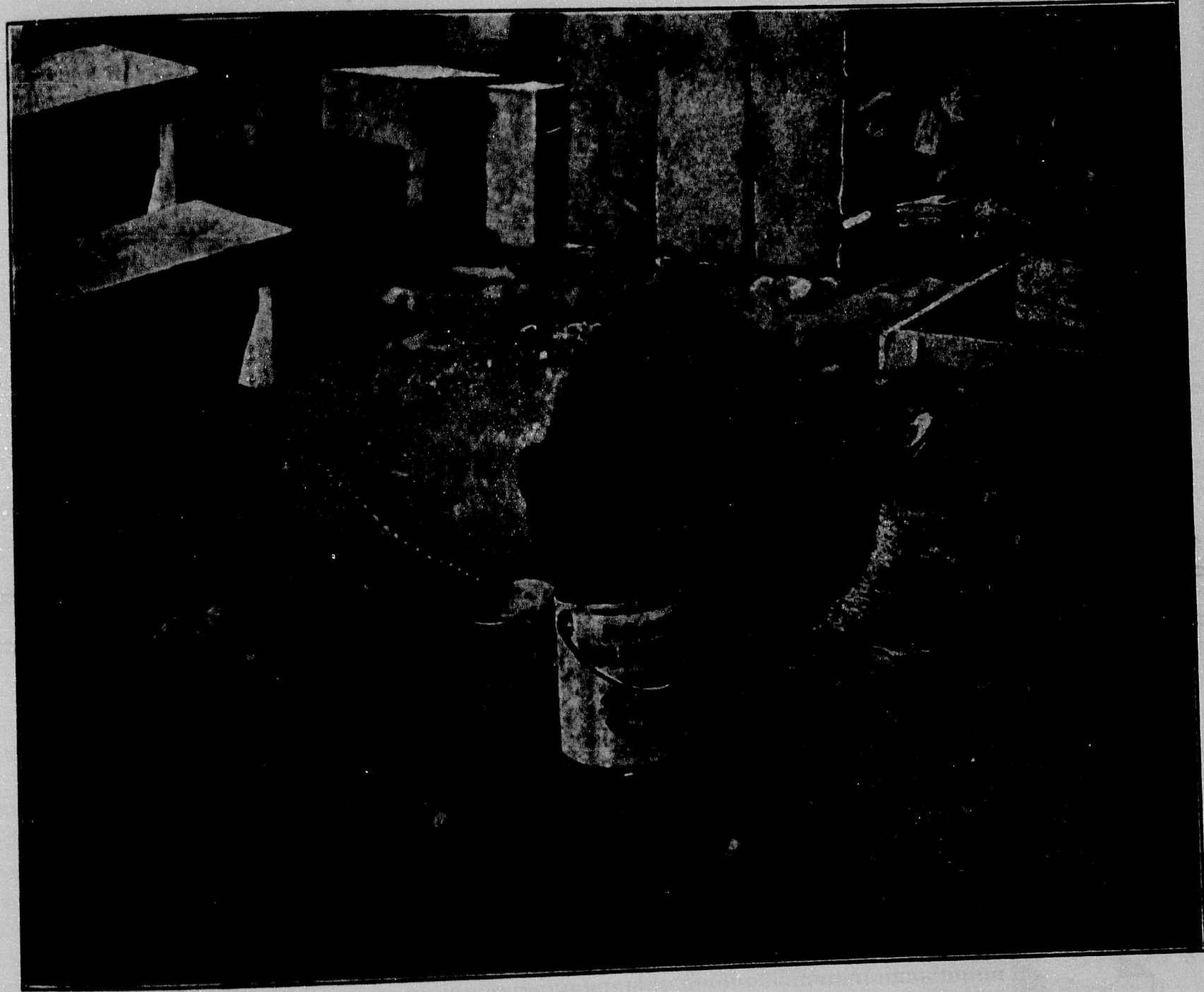

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¶Put up in all sizes of packages to suit your customers' requirements.
¶In packages designed to beautify your store.

2-lb. tins, 24 to a case.
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The British Columbia Sugar Refining Co. Ltd.

VANCOUVER, B.C.

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Of the fire Insurance field of this Continent shows that over **85%** of the **Total** Insurance is placed with **Stock Companies.**

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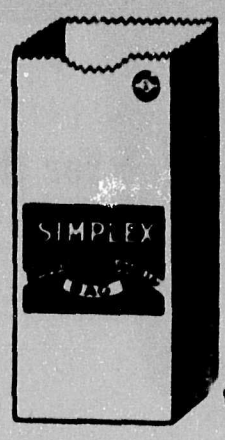

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Published Monthly. SIXTEENTH YEAR

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GROCERIES, DRYGOODS,
HARDWARE, FOOTWEAR.

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

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Time Payments

It is regrettable that when this country should be advancing towards a period of real prosperity, there should be a growing tendency among a certain element of the consuming public to make extravagant purchases on the partial payment plan.

The automobile is perhaps the most popular item to come under this method of purchase, but it is by no means the only factor in the easy-payment system. Furniture has been purchased on the time-payment plan for many years, and latterly, we find included, pianos, gramaphones, motor-boats, jewelry, radio sets, houses and what not. Nothing seems to escape the time-payment craze, and the appetite of the public has been thoroughly whetted for luxuries.

In spite of the more liberal wages enjoyed, this method of purchasing is having a bad effect upon business, and it appears that the higher the wages, the stronger the inclination to obtain things which heretofore were beyond reach.

Luring appeals to buy this or that, for a small cash payment have been responsible for the increasing desire to spend, and the public have been gulled into contracts, which subsequently prove a hardship to carry through. Taking the case of the automobile, 75% of which are said to be bought on time, (and there are probably one in ten of the population of this province running either a flivver or a more expensive machine); it is a simple matter to become the driver of an automobile by paying one-third down, but prospective buyers do not take into consideration, brokerage charges, interest which must be paid, insurance, subsequent repairs, oil, gas, etc. When these charges are reduced to twelve monthly notes and must be paid as they come due, or the auto is reclaimed, purchasers find it difficult, if not impossible to meet them.

There are in addition, rent, living expense, clothing, life insurance, and possibly payments to be made on the house, piano, and other items, or interest on mortgages, and it is obvious, that despite wage increases granted since the war, there is insufficient to meet this galaxy of indebtedness.

It is consequently necessary to stint here and there to avoid losing the automobile, or some other item which has been bought on the time-payment plan. Unfortunately it is generally the grocery, clothing, or other stores selling life's necessities which are held back in order that luxuries may be enjoyed. In plain language, too many people are living beyond their means, and the time-payment plan is pointed to as the main cause of trade curtailment. If such a large percentage did not wish to live on the same level as the rich, business conditions would be in a much better state.

Luxuries should not be enjoyed unless they can be paid for in spot cash, and where people are spending their future income before it is earned, there is bound to be a flare-back. It is perfectly in order to buy necessities on the time payment plan, but unfortunately that demand is rather limited, and the burden proportionately light. When it comes to an automobile, however, an expensive radio set or numerous items coming under the classification of luxuries, the purchase of which could be easily postponed until the ready cash is available, purchasers are showing a lack of vision,

and jeopardising their spending power in a manner which results in no prosperity, either for themselves, or for the community of which they are a part. More conservatism, and less veneer would be a suitable motto for the majority who purchase luxuries on the time-payment plan.

GROCERIES & PROVISIONS

GENERAL BUSINESS

The retail grocery business is in a very healthy state at the present time. Volume is not as large as might be expected, but credits and the markets are much more favorable. The store that is catering to the family trade giving credit and honest service is in better shape financially than it has been for some years. This condition has been brought about to some extent by the gradual elimination of quite a number of the smaller stores, the pioneers of which set themselves up in business shortly after the war with no experience in their adopted venture and little capital. The owners of these small establishments have since discovered to their sorrow that a better livelihood is to be made at manual labor than with a small grocery business, with the consequence that many have ceased to exist to the betterment of the established and legitimate retail grocers.

While conditions at present are good, no particular rush should be expected for the next few months at least. In the Eastern States business at the present is experiencing a reaction which may reflect to a lesser degree in Canada. It is expected however that the fall months will bring a renewed buying activity.

Wholesalers here are experiencing a lull in so far as the logging camps trade is concerned. It is stated that there are sufficient logs in the water close to Vancouver and New Westminster to keep the mills supplied until the end of this year. Quite a number of the smaller camps are at present shut down and the larger ones are contemplating doing so in the near future. One prominent operator stated recently that by July 1st there would not be a logging camp operating unless something unforseen happens and he also stated that there was little possibility of any re-opening until early 1925.

Sugar: This very staple commodity has reduced in price considerably since our last issue until today's quotation of $8.85 per 100 lbs. which is lower by fifty cents than the lower price of last spring. The heavy world crop, (the heaviest on record), no doubt is forcing prices down. We are inclined to think that the trend will be for lower prices for another thirty days at least, after which advances may be expected owing to the heavy demand for preserving which will commence about June 15th. In the meantime buy cautiously.

Canned Vegetables. Local stocks of peas and corn are very limited and as further supplies of Canadian is out of the question until new stock arrives, prices here have advanced to $1.75 doz. for 4 sieve peas and $1.80 doz for choice quality corn. Standard grades are 5 to 10 cents per doz. less. Tomatoes also continue high but supplies are ample to carry through until the arrival of new pack. 1924 pack California asparagus reached the market recently. The arrival was very opportune as wholesalers stock were depleted. Prices are slightly higher than the opening prices of 1923 pack, being $4.75 per doz. for med. green tips and $5.00 per doz. for med. white tips, with other sizes and grades proportionately higher. Arrival of new pack California spinach is also expected in the very near future, prices will be slightly less than those prevailing on last year's pack.

Cereals: The price on popular brands of Corn flakes has given the retailers the opportunity of laying in supplies for summer business at practically wholesalers costs. It is to be hoped however that for the benefit of the trade generally this situation will adjust itself.

Johnstons Corn Starch, a big seller here previous to the war is another old line come back. It is packed 40/1-lb. packages and the price is 9 cents per package.

Canned Fish: Blue Point oysters remain scarce and high in price, the present market is $4.50 for 1s and $8.25 for 2s. A recent arrival of cove oysters is being quoted at $2.25 for 1s, $3.85 for 2s. Sockeye salmon is slightly easier, new prices are $13.59 for talls and $14.90 for halves. With salad season fast approaching lobster and shrimps will be in great demand; present prices are attractive.

New Lines: The World Match Company's new product is nowhere and is getting distribution to the retail trade. The large plant in Quebec which formerly produced the Red Head Match has been taken over by the World Match Co., which company with each American and European affiliation comprises the largest manufacturers in the world, twenty-seven factories being operated. The "World" match is distinctive in as much as it has a square stick making easier to grip and the stick is colored red. It is packed in one size only, a package of approximately 400 matches, to retail at 15 cents per package. The price to the retail trade is $15.58 per case of 144 packages. The manufacturers are well pleased with the distribution and predict a big sale as it shows the retailer a good profit, and the one size minimizes his stock investment.

Mrs. Porters "Blue Bonnet" brand salad dressing is another new line that is receiving the whole-hearted support of the retail trade. Mrs. Porter, who is well known to many local retailers, recently disposed of her interests in the former company bearing her name and hereafter will confine her efforts to the marketing to the "Blue Bonnet" brand which contains the complete range of salad, mayonaise, tartar sauce and thousand Island dressing in all sizes at popular prices. Mrs. Porter is an ardent demonstrator and will give her friends the opportunity of sampling her wares at the coming exhibition.

THE COFFEE OUTLOOK.

Prices for spot coffee are nominal and lower for the medium and poor grades of Santos. Buying is confined to lots needed to round out stocks, according to James H. Taylor, of Minford, Lueder & Co., who in reviewing the general situation said in part:

"Rios on the spot are scarce, but unless the price of futures should advance may become easier when those afloat arrive. However, prices of Rios are much above the May quotation on our exchange. The visible supply of Brazil coffee for the United States is 818,905 bags, of which 446,150 are afloat, and compares with a visible of 1,112,030 bags a year ago. Stocks in Brazil are 1,065,000 bags, consisting of 187,000 Rio and 878,000 Santos, against a total last year of 2,850,000 bags. Both the Santos and Rio receipts are at the restricted limit. The clearance from Brazil during March were not as large as usual and amounted to 1,039,200 bags, composed of 230,000 Rio. 757,000 Santos, 28,000 Victoria and 24,200 Bahia.

"The deliveries in the United States for the nine months of the present crop of Brazil coffee were 5,984,812 bags, an increase over the previous crop of 889,237 bags; the deliveries of all kinds i nthe United States for the nine months were 8,392,076 bags on a basis of over 11,000,000 bags yearly and an excess for the nine months of 960,722 bags over last year. The deliveries in Europe during March were 1,076,000 bags and for the nine months of this crop were 8,020,000 bags in Europe and 795,000 bags elsewhere. These figures, together with those for the United States, make the world deliveries for the nine months of this crop 17,209,076 bags on a basis of 22,942,644 bags per year, against 19,717,000 bags for the previous crop year.

The deliveries this crop year promise to be the largest ever recorded, even being greater than the world's production for this crop, which is above the average. The above figures are important when it is considered that the world's visible supply and including the Santos crop held back through Government restriction, together with the 1924-25 crops, will not probably amount to as much as the world's yearly requirements. In our judgment low prices for coffee can hardly be expected for several years, as consumption is apparently now about equal to the normal yearly production. The world's visible supply on April 1, according to the New York Coffee Exchange, was 3,891,886 bags, a decrease during March of 290,878 bags.

REFINING CO. PREDICTS HUGE SUGAR SURPLUS

Federal Sugar Refining Company Estimates a Million Tons Will be Carried Over to New "Sugar Year."

New York, May, 15.

More than a million tons of sugar will be carried into the new "sugar year" on September 1, is the prediction of the Federal Sugar Refining Company in a statistical forecast of the industry in a recent trade bulletin. In view of this situation the company predicts that, because of the large expected increase in production and early harvesting here and in Europe, Cuban and other "inside" sugar producers will "endeavor to dispose of all this year's crop before September or October."

This will be done to avoid competition of new-crop sugar which will be available. Several reductions in the price of the refined product have been announced lately. The Department of Agriculture's estimate of th enew crop as given out recently places the figures at 3,800,000 tons.

The Cuban output is estimated by the company at 3,813,000 tons, and after deducting exports, local consumption and sugar already sent to the United States, there will be a balance,

Braid's Best Tea

Tippy Tea—Just the buds and leaves from the tip of the stem,

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

The Big Profits are in a Rapid Turnover

—not in big mark-up

The dealer who grasps at a big mark-up item often gets fooled. Big mark-up on slow-moving stock won't put money in the cash register.

A very good illustration of this can be found in the average dealer's soap department—where from 8 to 14 different makes are carried in stock.

Three of these brands compose 85% of the dealer's soap business and turn over 17 times a year. The remaining brands receive only 15% of his soap trade and turn over but once annually! In other words, the largest part of his investment is lying in the store, becoming a heavier debit as the season goes on—and the bigger theoretical profits never materialize.

The three leading soaps may not carry a sensational profit per individual sale—but they sell themselves, through quality and the good name they bear, on an average of 17 times a year.

Palmolive Soap ranks high among the three leaders. Because it is well known and well liked everywhere. Rid yourself of the stock that compels a big overhead. Palmolive keeps the cash register busy!

2444

St. Charles Poster---10 x 25---Now Displayed on Billboards from Coast to Coast

Helping You to Sell More Borden's St. Charles Milk

From Sydney to Prince Rupert this poster carries the Borden message to the housewives of Canada helping you to sell more Borden's St. Charles Milk.

It is but one unit in the Borden advertising campaign, comprising posters, newspapers, magazines, street cars, recipe books and other direct by mail literature.

By featuring Borden's St. Charles Milk in window and counter displays you cash in on the most extensive milk campaign run in Canada.

Tell Your Customers to "Use it wherever the reipe calls for milk."

Write for free dummies and attractive cards and window strips. With them, displays are easy to make.

Tell Your Customers its Double the strength of ordinary milk.

The Borden Co. Limited

Vancouver

according to the company, of 2,171,331 tons of Cuban sugar available for this country. Porto Rico will have available 201,386 tons, Hawaii 383,497, Philippines 237,447 and Virgin Islands 2,000.

Trade to Avoid Surplus.

If there is added possible receipts of full duty sugar and refiners' present raw stocks and exports are deducted, the total balance available will be 2,949,735 tons.

This year's Cuban crop is expected to approximate 3,900,000 tons, according to advices received by the company from its representatives. Receipts at shipping ports continue at record figures, the total for the first week in April, 222,136 tons, exceeding all former records but one. Total production to the end of March was 2,874,340 tons, 118,565 tons more than last year.

In the last half of March alont 551,771 tons were produced. The nine centrals which closed during the week turned out 936,786 bags, against 867,587 bags in 1923. The weather continues favorable for the crop and talk of a political uprising is not taken seriously.

The trade, in the opinion of the Federal Company, is not inclined to carry any surplus sugar at the present time, and raw sugar buyers are disposed to await improvement in demand for the refined product, because of the present situation and also the Department of Agriculture's announcement. The department forecasts increases in world production of sugar and sharp competition between producers of cane and beet sugar when the European growers attempt to regain their pre-war position.

The Meaning of Maintained Prices

Every Grocer Should Know What Maintained Prices Mean. Study This Article and "Get Over" the Facts to Your Trade!

Considerable argument is indulged in from time to time as to the effect of cut prices on business, and the following questions and answers offer enlightment on the subject:

Question—What is meant by minimum price maintenance?

Answer—Minimum price maintenance is a proposal that it be made legal and possible for a manufacturer of a trademarked article to establish a fair minimum retail price. It would then be made possible for the manufacturer to maintain this price throughout the process of wholesaling and retailing.

Q.—What is the object of price maintenance?

A.—To prevent ruinous price cutting.

Public Does Not Benefit.

Q.—But doesn't the public benefit by price cutting?

A.—Not in the long run. It is a fallacy to assume that the price cutter pockets the lsos. The public makes it up on other purchases.

Q.—Just how does the public make it up?

A.—When a dealer cuts price, he generally loses money. He must retrieve this loss by adding it to the price of other merchandise that he sells.

Q.—Is price maintenance now practised?

A.—Yes, in most cases; notably in automobiles. The manufacturers of automobiles have no difficulty establishing and maintaining the retail price. If you don't think so, go to a Ford dealer and try to buy a new Ford car at a cut price.

Q.—How is this possible?

A.—Some trades are so organised that it is possible to maintain price, but as the retail grocery business is at present organized, it is very difficult, in fact almost impossible.

Can't Maintain Prices.

Q.—Can a manufacturer of groceries now maintain prices?

A.—In a few isolated cases it has been accomplished under difficulty. Generally it may be said it is not at present practical. The proposal is that a law be passed allowing producers of trademarked articles to set up machinery to maintain prices against ruinous price cutting.

Q.—Under this scheme would price maintainance apply to all merchandise?

A.—Only to trademarked and branded goods. The basic, bulk and unbranded merchandise would be sold in the same way that they are at present, and the producers would not maintain price.

Q.—But wouldn't price maintenance allow a manufacturer to maintain a high price and pile up exhorbitant profits?

A.—Absolutely not. If a manufacturer should establish a price higher than his competitor's, quite naturally business will drift to his more moderate or lower-priced competitor. There would still be competition between manufacturers. One manufacturer would endeavor to give a large package for the price than his competitor gives. Another might endeavor to give extra service of quality. In other words, price maintenance does not eliminate competition between brands or producers. If anything, it stimulates competition between producers, for each will endeavor to give the biggest value for the particular price he maintains.

Q.—Have we proof that prices would not rise under price maintenance?

A.—Yes. The price of automobiles is controlled by the manufacturer until the machine reaches the consumer. Certainly no one could say that a motor car could be bought more cheaply if the dealer made the price instead of the manufacturer, who makes and maintains it. There is strong competition between the various manufacturers to give the greatest value for the price they maintain.

Doesn't Kill Competition.

Q.—But wouldn't price maintenance stifle competition?

A.—Not in the least.

Q.—Would price maintenance apply to all products?

A.—No. The option to maintain price is with the manufacturer. The proposal is simply to give him that right in case he chooses to do so. There is nothing in the price maintenance proposition to force a manufacturer to maintain prices in case he does not choose to do so.

Q.—If a number of manufacturers of trademarked articles maintained a resale price, would it eliminate competition between grocers?

A.—No. It would only eliminate ruinous cut-price competition on certain branded articles. There would still be the same incentive among grocers as now for active competition on basic items, bulk and unbranded

"The House Behind The Goods"

MALKIN'S BEST

Coffee

NOW IN STOCK

The New Key Opened Can

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

goods, service, display, sanitation, advertising and up-to-date selling methods.

Gives a Minimum Price.

Q.—Would price maintenance allow the dealer a satisfactory profit?

A.—If the producers maintain prices too low to meet the fancy of the grocer, he need not handle the goods. However, minimum price maintenance would establish only a minimum resale price below which merchants would not be privileged to sell. The dealer could charge as much more than that price, as the character of the service he rendered might demand.

Q.—Briefly, who has endorsed price maintenance?

A.—Thousands of business houses, including manufacturers, wholesale and retailers. More than six hundred trade associations, including both wholesale and retail grocery associations, as well as many public and business men.

Q.—Quote what one or two prominent people say, regarding price maintenance.

A.—Justice Brandeis of the U. S. Supreme Court once said: "The cut-price article would more appropriately be termed a 'misleader" because ordinarily the very purpose of the cut price is a false impression." Justice Holmes, of the U. S. Supreme Court, said: "I cannot believe that in the long run the public will profit by this court permitting to cut reasonable prices for some ulterior purpose of their own, and thus to impair, if not to destroy, the production and sale of articles which it is assumed to be desirable that the public should be able to get." Mr. Gaskill, Federal Trade Commissioner, only recently made an exhaustive study on this subject "Public interest demands resale price legislation."

Vital to His Welfare

Q.—Why should a grocer be interested in price maintenance?

A.—The average grocer would have much to gain under such a system. It may eventually determine whether he will be able to remain in business or not. Ruinous price competition has driven many a dealer out of business.

Q.—Give an example.

A.—In Montreal there was a small neighborhood grocer of twenty years' standing. A store with large financial backing opened near him and started a price-slashing war. The grocer had this option: either to lose much of his trade, or to meet each cut in prices. He chose to cut in prices accordingly, but in a short time went bankrupt. The newcomer was then able retrieve his losses. There have been thousands of such cases where the small man was driven out of business.

Study the Plan.

Q.—What can the grocer do about price maintenance?

A.—He should study the proposition. If he approves it, he should then use his influence in favor of it. Sell the general program of price maintenance to your customers, your business associates and the houses with whom you deal. Talk and discuss it upon every occasion. Create sentiment in favor of legislation on this subject.

SYRUP FROM RAISINS.

Sun-Maid Co. Perfects By-Product Which Will Be Offered Trade.

After a year of development in the Sun-Maid Raisin Growers' laboratory in Fresno, Calif., a new syrup product has been perfected to add another outlet for raisins. F. M. De Beers is in charge of the department which will look after manufacturing operations.

For more than a year it has been known that the Sun-Maid Raisin Growers were working on the development of a strictly high-grade syrup which would meet all the requirements of the best trade—for the most exacting housewife as well as for bakers.

Owing to the fact that a great many difficulties were understood to have been met in attempting to perfect, in commercial quantities, the high grade product which was desired, no public announcement on the subject of syrup have been made.

Several months ago, while experiments were being conducted on a semi-commercial scale, Mr. DeBeers went to Fresno in a consulting capacity and is understood to have made a number of recommendations, along which lines the association has recently been working.

His present affiliation with the products division of Sunland Sales is now understood to be brought about by a desire on the part of the association to still further develop the process for manufacturing raisin syrup of Sun-Maid quality, and in sufficient quantity to enable the association to offer it on the market at prices in line with other high grade syrups. Operation of the syrup products department under Mr. DeBeers' supervision has begun.

Established 1899 Phone: Sey. 3213

J. W. BERRY

198 HASTINGS STREET WEST, VANCOUVER, B. C.

BULK TEAS

Having specialized in bulk Teas for 30 years, my opinion and advice to buyers of bulk Tea should be valuable—I Know it has been to many.

Offer for sale:—

400 Chests (100lbs. nett) Indian fine B. O. P. at, per lb., duty paid 48c
200 Chests (100lbs. nett) Indian fine B. Pek at, per lb., duty paid 46c
300 Chests (100lbs. nett) Indian B. Pek at, per lb., duty paid 44c
Very good liquoring Tea.
200 Half Chests Ceylon Bro. O. Pek. at, per lb., duty paid 54c

Very fine tippy B. O. Pek.—fine value—no need to pay a higher price than this for very fine Tea.

Wins New Customers for the Grocer!

Reaching almost every family in the province, this season, either through the local newspapers in which it appears or the national magazines that carry it, Carnation's advertising will be read by practically all the milk users in your trade territory.

It is especially strong, convincing and attractive this year. The "can-in-bottle" illustration shown below is bound to secure attention.

By arranging your displays to take advantage of this you can put the strength of this high power appeal back of your own business.

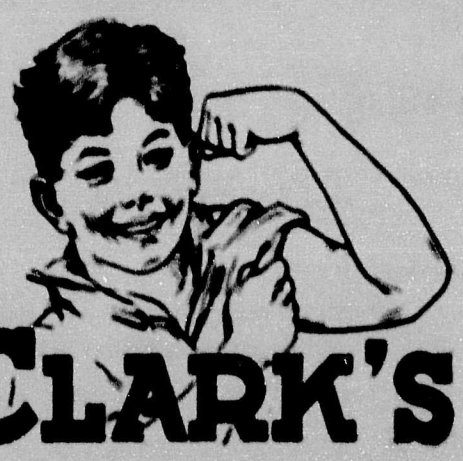
"Made in Canada"

Carnation Milk Products Co. Ltd.

134 Abbott St. Vancouver, B. C.

These Directions Accompany this Illustration when Your Customer Sees It.

You can dilute the double-rich contents of this can until the quart bottle is filled with pure milk.



CLARK'S *Full Net Weight*

It's not only the quality of Clark's Beans which appeals to the housewife.

The full eize tin and the Government inspection Seal "Canada Approved" on every container are inducements to the canny provider.

The time is "now" to let the Clarke Kitchens help you to larger sales and more profits.

W. CLARK, LIMITED, Montreal

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

90 per cent of

STEVENSON'S QUALITY BREAD

IS SOLD BY RETAIL GROCERS

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

Phone Fairmont 227

VANCOUVER, B.C.

Programme

Seventh Annual Convention of the B.C. Board

Retail Merchants' Association of Canada, Inc.

To be held at Merritt, B.C., June 4th, 5th, and 6th, 1924

Wednesday, June 4th

MORNING SESSION:

9.00 Convention Proceedings. Registration.

10.00 Convention called to order by President.

10.05 Reading of Notice calling Meeting. Roll Call of Officers. Appointment of Reports Committee, and Credentials Committee.

10.10 Minutes of 1923 Convention.

10.15 Secretary's Report.

10.45 President's Report.

11.10 Treasurer's Report.

11.30 Auditor's Report.
Adjournment.

1.00 Luncheon—Adelphi Hotel. Community Singing. Selections by Orchestra.

Note: The President will announce the appointment of the following committees at luncheon: Finance and Administration, Constitution, Resolutions and Nominations.

AFTERNOON SESSION:

2.00 Convention Programme.

Evening: Dance in I.O.O.F. Hall.

Thursday, June 5th

MORNING SESSION:

9.00 Convention called to Order. Hearing Delegations. Receiving Resolutions and Acting on same. Committees' Reports, etc. Adjournment.

1.00 Luncheon—Adelphi Hotel, under auspices of Merritt Branch of R. M. A.
Community Singing.
Selections by Orchestra.

AFTERNOON SESSION:

2.30 Convention called to Order.
Unfinished business.
Questions and New Business.
Election of Officers.
Election of Delegates and Alternatives to Dominion Board and Dominion Executive Council.
Appointment of Auditor.
Arranging date and place of next meeting.

EVENING SESSION:

6.30 Association Official Banquet.

Friday, June 6th

9.00 Auto drive around scenic Nicola Lake to Quilchena, returning to Merritt over Hamilton Mountain.

12.00 Lunch—Adelphi Hotel.

Convention Message from the Provincial Office.

The Provincial Executive sends the following message to all Branches and Members of the British Columbia Branch, R. M. A.:—

"It is now a year since our last convention in Kamloops, and we are once again looking forward to meeting old friends and also new members who have become affiliated with the Association.

Let us meet with cordiality and confidence, exchanging with each other ideas and suggestions, that we may profit from this acquaintanceship. Let us curb any personal feeling in an endeavour to encourage along practical lines, the functioning of our Association.

Many and varied will be the ideas from merchants assembled from all sections of the province, and such can only properly be deliberated upon at the annual convention, where important questions can be solved from the several angles at which they are presented.

This will be essentially a retailers Convention, and realizing the demand and necessity that the major portion of our time be apportioned to debate, we are eliminating, as far as possible, set speeches.

It is our sincere hope that great good will be accomplished at this Convention, and a sound constructive programme outlined for the coming year."

GOD SAVE THE KING.

The Convention Sessions will be held in the Convention Hall. The Adelphi Hotel will be the Convention headquarters at all times when the Convention is not in session. There is a great deal of important work to be done at this Convention. For this reason all business sessions will be called to order promptly on time, and every delegate is requested to be there. A registration fee of $5.00 will be charged to all visiting delegates. The ladies are especially invited to Association luncheons and to the official luncheons and to the official dinner on Thursday night. The speakers at these events are men of outstanding ability in their respective walks of life. Your wife will be glad of the opportunity to hear them. There is a special Ladies' Committee to entertain visiting ladies with special drives, garden party, and entertainment.

The Merritt Golf Club and Tennis Club have each extended a hearty invitation to all visitors to the Convention, to use their grounds for recreation purposes. Fishing parties will be arranged to Nicola Lake where there will be found the very best in fly fishing and trolling.

Chloride of Lime

16 oz. Package

Supplied by all wholesale grocers in British Columbia

Manufactured by

CANADA COLORS AND CHEMICALS LIMITED

Succeeding

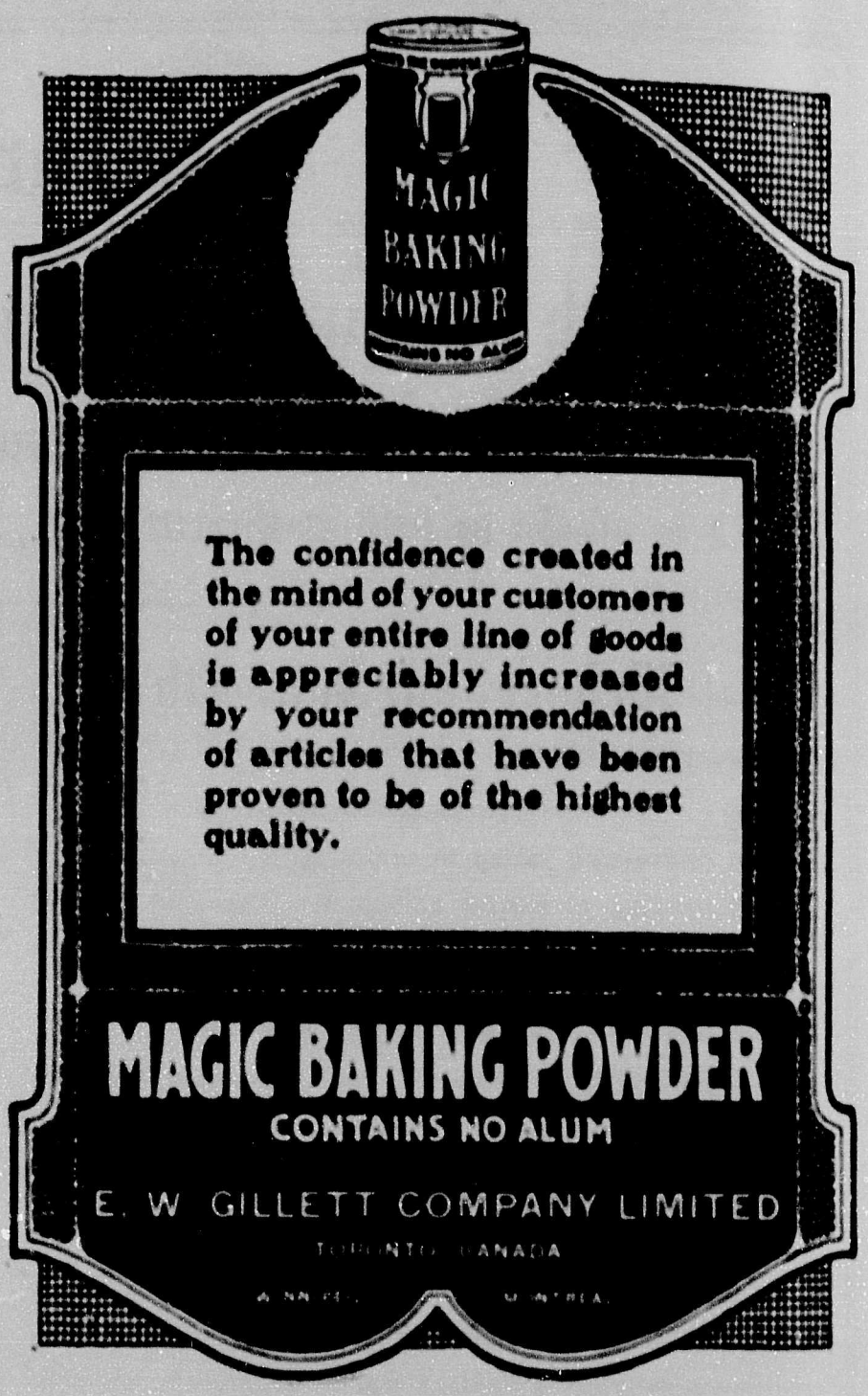
THE JOHN B. PAINE CO., LTD.

Toronto Winnipeg Vancouver

Agents:

STARK & STERLING

VANCOUVER, B. C.



GROCERY PRICES CURRENT

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

RAMSAY BROS. & CO., LTD.

10c Assorted Sweet Biscuits, packages, per dozen	.96
15c Assorted Sweet Biscuits, fancy carton, per dozen	1.50
Chocolate Bars, assorted kinds, 2 doz. to a box, per box	.93
Cream Sodas, 2s, tins, each	.40
10c Cream Sodas, packages, doz.	.96
15c Cream Sodas, packages, doz.	1.25
Family sodas, packages, per dozen	$ 2.40
Queen Royal Cream Sodas, per lb	.15
Queen Royal, tins, each	.38

E. W. GILLETT CO. LTD.

	Per case
Royal Yeast—	
3 doz. pkgs. in case	2.20
Pure Flake Lye—	
4 doz. in case	5.95
5 cases	5.85
10 cases, 4 doz. in case	5.80
Magic Baking Powder—	
4 oz. 4 doz.	5.85
6 oz. 4 doz.	7.75
8 oz. 4 doz.	9.25
12 oz. 4 doz.	12.50
5% 5 case lots.	
Magic Soda, Case No. 1—	
1 cahe (60 1 lb. packages)	7.40
5 cases or more	7.30
Bi-Carmonate of Soda—	
112 lb. kegs, per keg	7.75
400 lb. barrels, per barrel	25.15
Caustic Soda (Granulated)—	Per lb.
10 lb. canister (100 lbs in case)	.15¼
100 lbs. iron drums	.12¼
Cream of Tartar—	Per doz.
¼ lb. paper pkgs. (4 doz. in case)	1.50
½ lb. paper pkgs. (4 doz. in case)	2.90
½ lb. cans with screw covers (4 doz. in case)	3.80
1 lb. cans screw covers (3 doz. in case	6.95
5 lb. square canisters, ½ doz. in case)	.56½
10 lb. wooden cases	.46
30 lb. wooden pails	.46
100 lb. lined kegs	.43
360 lb. lined barrels	.41½

KELLY, DOUGLAS & CO., LTD.

Nabob Products

Alum, ¼s, doz.	.75
Allspice, No. 3, tins doz.	1.00
Baking Powder, 48 12 oz., doz.	2.65
Baking Powder, 48 16 ozs.	3.75
Baking Powder, 12 2½s, doz.	8.30
Baking Powder, 6 5s, doz.	15.10
Baking Soda, 60 1s, case	5.30
Baking Soda, 24 ½s, doz.	.60
Borax, ¼s, doz.	.75
Black Pepper, tins, doz.	1.00
Celery Salt, glass, doz.	1.00
Nabob Coffee, small tins each	.29
Coffee, 1s lb.	.55
Coffee, 5s lb.	.52
Custard Powder, doz.	1.00
Quick Tapioca, doz.	1.00
Chocolate Pudding, doz.	1.00
Chili Powder, small, doz.	1.60
Cinnamon, 2 oz. tins, doz.	1.10
Cayenne Pepper, 3 tins, doz.	1.26
Cloves, small, doz.	1.40
Curry Powder, 4 oz. glass, doz.	1.75
Ginger, small, doz.	1.10
Extracts (except vanilla) 2 oz. doz.	2.50
Extracts (except vanilla) 4 oz. doz.	4.75
Extracts (except vanilla) 8 oz. doz.	9.00
Vanilla Extract, 2 oz., doz.	3.00
Vanilla Extract, 4 oz., doz.	5.75
Vanilla Extract, 8 oz., doz.	11.00
Extracts, assorted, 16 oz.	17.00
Mace, small, doz.	1.40
Nutmeg, small, doz.	1.10
Paprika, small glass, doz.	1.50
Pastry Spice, 3 tins, doz.	1.10
Poultry Dressing, Sage, Savory, Thyme, Tumeric, tins, doz.	1.05
Pickling Spice, doz. No. 3.	.95
Marjoram, Mint, Parsley	1.15
Tartaric Acid, ¼s, doz.	2.00
White Pepper, tins, doz.	1.15
Castor Oil, 2 oz. doz.	1.35
Castor Oil, 4 oz. doz.	2.20
Epsom Salts, ¼s, doz.	.60
Fruit Colors, 2 oz. doz.	1.75

Icings (Chocolate, Rose, Pink, Lemon, Vanilla, White, Almond, Orange) doz.	1.45
Jelly Powder, doz.	.95
Lemonade Powder, doz.	2.25
Mustard, 1s, doz.	8.50
Mustard, ½s, doz.	4.50
Mustard, ¼s doz.	2.40
Sulphur, ⅛s, doz.	.65
Tea, Green Label, ½s, per lb.	.67
Tea, Green Label, 1s, per lb.	.65
3s, lb. packages	.62
5 lb. packages	.61
Tea, de Luxe, Afternoon, 1 lb.	.78
Tea de Luxe, Afternoon ½s per lb.	.80
Tea, de Luxe ⅛s per lb.	.86
Vinegar, doz.	2.30

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

Arrowroot (St. Vincent)		
12/4 oz ctns.	per doz.	1.40
12/8 oz	per doz.	2.75
Baking Powder (Pure Phosphate)		
48/12 oz.	per doz.	3.00
12/2½s	per doz.	9.85
12/5s	per doz.	17.85
Baking Soda		
12/4 oz. ctns	per doz.	.45
12/8 oz. ctns	per doz.	.60
Cocoa.		
24/8 oz	per doz.	2.25
Coffee (Vacuum Pack)		
1 lb tins	per lb	.55
Cream of Tartar (99% pure)		
12/4 oz. ctns	per doz.	1.50
12/8 oz. ctns	per doz.	2.90
12/1s tins	per doz.	6.00
Custard Powder		
4 oz. ctns	per doz.	1.00
8 oz. ctns	per doz.	1.90
Drug Sundries		
Borax, 12/4 oz.	per doz.	.75
Epsom Salts 12/4 oz. ctns		.50
Sulphur, 12/4 oz. ctns	per doz.	.60

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

Glycerine		
12/2 oz bts.	per doz.	1.75
12/4 oz bts.	per doz.	3.25
Honey		
24/8 oz. jars	per doz.	2.25
24/12 oz. jars	per doz.	3.00
24/2s tins	per doz.	4.50
12/4s tins	per doz.	9.00
Jelly Powders (all flavors)		
12/4 oz.	per doz.	.95
Lemonade Powder:		
12/4 oz ctns	per doz.	1,25
12/8 oz ctns	per doz.	2.25
Mustard		
12/3s tins	per doz.	1.50
12/8s oz tins	per doz.	4.50
24/1s tins	per doz	8.50
12/5s tins	per lb	.60
Spices and Seasonings		
Allspice 12/3 tins	per doz.	1.00
Cinnamon 12/3 tins	per doz.	1.10
Cloves 12/3 tins	per doz.	1.40
Curry Powder 12/3 tins	per doz.	1.75
Chili Powder	per doz.	1.40
Ginger 12/3 tins	per doz.	1.10
Mace 12/3 tins	per doz.	1.60
Marjoram 12/3 tins	per doz.	1.15
Mint 12/3 tins	per doz.	1.15
Nutmeg, 12/3 tins	per doz.	1.15
Paprika 12/3 tins	per doz.	1.40
Parsley 12/3 tins	per doz.	1.15
Pastry, mixed, 12/3 tins	per doz.	1.15
Pepper, black, 12/3 tins	per doz.	1.00
Pepper, cayenne 12/3 tins	per doz.	1.20
Pepper, white, 12/3 tins	per doz.	1.15
Pickling Spice 12/3	per doz.	1.15
Poultry Dressing 12/3 tins	per doz.	1.00
Sage, ground 12/3 tins	per doz.	1.00
Sage, rubbed 12/3 tins	per-doz.	1.00
Savory 12/3 tins	per doz.	1.00
Thyme 12/3 tins	per doz.	1.00
Tumeric 12/tins	per doz.	1.00
Whole Cinnamon 12 ctns	per doz.	.60
Whole Nutmegs, 12 ctns	per doz.	.60
Whole Pickling 12 ctns	per doz.	.90
Celery Salt, taper bots.	per doz.	2.10
Curry Powder, taper bots	per doz.	2.25
Tea		
100/1s	per lb.	.65
60/½s	per lb.	.67
30/1s and 20/½s assorted	per lb	.66
12/5s	per lb.	.68
Vinegar		
24 qts.	per doz.	2.40
Marmalade.		
24/1 glass	per doz.	2.75
12/4 litho tins	per doz.	8.40
Jams.		
Assorted 12/4 tins	per doz.	9.00
Apricot 12/4 tins	per doz.	9.00

Westward Ho!

On to Los Angeles for the Annual Convention of the N. A. R. G., June 16, 17, 18, 19!

Across the continent on a private train—just you and some business friends—seeing all there is to see—gaining many months' work of knowledge in a couple of weeks.

Time is getting short and your local chairman is waiting to hear from you. Write him now that you want to go.

The Fleischmann Company

YEAST SERVICE

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

Packed in large and small tins. A delicious appetizing biscuit. It will appeal to your customers. Ask our representative to show you this line or write or phone us order.
This biscuit will give every satisfaction. Let us prove this by sending you a trial tin at once.

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

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.

Black Currant 12/4 tins	per doz.	9.75
Damson 12/4 tins	per doz.	8.00
Gooseberry 12/4 tins	per doz.	9.25
Loganberry 12/4 tins	per doz.	9.00
Peach 12/4 tins	per doz.	8.50
Plum 12/4 tins	per doz.	7.50
Prune, 12/ tins	per doz.	7.75
Raspberry 12/4 tins		9.75
Strawberry 12/4 tins	per doz.	9.75

P. BURNS & CO., LTD.

Shamrock Products

Ayrshire rolled shoulders, per lb	.15
Bacon, Shamrock, 6-8, per lb	.31½
Baked ham, with dressing, per lb	.38
Creamery Butter, Shamrock, cartons	.35
Cheese, Canadian, large, per lb	.24
Cheese, Canadian, twin, per lb	.24¼
Compound, Carnation, No. 5, 12-case	9.55
Compound, Carnation No. 3, 20-case	9.60
Cooked hams, Shamrock, per lb	.38
Dominion hams, 12-16 lbs.	.25
Dominion Bacon, 6-10 lbs. per lb	.24
Dominion Bacon, 10-14 lbs. per lb	.23
Dominion Shoulders, boned and rolled	.18
Dripping, beef, 4-lb. bricks	.12
Hams, Shamrock, per lb	.26
Hams, boned and rolled, per lb	.30
Head Cheese, 5lb. tins, each	.50
Jellied tongue, per tin	1.75
Lard, No. 5, 12 to case	9.55
Lard, No. 3, 20 to case	9.60
Lard, carton, 15-lbs.	.17¼
Lard, No. 1, cartons, 30-lbs.	.17
Mincemeat, kits, 25-lb, net, per lb.	.14
Meat Loaf, per lb	.15
Pork Pies, per doz.	.35
Pork, roast legs with dressing, lb	.38
Smoked fish, kippers, 20s per lb.	.10½
Smoked fish, kippered salmon, 10s and 20s, per lb	.14
Smoked Cod, 30s per lb	.16
Selected fowl, per lb.	.28
Selected Chicken, per lb	.35

THE ROYAL CROWN SOAPS, LTD.

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

"Apex" Soap Flakes, 24 1 lb pkts, box	4.80
"Apex" Soap Flakes, 12 1 lb pkts, box	2.40
A La Francaise Castile, box of 25	4.05
Blue Mottled, box of 20	6.25
Crown Oatmeal, 24 6s, box of 144	4.85
Climax or Montreal (wrapped) box 25	6.35
English Blue Mottled, box of 20	6.25
Golden West, 5s, box of 120s	4.90
Golden West Powder, 3 lb. box of 24	6.60
Golden Bar, box of 30	2.55
Klondyke (wrapped) box of 25	6.35
Klondyke (unwrapped) box of 25	6.20
Klero Glycerine, box of 144	5.95
Linen (unwrapped) box of 100	3.85
Liquid Ammonia, 2 doz. qts. box of 24	4.10
Liquid Blue, 2 doz. qts. box of 24	4.10
Mechanic's Pine Tar, box of 100	5.60
Mechanic's Pine Tar, box of 50	2.90
Olive Castile, cakes, box of 200	4.55
Primrose (wrapped) box of 25	4.60
Extra hard unwrapped, box of 30	2.65
Perfect (unwrapped) box of 100	3.85
Write for Toilet and Hotel Soaps. Special prices on 5, 10, 25 and 100 boxes.	
Pendray's Lye, box of 48	5.35
Pendray's Powdered 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
Red Crown, box o f25	4.60
Royal Laundry Flakes, 88%, in barrels	
(Special price on contract)	
Royal Crown Soap, 5s, box 120, 1 c/ s	5.50
Royal Crown Powder, box 24s only	6.60
Royal Crown Powder, 1 lb box of 50	4.85
Royal Crown Cleanser, box, of 48 pkgs	2.65
Royal Crown Lye, box of 48	5.35
Royal Crown Naptha box of 100	4.80
Royal Crown Powdered Ammonia 1 lb	3.85
White Wonder, box of 100	5.25
White Swan Soap, 5s, box of 120	5.50
White Swan Naptha, box of 100	4.80
White Swan Washing Powder, 3 lb., box of 24	6.60

J. W. BERRY.

198 Hastings St. West, Vancouver.

Bulk Teas—

Chests, choicest fippy Indian B.O.P. 100 lbs. nett, duty paid	.51
Chests, choice, heavy liquoring, Indian, B.P. 100 lbs. nett, duty paid	.48
Chests, fine Indian B.P. 100 lbs. nett, duty paid	.46
Chests, good liquoring Indian B.P. 100 lbs. nett, duty paid Very good quality.	.44
½ Chests, Ceylon, B.O.P. duty paid	.51
½ Chests Ceylon B.P. duty paid	.49

THE CANADA STARCH CO. LTD.

Laundry Starches—

Canada Laundry Starch, 40-lb box	.09
Canada White Gloss, 1-lb pkgs	.09¼
Acme White Gloss, 1-lb pkgs	.09¼
Argo White Gloss, 1-lb pkgs	.09¼
No. 1 White 3-lb cartons, 48-lb.	.10¼
No. 1 White 100-lb kegs	.09½
No. 1 White 200-lb bbls.	.09½
Edwardsburg Silver Gloss, 1-lb pkgs 40-lb.	.11¼
Edwardsburg Silver Gloss 3/6. fancy tin canisters, 48-lb	.13½
Edwardsburg Silver Gloss 6/6 draw lid boxes, 36-lb	.12¾
Edwardsburg Silver Gloss, 100-lb kegs	.10¼
Celluloid Starch, (boxes of 45-pkgs per case)	4.50

Culinery Starches—

Benson's Celebrated Prepared Corn, 40-lb boxes, per lb	.11
Canada Corn Starch 40-lb boxes, per lb	.9½
Argo Corn Starch 40-lb bxs, per lb	.9½
Casco Potato Flour 40-lb boxes, lb	.13

Corn Syrups—

Crown 2s 24 to case	4.30
5s 12 to case	4.40
10s 6 to case	4.55
20s 2 to case	4.55
Lily 2s 24 to case	4.80
5s 12 to case	5.30
10s 6 to case	5.05
20s 2 to case	5.05
Karo 2s 24 to case	4.30
5s 12 to case	4.40
10s 6 to case	4.55

Bags to satisfy—that's all

"RAVEN" *Manilla*

"GARRY" *Light Kraft*

"RUPERT" *Heavy Kraft*

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

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

We would be glad to send you samples.

NORFOLK PAPER CO. LTD.

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

Agents for B. C.

Woods Manufacturing Co. Ltd.

Winnipeg, Manitoba.

DRYGOODS AND FOOTWEAR

CONDITIONS IN THE DRY GOODS TRADE

Spring business has been moving well and there appears to be a feeling of confidence among the retail trade, due in part to the sudden advent of warmer weather. Retailers have been placing orders in greater volume, and although the lowering of the sales tax from 6 to 5 per cent. is considered of small account, it is nevertheless a step in the right direction, and further reductions are looked for. Buying for immediate requirements only is still the practice, both large and small stores following this policy.

Wool fabric prices are strong, with demand especially good for flannels of the colored sports goods type, and Jersey cloths. The piece goods business, strengthened by the tendency towards mannish suits is particularly brisk, and the buying of cottons is reported quite active, much business being done in wash fabrics.

The suit vogue, combined with backward spring weather in certain sections has had a somewhat depressing effect on dress sales, but orders for later deliveries are moving out and resulting in good sales.

The raw cotton market continues strong, and the finished product remains in a very stable condition.

There is brisk trade in neckwear, a large quantity of collars, cuffs, vestees and jabots are selling in picot, flannel, repeloth, crepe and lace.

Demand for gloves is well maintained with sales reported better than at this time last year, due to the combination of lower prices of kid, and the heavy demand for suits.

Light shades in hosiery have made such an impression, and have become so popular that mills are kept busy in filling orders for this newest in legwear from the centres of fashion.

DRESS LINEN DEMAND KEEPS UP

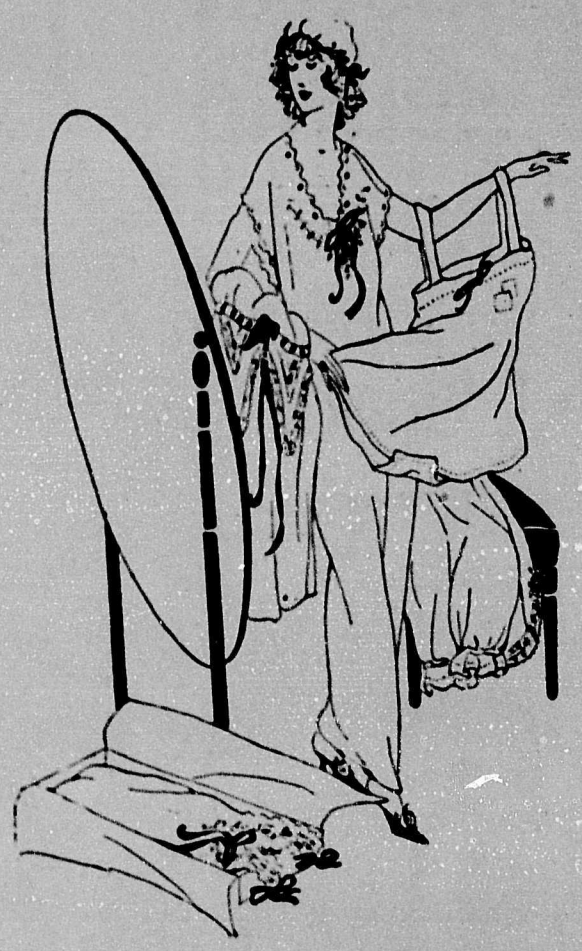
Linen mills in the British Isles are working almost to capacity because of the steady demand for linens in dress materials. Designers for these firms have made strides which were deemed almost impossible a few years ago. Hand-blocking on linen is one of their treatments which is liked among dealers in the better grades. The color range is especially good this season; in fact, it is possible to get almost as many shades in linen as in materials of the cotton group.

THE TAILORED DRESS.

That the vogue for tailored dress will prevail again next fall seems to be the general feeling among woollen fabric makers. There is a wide range of worsted fabrics in blocks, stripes and hairline effects shown for next season. Twill flannels are also appearing with stripes of the hairline type. While the stripe for spring has been mostly black or white, there seems to be a liking for it in colors and combinations of colors for fall. There are even some novelty twills with the tiny stripe or with blocks.

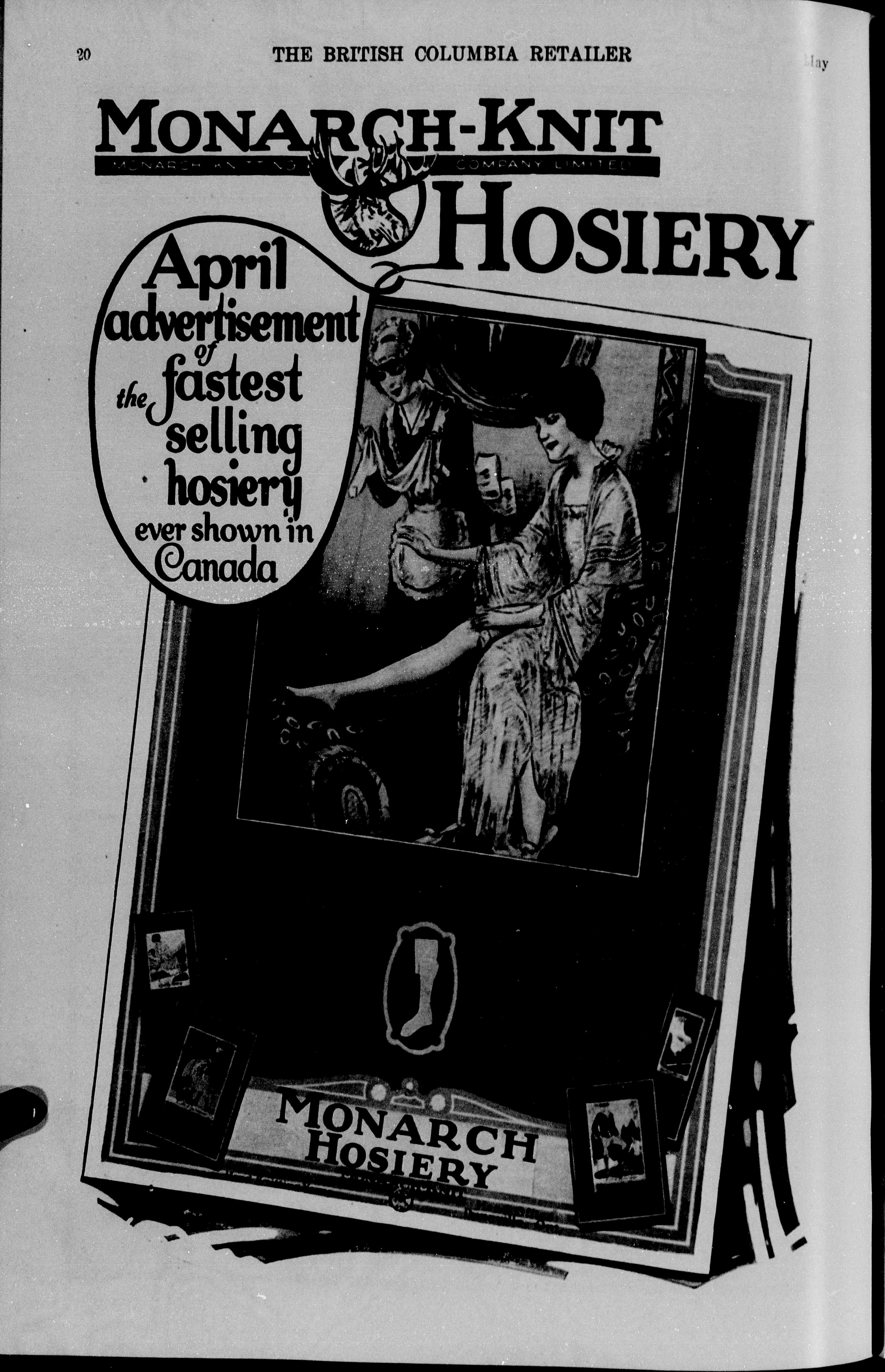
BOYISH LINGERIE CORRECT—BRIDES ARE WEARING COLORS.

The tailored mode in outerwear has most assurdedly found its way into undergarments, recent visitors to New York declare. Pajamas are a bigger number than ever before, and with them appears a scarf; combin-



ations are featured everywhere in keeping with the very tailored silhoutte; even the bath-robes have notched collars, closely fitted girdle, set-in sleeves, while occasionally a waistcoat appears in the very new nightgowns.

The brides who are strictly comme il faut this year


MONARCH-KNIT
MONARCH KNITTING COMPANY LIMITED
HOSIERY
April advertisement of the fastest selling hosiery ever shown in Canada
MONARCH HOSIERY

choose the following colors as well as white for their trousseau: Orchid, peach, honeydew, Madonna blue, flesh and tearose. Moreover they must use lace, white and colored, narrow and wide and of every kind known to modern femininity.

MALE ATTIRE

Fashion Notes From New York

Novelties in half hose are growing in favor and buyers returning from abroad say that Americans are scouring foreign markets in search of unusual and acceptable ideas in half hose with which to make the novelty idea a feature in next fall's business. Ideas in wool, silk, and wool, lisle and silk which have a touch of color or design to contrast or harmonize with a certain tendency that is noted in men's hats, shirts, gloves, it is believed, will find an interested market occasioned by customers who are beginning to express colorful ideas in the things they wear.

Shirts are being shown this spring in the largest varity of distinctive colorings and patterns that have appeared in many seasons. Hats are being sold in mixtures that get away from the standard tones stable for a number of years. Light colors in suits are awakening an interest, and it is more than likely that if these developments get a firm grip on the public, half hose will fall in line with the general movement in this direction.

Sprightly looking socks are being shown and sold in men's shops and develop considerable consumer interest at prices around $1 and $1·50. Low shoes continue to hold their popularity with the style customer who buys this kind of half hose. Only a very limited number have been wearing gaiters and the fancy hose idea, therefore has a fine chance to exhibit itself.

Vertical stripes show signs of activity and form what seems to be the most significant swing in the direction of design tendencies. Various stripes are produced in pencil effects, and offer the merchant an opportunity of displaying an old idea in a new light. At any rate, while vertical stripes are familiar as belonging to various periods, the fact that they have not been featured in any large way recently gives them a new and different look to the retail customer who will accept vertical stripings as something new. Checks are liked and fancies generally are wanted. Clocks are not so good.

Wool hose, it is mentioned, while it continues to be a very important member, is showing some of its popularity with other things that are coming to the front. Lisle is going stronger and silk is coming up into increasing popularity.

Reports are to the effect that flannel trousers are to be widely worn this summer and will replace to some extent knickers which last summer were worn at all sorts of times and occasions. This may or may not mean much to the hosiery business, but at least it will develop some interest in hose to wear with white and gray flanned trousers. In the hosiery trade there is some comment to the effect that men, instead of wearing white socks with white flannel and white shoes, as a general proposition show a disposition to sport black socks instead. There is some interest in half hose in the gray blue or powder blue color, used as a ground for a design.

MEN'S KNITTED WEAR.

Bright hues and variegated designs for men's sport coats are a strong feature in men's knitted outerwear. Tan, ranging from light to quite dark shades will dominate, with these colors seen in a big selection of mixtures and combinations. Fancy fronts will be in evidence, and it is somewhat interesting to recall that in the old days these garments were known as sweater coats, and were generally worn under coat and vest, today they are sport coats worn as such and growing more popular each year. Rib stitch and flat stitch patterns will be favored when the summer months arrive, and a sprinkling of brushed wool garments will also be shown again this season. One variety of the light weight models, tan in color, shot through with white and tan, with white perpendicular stripes, back and sleeves of solid tan, made of soft wool has a very smart appearance.

Tan has also been selected in a patterned sport coat, known as the "Rist-Mit," an all-year-round-seller. The patented feature is an opening in the cuff which allows the wrist to be employed as a semi-glove when the thumb is thrust through the opening.

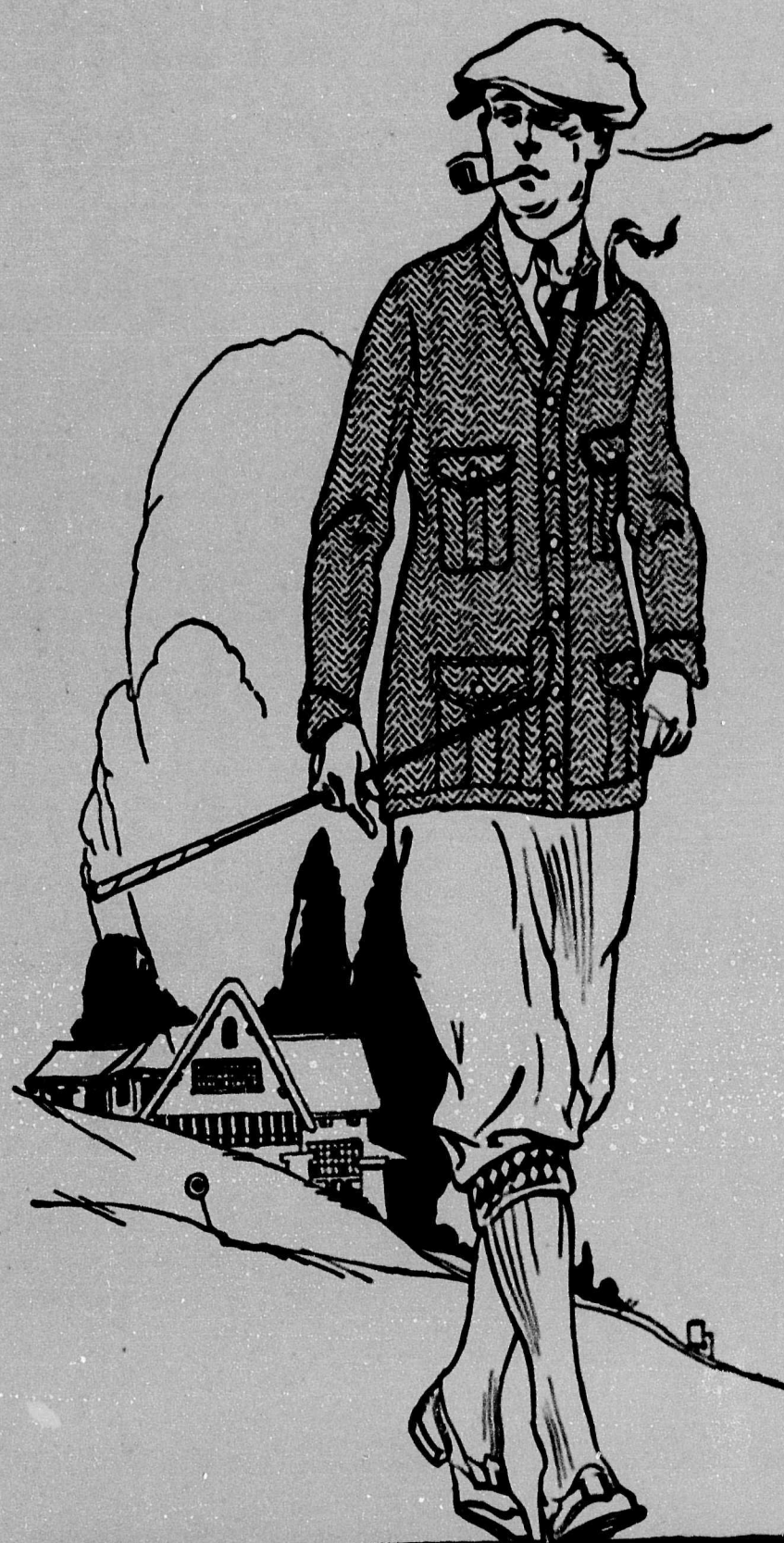
HERE'S AN EASY ONE.

Owner: "What will it cost me to have my car fixed?"

Garageman: "What's the matter with it?"

"I don't know."

"Forty-eight dollars and fifty cents."



Here is Unequalled Value!

A Feature Line that Will Draw Trade

Here's the pedigree of these new Atlantic Sweater Coats—

Made from pure wool, no waste of any kind being used.

Material dyed with the best alizarine dye. Will not fade when exposed to the sun or rain.

Latest American models. Perfect fit.

The same attention is given to the make and finish as to the most expensive coats on the market.

At the price there is no equal value on the market.

Order now.

ATLANTIC UNDERWEAR, Limited
MONCTON, N.B.
E. H. WALSH & COMPANY
Montreal and Toronto 57
Selling Agents for Quebec, Ontario and Western Provinces

100 PURE ATLANTIC WOOL

FOOTWEAR

GENERAL CONDITIONS

Conditions in the footwear trade are liable to become more stable as a result of the budget announcement that the sales tax on boots and shoes including rubber footwear is to be reduced to fifty per cent. It is not however anticipated that there will be any drastic cut in the retail selling price, since buyers have merely been holding back owing to the uncertainty as to what the finance minister would do with the sales tax, and now that the reduction is probable they are in a position to navigate along definite lines. In many cases the reduction will mean the difference between profit and loss to the merchant.

Footwear prices remain firm and present prices are maintained at the present level only because manufacturers realize that, despite heavy overhead costs and sub-normal production, the public would not take kindly to any increase in the price of footwear.

Fair activity is noticed among factories turning out novelty lines, but the general tone of the manufacturing business is dull, and factories are working much below capacity.

It is realized that the sales tax reduction will have the effect of placing domestic manufacturers in a better position to combat the influx of imported shoes.

MUCH ATTENTION IS GIVEN STRAPS

Strap varieties in women's footwear are a centre of interest both from the standpoint of the more conservative one and two-strap numbers, and as regards what the nea rfture holds for novelties showing strap variations.

Straps at the moment look like the one sure bet for turnsole varieties for the next several months. Above all other reasons for this is the fact that straps are very appropriate and qnite in keeping with almost any tpye of costume. And real service and comfort to the wearer, while not at the expense of style is afforded by straps.

Materials in strap varieties as well as in tongued styles favor patents and satins in solids and combinations for immediate and future. Black is the predominating color. However, grays, fauns and even high shades are combined with the blacks as are suedes brocades and even salf and kid—particularly for foxings. Black and brown kid are also included for immediate selling, but not in any great way.

For evening wear dainty black net stockings of a cobwed transparency are the thing. Some of the stockings of this type show fancy lace fronts, extending from instep almost to the knee, and on other dressy sheer black hosiery French clocks of drawn thread work are featured. These come in black only, since the contrast of the flesh beneath is necessary to be effective.

Silk and lisle hosiery will be worn with street footwear in a ribbed effect, which is really a drop-stitch and which are emeiently good-looking in the lighter tone.

Sandals in many clever effects are typical of the season's new footwear styles. Novel strapped effects are a feature of this type of shoe, which is of patent

suede or satin, and has somewhat high heels, and employs deep cut-outs and much use of fine strappings. Those made of satin brocade are usually elaborated with strapping of plain black satin, and those of black suede with patent leather. Spanish heels from 1½ to almost double that height are featured in some models as are oval or square cut buckles on others.

Evening slippers show a preference for blittering effects made of silver or gold brocade combined with kid exactly matching. These new styles are handsomely finished with the finest of strapping in sandal effects, usually fastening towards the back with a single pearl button.

For warm weather there are some attractive white shoe styles including a new light weight washable kid slipper, while suede and finew hite calf will, of course, be in the summer range.

Sports shoes are limited to a few decidedly smart and good-looking types, such as the sport Oxford, made of very light tan calfskin, with a low heel and sole of crepe rubber with shredded heel.

VANCOUVER FIRM TURNING OUT FINE FOOTWEAR

The J. Leckie Company, Limited, after adding considerable space to their Vancouver factory, are busily engaged turning out footwear of a distinctive class, fashionably correct, and retailing at a moderate price. J. A. Thurston, factory representative for the company during his visit East purchased a quantity of high grade English machinery, designed especially for manufacturing fine models in men's footwear, and the recent exhibition staged in the Canadian Manufacturers' Building on Granville Street, where the newest models were shown, attracted widespread attention. The "Leckie" boot has long been popular in Western Canada, and travellers returning from prairie points report the opening of many new accounts. Mr. Harold Leckie, sales manager for the company, in securing the services of Joseph Berry, who has been identified with such well-known manufacturers as Florsheim, Nettleton, etc., has acquired an able assistant superintendent to Mr. Thurston.

BRITISH RUBBER FOOTWEAR.

British-made goloshes and rubber foot-wear up to the present have not won a place in the Dominions, but some months ago Canadian lasts were sent to Scotland and rubber footwear made on these lasts is being offered to retailers in the Dominion at prices which are reported to be considerable less than those of similar Canadian-made goods. It would seem that a serious effort is to be made to establish British rubber footwear on the Canadian market. The undertaking will probably necessitate carrying large stocks in the Dominion.

Special Sales

Every store must face sooner or later the problem of Special Sales. At one time special sales may be a good thing; at another time they may not. Special sales may be valuable to one store in a community but when other stores take up the idea it may not be so effective for any of them.

We hear a great deal of talk now-a-days against special sales, but when all is said and done it has a powerful appeal to the average consumer and, while the idea is old and often overworked, still there are consumers in practically every community who will respond continuously to the appeal of any special sale which they feel is genuine.

There is one thing, however, that every store should decide for itself before it attempts to use special sales; that is, whether or not the consumer in his community will really believe that such a message is true. Not a few consumers have reasoned out that the store that continually advertises to sell goods at cost, near cost, or below cost, cannot ultimately exist on this plane. Consequently, they conclude that either the store advertising is not true or else they conclude that the normal prices of this store are already too high. If they believe in the special sale appeal of one store they are likely to conclude that other retailers are profiteers and whenever any retailer, no matter who he is, gives out any hints, suggestions, or reasons why his competitor may be dishonest, unreliable or a profiteer, he is scattering seed which will result finally in a reaction against him, unless some wily competitor actually is profiteering. There are hundreds and thousands of retailers and other advertisers who do not believe in this doctrine, but sooner or later they are hit by the results of such a policy, whether they recognize it or not.

Many stores in all lines of retailing have made phenomenal successes by refusing to run special sales. They are operating upon the policy of being the leaders among the merchandisers of a community. They place their sales emphasis on the fact that they secure the latest, up-to-the-minute merchandise price, emphasizing store service an dthe quality of the merchandise and driving home the idea that price is largely the same everywhere. In this way they do not attract the so-called bargain hunters who will chase all over town to save a half-cent. They believe that their business is to sell merchandise in season and they create an atmosphere of quality and service. On the other hand there are probably just as many consumers and possibly more who will be influenced by the sales appeal.

There are a number of sales fundamentals and guiding policies which should be decided upon by a store that contemplates building business through the results of special sales, "loss leaders," bargains, clearance, left-over and season sales.

1. The idea back of the sale.
2. Time limits of the sale should be clearly specified.
3. Specific articles, lines of merchandise and departments affected should be clearly indicated.
4. Windows should be decorated to co-operate with the publicity of the sales effort.
5. Policy of "comparative prices."

In order to make a special sale carry a real conviction of truth, sincerity, and realism to the mind of the consumer, it is necessary to have a basic fundamental idea back of the sale. One great difficulty with

most special sales is that the reason for the sale sounds hollow and untrue. It does not carry conviction. The reasons given are trumped-up reasons and such reasons usually act as a boomerang against the goodwill of the majority of regular customers of the store. The ordinary terms of "Clearance Sales," and "Inventory Sales," "Special Sales," etc., have been heard by the consumer so many times that she does not ordinarily believe them. Furthermore, she has been cheated, wronged, and defrauded so many times by these so-called "sales" that sooner or later she becomes petrified to such appeals. This is one of the big difficulties in the store advertising of all stores that use the special sales idea.

The exact date and hour of opening a sale should be clearly specified in the store publicity; also the exact date and hour of the closing. If these time limits are not well displayed and made perfectly clear, consumers who come late will be sorely displeased, and feel that they have been unjustly treated by the store management because these facts were not made clear to thm.

Not only should the specific articles and lines of merchandise in the sale be clearly specified, but also the personnel of other departments ought to be informed daily of the sales which are being run by the store so that everyone in the store may intelligently answer the questions of consumers concerning the articles on sale. Many an advertising program has fallen down completely because of the lack of just such co-ordination with the other services of the store. When the delivery boy, comes to the home of a consumer, to her he represents the store, and if he should have a copy of the store advertising in his possession at the time and could intelligently answer the questions of the consumer, she would have far more respect for the store than would otherwise be possible. Furthermore, the delivery boy might have a sign on his wagon giving additional publicity to the sale and other advertising efforts of the store.

The store manager who spends his money for newspaper o reircular advertising and oes not put copies of that newspaper advertisement or circular in his windows, handicaps himself and his sales program unnecessarily. Often, very often, oftener than most store managers realize, consumers will see advertisements and practically decide on buying the merchandise displayed, and then when they get down town will absent-mindedly forget which store advertised the article which they wish to secure. Consequently, if only one consumer per day could be thus reminded, it would make it worth while. Furthermore, windows should be decorated in harmony with the publicity in force at the time. By harmony we mean not only the kinds of merchandise, but also the form and atmosphere of decoration. Last Christmas a progressive jewelry store was advertising a high quality display of diamond rings. The window display contained thousands of dollars worth of merchandise, and an unusually well worded and appealing series of advertisements were running in the newspapers. In addition a direct-mail folder, which was well printed in colors, was also circulated in the community. Then in the window along with this high-grade merchandise were hung a number af cheap five and ten-cent Christmas bells, which not only cheapened the whole display, but some consumers actually were

(Continued on page 27)

6 BIG VALUE FEATURES of the "*Hosiery That Wears*"

1. Tapering toe—gives longer wear.
2. Deeper 4-ply heel—gives perfect instep fit.
3. Narrowed ankle—gives ankle trimness free from wrinkles.
4. Deep elastic knit top—fits knee snugly, yields with every movement.
5. Double soles—for extra mileage.
6. Special numbers—for those who require an unusual combination of sizes.

Your Customers Are Out For the Biggest Values They Can Get

GIVE IT TO THEM

With Circle-Bar Hosiery

Today more than ever before, your customers are determined to get the most hosiery value for their dollar.

Wide awake dealers are giving it to them with Circle-Bar Hosiery. Its 6 Big Value Features impress a customer at a glance with the extra value offered. Comparison serves to strengthen this impression. Longer wear and greater comfort prove it. Result—Satisfied customers, increased sales.

Check over the 6 Big Value Features of Circle-Bar Hosiery—and let us send you prices. You will be quick to realize the unparalled values. Circle-Bar Hosiery includes all styles for men, women and children, in botany wool, silk, silk and wool combinations, mercerized lisle and cashmere.

Circle-Bar Knitting Co. Ltd.

Kincardine, Ont.

Mills at Kincardine and Owen Sound

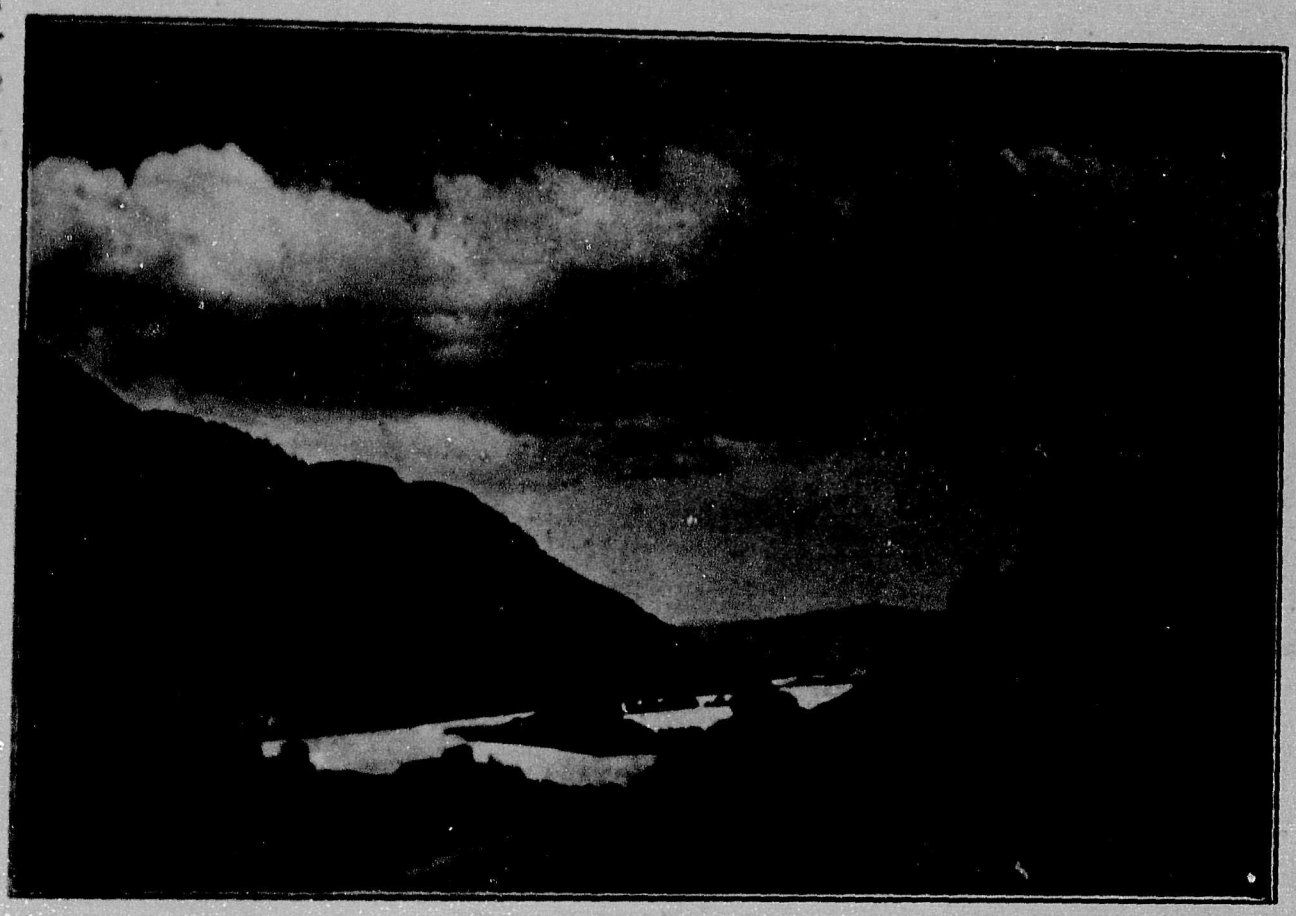
CIRCLE BAR REGISTERED HOSIERY

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

Merchants to Meet at Merritt

Chosen Headquarters for 1924 Convention of British Columbia Branch Retail Merchants' Association

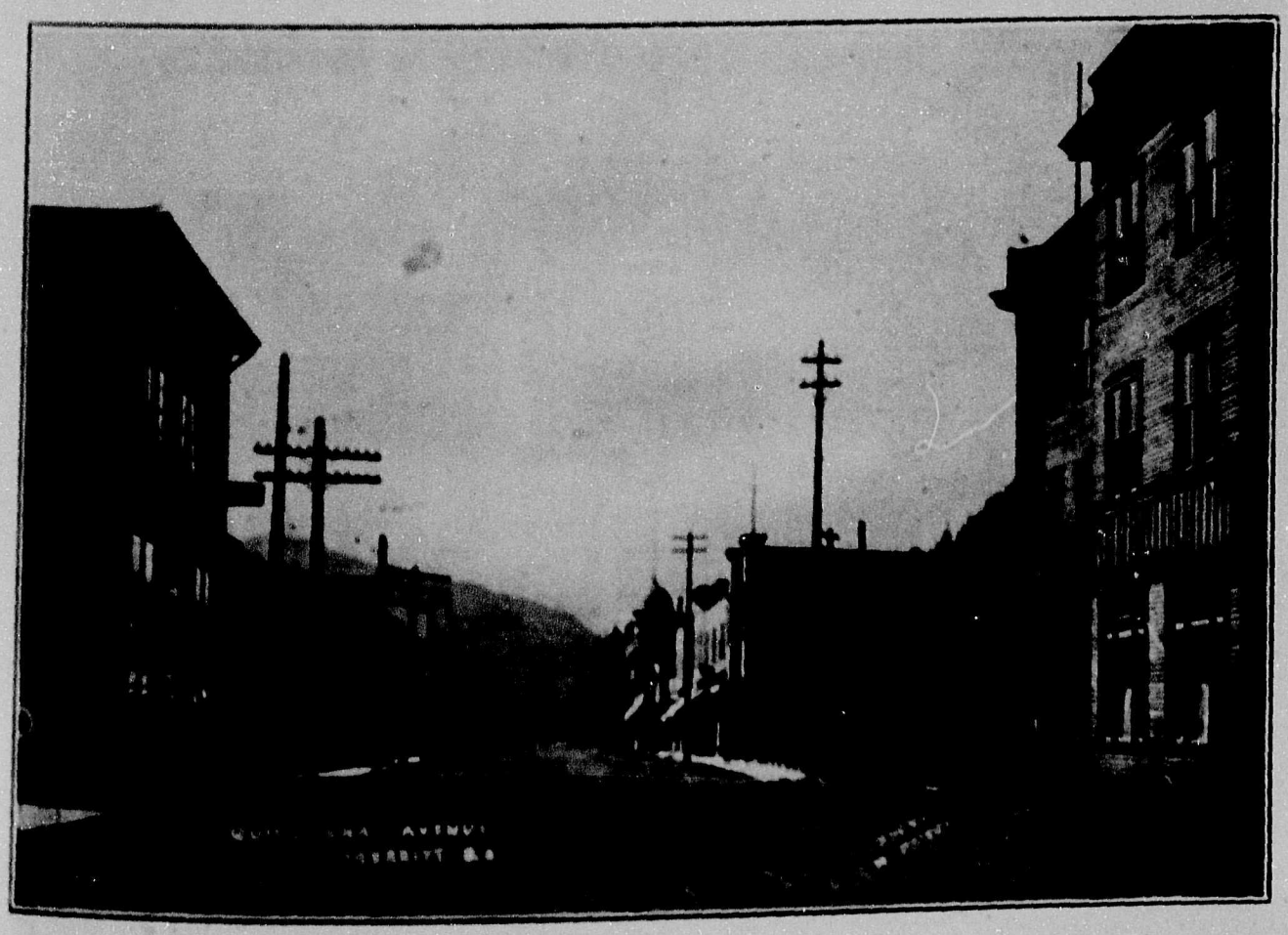
Situated in the Nicola Valley, where the Coldwater and Nicola Rivers join, the town of Merritt lies amidst some of the most picturesque of British Columbia's scenery, and has long been recognised as an ideal spot for vacationists. It is here that the annual convention of the B. C. Branch, R.M.A. will take place during the first week in June, and from indications at this early date, a large attendance is expected.



Nicola Lake.

It must be remembered by all who anticipate sojourning to Merritt, that this convention, although constituting a pleasurable meeting-time for the retail fraternity, must not, and indeed cannot in this instance, be regarded in the light of a vacation.

Two days only have been alloted for the convention, and as there is a vast amount of work to be done it will be readily seen that clockwork precision must regulate the proceedings, in order that due deliberation be given to the problems confronting the assembly, and also that the entertainments provided for the visiting delegates and their wives may be taken full advantage of.



The Convention program, outlined elsewhere in this issue will attract many retail merchants from all parts of the country. There are difficulties confronting the retail trade which will be freely discussed, and those merchants who are alive to them, will see to it that they have a share in these discussions.

There's a sale for Turnbull's all the year round

"CEETEE" AND "AIR-LITE"
for WINTER for SUMMER

THE UNDERWEAR THAT WILL NOT SHRINK

MADE ONLY BY Turnbull's OF GALT

CALIFORNIA STORE HAS "SPORTSLANE"

Unusual Setting Helps Knittedwear Sales.

A store in Oakland, California, has a department devoted entirely to knitted outerwear, which has become famous among the travelling public all over America. It is called "Sportslane," and is operated by the C. C. Capwell Co.

Sportslane occupies a space 75x35 feet. This is marked off with beautiful ferns and palms. The lane leads to a club house built in the style of the Spanish Renaissance, with terra cotta walls, colorful green and yellow striped awnings, window boxes, lattice-work overflowing with purple wisteria and an entryway with a floor made of bright tiles. Peach trees are in blossom in the grounds and canary birds sing from their hiding places in the branches. Over the tables which are placed here and there in the grass there are sunshades of striped awning to match the window shades.

The name "Sportslane" has been copyrighted. It stands out in large cut-out letters of black fastened to a tightly-drawn banner of white gauze. All garments shown here carry that label and nothing but sporting garments are shown in this section.

BRITISH MARKET REPORTS

COTTON.

EXTENSION OF SHORT TIME WORKING PERIOD.

Manchester.

The raw cotton market continues very unsteady, and, as no one knows how much raw cotton will be left in August or September, operators are compelled to act cautiously.

Unquestionably the Federation of Master Cotton Spinners had this consideration in view at their last meeting, when, after recording that the short time movement in mills spinning American cotton has considerably improved the position of the trade, they went on to recommend that the three-days-a-week system, which should be prolonged through June, July, August, and September, holiday stoppages to be counted in. At the same time members are requested to send to the short Time Committee weekly full statistics regarding production, sales, and deliveries of American yarn, and the committee are empowered to extend the working hours if a speedy improvement of trade during the summer months should justify this course.

Meanwhile unremitting attention continues to be paid to the most pressing need of the industry; the extension of cotton growing fields and the production of the staple at the lowest cost. Encouraging reports come from Brazil and Peru of the growth of cotton exports. I nEast Africa important new railway works now being constructed will make existing cotton fields increasingly accessible and will open new territory. In this region there is much room for further development. Attention may also be directed to the fact that competition in cotton growing in various quarters of the globe may have the effect of increasing the acreage under cotton in America. Even at prices considerably below the existing level cotton growing is a lucrative business, and all experience shows that it is the lucrative business that expands.

BOOTS AND SHOES.

Manufacturers and Higher Prices.

Northampton.

Many factories in the boot and shoe industry worked at full pressure in order to cope with the demand for Easter trade, and in a number of cases overtime was necessary to meet the sudden rush of orders. This applies more particularly to manufacturers of ladies' and men's fine goods, as the producers of heavy goods have not yet reached the period when they can look forward with confidence to improved business.

Apart from this seasonal pressure, however, there is a steady inflow of orders, which is keeping makers of the best lines busy, and there is reason to believe that the opening months of this year have produced results of a much more satisfactory character than have been obtained for three or four years past. Most manufacturers have a substantial amount of trade in hand, and some find it difficult to obtain all the really efficient labour that they could utilize. In the centres which cater for the medium quality trade business is very unevenly distributed, for a while in some quarters full time is being worked, in others there is a dearth of orders, and operatives are restricted to three or four days' employment per week.

WOOL TEXTILES.

New Wages Demand.

Bradford.

The operatives in the woollen and worsted industries of the West Riding of Yorkshire have formally made their demand for an advance of wages to commence when the present agreement expires at the end of this month. This is a proceeding more in accordance with fashion than common sense. It ignores the difficulties which the worsted industry has at the present time to face. The fact that French fabrics, which come in direct competition with Bradford-made materials, can be sold in this country at a profit for just about as much as it costs to produce similar material in Bradford does not appear to concern the operatives or their trade union leaders.

Competition in wool textiles all over the world is now far keener than ever before. It will become accentuated when Germany gets her wool textile industries, especially the worsted section, are no longer in a position to meet unrestricted foreign competition at home and abroad, and enable our operatives to be maintained in a much better position than those elsewhere. The result of an advance in wages, and, if the trade union leaders can bring it about, a compulsory limitation of hours of labour to 48 per week, will mean an advance in the price of our cloths both for men's and women's wear, and of course it will be found that both wholesale and retail distributors will buy what they want in the cheapest market, regardless of what happens to wool textile operatives in the West Riding of Yorkshire.

SCOTTISH TWEEDS AND HOSIERY.

Business has been well maintained in the Scottish tweed trade during recent weeks. Some of the home merchants are ordering a little more greely. Several manufacturers have received additional orders from the United States and the Far East. Home merchants are now taking more of the fine and medium cheviots in preference to botany worsteds because of the rise in the price of the fine classes of wools. It is expected, however, that tweeds will again be advanced in price, because most of the manufacturers have now small stocks of the raw material on hand, and are having to pay increased prices to the spinners.

Hosiery and underwear manufacturers are still rather slack. Spring orders are not coming well to hand, but in view of the increase in the price of fine wools, merchants are now beginning to order for next winter. They are objecting to an advance in prices, and in most cases manufacturers have been willing to share the difference between present prices and those of a year ago. The demand for knitted woolen goods for outer wear is still satisfactory.

GOSSARD CLASSES IN WESTERN CANADA

The Western Training Schools for the Canadian H. W. Gossard Co. Ltd., will give the following courses during the next few months:

Winnipeg—May 26 to 30.
Regina—June 2 to 6.
Calgary—June 9 to 13.
Vancouver—June 16 to 20.

WHO TOM EDISON IS.

"Who is Thomas A. Edison?"

"He is the man that invented the phonograph and the radio to keep us awake so that we would stay up all night using his electric lights."

(Continued from page 24)

suspicious of the genuineness of the diamonds displayed.

Copies of the various newspaper advertisements should be posted on bulletin boards in the store, so that the customer might have her impression of your advertising further intensified. In these days of a vast multiplicity of advertising appeals, the one outstanding feature that should always be sought is "intensity of impression," and this intensity undoubtedly is multiplied by having the advertisement seen as many times as possible.

The problem of "comparative prices" is always with us. By "comparative prices" we mean such statements as "was 39c; now 27c;" or was "1.69, reduced to $1.49," etc. The public have been fooled so many times by these unsupported claims that it is undermining and weakening the whole program of retail advertising. No doubt, sooner or later, some regular process will have to be devised to see that untruthful and misleading appeals are controlled or eliminated, and many of the now exaggerated statements minimized.

Seasonal advertising of goods is not necessarily the same as "seasonal sales." There is much efficient and effective advertising of seasonal goods which does not at all carry the seasonal sale idea. Ordinarily, the seasonal sale is made an excuse for the special sale; sometimes it carries conviction and sometimes not. The seasonal sale is primarily one of the department stores although many regular retailers and some chains indulge in seasonal sales. As a rule the chain stores do not have many seasonal left-overs; their method of anticipating consumer demands has been so carefully and accurately estimated in advance that they are able to buy rather closely to their needs. The chain store is, of course, more efficient in handling its turnover, and thus they eliminate much of the need for seasonal sales.

The large department stores have rather actively estimated the months in which the peaks of sales have been reached and thus suggest the time for the seasonal clean-up of these leftovers. The month of January suggests sales of "piece goods;" April, "Spring waists, suits, coats, millinery, gloves;" May, 'Millinery;" June, "Summer dresses, skirts, piece goods, waists, neckwear;" July, "Sweaters," September, "Millinery;" October, "Piece goods and gloves;" November, "Suits, coats, millinery and furs;" December, Gloves, neckwear, under-garments, dresses." These articles, of course, will vary is they concern the Spring, Summer, Fall and Winter seasons. This same program could easily be worked out in a general way for the seasonal high and low spots for grocery stores, hardware, jewelry, drugs, etc.

The anniversary sale is always a good one. A great deal of publicity can be gained by connecting the history of the store with the history of the community and the anniversary idea may be put over in dozens of ways—such as having the sale on say 20c articles on the 20th anniversary; 50c articles on the 50th anniversary. Or, the date may be added to these ideas; for instance, on the 20th anniversary the sale may be put on on the 20c articles, $1.20 articles, $2.20, $3.20, etc. During this sale, of course, a number of free publicity articles might be printed in the newspapers. The progress of the store would be connected up with that of the community and would enumerate the features of community development in which the store has taken an active part.

Some stores which feel that they want to use a "middle of the road" policy regarding special sales, are using their basement as a headquarters for all special sales effort, calling it some such name as bargain basement, thus giving the impression to the consumer that all the left-overs, odds and ends, special types of merchandise which are reduced, are sent down to the basement. This leaves the store free to carry out its program of selling quality goods at normal prices.

In the final analysis, the Special Sale must carry a conviction of truth and real sincere conviction back of it if it is to be permanently successful and really help build a greater and better store.

TIPS FOR LIVE CLERKS.

The Friends who "Park."

Call the policeman, if you can't think of a more tactful plan to handle friends who make themselves store pests. Or throw them out of the store yourself.

A yong man just left our town feeling that local merchants were the worst lot in the state. (They're not—ther're the best!) The state of mind, and the unhappy departure, all were traceable to the fact that he had too many friends, of the wrong sort, for his own profit.

He was discharged from the Hub store. He resigned from the Bingle Brothers—after having refused to obey certain suggestions. The same old gang followed, sympathizingly, to his third connection, then the fourth. When he left the latter, after a disagreement with the proprietor, he was through with the town.

The gang didn't follow him to the next town, and if he doesn't acquire the same following there, he may make a good clerk.

Affability and congeniality are mighty desirable traits in a man who waits on the public. That is all the more pity that Jim Hart let his own spirit of good fellowship go astray. Jim was likable, and he always felt like swapping stories when the other fellow did. First one, then another. learned that by dropping into the Hub store there would be a pleasant half hour with Jim Hart. Whether they had any business there was beside the point. They would drop in to see Jim, and Jim always would welcome them with a joke which set their sides to shaking.

It was pretty much the same way with a customer. If the customer, having bought, had a little time on his hands, Jim always could accommodate him with amusing and interesting discussion.

"Those fellows don't buy anything," said the Hub store man to Jim. "Shoo 'em out!" Cure 'em!"

Jim didn't know how to, or wouldn't.

The good-will and friendliness of customers is a precious thing to possess. It brings people into the store all the time. But a clerk can go too far with it. A store is a business institution, and to encourage loafing in it is to impair the efficiency of the clerk and the appeal of the store to others. Customers come to a store for service, and a gang which constantly occupies the clerks, constantly has to be faced on visits, can become a vital factor in driving away trade.

These fellows who come in to loaf don't grade high as citizens, as a class. If they did, they woudn't be loafing around. Some of them may be actually undesirables with a poor reputation around town. They are not a good advertisement for the store.

There is a knack in learning how to give a customer

J. A. TEPOORTEN
LIMITED

WHOLESALE DRUGS

PATENT MEDICINES DRUGISTS' SUNDRIES
PHARMACEUTICAL PREPARATIONS

308 Water St. Vancouver, B. C.

The
Old Reliable

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

British Columbia Makes Fine Toilet Tissues

The Retailer who stocks and gets behind

Tillicum Toilet Tissue
or
Falcon Toilet Tissue

finds a profitable trade besides offering a Made in B. C. Product superior to imported lines for which he pays as much.

Both are genuine two process
Manila Crepe Tissue (not imitation crepes) tough, yet very soft and easily soluble in water

Ask for prices and samples of these Made in B. C. papers

Smith, Davidson & Wright, Ltd.

MANUFACTURERS AND WHOLESALE PAPER DEALERS

VANCOUVER VICTORIA

BE CAREFUL

Fire losses are increasing.

On the North American Continent one city dwelling is destroyed every four minutes.

One hospital, five churches and five school houses burn every day.

Every day forty-one persons lose their lives and forty-seven are injured by fire.

DON'T BE CARELESS; CLEAN UP. SAVE LIVES AND PROPERTY.

Retail Merchants' Underwriters Agency
of the
Northwestern Mutual Fire Association

801 VANCOUVER BLOCK
VANCOUVER, B. C.

every attention, yet actually getting from him to the next customer, or to a store chore, in the quickest possible time. Every good clerk must learn that knack.

And if friends acquired elsewhere form the habit of "dropping around" to kill time, break them of it—even if you have to tell them bluntly that their calls interfere with your efficiency as a clerk and your value to the store. Don't hestate to speak the frank truth to them, if you have to.

NANAIMO BRANCH R.M.A. ELECTS OFFICERS, 1924-25.

The ninth annual meeting of the Nanaimo Branch of the Retail Merchants' Association was held May 6, at the Board of Trade Rooms in that city. A very interesting address was rendered by Provincial Secretary Walter F. Ing, who on his return to Vancouver after visiting Courtenay, Cumberland, Duncan and Victoria was enthusiastic regarding the Nanaimo meeting. Pres. Wilson and secretary W. F. Norris gave interesting reports of the years' activities, which clearly indicated the sound condition of the Nanaimo Branch, and promising prospects for the present year were forecast. Following the meeting, a supper was indulged in at a local cafe, and the proceedings terminated in expressions of goodwill among all present. The following officers were elected for the coming year: Robt. T. Wilson, president; Fred Jepson, vice-president; John Wallace, second vice-president; P. A. Cowman, hon. secretary; Chas. A. Rawlinson, hon. treasurer; Executive: Messrs. J. F. Doyle, J. C. Dakin, A. Nash, J. B. Nicholson, Ausin, Oliver, Wm. Brown, Fred J. Fielder, Oliver Eby, M. Glasso, D. H. Beckley, Earl Fletcher, Norman Corfield, Secretary William F. Norris and H. Hickling, auditor.

GROCERS AND BUTCHERS PICNIC.

To be held July 16, 1924, at Nanaimo.

Arrangements are now complete for the annual picnic, which this year is to be held in Nanaimo, on July 16 next.

There will, as usual be a large crowd attending this annual event and from the personnel of the picnic committees, the outing will be attended with every success. The C. P. R. steamer S.S. Princess Adelaide will carry the holiday-makers to Nanaimo. The following merchants have been elected to the various committees:—

Chief Officer: H. Morrow.
Assistant Officer: E. R. McTaggart.
Transportation: Mr. Brown.
Finance: C. Clarke, (chairman).
Sports: J. Merilees, (chairman).
Announcers and starters: Messrs. Higginson and Anderson.
Judges: T. White, (chairman); and representatives of wholesale houses.
Groundsmen: Messrs. Walford, Lyon, Lincoln, Brogan, Beaton, Orr and McKay.
Entertainment: Messrs. McKelvie and Nickerson.
Prizes: Messrs. Vincent, Jones and Brown.
Equipment: J. S. McKay.
Catering: W. Allison.
Advertising: Messrs. McTaggart and McDowell.
Tickets: J. Merrilees.
Adults, $1.80; children, 90c, return fare.

Don't Forget the Date, July 16.

VANCOUVER TAILORS ORGANIZE.

Enthusiastic Meeting Inaugurates New Trade Section, R. M. A.

On On May 5, the merchant tailors of Greater Vancouver decided to form a trade section of The Retail Merchants Association, and at a representative meeting held on that date elected the following officers:

President. Thomas Morgan; first vice-president, Fred Hartle; second vice-president, C. Wray; Hon. treas. S. J. Creasy, and secretary, Joe Daoust.

A dinner was given at the Ambassadore Cafe, May 15th, and representatives of the leading woollen and tailors supply houses, congregated to hear an address given by Mr. Dunn of the firm of Dunn & Sundberg of Seattle, who spoke on the "Value of Co-operation and Organisation." From the enthusiasm noticed at this dinner meeting, it is evident that the Tailors' Section of the Association will rapidly become a very live factor in the activities of the R. M. A.

AMONG THE TRAVELLERS.

Early this month the Grand Council of United Commercial Travellers of America, the Grand jurisdiction, Oregon, Washington and British Columbia, met in Bellingham, Wash. As the Tulip Festival was on at the same time, it is needless to say that the sixty odd travellers who went from Vancouver had a real time.

The travellers participated in the parade and naturally attracted almost as much attention as the prize float, sent by the City of Vancouver.

Friday evening, Bellingham Council, U. C. T., entertained the visiting travellers and their wives at the Leopold Hotel with a splendid banquet followed by a delightful dance.

The business session occupied almost two days winding up with the election of officers. The following were elected:—

Grand Counselor: C. H. Begg, Portland.
Grand Junior Counselor: W. B. Tullidge, Vancouver.
Grand Past Counselor: F. H. Rice, Seattle.
Grand Secretary, A. H. Metzelaar, Portland.
Grand Treasurer: J. G. E. Wetterstrom, Seattle.
Grand Conductor, Jos. Ball, Tacoma.
Grand Page: Fred Williams, Bellingham.
Grand Sentinel: C. L. J. Smith, Seattle.
Grand Chaplain: H. B. McKelvie, Vancouver.
Grand Executive Committee: S. E. Hill, Tacoma; E. R. Krause, Spokane; Lester Davis, Everett, J. D. Denholm, Victoria.

Representatives to Supreme Council: Capt. E. B. McMaster, P.G.C., Vancouver; F. H. Rice, G. P. C., Seattle; Henry A. Thompson, P. G. C., Tacoma; J. W. Watson, P. G. C., Seattle.

It will be seen by the above that the Canadian boys rank high in the esteem of their fellow travellers in this jurisdiction.

W. B. Tullidge, crack salesman for the Western grocers, being elcted to the second highest office in the Grand Council.

H. B. McKelvie, O. C., tobacco, with Kelly Douglas & Co. Ltd., was appointed Chaplain.

Capt. E. B. McMaster, P. G. C., representing the "Kardex" visible filing system for B. C., and secretary of Vancouver Council "284" U.C.T., and the Commercial Travellers Association of Canada, was elected to represent this Grand jurisdiction at the Supreme Council which meets at Columbus, Ohio, June 24th to 28th, and J. D. Denholm of Victoria Council No. 434, was elected to the Grand Executive Committee.

HARDWARE, OIL *and* PAINTS

GENERAL CONDITIONS.

April business in the hardware trade showed improvement over the previous month, and with the advent of warmer weather at the latter end of the month a marked stimulus was noted in all branches.

Heavy hardware dealers, however are somewhat discouraged by the lumber industry's decision to curtail operations due to the decreased demand from Oriental markets, but this situation is counteracted by the steady demand for marine hardware, and dealers in this class of goods report brisk business. There has been a very large demand from boat owners and yachtmen, who have been busy reconditioning their craft for the season's activities. Stores are now bidding for trade with the increasing number of tourists who are visiting this part of the Dominion, and the influx will grow steadily as the summer months approach. Really good business from this source is anticipated. Householders have made a good start in painting up their property, and the "Save the Surface" idea is becoming generally recognised as a sound investment in property protection. The question of Eastern Houses underselling the local men in the nail business, has been satisfactoryily settled, and carloads are now coming forward at a cost corresponding to jobbers prices. Local quotations have been reduced forty cents, bringing the today's price down to $5 a keg.

MARKETS AT A GLANCE

Cutlery.

Sales have been uniformly good, and prices are being held firmly; stocks in good shape.

Hack Saw Blades.

Demand fair with prices steady and stocks ample.

Roofing Paper.

Demand fair, prices fairly steady and stocks in good shape.

Rope.

Demand fair, prices unchanged; stocks in good shape.

Wire Cloth.

Shipments good and current demand satisfactory. Prices fairly steady.

New Prices on Some Lines of Mops and Polishes

New prices quoted are slightly higher an liquid veneer polishes and mops.

White Lead Prices Unaffected by Pig Lead Decline

Though pig lead has declined considerably recently, prices of white lead locally are unaffected. Fair quantities of this material are passing through dealers hands.

Bench Screws Fgure in Price Revision Downward

A minor change has been put into effect upon the price of bench screws.

Sand Paper

Very good demand. Stocks good; prices firm.

Wheelbarrows

Good demand from contractors and some demand from individuals for garden barrows. Stocks good; prices steady.

Linseed Oil Market Steady.

Linseed oil market is now steady after several declines have been made recently.

Turpentine Movement Good; Prices Unchanged

The movement of turpentine has been fairly strong. No change has been made in prices.

Pig Iron Market Quiet; Prices Unchanged

Pig iron prices remain the same as last quoted. Business in this line has been quiet.

Wire Nails Decline

Wire nails decline. The new quotations show a decline of forty cents a keg.

Hockey Pucks Reduced For Fall Delivery

The Dunlop Rubber Co. have issued full prices on rubber hockey pucks showing reductions in all lines, with one exception.

Reduction in Prices of Grindstone Fixtures.

A reduction is announced locally on grindstone fixtures. A good movement is recorded as taking place in this line.

Iron Sheets.

Iron sheets are now quoted at lower prices, this being the result of lowering the sales tax.

Sad Irons

A slight reduction has been recorded in the price of Mrs. Potts' sad irons.

Screen Doors.

Local retail trade reports business is opening up.

Screws.

Sales are good. Stocks are fairly well assorted. Prices remain steady.

Sash Cord.

Very good demand developing. Stocks ample; prices steady.

Hose.

Some demand is developing. Stocks are good; prices steady.

Putty

Putty sales are fair at prices unchanged from last list.

Shellac

Fairly good business has been done in the Shellac market. Prices are firm and unchanged.

Poultry Netting

Poultry fencing and poultry netting are moving well. Prices on these lines are firm at levels which have been in force for some time.

Spades and Shovels Move.

Dealers locally report a brick movement in spades and shovels.

Refrigerator Booked Orders New Going Forward

Booked orders for refrigerators are now being shipped. Fairly good sales have been recorded in these lines.

Builders' Hardware.

Builders' hardware is selling in good quantities. Prices on general lines of builders' hardware are unchanged.

Sporting Goods Sales Continue to be Good.

Sale of baseball and tennis supplies is good this season, and is developing rapidly. Prices hold firm at levels recently quoted.

Automobile Accessories.

With the fine weather prevailing demand has picked up considerably and indications point to good business being maintained. There have been no price changes since our last issue.

BUDGET CHANGES AFFECTING THE HARDWARE TRADE.

A number of additions have been tabled to the budget resolutions which will be of benefit to manufacturers of implements and of steel. The resolutions provide for the reduction of the sales tax, in line with the original reductions on implements fabricated before the budget was announced. This was devised to place the Canadian seller on an equal basis with United States dealers who are not called upon to pay a sales tax in their own country.

Placed on the Free List.

Shovel handles and stems are placed on the free list. These, it is understood, all are imported from the United States. Rolled iron and steel which goes into the manufacture of implements, also is placed on the free list.

As a concession to the steel manufacturers, ingot moulds, which are now taxed 5, 7½ and 10 per cent., are reduced to British preference, free; 5 and 7½.

Concessions are also made on slag and similar material for blast furnaces and smelting operations. The duty on fire brick also is to be reduced.

The duty is reduced on racing shells used by amateur rowing clubs imported for the exclusive use of the clubs.

Other articles exempted from the sales tax are: Fire brick, ingot moulds and articles used in the smelting of iron ore.

Lap-welded tubing not less than four inches in diameter for water, oil and natural gas wells.

Materials for the manufacture of fertilizers; dry materials to be used for the same purpose as spraying.

Sales tax on creosoted railway ties is cut in half.

The value of imported matches and imported playing cards will include excise taxes. This change will make the same system of valuation on imported as on domestic matches and playing cards.

To Take Out Licenses

All wholesalers and jobbers are authorized to take out licenses provided they give the necessary security for the payment of the tax and other requirements.

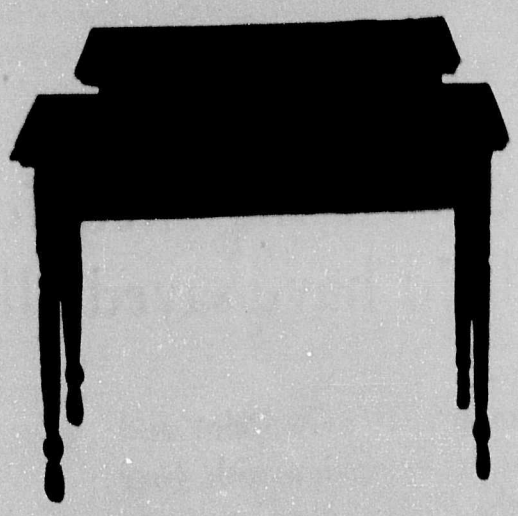
This change will put all wholesalers and jobbers on the same basis.

In addition to wood handles for shovels, machinery

Special Introductory Offer

FOR our old and new customers we are selling and introducing a new line at a discount. The offer is: **One No. 108 Dresser,** fumed Finish, **One No. 108 Dresser,** Ivory or White Enamel Finish. Size of dresser 18-in. x 34-in. top; 20-in. x 24-in. British Plate Mirror.

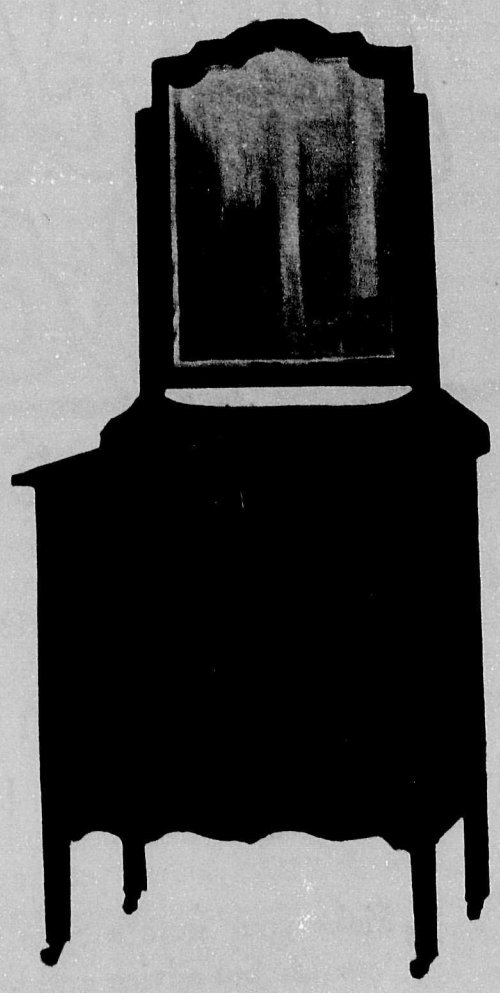
Two Kitchen Tables with drawer. Size of top 26x46 or two of same table 24-in. x 36-in.



Price for the four pieces as above

$38.00

This offer only for a limited time, so place orders early.



Dowling Manufacturing Company

VANCOUVER, B. C.

266 Second Avenue.

"Eben Smith's lone cow died the other day after drinkin' a pail of paint Eben had been meanin' to use on his shed for the past week. If he'd saved the surface he'd have saved all.

Make your store a Save the Surface Depot where consumers can get not only Paint and Varnish but advice and help in their painting problems. Support the campaign with your own local advertising, window and counter displays and in Save the Surface suggestions to all who enter your store.

SAVE THE SURFACE CAMPAIGN, 601 Keefer Building, Montreal
A co-operative movement by Paint, Varnish and Allied Interests

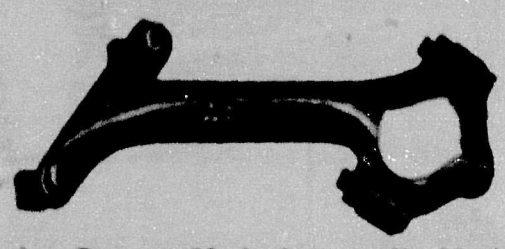
of a class not manufactured in Canada for handling iron ores and other materials to be charged into a blast furnace is placed on the free list.

The new provisions also specify a drawback of 99 per cent on materials which entered into the cost of agricultural implements on hand or in process of manufacture in possession of the manufacturers and unsold on April 10th.

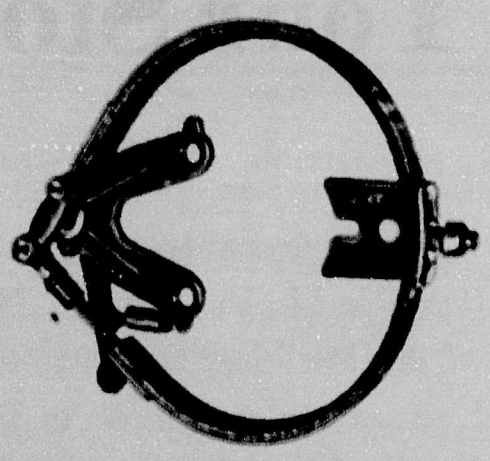
There is also a similar drawbock an all materials entering into the cost of cyanide of potassium and cyanide of solium.

The reduction on racing shells is in the British preference which is reduced from 15 per cent. to 5 per cent. There is no change in the general tariff.

NEW GOODS.



Apco Steering Brace.—Made from malleable iron, black enamelled, fastens to the upper part of dash at one end and to the steering column at the other, preventing all vibration and making steering column as solid as a rock, most large cars have a device of this kind and the Ford is a lot better with one, furnished complete with bolts, nuts and screws; weight each 10 ounces. One in a carton.



Rear Wheel Brake.—A Ford brake that acts as smoothly and positively as those on the highest priced cars, it attaches to both rear wheel brake drums and takes the place of the transmission foot brake which is eliminated entirely—operates from the regular foot brake pedal, made with bronze bushings, solid steel pull rods, efficient equalizers and double adjustments, finished in black enamel, packed one set in a box, keight 12 lbs.

Supreme Electric Lantern; the kind of light everybody needs, because it throws its rays in every direction and leaves the hand free; carries three No. 950 unit-cell batteries concealed in the bottom; fitted with bail handle and has a strong wire cage to protect lamp from breakage, specially useful for motorists, farmers, campers and in the home; weight per dozen without batteries 24 lbs. One dozen in a case.

THE CROWS NEST PASS AGREEMENT.

British Columbia's Hardware Distribution in Prairie Sections will suffer considerable hardship if this agreement is re-instated.

It was in the year 1897 when the Laurier government was in power that the Canadian Pacific Railway undertook the construction of the Eastern British Columbia line, known as the Crows Nest Pass, and a bargain was struck with that government whereby, in consideration of certain subsidies and concessions it agreed to a schedule of maximum rates on grain and flour from the prairies to the head of the Lakes, and on certain commodities westward.

A reduction in rates and tolls over the prevailing tariff was to be made by the company on certain goods "westward from, and including Fort William" and "from all points east of Fort William, whether by all rail, or by lake and rail."

So far as manufactured goods were concerned, it was on the westbound freight movement only that there was a reduction called for, and this the basis for all the adverse critisism voiced by the people of Western Canada.

Among commodities to enjoy the lower freight charge with amount of reduction were: coal oil from Fort William westbound, 20% lower rate; agricultural implements of all kinds, set up or in parts, 10%; cordage and binder twine 10%; iron, including bars, bands, Canada plates, galvanized and sheet, pipes, pipe fittings, spikes and horseshoes, 10%; window glass 10%; paper for roofing purposes 10%; paints and oils of all kinds, 10%; woodenware and furniture (household), 10%; fresh fruits and livestock were also included in the list.

These concessions naturally stimulated the development of the west, but at the present time about the only commodities specified in the terms of that agreement that are moving westward are farm implements and sundry livestock.

Low rates were enjoyed on those commodities until the year 1918, when the Borden government set aside the agreement as a War Measure Act, and the following year when the Railway Act was revised, parliament gave the Railway Commission power to set the agreement aside for a further period of three years, and this privilege was taken advantage of.

In 1922 a bill was passed suspending the agreement for yet another year, except insofar as the eastern rate on grain and flour was concerned, and giving the government power to extend the suspension twelve months by order-in-council.

The old rate will again come into effect on July 6 next unless some action is taken at the present session of parliament.

The most disturbing factor in connection with this agreement which has caused bitter dissention among the citizens of British Columbia is the ceding of some 600,000 acres of land in the south east corner of the province, including some of the richest coal areas on the continent, in return for which British Columbia has been saddled with freight rates which practically shut her out from the prairie markets. Provinces which have conceeded nothing in the form of subsidies for the line, are granted favors.

Hardware manufactures here are making a bold bid for the western trade in practically all the commodities

This Canada Wide Advertising Directs Business to Your Store

Sixty of Canada's most influential newspapers, four national magazines and twelve farm papers are telling the housewives of Canada the story of Dominion Linoleum and Dominion Linoleum Rugs. They are pointing out the many advantages of this ideal floor covering; they are presenting forceful arguments that are adding momentum to the ever growing popularity of Dominion Linoleum **for all floors.**

They are directing business to **your** store. Are you making it easy for these people to recognize your store as the headquarters in your district for Dominion Linoleum?

Dress up your windows. Display linoleum inside. Use your local papers. We'll gladly send you postpaid, free of charge, what window trims, counter cards, sample booklets and newspaper electros you can use effectively to increase your business. We will also give you expert assistance in planning your windows. Write us today.

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

Dominion Oilcloth and Linoleum Co., Limited

MONTREAL, Canada

stipulated under the agreement for preferental rates, and if the old agreement is resorted to eastern manufacturers will be able to ship their goods two or three hundred miles further west for the same money, thereby capturing the western markets, to the detriment of western houses.

THE POWER OF THE CUSTOMER.

I have the power to build up or tear down this wonderful establishment of yours. Without me your store could not exist.

I do not always judge style or merchandise correctly. I come to you for advice, just as I go to a lawyer or a doctor, because I feel that you ought to know all there is to know about the merchandise you sell in the department where you are working. I expect you to advise me correctly—to help me—to assist me in making my selection. If you mislead me or show a lack of knowledge, I not only will lose confidence in you, but I will also lose confidence in your store, and go elsewhere for my purchases.

When I approach your counter, I like to be greeted by someone who does not have to finish the gossip of the day with someone else at the counter further down, or someone across the aisle, before they can wait on me.

I detest a curt answer to my question—a "smart-aleck" reply, and the sales person who shows a lack of interest in me. Even if I do not buy today, remember there are many tomorrows.

I expect service, I demand service, and if you will not give me service, I will go where I can get it.

Give me service—The kind of service I expect and I will make your store the greatest in the community.

BUSINESS CHANGES—BRITISH COLUMBIA

Armstrong—
Jones, Wm.—Reported sold out to Wm. Evans (butcher).
Johnson & Bray—Dissolved (Grocers).

Chilliwack—
Parsons & Nelmes—Business being advertised for sale by C. C. M. T. A. (men's furns., &c.)

Cumberland—
Mumford's Grocery.—Dissolved partnership. Thos. H. Mumford continues.

Central Park—
Hunter, F. W.—Sold out to P. D. McDonald (gro.)

Mayne Island—
Emery, Bertram A.—Reported succeeded by Harvard Bros. (G. S.)

Nanaimo—
Thompson, Cowles & Stockwell—Reported dissolved partnership; Thompson & Cowie continuing (grocers, &c.)

New Westminster—
Central Meat Market—Dissolved partnership. (Butchers)
Reliable Furniture Company. Incorporated.

Port Haney.
Nightingale, J. H.—Reported sold out to Frank Maskett (Meats).

Vancouver—
Beaver Grocery—Reported sold out. (G. B. Eccles).
Ideal Cloak Co. Ltd.—J. D. Small appointed custodian.
Canada Produce Co.—Dissolved partnership.
Economy Meat Co. Ltd.—Bailiff reported in possession.
Tisdalls Ltd.—To be wound up voluntarily, C. D. Rolston appointed liquidator. (Sporting goods, etc.)
Canada Chemical Co.—Bailiffs sale held.
Royal Typewriter Co.—Gazetted as ceased to carry on business in B. C.

CONVENTION NOTES TO REMEMBER

Visiting delegates should arrange to reach Merritt Tuesday evening June 3. It is planned to register as many delegates as possible on that date.

* * *

Branches and members of the Association must forward all questions and resolutions to be placed before the Convention, to the provincial office without delay.

* * *

Each Branch is entitled to send five delegates, whose names should be forwarded to the Provincial Office immediately, in order that their accommodation may be arranged for. The Provincial Office will make reservations if desired.

* * *

An attendance of at least one hundred delegates is anticipated.

Victoria—
Dean & Hiscocks (druggists)—Albert M. Claerihue purchased interest of William M. Dean estate.
National Motor Company, Ltd.—Applying for change of name to Sun Motors Limited.
Victoria Owl Drug Company, Ltd.—Succeeded by MacFarlane Drug Company (not Inc. (Retail drugs, &c.)

White Rock—
Marshall, R. C.—Reported sold out to McLeod & McLeod. (D. G., &c.)

WRITE THE MANUFACTURER.

Occasionally, an enthusiastic salesman leaves you with an order for merchandise in a quantity which, when it arrives, does not move in accord with your hopes. You begin to regret you bought so much, and then feel mighty sorry that you did. A postage stamp and a letter of a few lines will often release you from your puzzle.

Write to the manufacturer of the article, marking your letter, "Advertising manager." Tell the gentleman exactly the fix you are in—you bought the goods and expected to sell them, and you have not succeeded. Say you would like some selling suggestions, ideas, which will move the slow articles out.

Of course, you may happen to hit a manufacturer dead to his real interests, but you are much more apt to find one who knows that he's lost a customer if he doesn't come through with the result—producing advice—and perhaps made one if he furnishes a solution. You'll get help in most instances.

A manufacturer alive to his business knows better than anyone else how to sell his article at retail—for the very good reason that he has constant check on merchants and how they push his brand. He knows sales stunts, display methods, advertising ideas, they have used with success, and he's glad to dish these out.

So put your problem up to one as interested as you are in its solution—the manufacturer. He can help you many times. Write the advertising manager.

Teapots!

Most folks want a teapot that is more useful than pretty.

We've tried all kinds in our place. Some of them, when full, could hardly be lifted on account of the awkwardly-shaped handle; others got so hot you couldn't touch them. Others couldn't be cleaned.

In this new Special Davidson Seamless Enameled Teapot I believe we've got the teapot of the century.

There is a no-heat handle—one that gives you a full, comfortable grip. The moment you pick up the teapot you know it won't slip when you start pouring. It doesn't strain your arm and doesn't get hot. There is a special Davidson patented hinge on the cover, so that it opens and shuts just like a well-oiled door.

It's made in one piece—a seamless article. You can see what that means—easy to clean—no crevices or joints—no taste of the tea used at the last meal.

But the teapot is just one of all the things we have in our enamelware line. You'll find something about them all that will make your customers want them in preference to others.

Our salesman will look after your needs. Or send your order in direct.

The Senior Salesman

The Thos. Davidson Mfg. Co. Limited

Established 1860.

Head Office and Factory: MONTREAL.

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

DAVIDSON

HARDWARE PRICES CURRENT

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

AMMUNITION.

Loaded Shot Shells.

	M
Dominion:	
Canuck.	
12 G x 26 x 1⅛ ch.	$44.65
12 G x 28 x 1⅛ ch.	45.65
Imperial.	
12 G x 26 x 1⅛ ch.	49.00
12 x 28 x 1⅛ ch.	51.70
American.	
U.M.C. Nitro Club 12 G x 26 x 1⅛ ch.	62.85
Peters High Gun	62.85
U.M.C. Arrow 12 G x 28 x 1⅛ ch.	59.25
Peters Premier	59.25

Metallic Ammunition.

Dominion	
22 short Smokeless	4.65
22 Long Smokeless	6.45
22 L. Rifle Smokeless	7.75
22 L. Rifle Lesmok	6.10
American.	
22 Short Smokeless	5.45
22 Long Smokeless	7.60
22 L. Rifle Smokeless	9.00
22L. Rifle Lesmok	7.10

ANVILS—Peter Wright, 92lbs. to 139 lbs., 25c; over 139 lbs. 22c.

AXES—Boys' Axes, 1½ lbs. $12.60 to $13.20 doz.; double bit axes, unhandled, $22.20 to $25.20 doz.; hunters axes, $12.00 doz.; single bitted axes, unhandled, $16.20 to $18.00 doz.

BARS—Crow, $11.00 per 100 lbs.

BELTING—Lace, rawhide sides, $1.40; cut, 5/16" at $2.50 per 100 feet; ⅜" at $3.00 per 100 feet; ½" at $4.50 per 100 feet.

BOLTS, CARRIAGE—(in full packages). ⅜ and smaller up to 6-in. long, less 20/10 off list; over 6½ in. 15/10 off list; 7/16 and larger, all lengths, less 10 off list. Note new list prices in effect.

BOLTS, MACHINE— ⅜ and smaller up to 6-in. long, less 22/2/10 off list; over 6-in. less 20/10 off list; ⅜ 5/10 and ⅜ less 2½/10 off list. Note new list prices in effect.

BOLTS, STOVE—Less 67½/10 off list.

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

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

BOILERS, RANGES—30-gals. $11.50 each.

BUILDING PAPER—Tarred, 85c to $1.20 per roll. According to quality. Plain 60c to 90c per roll.

BUTTS—Plated, 241, antique copper and dull brass finish 2½x2½ per pair 36c; 3½x3½ per pair 39c; 4½x4½ per pair 87c.

BUTTS—Wrought steel, No. 804, 2½x2½, $1.85 per doz; 3½x3½ $2.90 per doz.; 4½x4½, $5.22 per doz.

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

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

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

CHAIN—Logging, 5-16 x 14, $3.00 each; ⅜ x 24, $3.75 each.

CHOPPERS FOOD—Universal No. 0, $22.20 doz.; Universal No. 1, $27.00 doz.; Universal No. 2, $32.60 doz.; Universal No. 3, $43.80 doz. Home, No. 55, $2.30 each; Home, No. 65, $2.75 each.

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

CLEVIS MALEABLE—Per lb. 21c.

CLOTHES LINE WIRE—Per each, 50 ft., $1.60 doz.; 100 ft. $6.25.

DRILLS—Bit stock 40/5 off new list; blacksmith ½-in. 47½ off new list.

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

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

HINGES—Per doz. pairs—Heavy strap, 4 in. $2.30; 5-in. $2.70; 6-in. $3.05; 8-in. $4.70.

CORRUGATED TEE—Per dozen pairs—4-in $2.70; 6-in $3.75; 8-in $6.50; 12-in $13.75.

HOSE, WATER—½x3-ply 10c a foot; ½x4-ply 13c a foot.

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

IRONS, SAD, COMMON—Per 100 lbs.—6 lbs. and over 22c; 3, 4, and 5 lbs. 28c.

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

LAMP CHIMNEYS—A, per case 8 doz., $1.60 per doz.; A, per doz. $1.70; B, per case 6 doz. $1.65 per doz.; B, per doz. $1.80.

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

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

MOWERS, LAWN—Woodyatt: 4-bladex12 inch, $10.25; 4-bladex14 inch, $11.00; 4-blade x16 in. $11.75. Empress, 4-in blade x 12-in. $12.50; 4-blade x 14-in. $13.00; 4-blade x 16-in. $13.75. Great American: 15-in. $23.00; 17 inch, $25.75; 19 inch, $28.50. Pennsylvanie Junior: 14 inch, $21.50; 16 inch, $24.25; 18 inch, $27.25.

NAILS, WIRE—Base $5.00 f.o.b. Vancouver; Cut, base $7.50 f.o.b. Vancouver.

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

NUTS—Per 100 lbs. advance over list—Square, small lots, $5.75; square, case lots, $2.75; hexagon, small lots, $6.25; hexogan, case lots, $4.25.

PICKS—Clay, 6-7 lbs. $8.40 doz.

PINE TAR—1 gal. 85c each; ¼ gal., 29c each; ½ gal. 18c each.

PLASTER OF PARIS—$1.60 per 100 lbs.

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

ROPE BASE—British manila, base, 16½c; pure manila, base 19c.

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

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

SCREWS, CAP—55 off list.

SCREWS, SET—55 off list.

SHOVELS AND SPADES—Olds or Fox, $12.50 per doz. ⅝ Jones or Bulldog $14.50 per doz.

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

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

IRON, GALVANIZED SHEET—Per 100 lbs.—28 guage American or English $7.90; 24 guage $7.50; 18-20 guage $7.30.

SCOOPS—Moose No. 4, $17.95 doz.; No. 6, $18.65 doz.; No. 8, $19.35 doz.; No. 10, $20.00. All above in black finish.

SOLDER—¼x½, case lots, 42c per lb.; less 46c per lb.

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

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, $4.75; 4-point hog, 80 rods $5.25.

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

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

WRINGERS—Eze, $81.00 doz; Safety, $97.00 doz.; Bicycle, $81.60 doz.; Ajax, $171.00 doz.

WASHING MACHINES—Velox water power, $23.75 each; Seafoam Electric, $76.00 each; Snowball, $17.35 each; Patriot, $19.00 each.

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

PAINTS AND OILS.

Brandram-Henderson

	Per Gallon
R-H "English" ordinary colors	$4.25
R-H "English" white	4.60
R-H Exterior Oil Shingle Stain—	
Ordinary colors, in 4 gal. cans	$1.80
Greens and Greys, in 4 gal. cans	2.00
R-H Anchor Shingle Stain—	
Ordinary colors, in 4 gal cans	1.35
Grrens and Greys, in 4 gal. cans	1.55

PAINTS

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

PUTTY—	Per 100 lbs.
Bulk, barrels 800lbs.	$6.50
Bulk, irons 100 lbs.	7.75
Bulk, irons 25 lbs.	8.30
Tins, 5 lbs; per lb.	9½
Tins, 1lb.	.12¾

LINSEED OIL—	Gallon.
Raw, 1 to 2 barrels	$ 1.30
Boiled, 1 to 2 barrels	1.33

LEAD, WHITE IN OIL—	Per 100 lbs.
1,000 lbs. to 1 ton	$17.60
Less	19.60
Brandram's Genuine	16.05

TURPENTINE—	Gallon.
1 barrel lots	$ 1.80

VARNISHES—	Gallon
Elastic, No. 1	$ 8.30
Elastic, No. 2	7.40
IV Linoleum	6.80
IV Marine Spar	7.10
IV Furniture	3.65
IV Pale Hard Oil	4.65

Less 33 1-3 per cent.

Lacqueret ..... $6.15 less 40

MORE LIGHT LIMITED.

Prices to dealers.

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

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; Dry 6x 2½ 55c each.

BOOTS—Tire 4-in. $1.25 each.

BUMPERS—Twin bar $13.60 each.

CAPS—Radiator, $1.00 each.

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

CARRIES—Luggage, collapsible $4.50 each.

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

CHAINS—Weed 30x3½ $6.35 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 $1.60 each; Mayo Skinner $7.50 each.

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

DEFLECTORS—Wind adjustable $15.20 pair.

ENAMEL—½ pt. Jet Lac $6.00 doz.; 5-oz. Wonder Worker $4.80 doz.; Martin Senour Quick Drying, 1/64 13c each; 1/32 19c each; 1/16 31c each; ⅛ 54c each; ¼ 96c each; ½ $1.70 each.

HORNS—Electric $5.75 each.

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

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

MIRRORS—Rear view $3.00 each.

OIL—Monamobile, light $1.55 gal.; medium $1.60 gal.; heavy $1.70 gal.

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

PLATES—Step $2.00 each.

PLUGS—Spark Champion 53c each; A. C. Titan 63c each; Hel-Fi, 58c each.

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

PUMPS—Tire Ace $2.60 each; Crown $1.50 each.

RAILS—Robe No 127 90c each.

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

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

Tubes: less 30 per cent off list.

Bakery, Confectionery and Catering

Sales and Production

Average Sales—What They Mean to the Retail Baker and How to Maintain a Consistent Balance

By John M. Hartley

HE most important thing to a merchant is the customer. The baker is a merchant. The customer has the direct relation to production. What is a customer worth?

Let us analyze the receipts of one retail baker, and just what the customer's dollar and cents meant to the business registered.

The sales for the year were $45,000, that is what the customers left in exchange for baked goods.

The year contained 306 days of business.

The average day's sales were $147.00, and a fraction.

There was an average of 365 customers a day.

That meant that each customer left an average of .4025 (forty and ¼ cents) per day, or, the sweet sum of 123 dollars and 16½ cents per year.

Every Customer is a Valuable Customer.

It takes every customer to make your average customer, and all agree that a customer of a retail baker who will spend $123.00 each year over the counter and take away the goods is a valuable customer.

You can't slight any customer, whether small or large. They are the "It" of your business. When you ask "how is business," the answer is "Itis good or poor," The average customer is **It.**

If you can get this sense of value accepted, first by yourself, then by your sales folk, you have the fundamentals of successful merchandising. Without it any or all of us in the retail baking business will dub along.

The average customer produces the average sale.

The average sale is the control factor in production, and in profit.

A proper conception of the average sale stimulates merchandising effort, and is the one thing that can "sell" the value of merchandising to the retail baker —production follows.

An Instance.

In the year 1920 things in general were poor. In May it was noticed that customers were falling off. The moving season had brought a decided change—one that could be noticed. A way had to be found to increase either customers or sales to customers—the main problem being to secure more receipts to meet the simple business needs of fixed expenses and upkeep.

Th old army game of cutting prices to invite more customers was discarded as passe, and economically unsound. Modern business can't afford to "three shell" itself as an innocent amusement. Lower prices to be absorbed by a lower standard of living was judged as equally unsound. It was decided that nothing could be gained by either standing still, cutting prices, or any of the negative policies of meeting these periodic slumps. It was decided that the best defence would be an offensive launched to increase the average sale. A study was made of the average sale, and a programme of variety and intense selling put into effect. The result:

1919.	
Number of customers	99,828
Average sale daily	.3335
Year's business	$33,296
1920.	
Number of customers	91,848
Average sale daily	.4021
Year's business	$36,926

A decrease of customers of 7,980 produced an increase of $3,640.

A mighty lesson was learned; not only was the crisis passed for the slump period, but the new idea has been caried on through these years of recovery and prosperity. This year, 1923, brought as noted, $45,000 and an average sale of .4025 on a silghtly lower price · following fact of more customers brought through the prestige of better customers has continually increased business. This in a neighborhood bakery where natural drawing power has certain territorial margins. Increased business from the same territory has brought in 1923, 111,550 customers as against 99,828 in the year 1919, and 91,848 in 1920, the yea rthis policy of stressing merchandising was started. Better customers have brought more customers—good-will computes its earnings on the compound interest basis.

It Must Be Done.

The situation was met only after a clear analysis of all conditions had been made. The natural rush of business that had carried a regular and little varied line of goods over the counter with small sales effort had passed—possibly never to return. The only way that could be found to restore reseipts was to tempt the buyer to add more baked goods to the family menu. That listens big, or broad, perhaps far-fetched; but in the last analysis that is exactly what was done as was learned by some friendly questioning of customers willing to talk.

It takes new and better goods to tempt regular customers to buy more from the baker. The customers as well as the baker gets into a rut. Rut-buying, and rut production, are mostly mental contentment or laziness,—the course of least resistance that lands us always a little downstream. There was a willingness to get out of the rut as soon as the situation was recognized, and faced. It only needs the right methods. The whole program rested on ability to produce a new and better line of goods that would stand selling and re-selling to the same customers. A line that would naturally lend itself to introducing more commercial

baked goods into the meals of the families being provided for by her majesty, the average customer.

Production had to buckle down and take orders from the store that operates directly under a permit from her majesty. The idea of transferring power from the shop to the store was against tradition, but it had to be done. Production was tuned up. The trade journals were read and studied for new recipes. The remnants of the war conception of the right and proper materials and quality were thrown out. Production policy was amended so that there was little left of the original. The butter bill increased, the milk bill talked in larger figures. The whole idea of quality was stepped up. A post-graduate course in better baked goods was being considered and the boss and his foreman were enlisted as prospective pupils. The school started, and the boss and his foreman were pupils—and interested pupils. They got so much out of it that fitted and aided their new policy that the other young man working for him was sent to a following class. This school work, in fact, was a big factor in giving them the ability and suggestions needed to carry out the new policy. Not a week passed but some new and tempting article was offered her majesty for approval. And she approved—approved of the new articles and of the new policy. From the sales counter, reaching both ways, in one direction back to the end of the shop, and the other way into the dining rooms of the customers the new policy was felt. The old cash register knew all about it. It took less punches for awhile, but each punch counted for more. The higher average sale had arrived.

What it meant. It means that a crisis had been reached and passed. It meant that both consumer and producer had been jarred out of a rut. It meant better business for both.

It also meant a good deal to the owner in a business sense. A good merchant is not necessarily a profiteer because he makes more money on a given sum of receipts than a poorer merchant. The better profits are the rewards of better merchandising—"merely that, and nothing more." With the increase in average sales the owners' net profit accrued considerably. Overhead was not disturbed nor increased. Better goods kept prices stable on a lowering market while the increased labor cost for these better goods was negligible. The trifle needed for clean cards and advertising was readily offset by less wrapping cost. In fact the higher average sales worked directly into increased percentage of profit—something that had not been contemplated when the policy was first considered. Beyond all that the old adage that nothing succeeds like success was again proved, satisfied customers buying increased quantities carried an advertising story and appeal that has brought increase in customers while holding or slightly bettering each year's average sale. This policy has worked better than contemplated. The reason behind it is that the fundamental was sound. Sales, or merchandising, came first as the factor of business determination. Production was co-ordinated to the need of the merchandising policy. Until this principle is recognized in the retail baking business, we will never find the progress and prosperity that is inherent in the trade. These records are from actual shop records so kept "that he who runs (a retail bakery) may read."

Bread	$43.22½	35%
Rolls	11,11½	9%
Sweet Yeast Goods	30·87½	25%
Cake, Cookies	19.76	16%
Pies	12.35	10%
Pastry	6,17½	5%

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

Seven out of ten loaves are Baker's Bread

Twenty years ago, only two and one-half out of every ten loaves of Bread eaten were Bakers' Bread.

Today in cities, seven out of every ten loaves of Bread eaten are Bakers' Bread.

What has made the difference? The great Fleischmann national advertising campaigns have done their share to educate the nation to the value of Bakers' Bread.

Another big series starts in 1924 to help the baker increase his sales. Your sales.

The Fleischmann Company

Yeast Fleischmann's Service Diamalt

Flavored Shortening for Pound and Package Cake.

Formula.

Butter, 25 lbs.
Vegetable shortening, 67½ lbs.
Salt, 2¼ lbs.
Dried milk, 2¼ lbs.
Water, 3 lbs.
Mace, 2 ozs.
Vanilla flavor, 2 ozs.
Oil of sweet orange, ½ oz.
Rosemary oil, ¼ oz.

Method.

Put the water, milk and salt into the mixer and stir. Then add the butter and vegetable shortening and stir slowly until the mixture has become incorporated. Add the mace, vanilla and volatile oils and again stir slowly until completely incorporated. Put this mixture into tube and then into a refrigerator for about from 3 to 6 days, after which it may be used.

This may be used in the same proportion as butter in straight pound cake or as the shortening in commercial and intermediate pound and package cake. Do not add any other flavoring or salt when this shortening is used. By incorporating the shortening, salt, dried milk, water, salt and flavor, a combination somewhat resembling butter is produced. The flavoring matter is absorbed by the shortening and during the creaming becomes excellently incorporated with the other constitutents of the mixture.

TICKETS AND LABELS
MADE BY SPECIALISTS.

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

NICHOLSON, LTD.

Phone: Bayview 376
2092 2nd AVENUE WEST VANCOUVER, B. C.

Those magic boots of old—the seven-league boots—were the work of an imaginative mind. Who could ever expect to walk seven leagues in a single step?

The story of the seven-league boots was written in the days long before the present time with its great possibilities. These days there is no need for such wonderful steppers. There is the telephone. It is no effort now to talk a hundred times seven leagues. The world is virtually at one's door. This age of wonderment is based, too, on imagination, but it is imagination plus practical experiment and great development.

BRITISH COLUMBIA TELEPHONE COMPANY, LTD.

Beech-Nut
Chewing Gum

BEECH-NUT BRAND
BEECH-NUT
TRADE MARK
REGISTERED
CHEWING GUM

The full-flavored goodness of Beech-Nut Chewing Gum remains unequalled. It contains an abundance of delicious peppermint—leaving the mouth cool, clean and refreshed—the breath pleasantly sweet.

Just recommend Beech-Nut Chewing Gum to each customer once. That's enough.

There is a springy liveliness in Beech-Nut Gum due to the pure chicle, that immediately captivates.

The peppermint flavoring is surprisingly delicious—even to habitual gum users.

Just ask your customers to try Beech-Nut once. That's enough to make each one a regular purchaser.

BEECH-NUT COMPANY OF CANADA, LIMITED, HAMILTON, ONT.

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Mrs. Haine's Marmalade

ORANGE
GRAPE
FRUIT
PINE
APPLE

X WHISTLE
Wrapped in Bottles
CROSS & CO. Vancouver.

PALM OLIVE SOAP
F. B. HARTNEY, Representative.
701 Pacific Bldg., Vancouver.

MALKIN'S BEST
TEA
The Finest

CANADA STARCH CO. LTD.
E. H. ROWNTREE, Representative
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Wholesale Millinery, Notions and Smallwares.
347 Water Street Vancouver.

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Made of fresh fruit and sugar; the purest of ingredients. Will satisfy the most exacting.
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VANCOUVER, B. C.

MONARCH KNITTING CO.
Limited.
Mens and womens hosiery knitted outerwear and hand knitting yarns.
Represented in British Columbia
S. D. STEWART.
318 Homer St. Vancouver, B. .C

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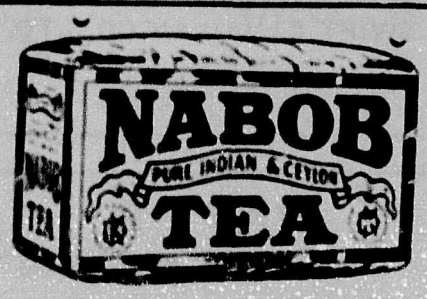
Sash, Doors, Store Fixtures and Alterations
108 Georgia Street E. Vancouver.



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Artificial Flowers, Trimmings, Novelty Jewelry, Veilings, Dress Ornaments, Butterfly Wing Jewelry.
615 Pender St. W. Vancouver.

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Vancouver Office
332 Water Street

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Manufactured in British Columbia and guaranteed.
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