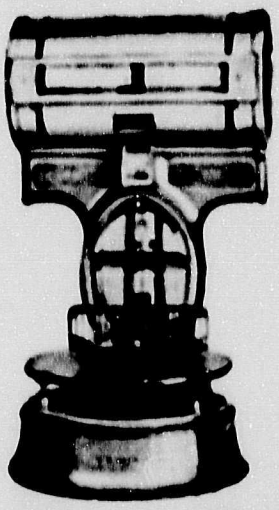
THE BRITISH COLUMBIA RETAILER

Vancouver, B. C.
Vol. XVIII, No. 2

OCTOBER, 1925

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



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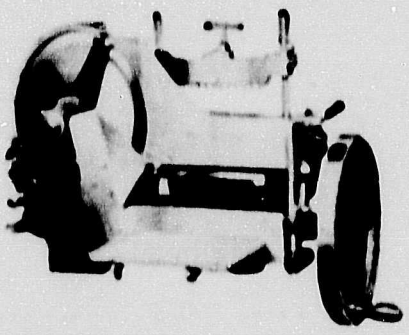
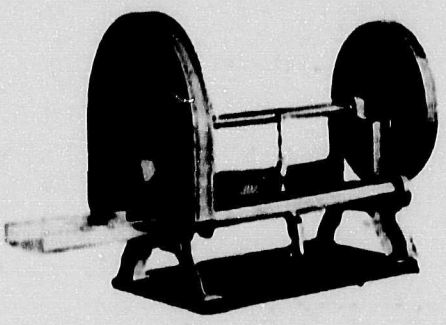
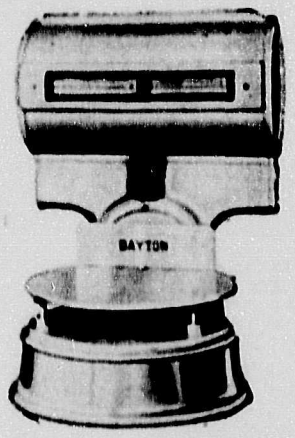


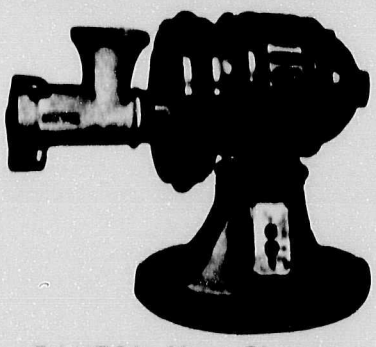
DAYTON Safety Meat Slicer



DAYTON Safety Bread Slicer



DAYTON
Porcelain Scale



DAYTON Meat Chopper

Dayton Equipment

That Will Help You Increase Your Business

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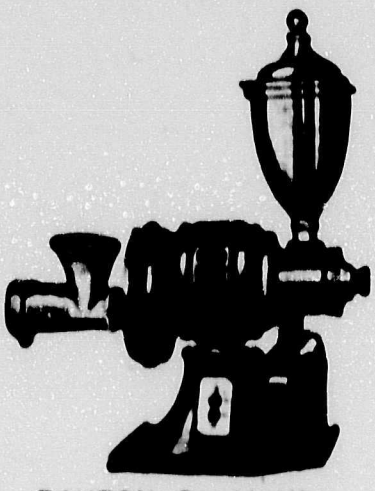

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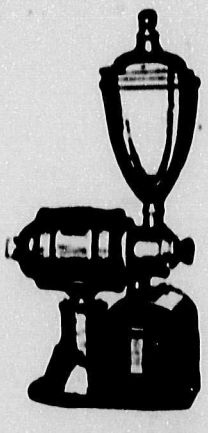
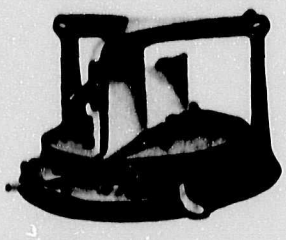


DAYTON Coffee Mill



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Factory and Head Office West Toronto, Ontario

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"You wouldn't buy canned fruits without a label—and yet what difference does it really make unless you know exactly what the label stands for?"

That's what we're asking your customers

but it's just as important to you

Every month for a year now—in the homes of your best customers—we're putting a question something like this:

"What good is a label, anyway—unless you know exactly what it stands for?"

An important question for housewives! But even more important for the dealer who wants a steady, sure business.

What is **any** label worth to you—unless you know, in advance, its quality, its salability and the demand behind it?

After all, the profitable, worth-while goods are the ones that move **off** your shelves and let your capital do another job.

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Just be sure you **SELL**

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To help you, we will supply free **Del Monte** window and store cards and cut-outs, window papers, newspaper and multigraph cuts, leaflets, etc. Write us. California Packing Corporation, San Francisco, California.

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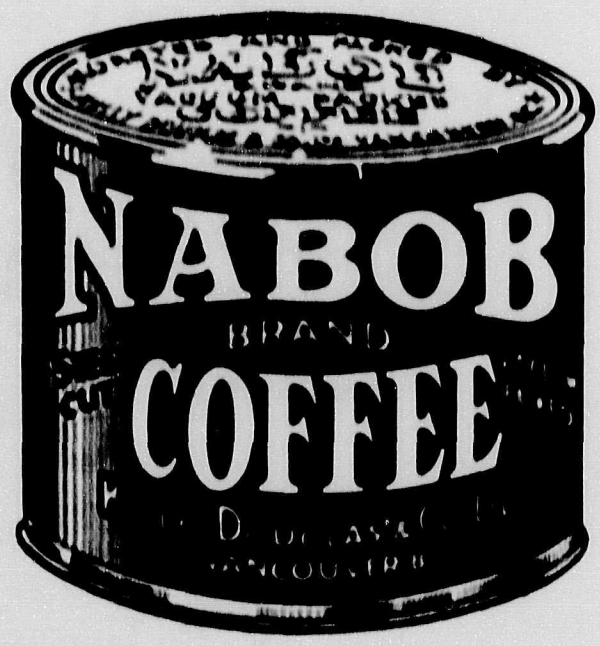

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First Quality packing house products put up by P. Burns & Co., Limited, which means they are the highest grade, always reliable, and without equal on this market.

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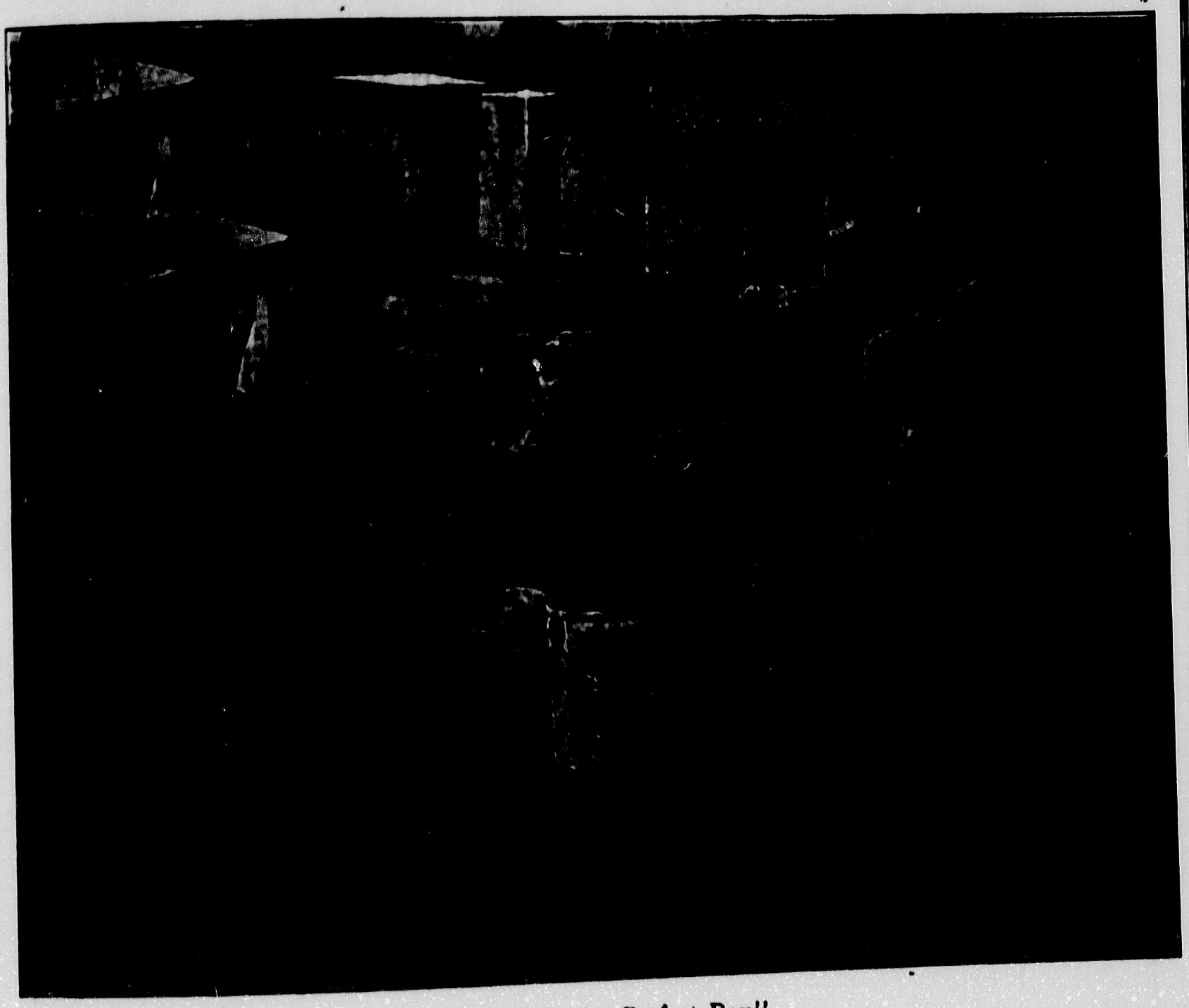

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¶Made from finest flavoured cane sugar, a special grade of which is imported for the purpose.

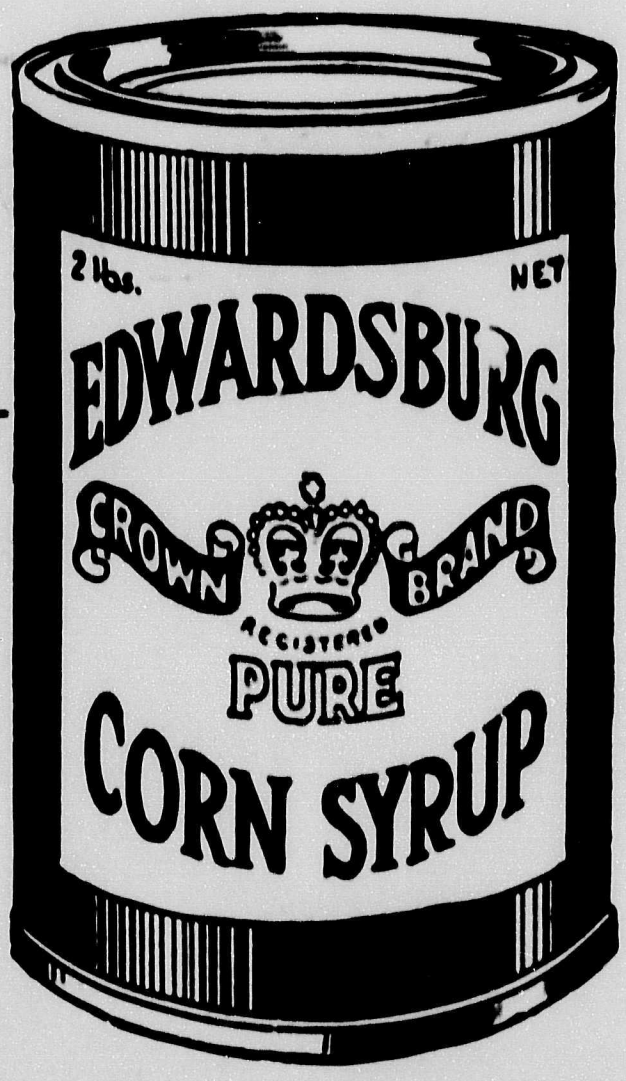
¶Put up in all sizes of packages to suit your customers' requirements.

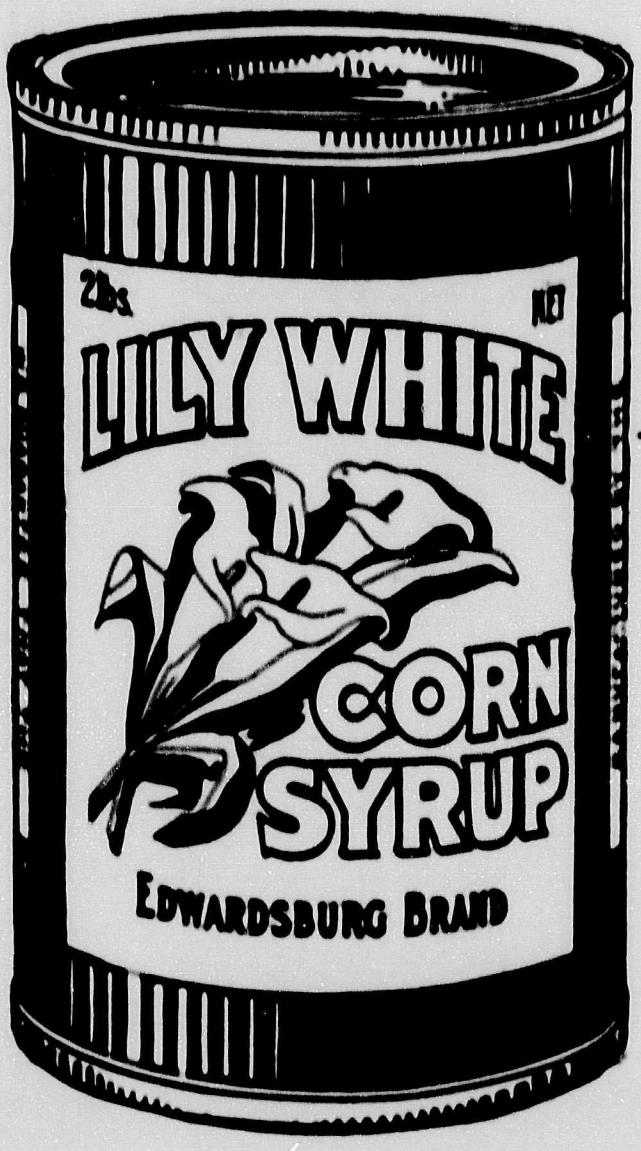
¶In packages designed to beautify your store.

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

The British Columbia Sugar Refining Co. Ltd.

VANCOUVER, B.C.





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Repeat orders depend on quality, and the standard quality of CROWN BRAND and LILY WHITE CORN SYRUPS is unquestionable.

EDWARDSBURG PRODUCTS are sold throughout Canada by all dealers.

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The BRITISH COLUMBIA RETAILER

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

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Publishers: PROGRESS PUBLISHING CO. LTD.
Suite 101-2 Merchants' Exchange Building
VANCOUVER, B. C.

Telephone Sey. 3861
Editor, J. S. Morrison

Cable Address—Shipping—All Codes
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Entered at Ottawa as Second class matter

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Vol. XVIII., No. 2 October, 1925 Vancouver, B.C.

A Fair Trading Policy

The campaign to engender a fair trading policy by the adoption of, and adherence to, a minimum resale price on trade-marked goods by the retail merchants of Canada has met with success in British Columbia.

J. T. Crowder, Dominion President, R. M. A., sponsor of this fair trading policy, who has been addressing the various branches of the Association in the province, has met with such success that the project as far as B. C. is concerned, seems assured of success. Support and pledges also are not wanting from organizations which in the past have not seen eye to eye with the Association.

During the past four years the Association has recognized the advantages to the retail merchant in the establishment of the maintained price, and efforts along that line have culminated in the dominion-wide tour which the president is now undertaking.

It is far from Mr. Crowder's idea to endeavor to force the retail trade to adopt the policy, but with such data as he has in his possession, he is well prepared to go deeply into the matter, and to discuss it from every angle. He has asked the merchants in those centres which he has visited whether they are desirous of the establishment of a maintained resale selling price, carrying a sufficient margin of profit to cover the cost of doing business, giving a fair return on the outlay for merchandise; whether they desire the elimination of price-cutting, and the maintaining of a standard which will be understood by the consumer, and strengthen public confidence in the retail dealers of Canada.

The plan calls for the co-operation of all manufacturers, wholesalers and retailers in the dominion, linking themselves into one composite sales force for the purpose of developing better business conditions.

This tour of the Dominion president is being made at the request of grocers, tire and auto accessory dealers, booksellers and implement dealers, with a view to testing the general opinion of these merchants regarding the maintained price policy.

From the manufacturers standpoint, the principle, when adopted, will create a wider distribution, and to a large extent eliminate trade resistance, through a fuller retailer co-operation, and a more pronounced confidence among retail merchants.

The wholesaler stands to benefit to a similar extent through stabilized trading conditions, easier collections, and better business generally.

The contention of some retail merchants when discussing price maintenance, that such a scheme cannot be put over, only implies a disinclination to disturb the present system which is gradually demoralizing trade and impairing the confidence of the buying public. No restriction can be placed on the resale price of side lines, but the advantage of all merchants selling established widely advertized trade-marked articles at a universal minimum resale price should be self evident.

This movement is one of the largest ever undertaken by the Retail Merchants' Association, and the immediate acceptance of the project by merchants throughout British Columbia is significant of the success of a policy which cannot help but benefit the retail trade, by stabilizing trading conditions from coast to coast.

Paying Clerks According to Their Selling Ability

THE MOST effective method for increasing clerks' sales is an increase in their earnings as an incentive. There are many ways of providing this incentive.

One successful store sets a monthly sales mark or "quota" for each of its clerks and pays the salespeople a 5 per cent. commission on all sales above that amount.

Another store figures net profits every six months and distributes all profit above this amount to its salespeople. Employees must be with the store a certain time before they share in the profits.

Other stores pay a small salary as a sort of drawing account and pay their employees a commission on all sales made; of course the salary received is deducted from the total commission when commission payments are made.

Other methods will occur to you as you give this matter more careful attention. Any plan which increases earnings will stimulate sales and you will find that your clerks are really working for you and helping you to success rather than just putting in their time in your store.

What Should a Salesperson's Salary Be?

No figures vary so greatly as the salaries paid to salespeople, but a number of investigations in stores showing the average weekly amounts in percentage of sales, paid by merchants in various lines of business, may serve as guide.

Here are figures, prepared by the Harvard Bureau of Business Research:

Grocery stores	8.46% of the clerk's sales
Drug stores	10.95% of the clerk's sales
Hardware	9.73% of the clerk's sales
Men's wear	9.49% of the clerk's sales
Shoes	10.51% of the clerk's sales
Furniture	11.50% of the clerk's sales
Jewelry	10.96% of the clerk's sales
Department stores	9.65% of the clerk's sales

In other words, if a shoe store salesman sells $400 worth of shoes in a week, he should receive a weekly salary of about $31.50; that is $300X10.51%=$31.50.

If a grocery clerk's average sales are $300 a week, his salary should be $300X8.46% or $25. If he is getting more than $25 he is being paid a higher-than-average salary for the grocery business.

The chart on the opposite page shows at a glance just what percentage a clerk's salary bears to his sales, and from it any merchant can tell just how his clerks stand. The horizontal line at the top shows clerks' weekly wages. The vertical column at the left shows weekly sales. Find a clerk's salary in the horizontal column and his sales in the vertical column. Where the two columns come together will be seen the percentage his salary is of his sales.

Sales Determine Salary.

For example, a clerk who draws $25 a week and sells $300 worth of goods weekly is being paid at the rate of 8.3% of his sales. If he were a grocery clerk he would be getting about the average salary. If he were in the jewelry business he would be justified in asking for a raise of $5 a week to bring his salary up to the average.

Looking at it the other way, suppose you were a hardware merchant paying a clerk $25 a week. Following the $25 column down until you reached the hardware average you would find that this clerk should sell $230 worth of merchandise a week to earn the average salary paid hardware clerks.

Using the chart is a simple matter, yet data of this kind is a very effective argument to use in cases where undeserving clerks ask for increases in pay and in cases where clerks' sales are too low to justify the salaries they are getting.

It is one of the easiest methods of fixing salaries on a fair basis. Of course every merchant must keep in mind conditions in his own store and in his own community.

Hold Schools for Clerks.

A great many small stores are following the lead of the large department stores in holding schools for their employees. In the large stores these schools are quite elaborate and teach a great deal in addition to subjects closely related to selling.

In smaller stores these schools usually take the form of informal talk by the merchant to his employees. They should be held at regular intervals—once a month, or once every week, or as often as it seems necessary. Having a regular time for the session is essential because if a meeting is "sprung" suddenly on the employees it creates unpleasantness. Clerks may have made other plans for the evening.

The best plan is to hold these sessions as soon as the store closes in the evening and then serve supper to the employees, either in the store or at a nearby restaurant. This promotes good feeling, and causes the employees to look forward with real pleasure to the meetings.

All the equipment that is needed for such schools is a blackboard. Tell your clerks about the store. Explain about your overhead expenses. Tell them about net profits. Show them how wasteful selling methods, discourtesy to customers, laziness, petty dishonesty, and similar things reduce net profits.

If you have a profit-sharing plan in operation, show them how waste in the store reduces the amount of profit that can be divided among the workers.

Show Your Interest in Your Employees.

Stage little impromptu dramas, such as having one of the clerks act as a customer while one of your best salesmen acts as clerk. Bring out the good points and call attention to mistakes. Bring up a difficult point in selling and ask the clerks how they would handle the situation. Show clerks how to suggest articles to customers. Tell the clerks about merchandise you have bought and make them enthusiastic about the goods you have for sale.

In case you have bought a new line of goods have the salesman who sold you the goods talk to your employees about the line—because the clerks must be sold

on the new goods before the customers can be.

Convince your employees that you are interested in them, in their success, in their happiness, and you will be surprised how much more interested they will be in you and in "The Store."

Encourage Clerks to Study.

It is also a good plan to encourage your people to read tradepapers and books concerned with the goods your store has for sale. If you are selling hardware your clerks should know something about building so

Clerks' Weekly Sales	Clerks' Weekly Salaries												
	$10	12½	15	17½	20	22½	25	27½	30	35	40	45	50
$100	10.0	12.5	15.0	17.5	20.0	22.5	25.0	27.5	30.0	35.0	40.0	45.0	50.0
120	8.3	10.4	12.5	14.6	16.7	18.8	20.8	22.9	25.0	29.2	33.3	37.5	41.7
140	7.1	8.9	10.7	12.5	14.3	16.1	17.9	19.6	21.4	25.0	28.6	32.1	35.7
160	6.3	7.8	9.4	10.9	12.5	14.1	15.6	17.2	18.8	21.9	25.0	28.1	31.3
180	5.6	6.9	8.3	9.7	11.1	12.5	13.9	15.3	16.7	19.4	22.2	25.0	27.8
200	5.0	6.3	7.5	8.8	10.0	11.3	12.5	13.8	15.0	17.5	20.0	22.5	25.0
220	4.5	5.7	6.8	7.9	9.1	10.2	11.4	12.5	13.6	15.9	18.2	20.5	22.7
240	4.2	5.2	6.3	7.3	8.3	9.4	10.4	11.5	12.5	14.6	16.7	18.8	20.8
260	3.8	4.8	5.8	6.7	7.7	8.7	9.6	10.6	11.5	13.5	15.4	17.3	19.2
280	3.6	4.5	5.4	6.3	7.1	8.0	8.9	9.8	10.7	12.5	14.3	16.1	17.9
300	3.3	4.2	5.0	5.8	6.7	7.5	8.3	9.2	10.0	11.7	13.3	15.0	16.7
325	3.1	3.9	4.6	5.4	6.2	6.9	7.7	8.5	9.2	10.8	12.3	13.9	15.4
350	2.9	3.6	4.3	5.0	5.7	6.4	7.1	7.9	8.6	10.0	11.4	12.9	14.3
375	2.7	3.3	4.0	4.7	5.3	6.0	6.7	7.3	8.0	9.3	10.7	12.0	13.3
400	2.5	3.1	3.8	4.4	5.0	5.6	6.3	6.9	7.5	8.8	10.0	11.3	12.5
450	2.2	2.8	3.3	3.9	4.4	5.0	5.6	6.1	6.7	7.8	8.9	10.0	11.1
500	2.0	2.5	3.0	3.5	4.0	4.5	5.0	5.5	6.0	7.0	8.0	9.0	10.0
550	1.8	2.3	2.7	3.2	3.6	4.1	4.5	5.0	5.5	6.4	7.3	8.2	9.1
600	1.7	2.1	2.5	2.9	3.3	3.7	4.2	4.6	5.0	5.8	6.7	7.5	8.3

they can talk intelligently to customers. If you are selling paint they should know something about wood-finishing and color harmony. If you are selling dry goods, the clerk who knows the REAL difference between gingham, percale, nainsook, madras, cretonne, crash, poplin, and so on, is a far better salesperson than one who knows only the difference in price.

WESTERN GROCERY MERGER RUMOURED

Negotiations Said to Be under Way in Winnipeg Involving Leading Houses.

Merger of western grocery houses is being arranged. Wholesale grocerymen in Winnipeg decline to discuss the matter but it is not denied that negotiations looking towards a merger of some of the larger houses of the West is under way.

Since the merger of thirty wholesale grocery houses in Eastern Canada there have been rumors that a similar merger was contemplated for the West. Apparently however, the merger now under way has no connection with that in the East. Travers Sweatman, K.C., and H. J. Hickey, formerly of Mason and Hickey, millionaire grocery men, are prime movers in the negotiations, but no information is available as to the firms concerned except that present negotiations are being conducted with four of the largest concerns having their headquarters in Winnipeg.

Wholesale grocery houses in common with other institutions have encountered many difficulties in the past few years. These have be accentuated first of all by the chain store system in retail groceries. This was followed by the establishment of grocerterias and still more recently by banding together of other retail grocers into powerful buying organizations which still maintain their individuality as separate retail stores.

Which are you using —toy or giant?

Successful business builders demand powerful magnetics. That's why leading retail dealers specialize on advertised goods

BUSINESS is like industry these days—it takes power to make it go.

People used to buy what you gave them—your recommendation was enough. Now they generally know beforehand exactly what they want. They demand it and you can't switch them to "something just as good."

Advertising has done it—by its influence on public opinion and the buying public's desire. Specialization on advertised brands is the powerful magnet which makes your business strong. Yet many dealers still are handicapping their prosperity by wasting selling effort on unknown merchandise. This is trying to pull business with a toy magnet instead of the big fellow which uses irresistible force.

* * * *

The above advice applies to every line you handle, but especially to your stock of toilet soap. Many stores handle as many as 12 to 15 brands. Yet the business in your soap department is done on three.

These three are asked for by nine out of ten customers. The minority find them satisfactory when offered. You could throw out the rest and use shelf storage space to better purpose. You would save your own and your clerk's selling time.

Don't say "there are better profits per sale on unadvertised goods," because there's too long a time between sales. Rapid turnover and compound interest on the capital invested is what makes business grow. Small profits, many times multiplied, means prosperity.

* * * *

The three best liked, most popular toilet soap leaders are led by Palmolive. Actual analysis proves it the most popular one-purpose soap in the world. Display it in window, on counter—that's all the sales effort required. That's your tie-up with the huge volume of Palmolive advertising.

Demand naturally follows—all you have to do is reorder. Never let your Palmolive stock fall low.

3025

Chloride of Lime

New Style Waterproof Package

Supplied by all wholesale grocers in British Columbia

Manufactured by

CANADA COLORS AND CHEMICALS LIMITED

Toronto Winnipeg Vancouver

Agents:

STARK & STERLING

VANCOUVER, B. C.

GILLETT'S LYE

EATS DIRT

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

E. W. GILLETT COMPANY LIMITED

TORONTO, CANADA

Trade Mark

Selling Briskly Now!

QUAKER

Brand Canned

PORK and BEANS

Of that high Quaker quality and delicious flavor which is so superior that you'll never find it necessary to cut the price.

ORDER NOW FROM YOUR WHOLESALER

DOMINION CANNERS OF B. C. LIMITED VANCOUVER, B. C.

GROCERIES & PROVISIONS

MARKET REPORT.

October 13, 1925.

Retail grocers report a healthy revival in fall business, and look forward to the period from now to Christmas, which comprises perhaps the best months of the year for the retail grocer. Wholesalers report that fall bookings with retailers this year are heavier than usual. This indicates confidence on the part of the retailer in the future. Present building programmes would indicate more employment for the labouring class this winter, and the grain movement through the port will be much heavier than it was last year.

The recent ratification of the Australian Trade Treaty by both Canada and Australia, which became effective on October the first, has had the effect of increasing local quotations on California raisins. The revised tariff calls for a duty of 3 cents per lb. on all raisins and currants coming into Canada from countries other than Australia, in place of 2/3 cents per lb. as formerly. One of the objects of the treaty is to provide a market in Canada for Australian raisins and currants. However, we do not believe that any Australian raisins will reach this market in time for the coming Christmas trade, and it is very problematical if Australian raisins will at any time become a factor in the market, owing to the fact that Australia enjoys a big export business on this commodity with Great Britain and other countries under a similar preferential tariff. Australian currants, on the other hand, have always found a fair market here because of their superior quality and the fact that they have been competitive in price. Now, however, with the increased duty on Grecian currants, the Australian product should just about control this market. Local jobbers who had previous to the new duty becoming effective, received their Grecian currant supplies, do not anticipate any price changes until the turn of the Year. Retailers should take advantage of the opportuity of purchasing their supplies on the present price basis.

Sugar.—Market very weak. Since our last issue there have been two price reductions here to a basis of $6.45 per 100 lbs. for granulated in 100 lb. sacks. Further declines are expected. Buying should be done cautiously for the present at least.

Canned Vegetables.—Opening prices on 1925 pack corn and tomatoes were named generally early in October. Tomato prices will remain as quoted last month, namely, $1.45 to $1.65 for the No. 2½ size, $1.20 to $1.25 for 2's, and $6.25 for the No. 10 size. On the other hand, the trade were very much surprised at the exceedingly low prices named on Canned Corn, this notwithstanding reports from the East that crops had been damaged more or less seriously by the corn weevil. Prices will be $1.52½ per dozen for choice quality 2's for rail shipment from the East, and $1.42½ per dozen for the first boat shipment via the Panama, due early in December. New pack corn is now available. It can be readily understood that there will be an increased consumption of corn with these new prices in effect. During the past few months wholesalers have been quoting the same grades at $2.10 to $2.40 per dozen.

Canned Fruit.—Canned Fruit prices remain steady with a light demand.

Canned Salmon. — All lines Pinks, Cohoes, and Sockeye have advanced from 25c to 75c per case since our last issuee. Wholesalers report great difficulty in getting supplies. This is especially true in regard to Pinks and Cohoes. Retailers should be well supplied with these varieties.

Dried California Figs have advanced from ½c to 2c per lb. at the source of supply, and advance correspondingly here. New prunes are now available at a price slightly higher than last year. As mentioned previously in this article, raisins have been advanced 2½c per lb. on all varieties. Retailers who have raisin stocks well bought should take advantage of this price revision. Hallowi bulk dates are temporarily short and have firmed up in price from 7½c to 8½c per lb. Currants are exceedingly good buying at present prices.

Local Biscuits.—The National Biscuit Co. report wonderful success with their new fig bar biscuits, which are been specially quoted at 15c. per pound. It is gratifying to note that these local biscuits are meeting with such general favour. Success to local industries of this kind reflects in better business to Vancouver retailers.

Honey.—A new line of Ontario Candied Honey is meeting with good success. It is packed in a parchment wrapped 1 pound brick, which retails at 25c., 24 to the case, costing the retailer $2.40 dozen.

Cereal.—Quick Quaker Oats, both the non-premium and the China premium package, which have been short for some weeks, are again available.

Sardines.—New Pack Norweigen Sardines reached the market early in the month and are going to the retail trade at $12.75 per case for the best quality.

Nuts.—Prices on shelled nuts remain steady, with no changes anticipated, except that new arrivals of almonds due in November will be 4 to 6 cents per lb. lower than at present. California white walnut prices were announced early in the month. They are about 1 cent per lb. lower than last year.

Lake of the Woods Milling Company

LIMITED

Makers of

FIVE ROSES • FLOUR •

The World's Best

Daily Capacity 14,200 Bbls.

B.C. Offices and Warehouses:

1300 Richards Street VANCOUVER

1614 Store Street VICTORIA

Some dealers have spoilt their trade in PORK & BEANS by not pushing CLARK'S.

You see when the beans are eaten—if the quality is wrong the dealer may never know of it because next time the customer goes somewhere else for his supplies.

CLARK'S Pork & Beans

are the Standard in Canada, and it is by constant high quality backed by consistent advertising that they have won their position.

"Successful dealers add to their success by selling successful lines."

Made in Canada by Canadians and Canada Approved.

W. CLARK Limited, Montreal

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

A SPECIAL PRICE

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

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

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

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

'Connors, BRUNSWICK BRAND SARDINES

BUTCHERS' CORNER

COMPUTE EXPENSES AS PERCENTAGE OF SALES

No. 5

Sales Price Usual Basis for Computing Percentages. In almost every line of retail selling, the custom is to compute all percentage figures, including expenses, on the basis of sales. That is, the merchant will say "My rent is 2 per cent. of sales." Any one of several publications will have such statements as "The average gross margin was 22 per cent. of sales," which means that for each dollar received from customers, 22 cents was the markup; the goods sold had cost the merchant 78 cents.

Desired Markup Determined: The careful merchant estimates what his future sales will be. He knows what it will cost him to sell the goods. He also plans something in the way of profits. His reasoning leads him to the conclusion "I must have a 20 per cent. margin to be successful." This means that goods which cost him 80 cents must be sold for $1. He then calculates his selling price so that each $1 will yield him the desired 20 cents.

Method of Computing Selling Price: Problem: To compute the selling price of an article which cost 24 cents if the margin desired is 20 per cent of sales.

Solution: (1) Subtract the margin percentage from 100 per cent—
100 less 20 equals 80.
(2) Point off 2 places to the left —
0.80.
(3) Divide the cost figures by the above answer:
$0.30 answer.

The work is proved by the fact that the markup which is 6 cents, is 20 per cent (the desired margin) of 30 cents (the selling price).

Another Example: Let us try the same method with figures a little more complicated. Suppose a 26% margin is desired on an article which cost $3.96.

Solution:

(1) Subtract the margin percentage from 100 per cent—100 less 26 equals 74.
(2) Point off 2 places to left—0.74
(3) Divide the cost figures by the above answer—$5.35 answer.

```
.74)$3.96.00
    3.70
    ----
     26 0
     22 2
     ----
      3 80
      3 70
      ----
        10
```

This may be proved by determining the markup in cents and dividing by the selling price. The answer is 26 per cent.

Baking Powders to recommend.

Both *Royal Baking Powder* and *Dr. Price's Cream Baking Powder* are made with cream of tartar obtained from grapes.

The superiority of these baking powders, carefully maintained over more than a half century, has taught four generations of women to depend upon them. To you, this means prompt, steady, year 'round sales.

Both are made in Canada.

Watch the Cents

—and the Dollars will look after themselves

Fractional savings on items constantly in use are very important. Attention to this has made many prosperous.

Our Counter Check Books give you an edge in price you can't afford to forego. Send us along your next order, you'll like the books, the service, and still more the prices.

Counter Sales Books, Manifolding Forms, Restaurant Checks—Cash Sales Pads, Wiz Registers and Supplies, Tag Invoice Envelopes — Shipping Tags.

"Western Made for Western Trade."

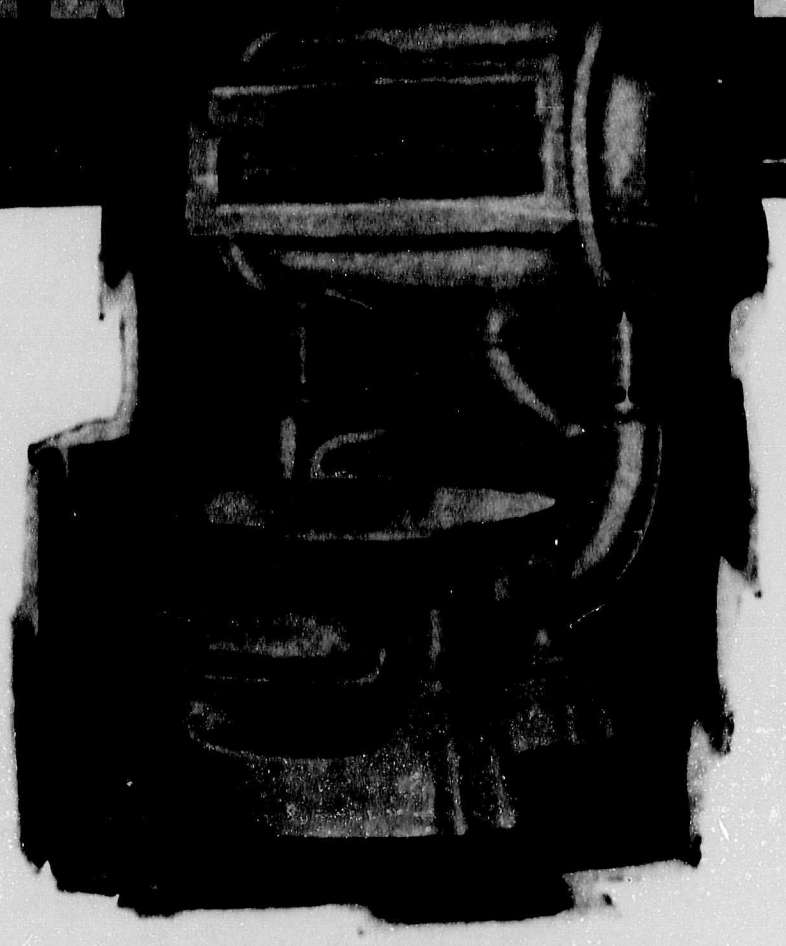
WESTERN SALES BOOK CO. LTD.

MULVEY AND OSBORNE STS. WINNIPEG, MAN.
570 GRANVILLE STREET VANCOUVER, B.C.

Your Customers--and the Scale

EVERY merchant knows the value of attractive store fixtures. Equipment, like merchandise, should be selected with reference to its effect upon the customers. Of all the equipment in the store, the most observed by all customers is your scale. It determines how much they get for their money, and is watched with every purchase. It was for this reason that the Toledo Scale was made the most beautiful, as well as the most accurate, scale in the world; and this proud title is abundantly maintained by the new porcelain models.

Models for every purpose, at prices within reach of any purse.



The New Toledo White Porcelain Finish

CANADIAN TOLEDO SCALE CO., Limited
Windsor, Ontario

Salesrooms and Service Stations throughout the Dominion

TOLEDO SCALES

NO SPRINGS HONEST WEIGHT

Sales Figure As Percentage Base. You know what you spend per month for rent in dollars. Published figures will tell us that meat dealers in large cities spend over 2.0 per cent of sales for rent. In smaller cities it is less, about 1.5. CAN YOU COMPARE YOUR RENT WITH THESE FIGURES?

Computing Rent As Percentage of Sales: Your own rent may be computed on the same basis by dividing the amount paid for rent by the total sales for the same period. Suppose you pay $126 rent a month and your sales for the last month were $8,930. Your rent percentage is the amount paid for rent divided by the amount of sales, cutting off two decimal places in the answer.

```
            .014
8,930)126.0000
      89 30
      36 700
      35 720
         980
```

Move the decimal point two places to the right which will give 1 per cent., the answer.

SETS NEW WORLD'S RECORD FOR CANNING

A new world's record for the canning of a single product has just been made by the California Packing Corporation, when their Sacramento plant No. 12 proceeded and canned 10,500 cases of peaches in a single day.

This is the equivalent of 252 thousand cans—or a million or more fruit servings for that many consumers.

Every Time.

"Papa, what makes a man always give a woman a diamond engagement ring?"

"The woman."

Hot Dog.

Browne—There's lots of food for thought in this magazine story.

Green—Full of meat, eh?

Browne—No. It's a serial.

Serve Your Customers to Serve Yourself

Fleischmann's Yeast builds health and strength for your customers, and that stimulates their appetites for all your groceries.

Push its sale. You will do your customers a service and will serve yourself through the increased sales it will bring.

FLEISCHMANN'S YEAST

The Fleischmann Company

SERVICE

TRADE NOTES

Agassiz—
Spencer & Stour. Dissolved partnership (D.G.)

Chilliwack—
Pride, Nash & Co. Business advertised for sale (Department Store).

Chilliwack—
Barry & Fisher. Reported disposed of business to Thos. Sturgess (Milly.)

Cranbrook—
Mannings Limited. Successors to John Manning.

Cloverdale—
Hassard, William. Mortgagee reported in possession (Drugs).

Crescent—
Westwood, Harry. B. Bailiff's sale advertised (gro.)

Duncan—
Tanner, Walter C. Sold out to Neil McIver (groc.)

Fernie—
Kushak, John. Commenced (meats).

Gibson's Landing—
Anderson & Little. Dissolved partnership, T. H. Anderson continues (G. S.)

Grand Forks —
Peterson, H. Reported sold out to R. Kella(Meats).

Kimberley—
Eargon Furniture Store. Commenced.

McKay—
McKay Drygoods Company. Sold out to Ernest Pitman.

Marritt—
Schmock, Wm. Reported sold out (Meats).

Ladysmith—
Charlier, Michael. Sold out to C. C. Jones (confec.)

Nanaimo.—
Rawlinson & Glaholm. Reported sold out(grocer).

New Westminster—
Gordon & Walters. Suffered loss through smoke damage. (D.G.)

North Vancouver—
Dougans, J. W. G. Commenced (hardware).
Mitchell & Co. Commenced (men's furn.)

New Westminster—
Kee, C. Moved to new location (men's furn.)
New Strand Cafe. Commenced.

Prince George—
Siege & Wismer. Dissolved partnership (furn. buyers).

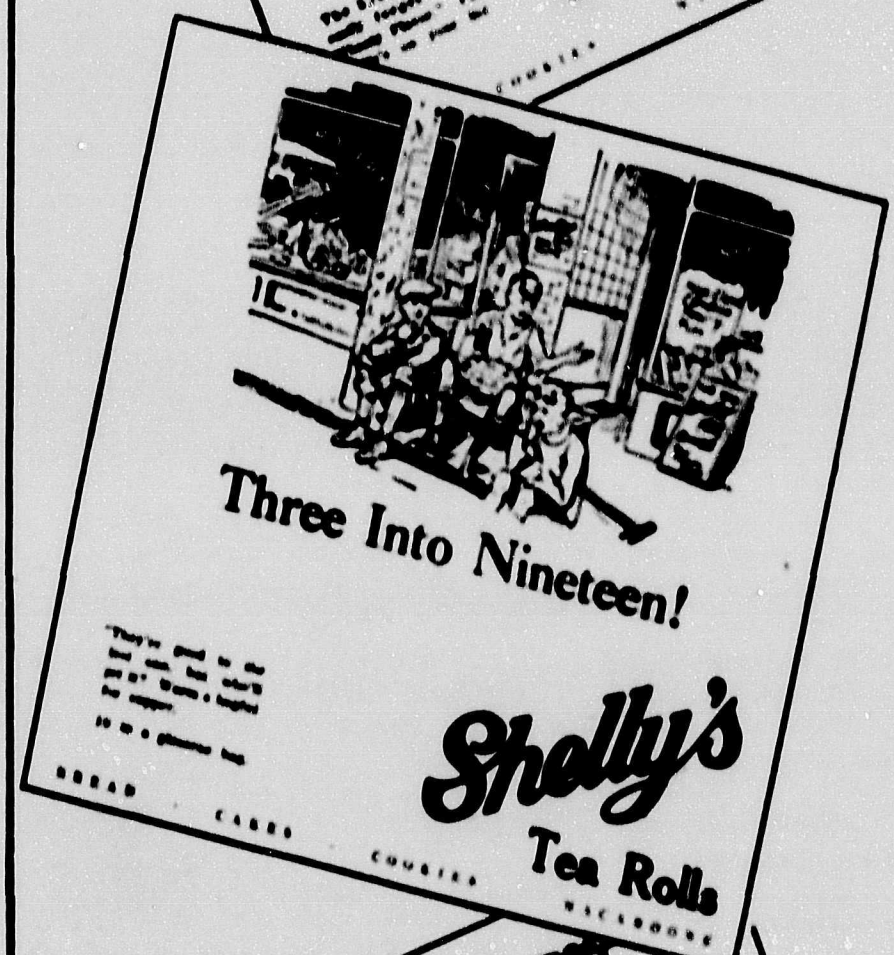
Revelstoke—
Howson Furniture Co. Reported sold to A .S. Brandon.

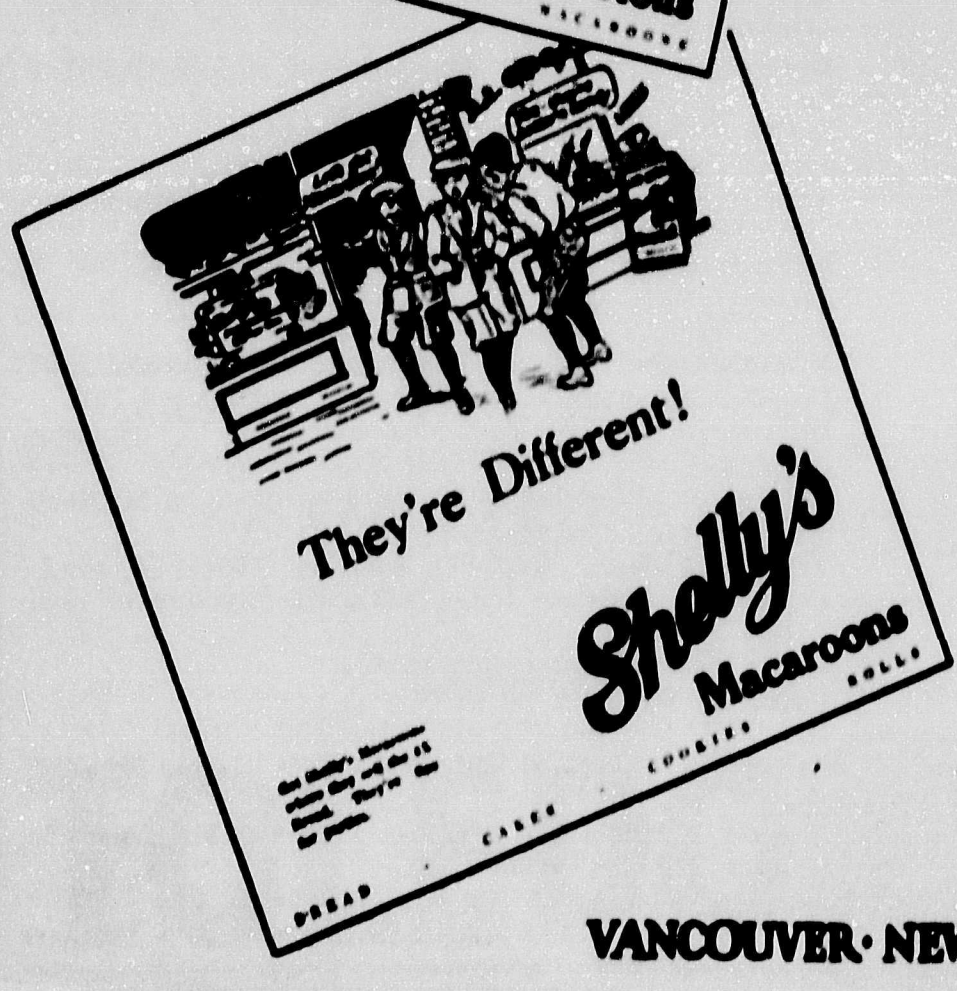
Trail—
Sutton, J. A. Reported sold out (conf. &c.)

Vancouver—
Balfour, Nixon, Robertson, Ltd. Reported discontinuing (wholesale produce).
Bills, F. M. Reported sold out. O. K. Market.
Claire, Thos. Commencing ,confy. &c.)
Crane, Wm. Commencing (gro. and Meats).
Fairview Shoe Store. Reported sold out to Toban Bros.
Vaughan Specialty Co. Dissolved partnership.
Walkey, L. C.—Reported sold out to G. E. Thurston (grocer).
Obtover, S. Reported sold shoe department to M. Hochman (clothing, &c.)
Tuckoff, Michael. Reported sold out (baker & con.)
B. C. Fruit Growers Ltd.—(Assigned) Meeting of creditors called.
Brown Bros. Commencing bakery.
Drake, C. W. Sold out (groc.)
Fisher, G. W. Bailiff's sale advertised (drugs).
Fulcher, A. Reported sold out to A. N. Heslop (groc.)

Victoria—
Holmon Products Ltd. Change in ownership reported. (Mfrs. Pickles, Sauces, &c.)
Summers, Harry Sold out (confectionery, &c.)
W. & W. Co. Stock taken by creditors and business sold. (grocery, fruits, &c.)
Acton Bros. Negotiating for sale on business (gro.)

FACSIMILE OF REPRODUCTIONS OF SOME CURRENT ADVERTISMENTS





Backing Up the Merchant

Earnest co-operation between Shelly's and merchant has always been an outstanding feature in the retail markets of B. C.

Wherever Shelly advertising appears, be it in the press, on the screen or by any other method, it is designed to draw favorable attention to the merchants position and help boost his sale of 4X bakery products.

If there is any way whatever in which we can still further assist in making Shelly sales come easy to you, let us know.

Shelly's Limited

VANCOUVER · NEW WESTMINSTER · VICTORIA · NANAIMO

GROCERY PRICES CURRENT

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

E. W. GILLETT CO. LTD.

	Per case
Royal Yeast—	
1 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
1% 3 case lots	
Magic Soda, Case No. 1—	
1 case (60 1-lb. packages)	5.50
5 cases or more	5.40
Bi-Carbonate of Soda—	
112 lb. kegs, per keg	7.35
400 lb. barrels, per barrel	23.70

	Per lb.
Caustic Soda (Granulated)—	
10 lb. canister (100 lbs in case)	15½
100 lbs. iron drums	12½

	Per doz.
Cream of Tartar—	
¼ lb. paper pkgs. (4 doz. in case)	1.35
½ lb. paper pkgs. (4 doz. in case)	2.60
½ lb. cans with screw covers (4 doz. in case)	3.60
1 lb. cans screw covers (2 doz. in case)	6.25
6 lb. square canisters, ½ doz. in case)	58½
50 lb. woden cases	.40
25 lb. wooden pails	.40
100 lb. lined kegs	28½
240 lb. lined barrels	.27

KELLY, DOUGLAS & CO., LTD.

Nabob Products

Allspice, No. 2, tins doz.	1.00
Baking Powder, 48 12 oz., doz.	2.65
Baking Powder, 12 2½s, doz.	8.30
Baking Powder, 6 5s, doz.	15.10
Baking Soda, 60 1s, case	5.30
Baking Soda, 24 ½s, doz.	.60
Borax, ½s, doz.	.75
Black Pepper, tins, doz.	1.00
Celery Salt, glass, doz.	1.00
Nabob Coffee, small tins, each	.32
Coffee, 1s lb.	.63
Custard Powder, doz.	.90
Quick Tapioca, doz.	.90
Chocolate Pudding, doz.	.90
Chili Powder, small, doz.	1.60
Cinnamon, 2 oz. tins, doz.	1.10
Cayenne Pepper, 2 tins, doz.	1.20
Cloves, small, doz.	1.40
Curry Powder, 4 oz. glass, doz.	1.75
Cream of Tartar, 1,	3.85
Cream of Tartar, ½s, tins	2.55
Cream of Tartar ⅛s,	1.30
Ginger, small, doz.	1.10
Extracts 1½ oz. doz.	2.65
Extracts 2oz. doz.	[illegible]
Extracts, 4 oz. doz.	6.25
Extracts, 8 oz. doz.	12.00
Extracts, 16 oz. doz.	23.00
Mace, small, doz.	1.60
Nutmeg, small, doz.	1.35
Paprika, small, doz.	1.35
Pastry Spice, 2 tins, doz.	1.10
Poultry Dressing, Sage, Savory, Thyme, Tumeric, tins, doz.	1.05
Pickling Spice, doz. No. 3	.95
Marjoram, Mint, Parsley	1.15
White Pepper, tins, doz.	1.15
Castor Oil, 2 oz. doz.	1.35
Castor Oil, 4 oz. doz.	2.20
Epsom Salts, ½s, doz.	.60
Fruit Colors, 2 oz. doz.	1.75
Icings (Chocolate, Rose, Pink, Lemon Vanila, White, Almond, Orange) doz.	1.15
Jelly Powder, doz.	.80
Lemonade Powder, doz.	2.25
Mustard, 1s, doz.	3.60
Mustard, ½s, doz.	4.50
Mustard, ⅛s doz.	2.40
Mustard, 2/3 doz.	1.40
Sulphur, ½s, doz.	.65
Tea, Green label, ½s, per lb.	.71
Tea, Green Label, 1s, per lb.	.69
3s, lb. packages	.66
5 lb. packages	.65
Tea, de Luxe, Afternoon, 1 lb.	.80
Tea de Luxe, Afternoon ½s per lb.	.52
Tea de Luxe ⅛s per lb.	.58
Vinegar, doz.	2.40

P. BURNS & CO. LTD.

Shamrock Products.

Ayrshire rolled shoulders, per lb.	.23
Bacon, Shamrock, 6-8 per lb.	.46
Baked Ham, with dressing, per lb.	45
Creamery Butter, Shamrock, cartons	.48
Cheese, Canadian, large, per lb.	.27½
Cheese, Canadian, twin, per lb.	.28
Compound, Carnation, No. 5, 12-cases	10.45
Compound, Carnation, No. 3, 20-cases	$10.50
Cooked Ham(Shamrock, per lb.	.43
Dominion Hams, 12-16 lbs.	.32
Dominion Bacon, 8-10 lbs. per lb.	.40
Dominion Bacon, 10-14 lbs. per lb.	.40
Dominion shoulders, boned and rolled	.24
Dripping, beef, 4-lb. bricks	.13
Hams, Shamrock, per lb.	.35
Hams, boned and rolled, per lb	.38
Head Cheese, 5-lb tins each	.55
Jellied tongue, per tin	1.60
Lard, No. 5, 12 to case	13.45
Lard, No. 3, 30 to case	13.50
Lard, carton, 15-lbs.	.23¾
Lard, No. 1, cartons, 30 lbs.	.23½
Mincemeat, kits, 25-lb., net, per lb	.12½
Meat Loaf, per lb	.17
Pork pies, per doz.	.40
Pork, roast legs with dressing, per lb.	.42
Smoked fish, kippers, 20s per lb.	.11
Smoked fish, kippered salmon, 10s and 20s, per lb.	.16
Smoked Cod, 30s per lb	.16
Selected fowl, per lb.	.23
Selected Chicken, per lb.	.36

THE ROYAL CROWN SOAPS, LTD.

Vancouver Price List—F.O.B. Vancouver, or New Westminster.

Terms Nett 30 Days.

"Apex" Soap Flakes, 24 1 lb pkts, box	4.80
"Apex" Soap Flakes, 12 1 lb pkts, box	2.40
A La Francaise Castile, box of 25	4.05
Blue Mottled, box of 20	6.25
Crown Oatmeal, 24 6s, box of 144	4.85
Climax or Montreal (wrapped) box 25	6.00
Golden West, 6s box of 120s	5.00
Golden Bar, box of 30	2.55
Klondyke (wrapped) box of 25	6.00
Klondyke (unwrapped) box of 25	5.85
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 80	3.65
Perfect (unwrapped) box of 100	3.85
Write for Toilet and Hotel Soaps. Special prices on 5, 10, 25 and 100 boxes.	
Pendray's Lye, box of 48	5.35
Pendray's Powdered Aminonia, box 24,	3.85
Special prices on 5, 10, 25 and 100 boxes.	
Pendray's Water Glass, Egg Preserver—	
Cases 24 tins per case	4.60
Red Crown, box o f25	4.60
Royal Laundry Flakes, 88%, in bbls	.14½
(Special price on contract)	
Royal Crown Soap 6s 144s	5.50
Royal Crown Powder, box 24s only	3.00
Royal Crown Powder, 1lb, box of 50	4.00
Royal Crown Cleanser, 48 sifter tins	3.80
Royal Crown Lye, box of 48	5.35
Royal Crown Naptha box of 100	4.80
Royal Crown Powdered Ammonia 1 lb	3.85
White Wonder, box of 100	5.25
New White Swan Soap, 100	5.00
White Swan Naptha, box of 100	4.80
White Swan Washing Powder, box of 24	5.00

THE CANADA STARCH CO. LTD.

Laundry Starches—	
Canada Laundry Starch, 40-lb. box	.09
Canada White Gloss, 1-lb. pkgs.	.09¼
Acme White Gloss, 1-lb pkgs.	9¼
No. 1 White, 100-lb. kegs	.9½
Edwardsburg Silver Gloss, 1-lb pkgs 40-lb.	.11¼
Edwardsburg Silver Gloss 8/6-fancy tin canisters, 48-lbs.	.13½
Edwardsburg Silver Gloss, 100-lb kegs	.10¼
Celluloid Starch, (boxes of 45-pkgs per case)	4.60
Culinery Starches—	
Benson's Celebrated Prepared Corn, 40-lb. boxes, per lb.	.11
Canada Corn Starch 40-lb boxes, per lb.	9¼
Challenge Corn Starch 40-lb boxes per lb.	.9¼
Casco Potato Flour 40-lb boxes, lb	.13
Mazola Oil—	
Mazola Oil, 1s	7.95
" " 2s	7.45
" " 4s	13.60
" " 8s	12.85
Corn Syrups—	
Crown 2s, 24 to case	$3.55
5s, 12 to case	4.10
10s 6 to case	3.70
20s, 3 to case	3.60
Lily 2s, 24 to case	$4.05
5s, 12 to case	4.60
10s, 6 to case	4.20
Karo, 2s 24 to case	3.55
5s, 12 to case	4.10
10s, 6 to case	3.70

ROBINSON'S CANDIED PEEL

PACKED IN 1lb. CARTONS—24 IN CASE
ALSO "WHOLE OR CUT"

LEMON -:- ORANGE
CANADIAN CITRON

Satisfaction is Assured by the Unvarying High Quality for which Robinson's Peels are now Recognized

ORDER FROM YOUR JOBBER

WM. ROBINSON LTD.

VANCOUVER, B. C.

ROYAL STANDARD FLOUR

Just Keeps on Selling

Milled in Vancouver
by
Vancouver Milling and Grain Co.
LIMITED
Head Office and Mills: VANCOUVER, B. C.

Peter Rabbit Peanut Butter

Costs No More But Sells Faster

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

Kelly Confection Co. Ltd.

1100 Mainland Street VANCOUVER, B. C.

A Quality Product !

Dr. Middleton's
IRONIZED
GENUINE
Whole Wheat
FLOUR

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

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

How to Detect Shoplifters

Rewards to Clerks to Detect Pilfering Put Them on the Alert to Prevent this Source of Loss to the Store—When Goods Are Taken the Thief Should Not Be Apprehended Until He Leaves the Store.

What will be your loss from shoplifters this year? No one can tell just how much is lost by the depredations of these sneak thieves, both men and women but everyone who keeps shop may take some good precautions to minimize thefts, even without the employment of someone appointed to detect offenders.

Probably during the holiday season losses are heaviest, but there must be eternal vigilance against this evil. Here are some ideas that can be worked out to suit your case:

Even the most conscientious of clerks may well be excused if his interest in shoplifters is less than it should be. To get around that, it is a good idea to offer a reward for the detection of stealing, making the amount in proportion to the value of the article recovered. So well is this scheme thought of by some stores that they give the sharp-eyed clerk a money return equal to three-quarters of the item saved from the clutches of the thief. Another store offers five dollars for the discovery of all such happenings and the amount may vary according to your own means and in just such proportion as you consider such special services worth.

This plan puts men on their mettle, promotes active alertness, insures attention to strangers and creates an interested bodyguard which might, otherwise, be non-existent insofar as his particular branch of observation is concerned. It's liberal, too; shows that you are willing to meet co-operation half-way and do what you can to encourage your people in protecting your interests, as well as their own.

Wait till he reaches the sidewalk.

But extreme care must be exercised to prevent over-zealousness on the part of clerks ready to act before their suspicions are properly confirmed. This becomes serious business, for plain reasons, and all salespeople should be well coached before the campaign begins. Suppose a man is seen to take a cravat from a rack and walk away without consulting a salesman. Even if he slips the article into his pocket and makes for the door, he should not be stopped until he is actually on the sidewalk; at that point, the law steps in and you can do what you please with him: either have him arrested or take the stolen goods and let him off.

Recently, in a well-known woman's shop where the scheme of rewarding clerks is followed with unusual liberality, a lady was seen to examine a costly blouse; several clerks approached her, but she kept her own counsel and finally walked off with the waist under her arm. Reaching the door, she had not crossed the threshold before an active young fellow who had been watching her carefully seized her by the arm and tore the waist from her hands. It turned out that she was a valuable patron of the shop who had simply taken the blouse to the door that it might be examined better in daylight, as many people prefer to do. Of course, there was a great to do. The story speaks for itself.

Another point of extreme importance is that all goods bought should be wrapped before the customer leaves even if he expresses a desire to the contrary. Your wrapping system should include this essential proceeding in all instances; although you do not include a duplicate check in the package, a wrapped parcel is usually sign enough that the transaction is in order.

Caught Taking Suit and Overcoat.

The overcoat thief is a dangerous one to handle; any customer roaming unattached through the clothing stock should receive prompt attention. Not long ago, in a clothing shop, it was noticed that one of the dressing rooms had been closed for an unusually long time. Curious about it, the floor manager opened the door and found a cool-looking gentleman of the light-fingered fraternity calmly removing the tags from a suit of clothes, all prepared to discard his worn outfit and emerge in the glory of his unbought attire. Not only had he picked up a suit, but he actually was courageous enough to pilfer an overcoat, two cravats, and a kit bag. In a crowded store the daring thief whose appearance and assurance are ample to pass muster has not much difficulty in carrying out the first part of his intention; your wariness should be enough, however to trip him at the second stage of the game he proposes to play. That's where the reward for sharp eyes comes in.

Women with bags bear watching. Their favorite quarry is found, generally, at the silk-shirt counter and among expensive cravats. Although you keep this stuff under glass, rush hours result in accumulated piles on the counters, from which a shirt or a scarf or a pair of silk hose may be easily swept into an open valise. It is dumfounding what startling bravado is displayed by folks of this kind. A big department store has its men's shoe department located near its entrace, for the greater convenience of the male patrons. The other day a chap walked in, was fitted to a pair of expensive brogues, insisting on having them both put on and then proceeded to walk up and down, apparently feeling the fit. Extending his perambulation beyond the first few feet of his initial exercise he dashed out of the shop, without the formality of saying "good-by" or paying for his purchase; the passing crowd on the avenue lost him to view in a moment. All he needed was a horse to be a regular Jesse James.

In shop-thieving it is well to remember that the unexpected move is the one that usually accomplishes what the felon sets out to bring about. If the shoe salesman mentioned above had been onto his job, such a finale to the little comedy could never have been reached. Perhaps the incentive of a sure reward would have made him more alert!

THE PRICE-TAG'S PULLING POWER

An Important Principle in Store Display

By Wm. G. Werner, of Proctor & Gamble Co.

A SIGN reading: "Gold Watch Special—One Free with every 2 you Buy" plastered on the glass window of a jewelry store would probably elicit your comment. "That man must be crazy." You would say that people don't buy gold watches that way.

On the other hand, many a grocer, merchandising soap(for instance, could quickly fill his store with patrons by featuring a more or less similar offer with a leading brand of soap.

Which goes to show that no man can generalize in merchandising to the extent of insisting that methods which are effective in one field will necessarily be effective in other fields.

Yet the principle of merchandising—not the methods, but the principles—may be rather definitely determined and certain definite trends of public thought may be applied to the sale of soap, soup or perfume.

For instance, the principle of "free' offers may not be applied in the same way with all commodities in the hardware, grocery or gentlemen's furnishing field. But the value of appealing to people—particularly to women, with a "something for nothing" offer may be accepted as a basic principle in merchandising for many lines, different though the application may be.

A hosiery dealer, for instance, though he was "stuck" with a rather large line of a certain kind of seamless hosiery, when a friend told him of a "Buy 2 and Get One Free" deal on soap offered by a nearby grocery.

The next day the hosiery dealer's window offered, "Buy 3 pair of these Pure Silk Stockings and We will Give You 1 Pair Free." He moved a normal two-year's turnover of stock in two weeks. The line he thought he was "stuck" with is repeating at a good profit, today.

There are grocery merchants who, for reasons of policy, do not believe in displays of goods with prices, in special offers, or in quantity deals "to attract trade." With those who cherish a policy as such we do not wish to argue. Policies partake, frequently, the attrabutes of ideals and often see malmost seered.

But to those merchants who search for better ways to move goods—nem methods to speed turnover—new schemes to increase profits, we say, "Apply the policy of prices-in-view and of offering quantity 'Specials' to your business."

Stop to consider the class of goods you handle—not gold watches, bought after careful consideration and with long drawn-out discussion, but "impulse" merchandise—bought because of a daily or constant need, and often on the spur of the moment. Commodities of this kind, naturally, frequently can be moved by the additional impulse of a price offer.

Two stores, in the same neighborhood, ran the same window display of the samep roducts. Store "A" had the prices marked and store "B" had no prices marked on the goods in the window. A check was kept of the number of people passing each store until 147 people had passed each window.

Forty-three people stopped at store "A's" window, twelve stayed one minute looking at the window, and three went in the store.

Only three people stopped at store "B's" window and none went it.

This test is simply an example to prove again a principle that the department stores, the self-service counters, and store displays everywhere have proved time and again, that the quoting of prices places the goods one step nearer a sale—and that step is a big neo.

The average woman, for instance, could use more than one can of soup, or more than one cake of soap, and in many cases can be induced to buy soup or soap through an attractive price offer, even before she actually needs them. And it only takes salesmanship to build a good sized order AROUND such a "special."

Many women who come to a certain grocery store for one class of goods — say meat or vegetables—might go elsewhere for another class, such as soap or canned goods, but those same women can be swung to purchase these things in the store selling them green goods by attractive store displays with prices on them.

Most merchants would say that they very quickly learned the fallacy of "wait until she needs it" merchandising. Proper store display, of course, represents the very opposite sort of policy.

Then, too, proper store display showing the price on the goods builds the reputation of "one price store," as against the possibility of a reputation that the store charges all the market will bear.

Naturally, there are exceptions, but stores that do not accept this basic principle of the value of showing prices on goods deliberately pass up the modern way of marketing in favor of a limited clientele in a restricted community. Sometimes the decision may be well worth while. Frequently, however, it represents a poor choice.

In the application of this principle of showing the price on the goods, several thoughts present themselves. Of course any store that adopts this policy should be so arranged that all commodities are well displayed on the shelves, withp rices placed in such a way that any customer can see at a glance what any particular commodity costs.

The counters used for display purposes should be chosen with a view to placing the displays—whether they be actual merchandise of or advertising material—at a point where the customer standing, waiting for change or for service, will see them easily.

In one store, for instance, a counter in the middle of the store sold relatively small amounts of displayed merchandise. On the other hand, a counter to one side, where people stood waiting for service, outsold the counter in the centre of the store 10 to 1 in displayed merchandise. To use the words of the manager of that store: "I can sell ANYTHING displayed on that side counter."

For window display with price, nothing beats a snappy, price poster. Several of these, carefully placed so as to lead the eye to the display of the goods offered in the middle of the window, are always effective. One or two placed near the entrace, where a woman cannot fail to see them are likewise effective.

Drygoods and Footwear

KNIT GOODS.

Orders being received at the mills for staple line of sweaters are in fairly large volume and indicate confidence of the buyers in the stability of business for Fall.

The fight for higher standards is having its effect. Mills agree that the business now done is clean cut, the prices are firm and the quality of merchandise in demand is high grade.

The turtle-neck style is being exploited now in two-piece knitted dresses, as well as in individual sweaters. It should grow even stronger since the high neck effect is best adapted to cooler weather. The very fact that it has been saleable at all this summer—and it has attained a universal vogue—is only another contrariwise happening of a most illogical season in many ways.

A good deal is seen in the report that golf coats are coming back and unusual activity is also forecast for knitted shawls and scarfs, while the cold weather will have a very beneficial effect on caps, toques, and other smaller articles of knitted outerwear.

Shoulder flares and tailored straight lines predominate in the collections of sports coats seen. These are made of a wide variety of imported and domestic fabrics, with special emphasis placed on plaids and mixtures in gray and brown colorings.

Furs play a conspicuous part in these models, being omitted only in the coats which come under the category of practical and utility types.

Dregs of wine and burgundy shades are said to be especially favored, also green, rust and beige.

Leather belts, both broad and narrow, are noted on some of these frocks and those which subscribe to the one-piece mode are invariably belted with self material or leather.

THE SUPPLY AND PRICE OF COTTON

Data compiled by the National Bank of Commerce New York, show that the carryover of cotton of all kinds at principal points on July 31, 1925, amounted to 6,967,000 bales, compared with 6,191,000 bales on July 31, 1924, and with 7,073,000 bales on August 31, 1913. The carryover of American cotton at principal points increased from 2,654,000 bales on July 31, 1924, to 3,261,000 bales on July 31, 1925. This compared with 3,662,000 bales on August 31, 1913.

The crop of 1924-25 has gone far to put supplies of American cotton on a working basis and it is unlikely that the incentive to replenish stocks will be as active in the new season. It is particularly worth while to note that, while supplies of American cotton at the ports and other marketing centres are not large, the mills abroad have succeeded in building up their stocks to approxibately the pre-war level.

The probabilities in the way of cotton consumption for another year are difficult to estimate except in so far as the happenings of past months throw light on future developments. The response of demand of the larger supply was one of the most interesting things in the past season. In the upshot, the world consumed as much foreign and 800,000 bales more American cotton in the half-year ending July 31, 1925, than had been used in the previous half year.

The course of the price throughout the main marketing period of the 1924 crop afforded ample opportunity for mill purchases of American cotton at contract prices ranging between 22 and 24 cents. Even at this level for cotton, both staple fabrics and yarns have moved at prices so low as to allow little margin for the mills. Indeed at times it has been necessary to price them below the actual cotton parity in order to move them. The market for novelties has been much better.

The experience of the season just closed and of the entire period since 1920 is conclusive evidence that as the price of raw cotton raises above 24 cents the sale of goods is made correspondingly difficult, and there is much justification for the opinion widely held in well-informed trade circles, both in the United States and Great Britain, that a price below this level is necessary if a broad distribution of goods is to be accomplished.

If no allowance is to be made for a further increase in stocks, the United States crop would be about sufficient to take care of a full year's consumption of American cotton at the average rate for the first half of 1925. In addition, larger foreign crops may be available and the trend of prices of these cottons favors a larger use of them.

THE HOME FURNISHING DEPARTMENT AND XMAS GIFT SUGGESTIONS.

What does the home furnishing department offer in the way of Christmas gift suggestions?

The question brings to mind a great many articles that are sold in this section of the store, and which make admirable gifts for the home at this forthcoming season.

There are many gift suggestions for Christmas in the furniture line, and predominantly among these is the table, or living room floor lamp. Even in the average dry goods store throughout the country, these lamps have seen a big sale in connection with the home furnishing department. Some stores hold classes for instruction in the making of shades, which has proved an added incentive to the sale of lamps and fittings.

It is good policy to stock these lamps in good supply for the Christmas trade, and to display them prominently both in the windows and in the store.

It is during the festive season that the regular sales of home furnishings fall off. People are not buying curtains and other draperies as they do in the spring and early autumn months. They have fixed their homes up for the winter, and are contemplating no immediate change.

Another line which recommends itself as a sound gift suggestion in the home-furnishing department is that of small rugs. These, if not too highly priced,

can be made a feature in a list of articles for Christmas giving. The furniture section of the store goes hand in hand with the drapery and rug department, and there are many things which suggest themselves as desirable for Christmas presents, and should be kept prominently before the public both in window displays and in advertising talks.

There is keen competition from the Mail Order Houses in furniture and such lines as rugs and other floor coverings as well as draperies and curtains, but the independent dealer has the advantage of being in a position to show the actual offering, and if the customer is made to realize that she can purchase at as good a price as the mail order house offers, she is going to buy at home.

It is not advisable to unduly press the customer to buy if an article is explained correctly. If its real selling points are brought out in the way they should be, there is no necessity for urging the customer beyond reason. Such treatment is liable to displease the prospective purchaser, making an unfavorable impression, and resulting, perhaps, in the customer not entering the store again. Also if the customer is sold right the first time there is no likelihood of her wanting to return the article. Heads of home furnishing departments must be constantly in touch with prospective buyers, keeping account of young people getting married, people whoa re building homes, or moving to new ones. These are all likely purchasers of furniture and home furnishing lines, and a call upon them will show them that you are interested. It keeps your name before them, and they are more than likely to investigate your stock and values before finally buying.

VARIETY IN FOOTWEAR

There will be enough variety in footwear this season to satisfy every type of woman. To begin with the oxford will have a much stronger vogue than last year, the heavy brogue will be worn and calf footwear of all types is stressed for school and college use. Russeks, of New York, are showing oxfords right now in black patent, brown kid and in suede.

For evening wear both the opera and the one strap models are used. A novelty which is attracting a great deal of attention is the collar and tie slipper, in which the collar is the border around the upper edge of the slipper and the tie is the bow. Several of the new sample lines include leopard or by its new name of this, baby leopard. It appears less in allover designs than it did last spring, but more as a trimming than ever before.

There are two modifications about which one hears little but which may not find their way here until after Christmas, these are the square toe and the big tongue, the latter reaching almost to the ankle.

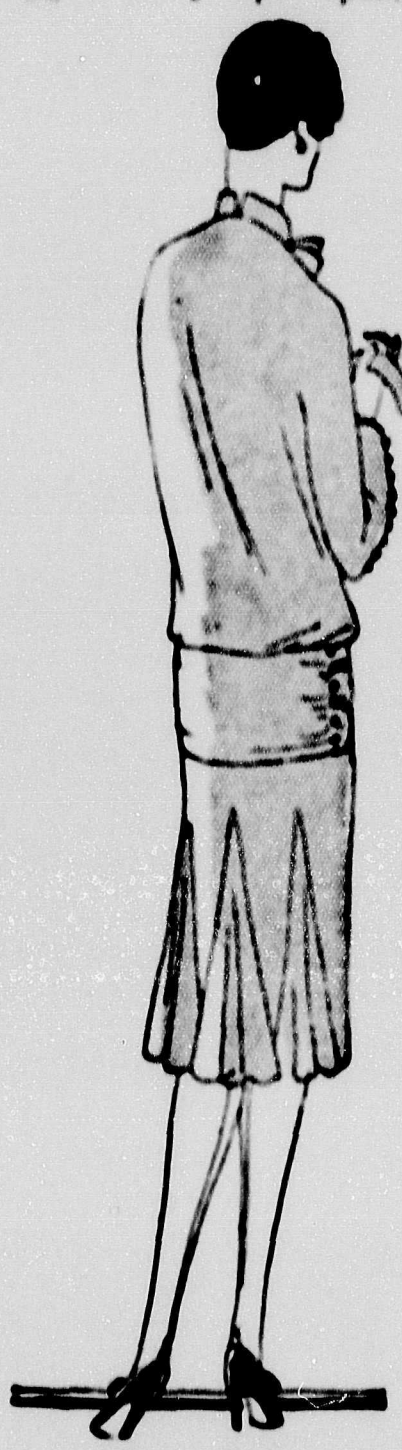
Blonde continues as a much-wanted shade for dress-up Fall shoes. Most stores are looking for a big season in gold, silver, and white, the latter to be used mostly in satin. The step-in is still shown, though probably not to the same extent as the opera and single strap slipper.

Paris has taken a sudden fancy for velvet, and this may reach here shortly. In the meantime, most stores are placing their interest in satin brocade and colored kid for evening wear.

Boots for women, after having been in banishment for eleven years, will again be in fashion on the streets of London this Winter. The shoes will be highly colored leathers, and snake and crocodile skins.

"THE MODE" As Seen By Jeanette

I would sum up the present mode in brief flashes thus—suggested slimness with exaggerated draperies—bodices cut to blouse over sharply defined hips—waistline not important as long as some part of the body is faintly outlined in order to give a fluid line—tube silhouette a thing of the past—godets and pleats, especially the box pleat, and the circular cut still important, and appearing more profusely than ever—day time heavy woollens in diagonal weave, and small all-over patterns making coats and some dresses—kasha, cresey and balbriggan for jumper sport dresses—velvet



very important, also metallic lace, lame, and heavy satin for evening, with chiffon for diaphanous dance frocks—jewel-like dresses embroidered with chrystal and glass.

Two novel draperies are of great importance this season. One is the up-in-front line, and the other, the elaboration at the back. This elaboration is emphasized by bows, drapes, and circular cuts. But one thing is to be remembered, and that is that no matter what

fullness or intricacy of cut is superimposed, the basic slimness is preserved.

Street frocks of mannish suitings are very popular. One coat-dress of a soft tweed mixture was worn over a heavy crepe slip in a contrasting colour, and fitted at a low waist-line to give a slight flare below the hips. Many of the smart English sportsuits are using leather for trimming, and sometimes the entire coat is of leather, worn with a tweed skirt of the same shade

Lame and kasha are being combined in many smart ensembles. One smart Lanvin model used gold lame for the sleeveless tunic, while the beige kasha coat was trimmed with Japanese mink and embroidered ribbon. One thing to be noticed, is the importance of embroidered ribbon. It is trimming jabots,, edging collars and suffs, and outlining the intricately cut bodices. No simple black frock is complete without it. It is a re-

lief to notice that the jabots that were introduced last spring will still give the smart touch to many of the fall costumes. Paquin featured the jabot in one very chic black crepe de chine model in shoulder to hem treatment, cleverly outlined with a band of hyacinth-blue crepe de chine and narrow gold galloon, and broken at the waist-line by a broad girdle.

The smartest coats this fall are of velvet, and generously trimmed with fur. A very smart model of Poiret's, of velvet, was cut on slim lines, and trimmed on each side with bear, with very long hair, which gave the effect of great fullness.

One of the most important notes in winter millinery is the loyalty to the close-fitting hat. Very small and very simple are the smartest hats. Reboux designs a most successful one of black velvet, with a very soft and pliable brim turned down on the right side, and trimmed with a feather flower in yellow and green. Another smart hat, by Marthe Collot, was very

snug, and composed of shiny black satin ribbon, crossed and re-crossed wtih a single jewelled pin for ornament.

Jeanette

AN OPPORTUNITY WORTH WHILE.

Do Canadian merchants take sufficient interest in seasonal sports, either in the spirit they show towards thier local teams, or in the atmosphere they create about their stores? A representative of one of the big houses in the United States, who spends a great deal of time in this country, made the assertion recently that the retail trade here have not seized upon their advantages nearly as strongly as the stores across the border have.

The gridiron days are now at hand, and almost every town in the Dominion will have its football, soccer or rugby team out to meet the neighboring ones. From the merchant's viewpoint, however, the spectators are the important factors of the game.

Make the Weather Work for You!

Take advantage of the Indoor Days of Fall and Winter by selling the cheery, colorful, cosy brightness of -

Dominion Linoleum
Dominion Linoleum Rugs
Dominion *Inlaid* Linoleum

Why worry about winter slackness in your floor covering department when you can so easily overcome it? Dominion products are the very thing that people want these days of little daylight and long evenings spent at home. They want comfort, brightness, coziness, indoors, features that Dominion Linoleum, Dominion Linoleum Rugs and Dominion Inlaid Linoleum give without stint.

So keep these products constantly to the fore—on your floor, in your windows, in your local advertising. Talk Dominion beauty and comfort to your customers. Have your clerks do it, too. In that way, you will be backing up our big advertising campaigns in newspapers, magazines and farm papers, and will reap the utmost benefit in sales and profits.

Write us to-day for free electros and display materials to help you to a record Fall and winter business.

DOMINION OILCLOTH & LINOLEUM CO. LIMITED

MONTREAL

MEN'S WEAR NOTES.

Incidentally, it is declared that men's trousers will not flap so much in the forthcoming styles. To be decidedly correct, the trousers should have a width of eighteen to nineteen inches. The chief demand will be for double-breasted, blue, unfinished fabrics. The coat should be of medium length, easy fitting, with long lapels. Second in color preference will be the forest shades, with brown ranging from dark to light tan. Decidedly wide belts will be the vogue with all trousers. Hats will have wider brims an dfancy bands. Ninety-five percent. of the hats will be soft. The old iron derby is decidedly passe. Shirts will be all the colors of the rainbow, but white and solid colors will remain in favor.

INFINITE VARIETY OF LEGWEAR COLORS WILL BE SEEN IN THE SPRING.

The fine hosiery section of the Canadian Woollen and Knit Goods Manufacturers' Association have adopted the following sixty-six hosiery colors for the spring of 1926:—

Light Pink
Pink
Sky Blue
Maize
Turquoise
Lavender
Nile
Apple Green

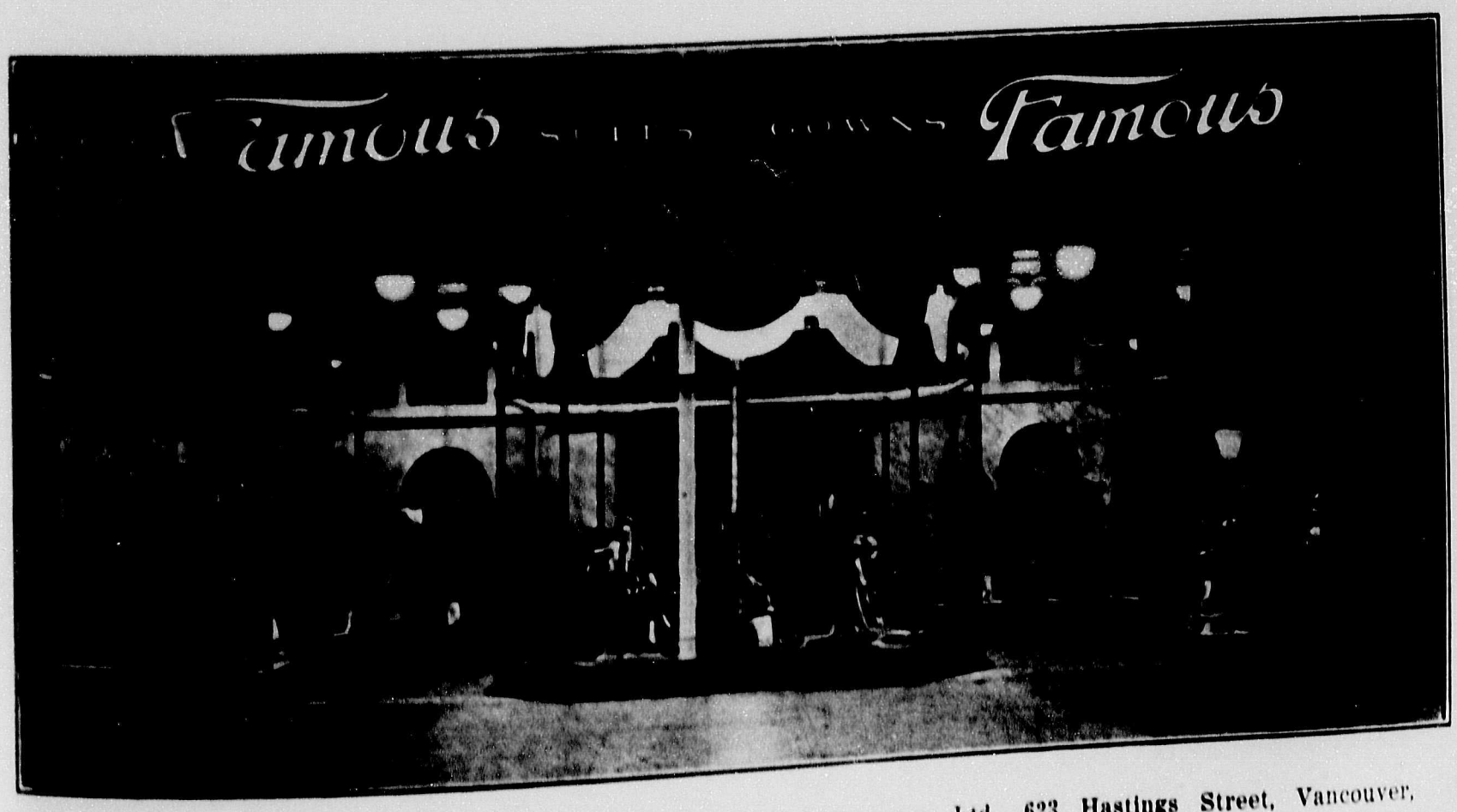
Champagne
Almond
Gravel
Grain
Toast
Beige
Tanbark
Biscuit

Orchid
Silver
Gold
Flesh
Atmosphere
Nude
French Nude
Peach
Sunset
Bran
Blush
Medium Brown
Sunburn
Cocoa Brown
Dark Brown
New Bronze
Cordovan
African
Moonlight
Piping Rock
Zinc
Stone grey
Medium Grey
Grey
Crash

Sandalwood
Cinnamon
Acorn
Dark Beaver
Harvest
Aztec
Windsor Tan
Russet Brown
Russian Calf
Taupe
Cannon
Gunmetal
Navy Blue
Reseda
Yellow
Copenhagen
Orange
Jacleite
Royal Purple
Cerise
Yale Blue
Mandarin
Golf Green
Cardinal

It has been ascertained that the fifteen colors in heavier type are designated by the Association as the popular ones for next spring.

An Attractive Fall Opening Window



The Fall Opening window display of the Famous Cloak and Suit Company, Ltd., 623 Hastings Street, Vancouver, proved a wonderful "puller." It is safe to say that it was seen by and favorably impressed every woman who passed the store during its exhibition. The degree of artistry, both in the selection of background and the general display, are of a very high standard.

LIGHTHOUSE BRAND

Triple Stitch

OVERALLS

"Always on the Job"

On farm, in factory, construction and railroad work and wherever overalls are worn **LIGHTHOUSE BRAND** are giving honest wear and saving the workman's dollars. The triple stitch means triple wear at the seams, and no puckering. No skimping of material, — **LIGHTHOUSE BRAND** are made roomy to allow of easy movement.

Sell LIGHTHOUSE BRAND, — the triple stitched overalls,—and sell satisfaction.

ROCK ISLAND OVERALL CO.

Rock Island, Quebec.

R. M. Foster, 3544--32nd Avenue West
Vancouver, B.C.

Methods of Selling Footwear That Bring Customers Back

Lessons From the Experience of a Successful Merchant—Regard the Transaction Through the Customer's Eyes—Sell Comfort First

IT is much to be preferred that you should lose a sale through not having the proper size for your customer than to sell him or her a pair of shoes that are going to prove unsatisfactory because of not being the proper size, as hardly ever will that customer come back again to be fitted for another pair. One of the chief reasons why the mail order houses are selling so many shoes to people in small towns is that fact that the small town retailers, as well as their salesmen, too often give the customer the size he suggests, the size he thinks he wears in place of exercising the utmost care in selecting the proper size for that customer regardless of what size is named. There are many instances where women have entered shoe stores and requested to be fitted with 4 D or double E, whereas they actually wear size 5 or 6, width A or B. Give them the size they think they want and they will invariably be dissatisfied with those shoes, due to the discomfort and pain they will experience. Many of them do not realize that a short wide shoe or a long, narrow shoe, whatever the prevailing style may be, is not fitted to their style of foot, and it is therefore up to the salesman to exercise the utmost care and tact in seeing that their customers are fitted with shoes that will prove comfortable as long as they are worn.

Poor Fit Helps Mail Order House.

Being fitted with shoes that do not prove satisfactory, customers will never return to that store again—they try the mail order houses next time, or the bell ringers who call at their door taking orders for shoes, or some other store in town where they have purchased before; whereas if they had been fitted with shoes that proved comfortable, the store would have made friends for life.

Not we, but you—that's the secret in dealing with folks interested only in ourselves and our own lives. Too often we build a wall around ourselves and obstruct our own view—than we can't see outside nor can we realize the wants of our customers in the right way. That's where the executives, owners and managers of retail shoe stores come in, because every retail shoe establishment must concentrate and concentrate closely, on their business, and that is just a matter of looking at things through the eyes of the customer and reaching him through his self interest. That is one short cut to true co-operation.

Among many instances the writer recalls is one where a young man was assigned to the women's shoe department in one of our fair sized shoe establishments. Previous to joining this organization he was employed in another shoe store in the children's department, where he made a big success. But in selling women's shoes he was a dismal failure. After this became known to the manager he could plainly see that it was his painful duty to try and explain the merits of women's shoes to this salesman in an effort to stimulate his selling, so he called him into the office for an interview. In place of "bawling him out," telling him about his inefficiency along scientific salesmanship lines, knowing that this young man was carrying the responsibility of supporting a family, the manager placed himself in the salesman's position and said: "I really think that you are a good salesman and have the ability and initiative, but it seems to me you are not filling the niche in our business that I really believe you should. Now, tell me, would you prefer to work in some other department?"

The young man said, "Yes, I love children. I take a wonderful delight in fitting children properly with shoes. I am sincere and conscientious about that, as I realize that the children of today are going to carry the responsibility banner of our nation tomorrow."

He sold the manager to such an extent that he was transferred from the women's department to the children's department, and today I really believe he sells as many children's shoes as any single individual in Canada. As he explained, "I cannot tolerate the attitude of some women who come in to buy shoes; consequently I am not sufficiently interested in the work to a point whereby I can be a success."

Look Through Other Fellow's Eyes.

Many and many are the good salesmen whose ambitions have been torn to atoms by the executives of their business who did not look at life through their employee's eyes, and the same applies to shoe salesmen in regard to their customers.

A shoe salesman should keep in mind at all times that the first thing to consider in selling shoes is (1) Comfort; (2) Style; (3) Quality. And if a merchant will remember these things in advertising his shoes—building values in comparison to the price he is asking for his goods—he will be successful in bringing the trade to his store.

Thirty-five to forty per cent. of the retail shoe business lost today is through the salespeople not knowing their customers, not knowing their occupation. For instance, if a woman calls for a pair of satin pumps or suede pumps, and if the sales person has sufficient diplomacy to find out if this customer drives an automobile, right there is a big opening gap for that salesman to sell more than one pair of shoes, for we all know that satin pumps, made of a material so delicate in texture as satin is, will rapidly peel at the heels to such an extent that the customer after wearing this particular pair of pumps a few times will say, "I'll never return to that store, because of the unsatisfactory wearing qualities of these pumps," not realizing that driving an automobile is very hard on shoes, and especially satin shoes. Whereas, if the clerk would simply suggest, "Yes, satin pumps are very fine, and I am sure you will derive a lot of satisfaction out of this pair," and then go on in a diplomatic way that a nice vici kid or a soft calf is very fine for driving an automobile, the suggestion would result in the sale of two pairs. Educate your customer in regard to shoe val-

ues, for we know that the public buys what is is educated to purchase.

A suggestion of the same sort would also appeal to women who are athletically inclined, as therre are so many hiking clubs today and so many girl and boy members of these hiking clubs who never wear suitable shoes for walking any great distance.

These are instances where the salesman can sell two pairs of shoes in place of one pair, and it's the duty of the sales person to interesthimself in his prospective customers to the extent that he find out if they participate in sports of this kind, and that paves the way for a salesmanship talk that will create more sales.

Selling Two Pairs.

Of course, it is not advisable for a salesman to work where he does not thoroughly believe in the store's policy, the reputation of the owner of the store, the reputation of the manufacturer that makes the shoes that this store sells, or the service that this store renders. There are some very fine talking points to be had on the above qualifications, because a salesman can elaborate upon the reputation of the store, the manufacturer that turns out the product, the style, quality and comfort of this particular brand of shoes.

Comfort the Keynote.

Comfort is the biggest thing in selling shoes. Notice how the bed and mattress manufacturers have capitalized upon the comfort in sleeping on certain kinds of mattresses. Why shouldn't a retail shoe establishment capitalize upon the comfort, style and quality of his shoes?

A Dealer's Handicaps

By H. R. Simpson.

SOME confidential words of merchants, listened to here and there: "If I didn't have the worst bunch of double-crossing competitors in the province, I could make money at this business'

"If I had sufficient capital, I'd show you a real store."

"If I had not had enough sickness in the family to last half a dozen families, I would have got somewhere."

"If I only were a salesman; I'm not—not worth a tin whistle at it. I have the wrong personality for a salesman—which every man in this business ought to be."

"My health is very poor. I have to take a long vacation every year, have had big doctor bills to pay. I often think what a success I might have made of this business if I had had the health of an average man."

"Do you know that a man's wife either makes or breaks him? My wife made my life miserable for years, forever criticizing my conduct of the business; and, finally, she up and brought suit for divorce. I tell you, I don't know of any worse handicap in business than family troubles."

"I am very hard of hearing. Like a tin can tied to a dog's tail, that handicap hounds me every day in the month, every month in the year."

It is a fact that many men in business do have mighty hard rows to hoe. We have had a hard row at times, ourselves, it has seemed to us. Still, we can't remember an occasion, when, by mixing around a bit among merchants who would talk freely of their affairs to us, we could not get very much cheered—simply finding how much worse off, as regards their handicaps, many others were than we were. In our home-town, we once took an informal secret census of business-men and their handicaps. We got behind the scenes. And a surprising fact came to light. Every single mother's son of them—among these merchants—had a handicap

Handicaps are Ubiquitous.

The fact of the matter is, there are so many ways in which a merchant can be handicapped, that he is fairly certain to be caught in one way or another. Making an appraisal of himself and his business, he can, practically always, find conditions which are holding him back. Some of them can be of very serious consequence, too.

There are several things, though, about handicaps which I believe every dealer should thoroughly understand. There is not the wholesome philosophy regarding handicaps in every case which there should be. There are merchants held back very seriously by things which, if they would only have the right viewpoint, would hold them back far, far less.

First off, let us realize that there is a sort of law of compensation which is forever taking care of the man with a handicap. The principle can be seen at work in that most dreadful of all handicaps—seemingly—the loss of sight. What happens, though, with the man who loses his sight? He develops hearing far more skilled than that of the average man, touch far more skilled, ability to measure distance by time, and other things which the man with sight does not possess in any finished form. Actually, blind men in business are driven to accomplishments with their handicaps which they might otherwise never have attained.

One of the most orderly, efficient, neat stock-rooms we know of is that of a blind dealer. His office, for true efficiency, puts that of the average man in the same trade in the kindergarten class. This dealer is able to operate a typewriter, file his correspondence, and do numerous office details with greater efficiency than many dealers with sight. Of course, many dealers are clumsy and inefficent in their offee management.

There are other ways, that the law of compensation works out. A merchant was telling us how, during the first years of his business, he was fearfully handicapped by lack of funds. To "get by," he and his family had to exercise the most rigid economy. For example, for three years after starting the business, the family bought no new clothes whatever. And this same economy was carried into every detail of the business.

"I never knew what true thrift was until I had that experience," he declared to this writer. "I got the capital together, eventually, and for years, I have

had no financial worries, but every single year I have been earning dividends on those first three trying years."

In other words, the handicap developed qualities and judgment and habits in this merchant, which possibly, otherwise might never have been inculcated in him. Indirectly, the handicap contributed to his present splendid success.

"Another thing those first years did," he said, "was to reveal unusual ability in my wife for assisting me. Otherwise, she might never have attempted to sell merchandise over the counter. Then, she had to, so that we could meet our pay-roll. She developed remarkable ability, and was worth far more to the business than the pay-roll saving she effected. Had I not had the handicap of the lack of capital this might never have been discovered by us. She learned so much about the business, that now, any time I am called away, or sick, or otherwise separated from the business, she can take the reins and manage it with success."

Another case which comes to mind is of a merchant who had, across the street, a "dirty" competitor. Moreover, the competitor had been longer established, and had greater resources than "our hero."

Competitively, this man was under a handicap which most dealers are not. He met it by working harder, thinking harder, making himself into a better merchant, a more skilled contender for the town's trade.

Eventually, the competitor went out of business, but the store left in the field has steadily earned dividends on the "handicap" labored under for a trying period.

"If I had not had competition," this dealer said to us, "I might never have learned the job of storekeeping. As it was, I had to—and it has paid me mighty well in the end."

Even if a handicap is currently rather an expensive proposition, examine it carefully—see if it is not developing you in directions which will repay the present losses richly in the end. Handicaps have a way of working out that way.

Personal Advantages Are Universal, Too.

We have said above, that no one has a monopoly on handicaps. They are scattered all over the lot, so that some find their way into nearly every store.

A parallel situation—and this is mighty important—occurs in something which is really a mighty sight more important than handicaps—namely, personal advantages.

Curiously, some merchants would do themselves a good turn if they would imitate Mrs. Porter's famous charter, Pollyanna, the glad girl. Instead of brooding over handicaps, a merchant makes progress, climbs to success, as he realizes personal advantages he possesses and capitalizes these to the utmost.

Ought we to pity, very much, the merchant who has an impediment in his speech—unquestionably a handicap in store relations with customers and employees—if we find his father bought the present site of the store, years ago, when land was dirt cheap, and, so far from the location being an item of expense, it actually returns the store a profit from tenants above?

Ought we to pity the merchant who has a tricky competitor, if we learn that his wife and two eldest children "like" his business and "turn to" regularly to contribute their labor to it?

Ought we to pity a dealer who has poor health, requiring him to take long vacations, if we find he possesses remarkable buying and merchandising ability—far superior to the average man in the trade?

The answer to all of these questions, of course, is, NO! Yet they represent very typical situations. It is not a rare thing, but a common thing, to find a man with a handicap possessed of personal advantages which offset it, with much to spare.

Benjamin Franklin, sizing up a situation, had an interesting little habit of writing down the "pros" in a column of a sheet and the "cons" in another column opposite. He would study both columns, and from the comparisons make a decision.

If every merchant reader of this, who has handicaps he is much conscious of, will follow Benjamin Franklin's example, the chances are, ten to one, he will find the balance is all in his favor. Personal advantages, that is, far outweigh personal handicaps.

Moreover, a merchant can so shape his course as to minimize the harmful effects of a handicap, and to multiply the benefits of an advantage.

If the latter strategy in successful store management is followed, there are precious few of us but that can smile, and consider that "The Little, Old Handicap" is taken care of for good.

BUSINESS WITH THIS MERCHANT COSTS 24.9 PER CENT.

What should it cost a merchant to do business in a town between 6,000 and 7,000 population and a business of approximately $170,000 a year?

The expenses of such a merchant in Western Canada for 1924 have been tabulated for the various items, such as rent, salaries and wages, advertising and so on.

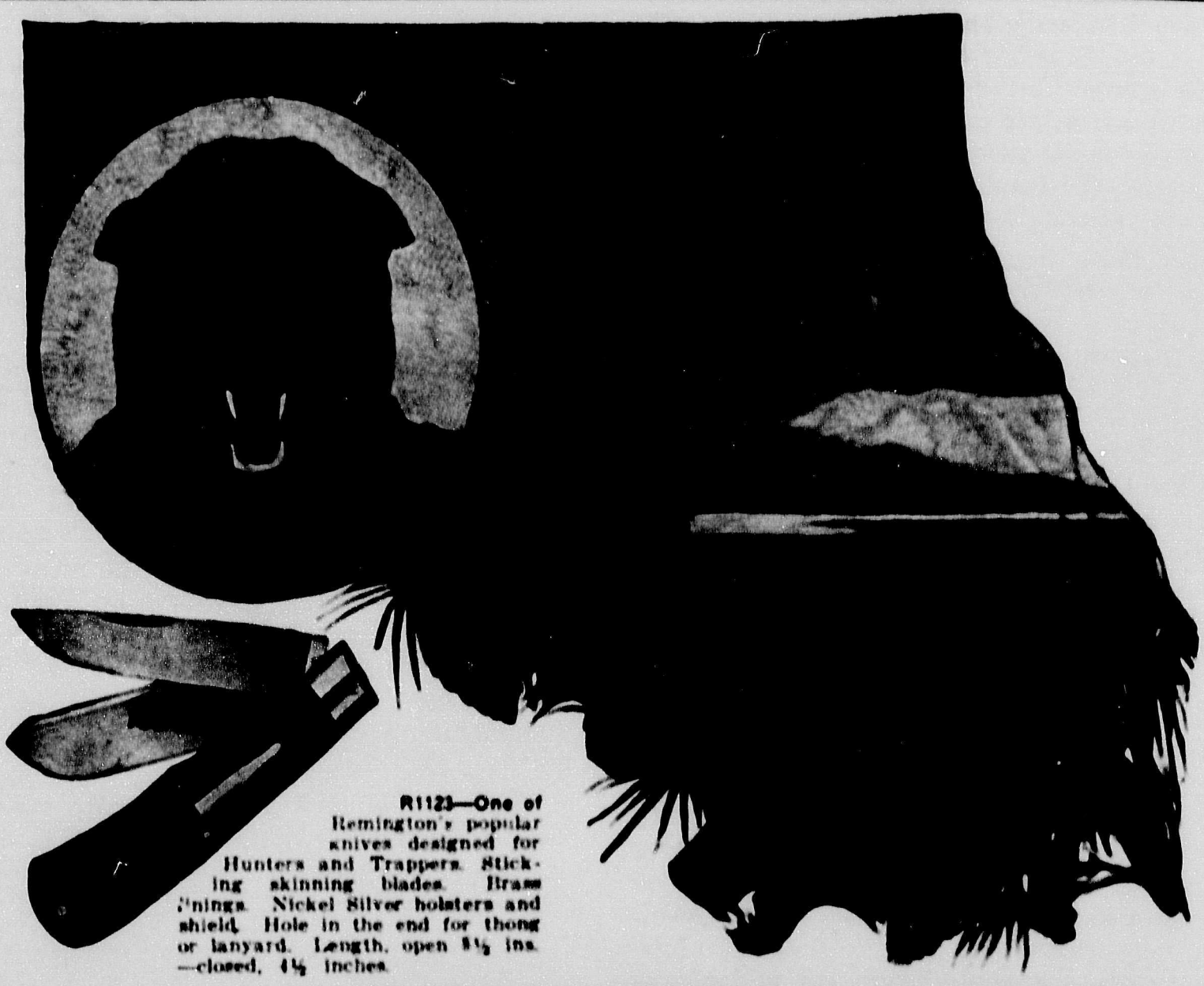
Salaries amount to 12 per cent., which is about 2 per cent. below the average for department stores doing business under $1,000,000 annually. It is, therefore, not out of line. Rent is costing 3 per cent., which is a little above the average of 2.3 per cent. Advertising is 2.6 per cent., which is also a shade above the average. Insurance is .8 per cent., whereas the average is .5 per cent. Taxes are .6 per cent and the average .7 per cent. Depreciation is 5 per cent, which represents about the average. The total amount to 24.9 per cent., whereas the average is 26.3 per cent. An endeavor should be made in a centre of this size to cut down salary expense one or two per cent and, no doubt, with a more valuable wheat crop this year itwill be done.

This particular merchant turned his stock three and one-third times in 1924.

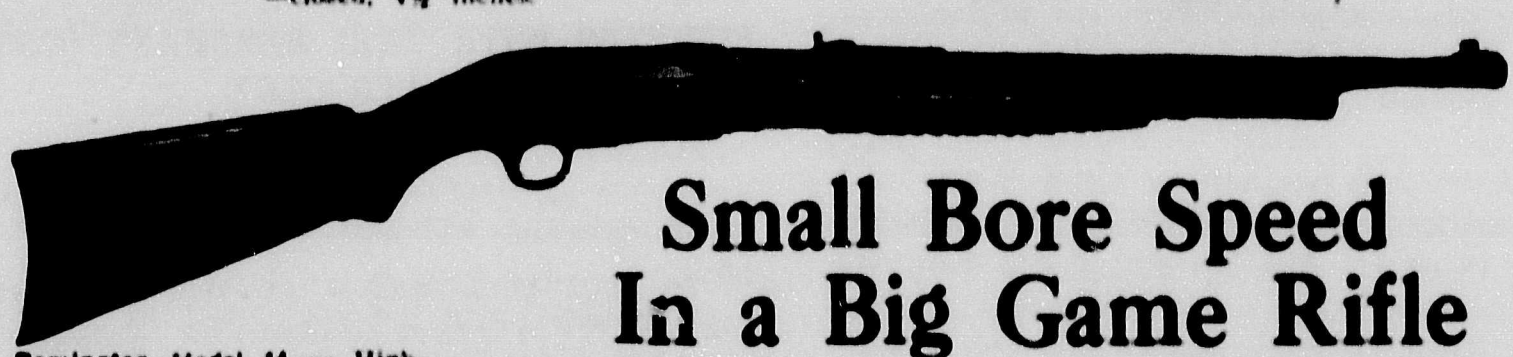
COUNTER CHECK BOOK BUSINESS ACTIVE

A recent report from Harold W. Bass, manager of the Western Sales Book Co. Ltd., Winnipeg, shows that business is good in his line. He states that an increased number of counter check books are being manufactured by his company this year, which will probably prove the largest in the company's history.

"Business here is more than holding its own, and the increased demand for counter check books is evidence of the spirit of optimism, and of generally improving business conditions in Western Canada," states Mr. Bass.



R1123—One of Remington's popular knives designed for Hunters and Trappers. Sticking skinning blades. Brass linings. Nickel Silver holsters and shield. Hole in the end for thong or lanyard. Length, open 8½ ins. —closed, 4½ inches.



Remington Model 14 — High-power, six-shot Repeating Rifle. Hammerless, solid breech, take-down. Length, taken down, 27½ inches; barrel-length, 22 inches. Weight, 6¾ pounds.

Small Bore Speed In a Big Game Rifle

THE smoothest, fastest mechanism ever devised for repeating firearms is the Remington slide action operated by the fore-end. The superiority of this type of operation is clearly proved by its wide adoption for repeating shotguns and small-bore rifles. Only Remington has developed it for a high-power rifle.

Imagine a repeater chambered for .25 Rem., .30 Rem., .32 Rem., or .35 Rem., Hi-Speed, Express, and Regular Cartridges with the same speedy pump action found on Remington .22s and repeating shotguns. Think how rapidly such a rifle could be operated and how steadily it could be held at aim. It sounds too good to be true, but that's exactly what the shooter gets in the Model 14 Remington Repeater.

Over 100 years of experience in the manufacture of the finest firearms gives Remington Rifles precision of aim and positiveness in action, combined with inherent ruggedness, that commands the respect of the most experienced shooters.

Inquire of your jobber, and write us for circulars on Remington firearms and cartridges.

Remington Hi-Speed Cartridges are the fastest long-range mushrooming cartridges made. Recommended for fast-moving game and open shooting.

Remington Express Cartridges give more speed to the heaviest mushrooming bullets. Especially recommended for moose, grizzly and other large game.

Remington Arms Company, Inc.

25 Broadway Established 1816 New York

Remington

Rifles *Firearms* *Ammunition* *Shotguns* *Game Loads* *Cutlery* *Cash Registers*

HARDWARE, OIL *and* PAINTS

Turpentine.

New prices on turpentine show a decline of ten cents a gallon.

Aluminum Ware

Quotations from manufacturers of Aluminum cooking utensils show a lowering in price of ten per cent.

Weather Strip.

More and more interest is being shown each week by the retail trade. A fairly sizeazle percentage of the trade has covered its requirements. Indications at this time are that more weather strip will be sold this year by jobbing houses.

Steel Sheets.

Sales are good with stocks well filled. Prices have not changed.

Screws.

No further changes have been made in the prices and trade is fairly good. Stocks are well filled.

Galvanizedware

Demand is very good at present, with ample stocks in all lines. Prices show no change.

Solder and Babbit Metal.

Sales are reported good. Prices unchanged.

Handles—Tool.

There is a steady and satisfactory sales volume with prices strong but unchanged.

Hose Nozzles and Fittings.

New prices on brass hose nozzles and fittings have been issued, and are the same as those ruling for 1925.

Conductor Pipe.

There is a very steady demand. Prices unchanged.

Paint.

Building operations in this territory are holding up well, and paint jobbers report that their sales have been excellent. Prices are unchanged.

Nails.

Demand is fair. Prices remain extremely low and jobbers believe that they will stay at their present levels for several weeks.

Roofing Paper.

Steady demand is still noted with prices holding at recent levels.

Field Fence.

Fall business is beginning to show a fair volume. Prices are firm.

Glass and Putty.

Sales volume is steadily increasing, causing anticipation of a brisk fall business.

Files.

Prices are firm and there is a steady volume of business.

Hatchets.

Sales are good and prices still without change.

Oil Heaters.

Oil heaters and oil burning cookers are said to be among the most active fall hardware items. Prices are firm.

Batteries.

There is a very steady and well maintained demand for radio batteries, and total turnover appears to be gaining from week to week with increasing use of radio sets. Prices are steady at levels that have ruled for several months.

Builders' Hardware.

The report still is that there is a well sustained demand, indeed the activity in this line is one of the encouraging features of hardware business.

Stove Goods.

Stove boards and other miscellaneous items which come under the classification of stove goods are now selling actively in this market. Prices are fairly uniform and orders have been well assorted.

Cotton Gloves Moving.

Jobbers report a very active demand for cotton gloves in the seasonal leading styles. Prices are considered firm and stocks appear satisfactory.

Rope.

Although there has been no change in price, rope sales are only fair in the Vancouver wholesale market. The demand from shipping sources is not very heavy. It is reported raw material is still very high. Stocks are satisfactory.

B. C. PAINT AND VARNISH SALES SATISFACTORY.

Sales of prepared paints and varnishes are in satisfactory volume at present. The "Paint This Fall" campaign is producing very good results. Dealers are featuring window displays of paints, varnishes and brushes in support of this campaign, and are thus capitalizing the influence of this national advertising. Bookings of paints for spring delivery are somewhat larger than last year. Most dealers have had a splendid year's sales and their stocks are comparatively low.

The Kind Women Prefer!

It's simple—the reason women all through Canada prefer Davidson's enamelware utensils.

It gets hot quickest, stays hot longest, outwears any other kitchen utensils.

To keep it clean, all you need is soap suds and warm water. It doesn't have to be scrubbed or scoured. It sheds grease like china, leaving it absolutely clean and sanitary.

You can't do better than stock and feature Davidson's enamelware. People know it, and prefer it.

The Senior Salesman

The Thos. Davidson Mfg. Co. Limited

Established 1860.

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

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

DAVIDSON

Paint Merchant Should Set Good Example By Painting His Own Store Front

Determining Factor in Success of Retail Store is Appearance it Presents to the Public—This Particularly True About the Paint Store—Merchant Must be Thoroughly Sold on Value of Paint Before He Can Successfully Retail It.

A DETERMINING factor in the success of a retail store is the appearance that store presents to the public, its prospective customers. A bad impression created on a customer through the dingy appearance of a store will, in the majority of cases, tend to, besides distracting his attention from the product, antagonize him against the store and a good customer will be lost. The nature of the product, paint, makes it imperative that the dealer demonstrate what results can be obtained from the proper use of it, and convince his customers that paint is, after all, a necessity, and sell them, through the appearance of his own shop, on the idea of "Save the Surface and You Save All." The merchant with the unpainted store front and the cobwebby windows sells only to the people who want his goods right away, and haven't time to be particular. Busines sis dull on a street of unpainted store fronts, and shabby-looking buildings are not very powerful magnets when it comes to pulling customers from the surrounding districts. It is the bright, well-painted stores, the clean, spruce-looking street that pull business their way.

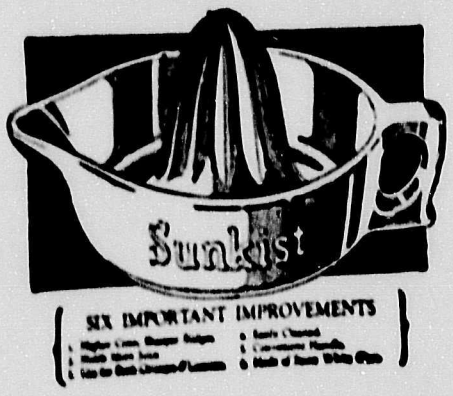
Painting Contagious.

When one merchant paints, another follows suit. When one house in the neighborhood is painted the contagion spreads. A good, live hardware and paint dealer can start an epidemic in an ystreet and in any town if he will paint his own store front first, and then go after his friends and neighbors. A well-painted store front naturally results in fresh new window displays and in a clean pavement in front of the store. The clerks in the well-painted store are snappier clerks. Paint promotes prosperity, and the cash register rings more frequently and more readily before the last coat of paint is dry on the front of the store. No live, progressive merchant who learns this secret is going to keep a good thing like this to himself, however, and when he has painted his own front, he will go after his neighbors, so that they, too, may share in his prosperity, and, incidentally, increases his paint sales. The chain stores set a good example. They have found that a well-painted front pulls trade. They are always bright and fresh. Combine business with pleasure and sell the neighbors on the idea that paint promotes prosperity and—sell them the paint. The well-kept town becomes the shopping centre for the country. When the farmer and his wife and family back the car out of the yard they just naturally turn towards the attractively paintedfi, trim and neat town. Prices may be higher, but they don't seem higher, and the service given by these merchants in the up-to-date town is so much better and the range of goods more extensive.

Retailer Must Be Sold.

To successfully retail a product, the merchant must himself be thoroughly sold on its merit and appreciate its value and usefulness. A dealer might make a paint sale in a dingy, ill-appearing store, but his argument is going to be materially assisted if the customer can be referred to his store as an example of what paint will do to improve the appearance and lengthen the life of the woodwork and fixtures. A customer sold on the appearance of a store is half sold on a can of paint. The merchant is too liable to be faced with the argument, "Well, if you are so impressed with the saving qualities of paint, and insist that it is necessary to the preservation and beautification of a home, why is it that you deem it unnecessary to apply a coat to your own store?" The merchant with a well-painted store demonstrates to his customers and prospective customers, that he is "practising what he preaches," and by showing them that he is himself sold on that particular product, in turn assists his sale to the customer, for the customer reasons that, "if he considers paint of such importance that he applies it to his own building, it must be necessary for mine."

NEW GOODS.



THE NEW SUNKIST ORANGE AND LEMON REAMER

Made of white glass, high cone with sharp ridges, improved rectangular handle, extra deep rounded smooth bore, easily cleaned.

Partial Payment Plan.

At a meeting of the Save the Surface Campaign executive Committee of the U. S., held in New York, a sub-committee report was unanimously adopted which states that "further promotion of the Partial Payment Paint Plan should be left to the individual member of the industry and that the Save the Surface Campaign will continue its promotion as a special feature only as one of several methods available for increasing the industry's volume."

NEW BUILDING FOR THOS. DAVIDSON MFG. CO. LTD.

A building, which on completion will cost in the neighborhood of $300,000, is being constructed on Cherry Street, Montreal, for the Thos. Davidson Mfg. Co. Ltd.

BACK IT UP!

The "PAINT THIS FALL" posting campaign alone cannot double your sales. It is but the advance guard, the barrage, the punch on the nose that starts the fight. You must follow it up—BACK IT UP! Your windows, your counters, your advertising—these are the salesmen to work overtime—now—while "PAINT THIS FALL" is in the wind.

SAVE THE SERVICE CAMPAIGN
601 Keefer Building - Montreal

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	$66.75
12 G x 28 x 1⅛ ch	69.00
Imperial	
12 G x 26 x 1⅛ ch	61.25
12 x 28 x 1⅛ ch	56.00
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	7.50
22 L. Rifle Lesmok	6.10
American	
22 Short Smokeless	5.65
22 Long Smokeless	7.60
22 L. Rifle Smokeless	9.00
22 L. Rifle Lesmok	7.10

ANVILS—Peter Wright, 50lbs to 139 lbs., 20c over 139 lbs 72c.

AXES—Boys' Axes, 1½ lbs $12.00 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 $19.80 doz.

BARS—Crow, $11.00 per 100 lbs.

BELTING—Lace, rawhide sides, $1.45; cut 1/24 at $2.45 per 100 feet; ⅜ at $2.10 per 100 feet; ½ at $0.50 per 100 feet.

BOLTS, CARRIAGE—(In full packages) ⅜ and smaller up to 6-in. long, less 25 1/3 off list; over 6½ in. 27½ off list. Note new larger all lengths, less 20 off list. Note new list prices in effect.

BOLTS, MACHINE— ⅜ and smaller up to 6-in long, less 45 off list; over 6-in. less 15 off list; ⅝ 17½ and ¾ less 15 off list. Note new list prices in effect.

BOLTS, STOVE—Less 55 off list.

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

BOARD, Beaver—Per 1,000 to 5,000 feet, $41.00 per 1,000 feet.

BOILERS, RANGES—30 gals. $12.50 each.

BUILDING PAPER—Tarred, 90c to $1.20 per roll, according to quality; plain 72c to 90c per roll.

BUTTS—Plated, 241, antique copper and dull brass finish 2½ x 2½ per pair 36c; 2½ x3½ per pair 37c; 4½ x 4½ per pair 99c.

BUTTS—Wrought steel No. 204 2½x2½, $1.65 per doz.; 2½ x 3½ $2.25 per doz.; 4½ x 4½, $4.00 per doz.

CARPET FELT—16 oz. 50-lb $2.75 roll.

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

CHAIN—Coil B, electric weld, 3-16, $19.50 per 100 lbs; ¼, $18.00 per 100 lbs. 5-16, $15.50 per 100 lbs.

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

CHOPPERS FOOD—Universal No. 8, $22.25 doz.; Universal No. 1, $27.00 doz.; Universal No. 2 $32.00 doz.; Universal No. 3, $43.00 doz. Home, No. 85, $2.00 each; Home, No. 65, $2.75 each.

CHURNS, BARREL—No. 0, $10.70 each; No. 1, $11.10 each; No. 2, $11.90 each; No. 3, $12.75 each.

CLEVIS, MALLEABLE—Per lb. 16½c.

CLOTHES LINE WIRE—Per each, 50 ft., $1.15 doz.; 100 ft $6.25.

DRILLS—Net stock 25/5 off new list; blacksmith ½-in. 25/5 off new list.

EAVTROUGH—Per 100 feet, 5-in. $5.85; 10-in. $4.50; 12-in. $7.95.

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

GARDEN HOSE—In 50 ft. lengths, uncoupled—Terminal City, ½-in. x 3 ply, $10.50; ⅝-in. x 3 ply, $14.50; Wire bound ½-in x 4 ply, $15.75; ⅝-in. x 4 ply, $21; Corrugated, ½ in. x 3 ply, $12.75; ⅝-in. x 3 ply, $14.25; ¾ in. x 3 ply, $16.5.

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

GAME TRAPS—Victor, per doz. No. 0, $1.40; 1, $2.60; 1½ $4.20; 2, $5.40; 3, $9.00.

Hawk N—doz. No. 9, $4.20; 1, $5.00; 1½, $7.00; 2, $10.80; 3, $14.40.

Jump—No. 1, per doz. $3.10; 1½, $4.50; 2, $7.10; 3, $9.90.

HINGES—Per doz. pairs—Heavy strap, 4 in. $2.25; 5-in. $2.70; 6-in. $3.00; 8-in. $4.75.

CORRUGATED TEE—Per dozen pairs—4-in. $2.50; 6-in. $2.30; 8-in $6.00; 12-in $12.55.

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

IRONS, SAD, COMMON—Per 100 lbs.—6 lbs. and over 20c; 3, 4, and 5 lbs. 22c.

IRON BAND—Per 100-lbs.—1½-in. $4.00; 1½-in $4.00; 1-in $4.00.

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

IRON, GALVANIZED SHEET—Per 100 lbs.—28 guage American or English $7.65; 24 guage $7.35; 18-20 guage $7.05.

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

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

LANTERNS—Short or long globe, plain, $14.10 doz.; Japanned, $34.65 doz.

LAWN MOWERS—

Empress 12x5 blade $12.00; 14x 5 blade $12.75; 16x5 blade $14.50; 18 x 5 blade $15.25; 20 x 5 blade $16.00.

STAR—9-in wheel, 3 knives, each, 12-in $8.00; 14-in $8.25; 16-in $8.50; 4 knives, 12-in $9.60; 14-in $10.25; 16-in $11.00.

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

NAILS, WIRE—Base, $2.95 f.o.b. Vancouver; Cut, base $7.50 f.o.b. Vancouver.

PICKS—Clay, 6-7 lbs. $8.40 doz.

PINE TAR—1 gal. $1.10 each; ½ gal. 35c each; ¼ gal. 22c each.

PLASTER OF PARIS—$1.60 per 100 lbs.

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

ROPE BASE—British manila, base, 23c; pure manila base 27½c lb.

RADIOLAS—No. 111, $42.00 each; No. 111A $74.00; No. X $225.00, subject to 25% dis. Trans-Atlantic, $72.50, less 33 1-3.

THE NEW FIVE-TUBE "Thermiodyne" $165.00, subject to 30 per cent. discount.

RADIO SUPPLIES—Tubes, W. D. 11 $3.50; Loud speaker, No. 1325, $35.00 each; Brandes phones, $7.00 each, subject to 25% discount. Batteries, No. 7 65, $2.65 each; No. 767, $4.10 each.

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

SCREWS—Bright flat head 67½/10 off list; bright round head 65/10 off list; brass flat head 37½/10 off list, brass round head 55/10 off list.

SCREWS, CAP—50 off list.

SCREWS, SET—50 off list.

SHOVELS AND SPADES—Olds or Fox, $11.95 per doz. ⅝ Jones or Bulldog $13.75 per doz.

SCOOPS—Moose No. 4, $17.10 doz.; No. 6, $17.60 doz.; No. 8, $18.50 doz.; No. 10, $19.20.

All above in black finish.

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

40c per lb.

SPIKES, PRESSED—Per 100 lbs.—⅝ inch, $5.70; 5/16 $5.10; ½-in $7.50.

STAPLES—Galvanized fence, $5.25 per 100 lbs. in full kegs; galvanized poultry netting, $10.50 per 100 lbs. in full kegs.

TACKS—Carpet, 70c off new list.

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

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

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

WRINGERS—Ezy, $86.10 doz.; Oxford, $76.50 doz.; Bicycle, $86.10 doz.; Ajax, $76.50 doz.

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

WIRE CLOTH—Out of stock, Vancouver, $2.25 per 100 sq. ft.; Galvanized, out of stock, Vancouver $4.75 per 100 sq. ft.

WASHING MACHINES—Velox water power, $22.75 each; Seafoam Electric, $76.00 each; Snowball, $17.85 each; Patriot, $19.00 each.

VISES—O'Leary Solid Box, 50 lbs., $12.00 each; 70 lbs. $15.00 each; 100 lbs. $22 each.

PAINTS AND OILS.

Brandram-Henderson

	Per Gallon
B-H "English" ordinary colors	$4.25
B-H "English" white	4.60
B-H Exterior Oil Shingle Stain—	
Ordinary colors, in 4 gal. cans	$1.80
Greens and Greys, in 4 gal. cans	2.00
B-H Anchor Shingle Stain—	
Ordinary colors, in 4 gal cans	1.35
Grrens and Greys, in 4 gal. cans	1.50

PAINTS

	Gallon
Ordinary colors, in 1 gal. cans	$4.30
Martin Senour porch paint	4.30
Martin Senour Neutone white	3.75
Martin Senour Neutone color	3.75
Martin Senour floor paint	4.15
Sherwin Williams, white	5.75
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	$1.55
Boiled, 1 to 2 barrels	1.58
LEAD, WHITE IN OIL—	Per 100 lbs.
1,000 lbs. to 1 ton	16.85
Less	17.35
Brandram's Genuine	16.05
TURPENTINE—	Gallon
1 barrel lots	$ 1.80
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

Automotive Price List

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

ACCELERATORS FOOT—Wireless Ford at $1.75 each.

ASSORTMENTS—Cotter pin 13c each; Cap screws 38c each; Set screws 30c each; Machine screw 75c each; Machine nut 75c each.

BATTERIES—Hot Shot $2.96 each.

BOOTS—Tire 4-in. $1.25 each.

BUMPERS—Hoover Twinbar, $10.60 each.

CAPS—Radiator, $1.00 each.

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

CARRIES—Luggage, collapsible $2.25 each.

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

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

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

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

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

DEFLECTORS—Wind adjustable $15.20 pair.

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

HORNS—Electric $5.75 each.

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

LOCKS, MOTOMETER—No. [illegible] $2.65 each; No. 391 $3.00 each; No. 392 $[illegible] each.

MIRRORS—Rear view $3.00 each.

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

PATCHES BLOW OUT—[illegible] No. 2 63c each; No. 3 30c each; No. [illegible] each; No. 6 17c each.

PLATES—Step $2.00 each.

PLUGS—Spark Champion [illegible]c each; A. C. Titan 63c each; Hel-F[illegible] each.

Your Customers Goods Will Always REACH THE HOME Unspilled and Unbroken if You Use

ATLAS KRAFT BAGS

THEY ARE AS TOUGH AS LEATHER.

Write our Agents for a trial order of Atlas Bags.

The Continental Paper Products Limited

OTTAWA ONTARIO

Vancouver
Victoria
Edmonton
Calgary

SMITH, DAVIDSON & WRIGHT, LIMITED

"Using a 'Continental Bag' is Bag Insurance"

YOUR DISPLAY WINDOWS
Pathway To Sales

It's surprising the difference in volume of sales the scientific lighting of your display windows will actually make.

The poorly illuminated window—perhaps underlighted, perhaps full of displeasing glare—is as much of a hindrance to the growth of your business as an inefficient sales clerk.

You'll find it pays you handsomely to replace out-of-date fixtures with modern, concealed window lighting units.

Phone Sey. 5000

Light and Power Dept.

BRITISH COLUMBIA ELECTRIC RAILWAY CO.
HEAD OFFICE VANCOUVER

TIPS FOR LIVE CLERKS.

A customer approaches your counter and remarks, "I would like to look at that 98c special you advertised in the paper today." What do you do? Do you silently turn to the shelf, take out one, and display it for the customer's view—all the while silent? A great many retail-store salesmen back up store advertising in that manner.

The proper way to do, invariably, is to meet the customer with some statement of a nature very complimentary to the special. Understand that customer's frame of mind. She has read the newspaper advertising, and has half decided in her mind that an excellent value is offered. Quite possibly, however, there are some doubts. After all, she has only read it in print, what she wants is the spoken word of someone confirming her judgment in the matter. If the article was good enough to be enthusiastic about in advertising it is good enough for a clerk, in handling it at the customer's request, to be enthusiastic about.

Something, then, should be said of a nature to complete the sale to the customer. "Yes, madam, that is a wonderful value—the best thing in the line we have had in months." Possibly, again, something like this will fit, "Yes, that value has gone like hot cakes. Only two or three are left. There are a great many folks in this town who know a wonderful bargain when they see it." Maybe, the thing to do is to make mention of the special circumstances surrounding the offer of the "98c special," or whatever it is.

When stores advertise special offerings, people frequently make further inquiries at the store, who are already about one-third, a half, or three-fourts sold

The right sort of enthusiastic salesmanship on the part of the clerk will make many sales. Diffidence to the advertising—in particular, ignorance of it—will lose sales.

Call advertised specials to the attention of store visitors. They make excellent suggestions, producing probably more sales proportionately than any other type of suggestion which can be made.

Every retail salesman of experience and skill knows how to do such incidental things as are associated with interior trim. Right here, there is a signal opportunity for use of clipped newspaper advertisements. Various ingenious methods have been originated in stores for this interior tie-up with current store advertising. One plan is to use a large piece of cardboard, on each side of which there is pasted current advertisement. This cardboard is attached to the ceiling of the main storeroom, directly opposite the entrance. An electric fan is near, and the display of the advertising is in continual slow motion. Placarding of advertisements to doors and windows is often a very good idea. Again, advertisements can be attached to cardboard, and, given a rear cardboard support, placed in independent position on display cases.

There is still another side of store advertising which should have interest for the retail salesman. That is the items which are advertised. When a retail salesman has an idea for an advertising offering—something he believes will sell unusually well—let him make the suggestion to the proprietor or whoever is handling the store's advertising.

Another point—take note of how advertising pulls. Note what sells, and to what kind of people it goes. Help your store to get a consistent and accurate check on advertising results.

TRAVELLERS WE HAVE MET.

Many of our most prominent and successful business men, heads of our largest and most progressive industries, began their climb to fame as commercial travellers.

There is probably no other organization that has as members so many of the leading citizens of this city and province as the Order of the United Commercial Travellers of America.

Mr. R. E. Jamieson, manager of the Dominion Rubber System (Pacific) Limited, is an outstanding figure in the commercial life of British Columbia. He is president of the Rotary Club of Vancouver, has held many important offices in connection with the Board of Trade and other public and semi-public organizations in B. C. He has been a member of Vancouver Council No. 284, U. C. T., for almost twenty years, and has held many high offices in that organization. He is also prominently identified with the Commercial Travelers Association of Canada, of which he is one of the "old" members.

The Dominion Rubber System Limited, is one of Canada's really big industries, and "Dick" is one of the Dominion Rubber System Limited's big men. He is known and highly regarded from Vancouver to Montreal.

• • •

Vancouver Council No. 284 will celebrate its 21st anniversary in the I. O. O. F. Hall, 1443-8th Avenue West, December 18th, 1925. All old members are specially invited to be present, and are expected.

• • •

Commercial Travelers certificates for 1926 will be ready December 1st. Apply E. B. McMaster, Secretary, Suite 7, 633 Hastings Street West. Sey. 518.

THIRD WIND

"The average human being does not use more than ten per cent. of the energy he might," said an eminent physiologist the other day, continuing: "Men the world over have reserves which few use. As the rate of waste augments, so the rate of repair augments. Our Activity-Pace is usually set too low. We need to go beyond the first fatigue and reach higher level of effort. And, as that higher level is reached, it will be found that it may be maintained as easily as the lower level, as long as decent hygienic conditions are maintained.

The task of selling, of sales work, is a combination which is part physical and part mental, varying with the nature of the work. And what this scientist says as being true of the physical, the blood-and-muscle, side of selling, is true, too, of the mental side.

We lazy ones like to satisfy ourselves with the thought that there have been such beings as geniuses in various walks of life. But, when we come to examine the latter and their methods of work, we almost invariably find that their genius was much more the result of hard work andperspiration than of "happenstance" and inspiration. And the same thing is quite as much true of the selling field as of the literary.

We cannot stand still. We only go ahead in any phase of work as the result of the exertion of will-power. Such exertion develops selling ability just as surely as it does biceps. What the average merchandiser needs is more exertion of self, so as to attain his "second wind," even his "third wind," if there be such a thing. Remember that ninety per cent. of selling potentiality is, as a rule, never wheeled into play on the selling battle-front.

Use Your Own Order Books

Do Not Sign Orders Until You Have Carefully Read Conditions.

THERE is a great deal of grief arising from time to time in the retail trade on account of retailers putting their names on that dotted line without reading over the contract or order until they find themselves up against conditions which they did not anticipate when signing same.

Frequent complaints along these lines are received and requests to straighten out many disputes that have arisen from this cause would have been avoided in every case if the purchaser had taken a little time to read and study the conditions attached to the purchase.

With few exceptions it is safe to view with suspicion any traveller who insists upon using his own printed order forms with printed conditions thereon.

One of the most frequent complaints we have received is when the condition contains the words "this order is not subject to cancellation." The words are not conspicuous and many a merchant has signed an order under the impression that he would have a week or two to reconsider the purchase and cancel if necessary.

We are not advocating the cancellation of orders and it should be avoided to the utmost. Business houses of standing, however, expect to receive a percentage of alterations and cancellations knowing the the constantly changing conditions that prevail in country districts. It is a ver ydifferent matter when buying specialties from firms the merchant has not done business with before. In some cases brought to our notice it is alleged that the salesman has verbally made a selling point of promising that the special goods ordered could be returned if unsold, and undertaking to provide all kinds of assistance in disposing of the goods, an undertaking which is seldom carried out 100 per cent, and some times not at all. If the selling campaign falls down and the merchant wishes to return the goods, he frequently finds on inspecting his copy of the signed order that, "no goods may be returned without the seller's permission" and "this order is not subject to cancellation."

Needless to say the salesmen's verbal promises are not written into the order.

We have heard of orders being given under such conditions this year for future delivery where the merchant has cancelled the order owing to a local crop failure and been met with a peremptory notice that such orders would be shipped and must be accepted, pointing out the conditions attached to the order which, of course, on inspection are found to contain, among others, the conditions quoted above.

Such firms are quite within their legal rights, unless they have made provable verbal or written promises, which would concel the conditions attached to the order. It is up to the merchant to read over such orders before signing.

There is another form of order which is even more dangerous. That is the order which is drawn up in such form as to be t negotiable instrument. The top part of the order or contract form is in the nature of a promissory note for value received, and there are usually two dotted lines, one at the top and one at the lower end of the order which is worded so as to be a binding contract. In these cases shipment is usually made most promptly and the merchant is advised within a month or two that his note is due for payment. We are credibly informed that that is the first knowledge that some merchants have had that such note has ever been signed by them. If this note is not paid or is disputed on the grounds that it was signed under a misapprehension, the merchant is advised that his note has been sold to a third party and it must be paid forthwith.

It is usually the country dealer who falls for these purchases simply because he is a busy man with but little time to spend on closly examining orders. In the larger centres the retailer usually has his own printed order book and if there are any special conditions attached to a purchase they have to be written in. Every country dealer should use his own order book, the duplicate copies of which should contain records of every order placed. It is a most valuable book of reference and the cost is not large.

We would point out right here that the above cases are the exception, not the rule. When once the retailer has obtained the confidence of any wholesale house of repute he is usually in safe hands. It is to their interest to help rather than take advantage of him. It is unwise, however, to disregard the exception on that account. The remedy is in the retailer's own hands and he should absolutely refrain from signing anything that he has not had time to carefully read and consider in all its bearings.

As an example of the manner in which blanket agreements are sometimes signed, we would mention that the same thing occurs in other documents than orders. For instance, we have heard of collection agencies securing a signed agreement when receiving accounts for collection which prevents the creditor from withdrawing the accounts from them and compels him to pay commission on the collection if they are withdrawn, providing the creditor subsequently collects from debtor. If it came to a court action such accounts could be withdrawn in spite of the contract, but it would depend upon the court's decision as to what was a fair and reasonable time to allow the collector to make collection.

In these cases the conditions only became known to the merchants when they attempted to withdraw the accounts, the agreements having been signed without examination.

All the above are exceptions, but the use of the retailers own order book coupled with a careful scrutiny of any conditions attached would have avoided them. A salesman can write up his orders in the retailer's order book as easily as he can write them in his own order forms; and also write across same any conditions which have been mutually agreed upon. These would stand out clearly and could not be overlooked when being signed and, as stated before, the duplicates of these orders are a most valuable book for reference.

It should be remembered that the main object of any orders containing the words "not subject to can-

cellation" which is a perfectly legitimate condition, is to prevent opposition salesmen from persuading a buyer to cancel a previous order given elsewhere and place a new one. No doubt a second salesman, having the advantages of knowing terms and prices quoted by the first, might be tempted to cut in under, to the advantage of the retailer. From that point of view the condition is defensible, but even so, it would be very much better for such an order to be written in the merchants' own order book, and the condition written across same. The words "not subject to cancellation" could not be missed, they would stick out like a sore thumb, and the buyer would not sign unless he were prepared to accept and abide by same. This would be better for both buyer and seller. Owing to the high standing of the Canadain wholesalers, such precautions are seldom necessary, but to be on the safe side and avoid the exceptional cases we would say: "Use Your Own Order Book."—Western Retailer.

MERCHANTS TO FORCE WAR ON SMUGGLING

Retail merchants of Victoria are seeking the co-operation of the local custom house in the war on smuggling from the United States. Attention has been drawn by the local executive to a warning issued by the Department of Customs, which points out that under amendments to the Customs Act assented to June 25 of this year, smuggling is punishable by imprisonment and heavy penalties without power of remission. Where the value of the smuggled goods are $200 or over it is an indictable offence. On conviction terms of imprisonment may be imposed up to ten years and not less than one year.

The law requires, the notice points out, every person bringing goods into Canada, whether dutiable or free, shall report them at the nearest customs house. Any person not making this report is guilty of smuggling. To correct a misapprehension it is emphasized that articles brought into Canada for personal use are subject to report at the customs in the same manner as merchandise for sale and are regarded as smuggled when not so reported.

Chamber of Commerce directors have assured the retailers of their support.

R. M. A. PRESIDENT AND THE "FAIR TRADING POLICY."

When Dominion President Jos. T. Crowder determines that any movement designed to improve the conditions of the independent retailer is sound from every angle, he spares no effort to have that movement put into operation.

Accompanied by Provincial Secretary W. F. Ing, the president has been engaged during the past month enlightening the merchants of the interior upon the advantages of a maintained minimum resale price, and judging from reports reaching this office, their reception has been a triumphant success. There would appear no doubt that the endorsation of the principle by merchants of the various centres visited, denotes the ultimate adoption of this movement towards better business conditions.

The following centres have been thus far visited by Mr. Crowder, whose intention is to cover the dominion from coast to coast: North Vancouver, New Westminster, Greater Vancouver, Victoria, Nanaimo, Kamloops, Armstrong, Vernon, Kelowna, Penticton, Nelson, Cranbrook, Revelstoke, and Calgary.

An Outing.

A woman came into a car with five children. She busied herself seating them. A benevolent old gentleman arose and gave her his seat.

"Are those all your children, madam," he asked, "or is it a picnic?"

"They're all mine," said the woman, "and it's no picnic."

THE SUBSTITUTION EVIL

The day is coming when the customer will shun and boycott the merchant who tries to substitute other goods in the place of those which are asked for quite as persistently as he now would the merchant who might attempt to sell other than upon a one-price basis, collecting one charge from one customer and another from another.

Already the private-brand evil is dying out. The retailer who prefers to sell a line of goods stencilled or labelled with his own brand name is far less frequently met with. The reaction has set in. There are hundreds of drug stores in which conspicuously hang signs which read: "You Get What You Ask For Here."

"But here is something just as good," is coming to be a phrase which, if used by a merchant, acts much like waving a red flag in front of a bull upon his customer. The latter has come to have enough knowledge of the fundamental economic laws of merchandising to know that standard brands are standard because they have earned and have continued to deserve such a reputation. The consumer has also come to a realization that, from the point of view of equity, the manufacturer and advertiser have a moral and legal right that the demand for their goods, created by them, shall not be diverted to other goods, and to other manufacturers who not only may not have won out in the battle for recognition but who, neither because of their efforts or the qualities of their products, may not have even raised their fingers to deserve such a right.

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.

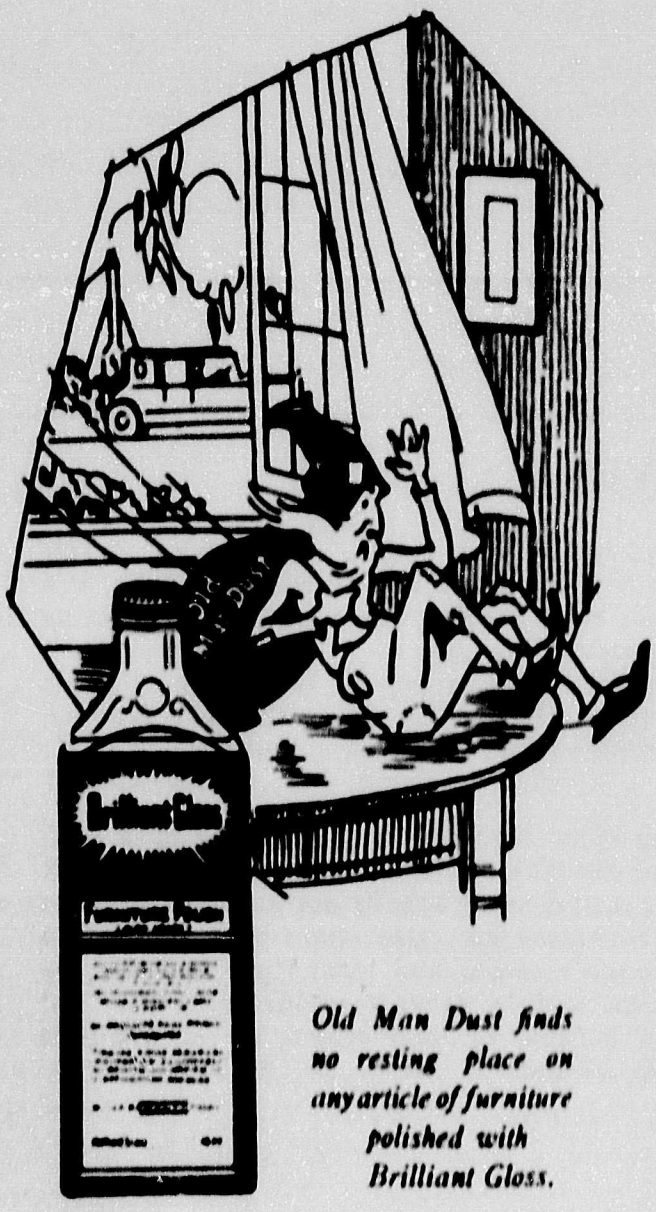
NORFOLK PAPER CO. LTD.

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

Agents for B. C.

Woods Manufacturing Co. Ltd.

Winnipeg, Manitoba



Old Man Dust finds no resting place on any article of furniture polished with Brilliant Gloss.

Brilliant Gloss
Furniture Polish
AUTO GLOSS
Car Polish

ASK YOUR WHOLESALER.

Quick sales assured for this nationally advertised price-protected product, made in British Columbia.

Endorsed by Retail Merchants' Association of Canada Inc.

BRILLIANT GLOSS LIMITED

1209 Seymour St., Vancouver, B.C.

Phone Sey. 3422

Distributors for the Western Provinces

To get the most for their Advertising Appropriation keen space buyers use the

The BRITISH COLUMBIA RETAILER

which has for the last five years a consistent paid circulation of over 1400 copies monthly; covering the local field better than any national trade paper can hope to do.

"The Paper the Retailer Reads"

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

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

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

The Legal Viewpoint

Important to Business Houses That Use Delivery Trucks

By Eaton J. Buckley

I WANT to bring before you in this article the extent to which allbusiness men who use delivery trucks are open to damage verdicts against them, induced by the negligence of their drivers. I have written on this subject before, because it is of the greatest importance, but another case has recently been decided which so clearly shows how unprotected the business man is in a way, that I want to say a little about it.

Readers hereof are familiar with the rule of law that the principal is responsible for the negligence of his agent, when committed within the scope of that agent's employment. That means that when you send out your delivery truck upon a delivery trip, and the driver drives recklessly and kills a child, you will be held responsible. Most business men protect themselves by carrying liability insurance, but an astonishing number carry too little to constitute real protection. For instance, not long ago a jobber's delivery truck ran down a father and child and killed them both. The verdict **against the jobber,** was $28,000. His insurance amounted to only $10,000, which many business men consider plenty. But in this case left the jobber unprotected to the extent of $18,000, which he had to pay out of his own pocket. It is foolish to gamble that the verdict against you will be a small one, particularly when only a small additional sum will cover anything that could possibly happen.

The case that I refer to will doubtless be considered by the victim of it the most convincing proof that there is no justice in the courts. The defendants were a firm of retailers, who used a moderate sized delivery truck in their business. The driver, it was alleged recklessly, ran down and killed an eight-year-old girl. Suit was brought against the retail firm for damages and a substantial verdict rendered against them.

Let me interpolate here that in many of these cases the defense endeavors to escape by trying to show that the driver, when the accident happened, wasn't engaged on his employer's business, but upon his own If that is true the employer is of course not responsible. For instance, one of your delivery men is moving his home. He asks for an afternoon off and the loan of a truck in order to move someof his goods. The employer consents. While moving a load of his own stuff the truck runs down a pedestrian. The employer is not responsible, for the truck at the time of his accident, was not engaged on his business.

As I say, this defense is often raised. Sometimes truthfully and sometimes not. In this case, just decided, it was raised, apparently truthfully. Evidence was given to the effect that the driver was on an errand of his own when he struck the child, and this evidence was corroborated. In fact, there was no evidence against it, except that the truck bore the employer's name and contained some empty boxes belonging to the employer.

Now unfortunately there is no such thing as **absolutely** proving anything by oral testimony. No matter how conclusive, how overwhelming the oral testimony is, and how inadequate the answer, the whole thing has to go to a jury, and the jury has the right to pass on it **and to throw it out if it wants** to, no matter how strong it is. They did that in the case I am discussing. Threw out all the positive and uncontradicted evidence that the driver was using the truck on his own errand, and saddled the responsibility on the employer notwithstanding. The retailers appealed, confident that such an outrage would not be allowed to stand, but the appeal court sustained the verdict, on the ground that no matter how convincing the evidence is it has to go to a jury and the jury has an arbitrary right to disregard it. This is from the decision:

> The use of a business vehicle is presumed to be for its owner, and when damage has been caused by the negligent operation thereof, a jury is the proper tribunal to pass in the credibility of oral evidence submitted to repel such presumption. Whether the presumption (that the vehicle is being operated on the employer's business) has been overcome by oral testimony is for the jury, whose exclusive providence it is to pass on the credibility of witnesses, the ultimate responsibility rests with the courts to see that no unjust or unwarranted verdist is permitted to stand.

Yet this verdict stood. The great point of danger is that the jury's sympathy is practically always with the plaintiff is such cases, especially when somebody has been bereaved. There is but one form of protection, and that is to carry enough liability insurance to cover the largest verdict that could possibly be rendered against you. Such a verdict might reach $35,000, but there is not one chance in a million that it could go beyond that.

U. S. CREDIT MEN FIGHT BUSINESS CROOKS

Raise Million Dollar Fund, Pledge Additional Million, to Curb Activities of Men who Defraud Creditors Out of $250,000,000 Annually—Installments Opposed.

Commercial criminals, who cause an annual national loss of $250,000,000, are frequently treated so leniently, even when convicted, as to encourage further crimes, according to the National Association of Credit Men, in convention at Atlantic City recently.

Big Increase in Fraud.

The credit men pointed to the "alarming rise of the criminal tide in recent years," and declared that "a supreme effort should be made by the nation to bring crime of all kinds under control."

To wipe out abuses of the bankruptcy law the association has raised a $1,000,000 fund and proposes to raise and additional $1,000,000. A campaign will be undertaken, nation-wide in scope, to fight the menace.

The sale of goods on the installment plan for individual consumption or for mere pleasure, is highly

dangerous, according to the opinion expressed by the association.

"There has been built up in our country," it was stated, "a large peak of installment credits, and it is wise for our business people to exercise caution, for undoubtedly, in a credit pinch, this condition would prove a very disturbing factor.

"Making it easy for people to buy beyond their needs, or to buy before they have saved enough to gratify their wishes, tends to encourage a condition that hurts human morals and supports a form of transaction for which credit is not primarily intended."—Oregon Merchants Magazine.

Checking Up on Credit Users

Merchants in Different Lines of Business Combine to Form a Rating List—Now Have Safe Check Upon Applicants for Credit.

THE question of restricting credit or placing the giving of credit upon sounder lines is occupying the attention of many merchants today. The risk of doing a credit business seems to become greater each year, and in some districts has reached such a point that the difficulty has been met by the merchants forming local associations, pledging themselves and each other to extend no credit whatever beyond thirty days. They report all past due accounts to a local secretary, who advises all interested members of such debts. A customer who has not paid his grocery account finds he cannot open an account for groceries in another store, and since he has then to pay cash, it is to his interest to pay it to the dealer in whose debt he already is. This scheme is being tried out in several districts, its success depending upon the loyalty of the members to each other, and the supplying of accurate information for the common good.

Other districts do not find such a scheme feasible and while restricting credit to the greatest extent possible, they are looking for a safe and inexpensive method of removing to some extent the element of chance from such credit as they give.

Many a customer secures credit only because the merchant is ignorant of the fact that the customer already owes substantial amounts to other dealers in the district. Bearing directly upon this question is a suggestion made by the Western Canada Coal Review, which we reproduce. It may be of service to those of our readers who are in districts where it would be practicable to put it into effect.

Here is a good plan which gives the desired information quickly and accurately, without letting a competitor know who has supplied certain names. In compiling such a list, each merchant who takes part in the rating system enters the names of his credit using customers in alphabetical order on a sheet of paper.

The more merchants and the more different lines of business represented, the better for the rating system. The first step is to form a committee to handle details. This committee obtains from each merchant a full list of his credit accounts, but without showing the amounts due to each. When all lists are received, the committee enters in an ordinary ledger every name from each list the names, of course, being in alphabetical order.

No indication is given to show from whence the different names come. The ledger is then taken in turn to each member of the rating system, who enters against the various names the amount that person may be owing to him and the length of time it has been outstanding.

Thus when the ledger has gone the rounds it will show the name of every credit user in the vicinity and the total amount each person owes to the business men of that place. In compiling the amounts care should be taken to see that when the book is transferred from one man to another, the last dealer does not know from whence the book came before he received it.

The result of such a system will be that there is practically a complete record of every credit user, together with the various amounts for which he is indebted and the time the money has been owing. When the ledger has gone the rounds, and the entries have been made by the different business men, the entire record is copied onto a list, a copy of which is furnished to all merchants entering into the arrangement.

The cost is negligible. The committee of merchants doing what work is entailed, the only expense being for the ledger and the necessary typing of the several completed rating lists. The possession of thie list, however, permits each merchant putting his credit granting upon a businesslike basis, for he can see at a glance that if a certain person is heavily indebted to several other dealers it would be unwise to say the least, to allow further accommodation.

If every retail dealer in the West would take the initiative is starting a similar system in his town, it would not be long before the granting of credit would be removed from the present "take-a-chance" basis, and so systematized that the vast sums of money now tied up in unproductive credits would be largely eliminated.

MERCHANTS TO-DAY MUST SATISFY THE PUBLIC.

Boston has a Better Business Commission, the object of which, apparently, is to act as a court of appeals for disgruntled customers. The story of the work of this commission has been told to the public through newspaper advertising, through radio broadcasting and through thousands of circulars distributed by the members stores. A paragraph of one of the ads. reads: "If you are misled by advertising that you believe was deceptive, first give the advertiser a chance to adjust your grievance, and if satisfaction is not given kindly report in the facts to the Boston Better Business Commission Inc."

The idea underlying this organization is good, but we doubt whether it will be called upon to exercise its functions of arbitration to any extent. The average customer, when dissatisfied, often will not even return to the store with his complaint, unless he knows that it will be adjusted without question and as a matter of

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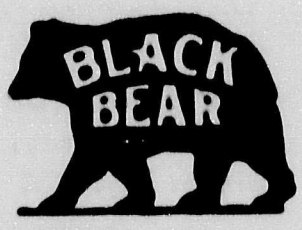

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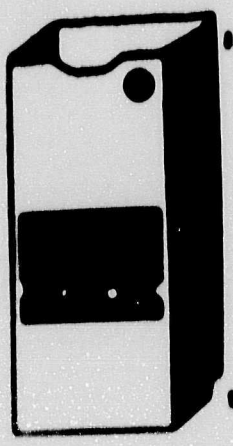

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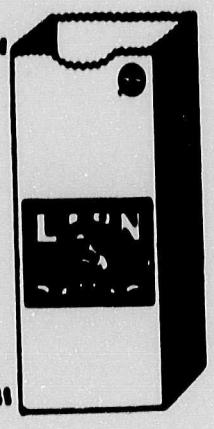

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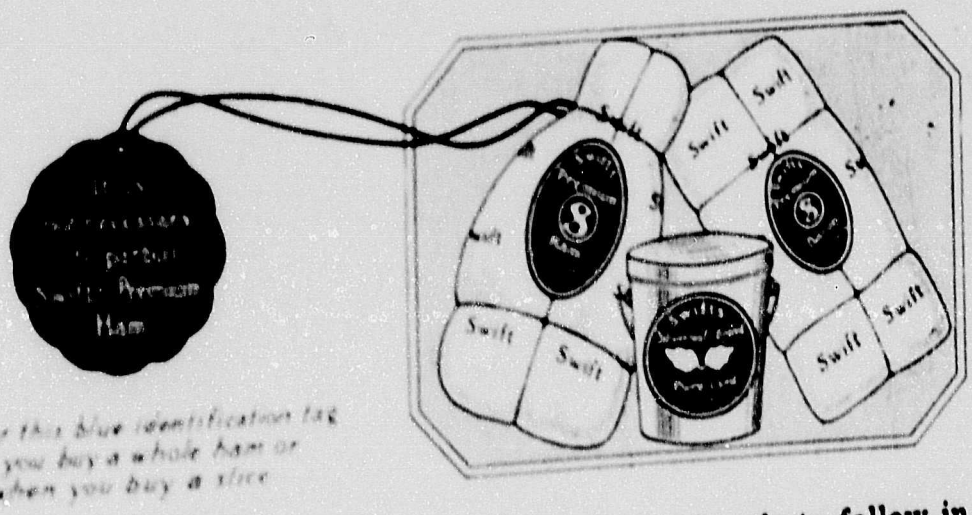

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