DECEMBER, 1924

# THE BRITISH COLUMBIA RETAILER

"The Paper the Retailer Reads"

VOL. XVII. No. 4.
Vancouver, B. C.

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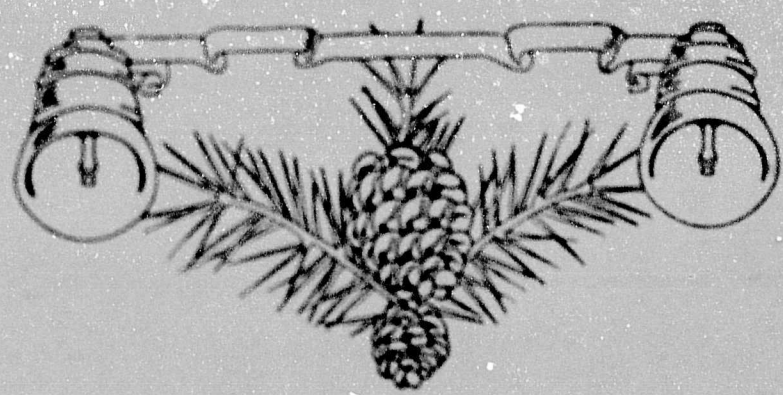
Seventeenth Year.



## To Our Readers and Advertisers,

## Greeting—

The British Columbia Retailer wishes you and those whose happiness is yours, joy at this festive time, and a full measure of prosperity throughout the coming year.

# PAPER BAGS

## Standard—Light Kraft—Heavy Kraft

**Paper Mills:**

**Lachute and St. Jerome, Que.**
**Manufacturers since 1870**

These are our leading lines and have been for years the best bag values before the retail trade of Canada.

The paper used in their manufacture is specially made in our own paper mills and is actually tougher and stronger.

If a better bag were possible J. C. Wilson, Limited would make it. 54 years in the business.

# J. C. WILSON, LIMITED

**Manufacturers of**

**PAPER BAGS. WRAPPING, TISSUE AND TOILET PAPERS.**

**for Wholesalers and Retailers.**

**1068 HOMER STREET, VANCOUVER, B. C.**

**Phone: Seymour 781**

**YOUR CUSTOMERS APPRECIATE THE BEST**

# THE ROYAL CROWN SOAPS, LTD.

**VANCOUVER, B. C.**

*And now the*

# "KEY-OPENING" BRUNSWICK

## *We couldn't improve the fish so we improved the tin*

For years Connor Bros. have packed three out of every four tins of Sardines sold in Canada. Think of what the sales will be this year with this added feature!

Brunswick Brand Sardines yield the grocer a splendid profit.

Place your order to-day for the "Key-Opening" Brunswick. It will greatly increase your sales and swell your profit.

*'Connors,*

# BRUNSWICK BRAND SARDINES

*Packed by*
CONNORS BROS. LIMITED
Black's Harbour, N.B.

**with or without key**

# NABOB

VACUUM PACKED
COFFEE

Saves you time when customers ask for "Fresh Roasted Coffee." That's exactly what Nabob is. The vacuum tin keeps the flavor in—you sell it "fresh from the roaster.

**Kelly Douglas & Co. Ltd.**
VANCOUVER, B. C.

# WILSON BROTHERS

Established 1890

## Our Motto is "SERVICE"

We cannot offer to sell you goods cheaper than any other firm is in a position to do, but we CAN give actual facts to prove that it is

## ECONOMY

to deal with us

Send in your mail order to **WILSON BROTHERS, VICTORIA, B. C.**
Wholesale Grocers

# SHAMROCK BRAND

## HAM, BACON, BUTTER, LARD, SAUSAGE, etc.

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

YOU CAN RECOMMEND SHAMROCK BRAND.

## P. Burns & Company, Limited

VANCOUVER CALGARY EDMONTON

# ROGERS' GOLDEN SYRUP

"The End of a Perfect Day"

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

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

¶In packages designed to beautify your store.

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

## The British Columbia Sugar Refining Co. Ltd.

VANCOUVER, B.C.

The characteristic atmosphere of Peace and Goodwill which predominates at this season of the year, prompts us to again send you our Greetings and Good Wishes.

**THE CONTINENTAL PAPER PRODUCTS LIMITED**
OTTAWA, CANADA.

**Manufacturers of Grocery Bags and Paper Bag Specialties of every description.**

Vancouver
Victoria
Edmonton
Calgary

**SMITH, DAVIDSON & WRIGHT, LIMITED**

**"Using a Continental Bag is Bag Insurance."**

Trade Mark

# QUAKER Brand Pork and Beans

***Their exceptional quality will prove itself an asset to your business.***

***Packed in British Columbia***

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

# The BRITISH COLUMBIA RETAILER

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

Published Monthly. SEVENTEENTH YEAR

GENERAL MERCHANDISE
GROCERIES, DRYGOODS,
HARDWARE, FOOTWEAR,

OFFICIAL ORGAN OF B.C. BOARD
RETAIL MERCHANTS'
ASSOCIATION OF CANADA.

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

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Vol. XVII. No. 4. December 1924 Vancouver, B.C.

## GET THE CUSTOMER'S GOODWILL.

The goodwill which a manufacturer shows on his balance sheet is worth nothing to him unless he has the goodwill of his customers. A firm may possess the secret of turning out the best sealers in the world; but unless it can sell its jars the secret is worth nothing to it in terms of dollars and cents. And it can not sell them unless it has the personal goodwill of those who buy sealers. That can be obtained only by giving honest, cheerful and efficient service. Goodwill is the keystone of success in every line of business.

The manufacturer to succeed must have the goodwill of his customers and in most cases his biggest and best customers are the retail merchants. Their goodwill means not only purchases but sales. It means not only their goodwill but also the goodwill which they create for the manufacturer among their customers—the general public. Once the manufacturer has inspired the retail merchant with confidence in his goods so that the latter feels he can conscientiously recommend them to his customers as the best value, he has an ally who every day of the year, will be creating goodwill for him. There are thousands of merchants throughout Canada who are creating goodwill for the manufacturers every day of their lives.

The manufacturer then should consider well who are his best customers, and, having arrived at a conclusion, should leave no stone unturned in his endeavors to secure their goodwill.

## A COSTLY EXPERIENCE

There will be times when a person owing money at a store will have a little money on hand. Instead of applying this on account, he will use it in making other purchases and the chances are strong that these purchases will be made at a competitor's store for fear that the merchant will suggest that there is money owing him. Thus the extension of credit, rather than being appreciated as a favor extended, serves as a boomerang which swings back and hits the merchant granting it.

Credit granted under certain conditions is a good thing in many instances, but the haphazard method of allowing credit that has played a part in the existence of all too many businesses in the past, is never justifiable, as some firms have learned through costly experience.

## KEEP THE HOME TRADE AT HOME.

A movement to encourage the greater patronage of the home-town business men and to keep money circulating at home should be started in every city, town and village of Western Canada and enthusiastically supported by retail merchants of every line of business. At this time, when every enterprise is short of capital, the dollar that is sent away to purchase something that might just as well have been bought at home is like the water that has passed over the wheel, it has been dissipated and its power wholly lost so far as turning that particular mill wheel is concerned.

Merchants should make a point of reminding their trade constantly, by means of circulars, newspaper editorials an din other ways, that the further away money is sent the less are the chances of getting it back again, so that more benefit would be derived by its circulation. The real development dollar is the Kept-at-Home dollar. It is the one that is all the time busily working to make a prosperous and contented community.

# GROCERIES & PROVISIONS

## MARKET NOTES.

Retail grocers generally report Christmas business up to all expectations and appreciate the fact that consumers are not leaving all of their Christmas shopping to the last moment, although it is to be expected that a heavy volume of business will be crowded into the few days before Christmas. Holiday supplies such as nuts, raisins, figs, etc., are moving out freely, and while wholesalers report rapidly depleting stocks, of these commodities there will not be any shortage , as far-sighted retailers have laid in ample supplies. Turkeys, on the other hand, are not going to be nearly as plentiful as they were during the past two years. Consequently prices are going to be considerably higher for the favorite Christmas bird.

Sugar refiners here announced an advance of 10 cents per 100-lbs., early in the present month, making today's basis $7.70 per cwt. This advance seems justified when comparing it with the condition of the raw sugar market, which has been declining slowly but steadily for some considerable time. Estimate of 1924-1925 crop indicates another big crop year. These reports are based on Cuban and European statistics, and have naturally had a weakening tendency to the domestic market. It is interesting to note that the price of refined granulated sugar in Seattle, just across the border, is higher than the price prevailing here. This is a reverse of the usual condition. Our price normally runs from $1.00 to $1.50 higher. We advocate buying cautiously for some weeks at least.

Reports from New York state that the market has continued its upward trend chiefly owing to the scarcity of spot sugars and reports of further labor trouble in Cuba. This latter factor is a disturbing one to the sugar market in general and there is no disguising the fact that conditions on the island are serious and a distinct menace to the successful harvesting of what promises to be a record new crop. As regards the new crop, producers are becoming more and more reluctant to sell sugars in advance and only very light offerings of these sugars have been reported at 4½c, cash and freight, for December shipment and 3¼c, cost and freight for Ferbuary-March shipment. The spot market is very strong and we doubt if much new crop Cuban sugar will be available in this country before the second half of January. It is reported that a few centrals may start grinding next week, although the heavy rains in Cuba during the past couple of days may possibly interfere with prearranged plans.—Farr & Co.

**Coffee.** The world's visible supply of coffee was placed at 5,572.000 bags as of Dec. 1st by Lanceuville, the French statistician, which compares with his figure of 5,624.000 bags on Nov. 1st and 4.813,300 bags a year ago. Ttotal world's deliveries for November, all kinds, were 1.817.000 bags: last year. 2,119.000 bags, and two years ago, 1,597,000 bags. Total world's deliveries, five months, have been 9,443,000 bags, last year were 8,841,000 bags, and two years ago 7,483,000 bags.

**Canned Vegetables.** There has been no startling development in the canned vegetable line, with the possible exception of canned corn. This commodity is exceedingly scarce and high in price. Next spring and summer will see prices as high as they were at any time during the war period. There has been a short pack, with consequent short deliveries all over North America. The local market is bare of everything at present except the fancy grades, and no further supplies are due until early in the New Year. Retailers would be well advised to snap up any offerings with a price inducement after January 1st.

**Shelled Nuts.** Retailers who purchased heavy supplies of shelled almonds and walnuts have the opportunity of making increased profit, because prices during the past few weeks have advanced considerably. Almonds particularly have been effected. 1924-3 crown Spanish shelled almonds are now selling at 54c per pound, wholesale, with higher price in view. Importers predict a continuance of high prices throughout the year. New arrivals of shelled walnuts are also higher than last year's product. Contrary to earlier expectation, shipments due to arrive in January and February will not be any lower.

**Cereals.** Wheat, oats, and corn products continue in the lime light, and prices move upwards at frequent intervals. Quaker Oats both the regular and quick style, have advanced another 25c per case, making a total advance of $1.25 per case during the past three months. Other cereal products, such as Cream of Wheat, Corn Flakes and Puffed Wheat and Rice, will in all probability show price revisions upwards about January 1st. Retailers should keep well covered on these lines.

**Rice.** The rice market continues very strong. Present prices on No. 1 quality are $150.00 per ton, as compared with $125.00 a few months ago, combined with high prices, rice of good quality is not available. The Chinese market is also very firm.

**Sago and Tapioca.** Prices on these commodities were eased off half cent per lb. during the month. A new arrival on this line is Fancy Milk White pearl tapioca, selling at 12½c per lb. Retailers with a trade that wants quality will appreciate this new line.

**English Biscuits.** Peek Frean's English Biscuits are again on the market. Lower prices combined with reduced tariffs have made it possible to bring forward supplies of this well known English range of buscuits. Peek Frean & Co. have a reputation all over the world for the fine quality of their biscuits and English consumers will be glad of the opportunity of getting them again. Prices range from 40c to 50c per lb. A few tins will prove a welcome addition to your biscuit stock.

**Canned Fish.** Local canned clams recently received are being quoted at 70c per case higher than last year. Canners report difficulty in getting sufficient number of diggers, which has necessitated higher wages. Oysters, both Blue Points and Coves, are up in price about 10 to 15%. This commodity comes principally from the Atlantic and Southern States, and indications are that the oyster beds are becoming rapidly depleted.

**Dried Fruit.** Raisin prices, while they have not advanced recently here, have in California, and it is expected that prices locally will be moved upward early in January about half cent per pound, and should the contemplated additional tariff on American importation become effective, price will in all probability rise about 3c per lb. New crop of Hallowi dates are of exceptionally fine quality, and reasonably priced at 8c per lb., with a possibility of a 7c price after the New Year. Evaporated prunes, peaches and apricots are exceedingly firm in price.

## A WORTH WHILE OPPORTUNITY.

The retail grocers cannot stand back of their counters in these days and expect the trade to come to them without making a bid for the patronage. That being true in a general way, it is more especially the case when it comes to selling special Christmas packages to the public to be used as Christmas presents. "Make your Christmas gifts of food" is a good slogan that might be adopted as it tells the whole story. It is a suggestion that most people will welcome, because there is not a more appropriate gift to any family than a nice fancy assortment of foods put up in a fancy basket or box. The stomach has an almost irresistible influence when good things to eat are involved.

The Christmas period is a season when most people are inclined to spend. It is a natural desire to want to make a gift if one has the money. But what to buy is always a perplexing question, yet it is readily solved with the suggestion "Make your Christmas gifts of food." The idea is extremely flexible as one can present a can of beans, fancy peaches, or it can consist of two cans, a dozen cans, an assortment of canned delicacies, it can be mixed with fancy bottled goods, or embellished with fancy fruits, nuts, etc. There is no limit to the variety and no pocketbook is too small but that it can get something for friends or family relations.

The grocer, of course, will have to govern his campaign according to the nature of his customers. If in a poor district the special packages will be limited, but as the neighborhood improves their value and attractiveness can be increased. It is a case of being from Missouri, and if the grocer will show his customers what they can get for a Christmas present for 25 cents, $1, $5, or more, he can undoubtedly pick up a number of such orders. Another opportunity is special packages of staple foods to be given to needy poor, such as a pound of bacon, can of corn, tomatoes, etc, Jello, package of cakes or something else in the way of dessert. Many people could be induced to make such purchases for Christmas if they were given the suggestion. Let every grocer talk food for Christmas gifts and the idea will spread rapidly.

# Make sure of a big piece

## *of the daily business in your community*

Every retailer has the same opportunities to get good profits. Whether or not he gets them depends upon the kind of merchandise he carries.

You can't very well get a big piece of the profit "cake" if your stock moves slowly. But with leading brands on your shelves profits are sure to be good—for many turnovers naturally mean many profits.

Undoubtedly every retailer can see and understand this. An amazingly small number practice it!

In scores of retail stores there are from 5 to 14 brands of toilet soap that turn over only once yearly because demanded by only 15% of customers—**and only three leading brands which turn over many times a year because 85% of the trade prefers and uses them.**

So from 50% to 75% of the money the average retailer invests in soap is dead most of the year. And big overhead here makes his whole soap business take a loss at inventory time. Which cannot possibly be made up by the good profits from the three leaders.

The proper thing to do is to get up a sale on the slow-sellers—and specialize on the well advertised, fast selling leaders—in every line. These are the kind that give you a big piece of profit "cake" and have the lowest of all carrying costs.

In the toilet soap line Palmolive is one of the fast selling leaders. More people prefer and use it than any other one brand of toilet soap.

*Shelley's 4X Xmas Cakes and Puddings*

Now is the time to have your customers place their orders for SHELLY'S 4X Xmas Cakes and Plum Puddings. Our extensive advertising policy "makes sales easy"—which means increased profits for YOU.

**SHELLY BROTHERS**

VANCOUVER VICTORIA
NEW WESTMINSTER NANAIMO

SELL
**ROYAL STANDARD FLOUR**

WHEN PERFECTION IS SOUGHT
ROYAL STANDARD IS BOUGHT

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

**A Quality Product !**

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

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

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

WAFFLE BRAND FANCY TABLE SYRUP
IS EXCEPTIONALLY GOOD.

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

**Kelly Confection Co. Ltd.**

1100 Mainland Street VANCOUVER, B. C.

(Continued from page 10)

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

| | | |
|---|---|---|
| **Arrowroot (St. Vincent)** | | |
| 12/4 oz ctns. | per doz. | 1.49 |
| 12/8 oz | per doz. | 2.75 |
| **Baking Powder (Pure Phosphate)** | | |
| 48/12 oz. | per doz. | 3.00 |
| 12/2½s | per doz. | 9.85 |
| 12/5s | per doz. | 17.85 |
| **Baking Soda** | | |
| 12/4 oz. ctns | per doz. | .45 |
| 12/8 oz. ctns | per doz. | .60 |
| **Cocoa.** | | |
| 24/4 oz. | per doz. | 2.25 |
| **Coffee (Vacuum Pack)** | | |
| 1 lb. btls | per lb | .60 |
| **Cream of Tartar (99% pure)** | | |
| 12/4 oz. ctns | per doz. | 1.25 |
| 12/8 oz. ctns | per doz. | 2.40 |
| 12/1s tins | per doz. | 5.00 |
| **Custard Powder** | | |
| 4 oz. ctns | per doz. | 1.00 |
| 8 oz. ctns | per doz. | 1.90 |
| **Drug Sundries** | | |
| Borax, 12/4 oz. | per doz. | .75 |
| Epsom Salts 12/4 ctns | per doz. | .45 |
| Sulphur, 12/4 oz. ctns | per doz. | .60 |

| **Extracts.** | | Vanilla | All other Flavors |
|---|---|---|---|
| 12/2 oz. | per doz. | 3.00 | 2.50 |
| 12/4 oz. | per doz. | 5.75 | 4.75 |
| 8 oz. | per doz. | 12.00 | 9.00 |
| 16 oz. | per doz. | 21.00 | 17.00 |
| 32 oz. | per doz. | 36.00 | 24.00 |

| | | |
|---|---|---|
| **Glycerine** | | |
| 12/2 oz btls. | per doz. | 1.75 |
| 12/4 oz btls. | per doz. | 3.25 |
| **Honey** | | |
| 24/4 oz. jars | per doz. | 1.25 |
| 24/12 oz. jars | per doz. | 3.00 |
| 24/2s tins | per doz. | 4.50 |
| 12/6s tins | per doz. | 9.00 |
| **Jelly Powders (all flavors)** | | |
| 12/4 oz. | per doz. | .95 |
| **Lemonade Powder:** | | |
| 12/4 oz ctns | per doz. | 1.25 |
| 12/8 oz ctns | per doz. | 2.25 |
| **Mustard** | | |
| 12/2s tins | per doz. | 1.50 |
| 12/8s oz tins | per doz. | 4.50 |
| 24/1s tins | per doz | 8.50 |
| 12/5s tins | per lb | .60 |
| **Spices and Seasonings** | | |
| Allspice 12/2 tins | per doz. | 1.00 |
| Cinnamon 12/2 tins | per doz. | 1.10 |
| Cloves 12/2 tins | per doz. | 1.40 |
| Curry Powder 12/2 tins | per doz. | 1.25 |
| Chili Powder | per doz. | 1.60 |
| Ginger 12/2 tins | per doz. | 1.10 |
| Mace 12/2 tins | per doz. | 1.60 |
| Marjoram 12/2 tins | per doz. | 1.15 |
| Mint 12/2 tins | per doz. | 1.15 |
| Nutmeg, 12/2 tins | per doz. | 1.50 |
| Paprika 12/2 tins | per doz. | 1.40 |
| Parsley 12/2 tins | per doz. | 1.15 |
| Pastry, mixed, 12/2 tins | per doz. | 1.15 |
| Pepper, black, 12/2 tins | per doz. | 1.00 |
| Pepper, cayenne 12/2 tins | per doz. | 1.20 |
| Pepper, white, 12/2 tins | per doz. | 1.16 |
| Pickling Spice 12/2 | per doz. | 1.15 |
| Poultry Dressing 12/2 tins | per doz. | 1.05 |
| Sage, ground 12/ tins | per doz. | 1.05 |
| Sage, rubbed 12/2 tins | per doz. | 1.05 |
| Savory 12/2 tins | per doz. | 1.05 |
| Thyme, 12/2 tins | per doz. | 1.05 |
| Tumeric, 12/2 tins | per doz. | 1.05 |
| Whole Cinnamon, 12 ctns | per doz. | .90 |
| Whole Nutmegs, 12 ctns | per doz. | .90 |
| Whole Pickling 12 ctns | per doz. | .90 |
| Celery Salt, taper tots. | per doz. | 1.50 |
| Curry Powder, taper bots. | per doz. | 1.75 |
| **Tea** | | |
| 100/1s | per lb. | .65 |
| 60/½s | per lb. | .67 |
| 30/1s and 20/½s assorted | per lb | .66 |
| 12/5s | per lb. | .68 |
| **Vinegar** | | |
| 24 qts. | per doz. | 2.40 |
| **Marmalade.** | | |
| 12/4 litho tins | per doz. | 8.00 |
| **Jams.** | | |
| Assorted 12/4 tins | per doz. | 8.25 |
| Apricot 12/4 tins | per doz. | 8.50 |
| Black Currant 12/4 tins | per doz. | 9.50 |
| Loganberry 12/4 tisn | per doz. | 8.50 |
| Raspberry 12/4 tins | | 8.50 |

**P. BURNS & CO. LTD.**
**Shamrock Products.**

| | |
|---|---|
| Ayrshire rolled shoulders per lb | .16 |
| Bacon, Shamrock, 6-8, per lb | .38 |
| Baked ham, with dressing, per lb | .39 |
| Creamery Butter, Shamrock, cartons | .42 |
| Cheese, Canadian, large, per lb | .22½ |
| Cheese, Canadian, twin, per lb | .23 |
| Compound, Carnation, No. 5, 12-case | 10.45 |
| Compound, Carnation No. 3, 20-case | 10.50 |
| Cooked hams, Shamrock, per lb | .37 |
| Dominion hams, 12-16 lbs | .25 |
| Dominion bacon, 8-10 lbs. per lb | .27 |
| Dominion bacon, 10-14 lbs. per lb | .26 |
| Dominion shoulders, boned and rolled | .18 |

(Continued on page 14)

# Buying in Home Town Means Economy

**If a town is good enough to take a salary from it should be good enough to buy in—Read this article by E. M. Trowern.**

If a city or town is good enough to live in, and good enough to take a salary from, it should be good enough to buy in. If the teachers, the preachers, the professors, the firemen, the policemen and the civic servants want increased salaries, the most direct route to bring about that desired end is to keep the money circulating in the Home Town. If all the money in Canada ever got into the hands of one or two men, business in general would stagnate. The proper and healthy condition is to have money circulated so that everyone will, through his or her industry, get some of it.

The first expectation of a producer is to be able to buy in the cities and towns near them. To sell it he must have customers with money who are able to buy it. The further the producer is away from the consumer the more the transportation costs. Farms near thriving towns and cities are more valuable than those which are isolated in the backwoods. The best way to make backwoods farms valuable is to buy in the cities and towns near them.

Prosperous cities and town are built up through proper co-operation betwen retail merchants, and the retail merchant requires the customer. If customers send all their money away to mail order houses for staple goods and expect the corner store to live on the sale of lamp chimneys, eggs and coal oil, they will awaken some day to find the little corner store closed. Goods when you want them and where you want them are worth more than goods thousands of miles away. Ten cents' worth of toothache gum in the corner Drug Store in the Home Town is worth more to a suffering child with an aching tooth than ten tons of the same article in Hong Kong, China.

Retail merchants endeavor to locate in places where they are required. They have a double mission to perform; they buy goods to suit their customers and they expect to make a living by selling and caring for them. The better service a retail merchant gives his customers the better business he should receive in return. The service should be mutual and the customer should be equally anxious to see that the retail stores in his city or town succeed.

The statement that by buying through mail order houses you are saving the middleman's profit on all you buy is only a glaring deception, to say nothing whatever about the question of lack of loyalty to your Home Town. Let us follow the process and see if less labour is required. A person living in a town, and whose position depends upon the prosperity of the town, receives a catalogue. In order that the said catalogue should reach the person the following process must take place:—

1. The catalogue is designed.

(Continued on page 24)

(Continued from page 13)

| | |
|---|---|
| Dripping, beef, 4-lb bricks | .14 |
| Hams, Shamrock, per lb | .28 |
| Hams, boned and rolled, per lb | .33 |
| Head Cheese, 5-lb. tins, each | .50 |
| Jellied tongue, per tin | 1.60 |
| Lard, No. 5, 12 to case | 11.95 |
| Lard, No. 3, 20 to case | 12.00 |
| Lard, carton, 15-lbs | .21¼ |
| Lard, No. 1, cartons, 30-lbs | .21 |
| Mincemeat, kits, 25-lb, net, per lb | .14 |
| Meat Loaf, per lb | .17 |
| Pork Pies, per doz. | .35 |
| Pork, roast legs, with dressing, lb | .37 |
| Smoked fish, kippers, 20s per lb | .10 |
| Smoked fish, kippered salmon, 10s and 20s, per lb | .12½ |
| Smoked Cod, 30s per lb | .16 |
| Selected fowl, per lb | .25 |
| Selected Chicken, per lb | .35 |

**THE ROYAL CROWN SOAPS, LTD.**

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

**Terms Nett 30 Days.**

| | |
|---|---|
| "Apex" Soap Flakes, 24 1 lb pkts, box | 4.80 |
| "Apex" Soap Flakes, 12 1 lb pkts, box | 2.40 |
| A La Francaise Castile, box of 25 | 4.05 |
| Blue Mottled, box of 20 | 6.25 |
| Crown Oatmeal, 24 6s, box of 144 | 4.85 |
| Climax or Montreal (wrapped) box 25 | 6.00 |
| English Blue Mottled, box of 20 | 6.25 |
| Golden West, 5s box of 120s | 4.50 |
| Golden West Powder, 3 lb. box of 24 | 6.60 |
| Golden Bar, box of 30 | 2.55 |
| Klondyke (wrapped) box of 25 | 6.00 |
| Klondyke (unwrapped) box of 25 | 5.85 |
| Klero Glycerine, box of 144 | 6.95 |
| Linen (unwrapped) box of 100 | 3.95 |
| Liquid Ammonia, 2 doz. qts. box of 24 | 4.10 |
| Liquid Blue, 2 doz. qts. box of 24 | 4.10 |
| Mechanic's Pine Tar, box of 100 | 5.60 |
| Mechanic's Pine Tar, box of 50 | 2.90 |
| Olive Castile, cakes, box of 200 | 4.55 |
| Primrose (wrapped) box of 25 | 4.60 |
| Extra hard unwrapped, box of 30 | 2.65 |
| Perfect (unwrapped) box of 100 | 3.85 |
| Write for Toilet and Hotel Soaps. | |
| Special prices on 5, 10, 25 and 100 boxes. | |
| Pendray's Lye, box of 48 | 5.35 |
| Pendray's Powdered Aminonia, box 24, | 3.85 |
| Special prices on 5, 10, 25 and 100 boxes. | |

**Pendray's Water Glass, Egg Preserver—**

| | |
|---|---|
| Cases 24 tins per case | 4.60 |
| Red Crown, box o f25 | 4.60 |
| Royal Laundry Flakes, 88%, in barrels (Special price on contract) | .13 |
| Royal Crown Soap 6s 144s | 3.50 |
| Royal Crown Powder, box 24s only | 6.60 |
| Royal Crown Powder, 1 lb box of 50 | 4.85 |
| 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 | 2.85 |
| White Wonder, box of 100 | 6.25 |
| White Swan Soap, 5s box of 120 | 3.00 |
| White Swan Naptha, box of 100 | 4.80 |
| White Swan Washing Powder, 3 lb., box of 24 | 6.60 |

**THE CANADA STARCH CO. LTD.**

**Laundry Starches—**

| | |
|---|---|
| Canada Laundry Starch, 40-lb box | .09¼ |
| Canada White Gloss, 1-lb pkgs | .09¼ |
| Acme White Gloss, 1-lb pkgs | .09¼ |
| No. 1 White, 100-lb kegs | .09¼ |
| Edwardsburg Silver Gloss, 1-lb pkgs 40-lb. | .11½ |
| Edwardsburg Silver Gloss 8/6-fancy tin canisters, 48-lbs. | .13¼ |
| Edwardsburg Silver Gloss, 100-lb kegs | .10¼ |
| Celluloid Starch, (boxes of 48-pkgs per case) | 4.65 |

**Culinery Starches—**

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

**Mazola Oil—**

| | |
|---|---|
| Mazola Oil, 1s | 7.95 |
| " " 2s | 7.45 |
| " " 4s | 13.60 |
| " " 5s | 12.85 |

**Corn Syrups—**

| | |
|---|---|
| Crown 2s, 24 to case | [illegible] |
| 5s, 12 to case | 4.50 |
| 10s 6 to case | 4.10 |
| 20s, 3 to case | [illegible] |
| Lily 2s, 24 to case | [illegible] |
| 5s, 12 to case | 3.00 |
| 10s, 6 to case | 4.40 |
| Karo, 2s 24 to case | 2.95 |
| 5s, 12 to case | 4.50 |
| 10s, 6 to case | 4.00 |

**ADDRESSES WANTED.**

**This service is free to our subscribers for the purpose of locating old customers and others. Send fullest information possible. Help those who may be able to help you, by wr.ting to the office of the B. C. Retailer, 101 Merchants' Exchange Bldg., Vancouver, B. C.**

John Reid, last known address, 226 Sandringham Avenue, New Westminster.

Mrs. J. C. Johnston, last known address, 420 Fader Street, New Westminster.

L. Graham, last known address, Abbotsford.

E. L. R. Barbour, last known address, Langley Prairie.

J. H. Monaghan, last known address, Aldergrove.

Robert Runcett, last known address, Port Coquitlam.

C. J. Pegelo, last known address, Port Coquitlam.

A. Snow, last known address, Port Moody.

John Yardley, takes contracts and is employed in lumber mills, St. Francis Hotel, Vancouver.

W. E. Findley (works with lumber firms) last known address, St. Francis Hotel, Vancouver.

Angus McGillivary, works in logging camps, last known address, Vancouver.

**GENERAL STORE AT LADNER TRANSFERRED.**

For the second time within the past year, the general store business at Ladner formerly conducted by Mr. E. L. Berry, has changed hands. Announcement was made yesterday by Mr. W. Stewart, who took over the business from Mr. Berry, that he had sold out to Mr. W. Griffiths, formerly located on the Prairies, who lately has been livingi n Vancouver. Poor health necess'tating a drier climate is given by Mr. Stewart as the reason for selling out. The new owner will take possession immediately.


# LANKA TEA

**A Blend from the Hill Gardens of Ceylon**

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

**An Aid to Sales**

Relief from constipation, a cure for boils and other skin troubles, a builder of strength, and an aid to digestion—that's Fleischmann's Yeast.

The Fleischmann Company is helping you sell it—store cards are one way.

This health food will bring you more and better customers.

Your order today means more sales for the future.

FLEISCHMANN'S YEAST

**The Fleischmann Company**

SERVICE

# Reciprocal Tariff Agreement With Australia

**From an Australian Viewpoint.**

A review reaching this office from Melbourne on the tariff agreement between Australia and Canada indicates that although at first sight the greater advantage appears to rest with Canada, the Australian government feels that the agreement is in every way satisfactory.

Canada has been placed on the free list as regards newsprint, thus fully enjoying the British preference, but the Canadian authorities estimate that owing to the demands in the United States and Canada for paper the export to Australia is not likely to be more than from 25,000 to 30,000 tons a year. Admittedly this is a big slice of the trade. It is considered that the concession of £3 a ton extended to Canada will result in displacing most of the Scandinavian exports to this country.

The Commonwealth industries will not suffer in any way, as Australia does not manufacture textile gloves, printing machines, type-composing machines, typewriters, electrotyping and stereotyping machinery, adding and computing machines, cash registers, writing and typewriting papers, newsprint, paper for weekly newspapers, corsets, iron and steel tubes and pipes, goloshes, rubber and boots and shoes and plimsolls, vehicle parts, vechicle chassis, on which concessions are given to Canada.

On the other hand, it is expected that Canada's concessions to Australia will result in great expansion of trade. Australia will receive valuable preference on fresh and canned meats, lard, tallow, eggs, cheese, butter, fresh onions, dried, desiccated or evaporated apples, currants and raisins, canned fruits, wines of all kinds, beeswax, canned vegetables, pears, quinces, and apricots, honey, eucalyptus oil, and brandy.

Mr. Pratten, Minister for Customs, holds the opinion that the concessions on Canadian motor chassis will tend towards cheapening the cost of motor-cars in Australia. Canadian imports from the United States, Sweden, and Greece are likely to be affected to a considerable extent by the increased volume of trade from Australia that should follow the concessions. Canada now imports annually 20,000 tons of dried fruits, and it is expected that Australia's proportion will be considerably increased.

### Concessions to Canada.

The more important concesions to Canada include a reduction in the rate of duty on tinned fish from 2d to 1d per lb. By this Canada will benefit at the expense of the United States, which sent Australia £144,000 worth of tinned fish, mostly salmon, in 1922-23. The duty on Canadian textile gloves is reduced from 25 per cent to 10 per cent. Leather gloves are excluded. Type-composing and printing machines, typewriters, electro and stereotyping machines, adding and computing machines, and cash registers will be admitted free instead of paying 10 per cent. Newsprint, on which Canada at present pays £3 a ton, will be admitted free. Instead of paying 15 per cent, on writing and typewriting paper, Canada will pay 5 per cent. In 1922-23 Australia imported writing and typewriting paper to the value of £664,000, Canada's share being about 7 per cent. The present rate of 10 per cent. on unassembled motor chassis and 12½ per cent. on assembled chassis will be reduced by 2½ per cent. Here again Canada is given an advantage over the United States.

### Concessions to Australia.

At present Australian meat pays 3 cents a lb. and meat admitted at British preference 2 cents a lb. Under the arrangement Australian meat will pay 1 cent per lb, and a general tariff of 4 cents a lb. will be payable on all meats imported from the United States. The preference to Australia equals 1½d. a lb.

Australian eggs will be admitted at 1 cent a dozen. Australian cheese at 1 cent a lb., and Australian butter at 2 cents a lb. Onions will be admitted free.

On all dried fruits except raisins, currants, prunes, bananas, dates, and figs the preference is increased from 7½ per cent to 15 per cent. Currants and raisins of Australian origin will be admitted free and have a preference of 3 cents, equivalent to 1½d a lb. or £14 a ton, as against foreign currants and raisins.

Australia is placed on the same basis as France in still and sparking wines and brandy, and will have a preference of 16 per cent. on eucalyptus oil.

Opportunities are offered for the development of trade in beeswax, canned vegetables, lard, tallow, and cheese, none of which articles has hitherto been sent from Australia to Canada. Increased opportunity is also offered for the export of butter.

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## DAVID SPENCER LIMITED PLANS INCREASE TO PREMISES.

At an approximate cost of $1,500,000 enlargements will be made to the departmental store of David Spencer Limited, Hastings Street, Vancouver. The company at present owns practically the whole block where the store now stands, and it is intended to extend from Hastings Street to Cordova Street across the lane. A commencement will be made on this additional accomodation early in the new year.

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## LANGLEY MERCHANTS VOICE STRONG OBJECTION TO TRAVELLING STORES.

Disturbed over the increasing invasion of travelling stores into their territory, Langley merchants held a preliminary conclave at Langley Prairie to consider the situation so that they might arrive at some means of combating what they deem unfair competition. Already the Municipal Council has been approached with regard to the licence fees and it is likely that the whole scheme of license fees will be reviewed in the early part of the year.

Top your list
of Christmas Gifts-with
MONARCH-KNIT
MONARCH-KNIT
Hosiery
yarns and outer garments

# DRYGOODS AND CLOTHING

## Trade Conditions in British Columbia During 1924

**A Review by J. B. Thomson.**

In reviewing the retail trade in British Columbia for the past year one cannot help but see a slight improvement in conditions over the preceding year, but it has not been as bright as many of us anticipated at this period last year. There are certain sections of British Columbia which have shown an improvement, but there are other sections which have not come up to our expectations. While it is correct that production in some of the raw resources has been greater, I think it will be admitted that in our basic industry prices at which the commodities have had to be sold have not been as favourable, and this is quickly reflected in the retail merchants business because there is not the money in circulation which in ordinary normal times passes through the cash registers of the retail trade.

Our mining industry has had a fair year as far as metal mines are concerned, but on Vancouver Island and in the Crow's Nest, the former for lack of markets, and the latter owing, at least until very recently, to labor conditions existing there and to strikes, have not been productive of sufficient spending money, and business has dragged somewhat as compared with last year for the retail merchants in those sections.

The fishing industry, especially the salmon canning interests, have had a fair season and those retailers who are directly affected by pay-rolls where they are situated have had a fair year's business.

The fruit growing districts have shown a little improvement over last year, but the growers in the Okanagan and other districts have not had returns that have afforded them much more than a bare living.

The other products of agriculture have been fair and trade which was dependent upon the farmer has given a fair average return.

As far as the City trade is concerned there is no doubt but that the impetus given to shipping with the movement of wheat through the Port, together with money spent on public works for development have assisted in giving the Vancouver retailers a fair business during the past year. The tourist trade has also been a factor in this way.

To summarize the whole situation, I think that the year has been better than the preceding year but there is plenty of room for improvement, and we have now a more hopeful outlook towards the situation for 1925 because world conditions are better. The effect of the recent elections in Great Britain and the United States will tend a good deal to stabilize industry. It will create more confidence in capital expenditure and development. Unfortunately, the revision of the tariff downward is, in my opinion, not tending towards better conditions for the retailer in British Columbia. We have all suffered owing to emigration from our country; to lose during the year 280,000 citizens is a very serious problem and when we consider the character of the men which we have lost, it is still more aggravating. We are informed that about one-third of the Canadian Expeditionary Force, some 152,000 men who fought for us overseas are now resident in the United States. Some 3000 odd of our pensioners are today residing there. That does not tend to make business better for the retailer or for anyone else, more particularly so when we figure that the government returns only show an immigration of United States citizens into Canada for the past year of 2601. The balance of trade is often spoken of in a debtor or creditor form, but the balance is decidedly against Canada if we are sending to our neighbors to the South so many of our valued citizens and getting so little in return.

### Dry Goods

The two basic factors which control the dry goods trade are cotton and wool, and it is interesting to watch just what has occurred with the prices of those commodities in the raw. Last December people were talking of 40c cotton. It did not climb to that point, but it did climb to a cost of 34.70 during Christmas week. I think that as jobbers and retailers, we are extremely fortunate that we did not accumulate on our shelves any great quantity of manufactured cotton goods on this basis of raw. The outlook at that period certainly pointed towards a great scarcity of cotton but world conditions were not such as to afford the public sufficient spending money to keep our mills fully employed. The result was that the expected consumption of cotton did not mature and the price did not reach the peak which was anticipated, even though the American crop of 1923 was a very poor one, hardly reaching ten million bales. The boll weevil created a great deal of havoc with the crop in 1923. Americans term it the Billion Dollar bandit. Some economists state that the loss to United States by the boll weevil's action was somewhere around $2.50 per capita. This means concentrated action against this insect and the evil it was creating with the result that this year the government estimates show a very large increase in the cotton production, the year's estimate being over 12,500,000 bales. That leaves us with a carry over some 14 million bales of American cotton for next year's requirements. It is estimated there may be 12 million bales consumed, but this is figured on a reduced production similar to what we have been passing through this year which may or may not happen. Present indications are that increased production is occurring

both in the Southern mills of the United States, and in the Northern mills, also in Manchester, and with a more stabilized condition it is just possible that we will see high prices. The majority of mills in placing their lines have figured their price out on a 20c cotton basis as that figure appeared on the horizon about the time prices were set, but since then cotton has advanced and today is around 24½c. The latest reports from the South are to the effect that the demand for raw is so great that shipments during the past month are almost unparelled. Advice from the South is that if demand and shipment continues as it is at present that a scarcity of cotton will undoubtedly develop and, of course, we all know that will be accompanied by higher prices.

Those in a position to know in the United States advise that raw cotton purchased at 25c for December or January delivery is a good purchase. It is significant to note that since the Presidential election in the United States the price of raw cotton has advanced 2c per lb. and the forecast as already indicated is that business has greatly improved with the cotton mills.

### Yardage Goods Steady.

There is a point which I think is important for both retailers and jobbers to take cognizance of and that is that there has been no corresponding advance in the price of yardage goods as against the advance of raw material. If the price is even maintained for raw as it is at present, it is quite evident we cannot enjoy the price upon which we will receive delivery of Spring goods because this was based largely on 20c cotton. The general report is that retail shelves are fairly empty, and it would therefore appear to be good business for merchants to replenish for reasonable requirements.

### Popularity of Wood Fibre.

A factor which is entering into the sale of cotton goods is also that of wood fibre, and while it appears in some domestic products this year, it is quite important in imported goods and we can look forward to see a further use for it in Canada with the development of the branch industry in the East of spinning the yarn from wood products, in fact we are advised that some of the mills will use these yarns in their weaving. Besides it has become a very important factor in ladies underwear and hosiery in world requirements.

### Woollens Due to Advance.

With reference to woollen goods, advances apparently are the order of the day, and it is interestng to note that raw wool offered both on the Australian, Home and Boston markets have shown advances right along and are now reflected in the quotation both in cloths and hosiery. Prices will be higher for next winter in those lines than they are this winter because some of we jobbers have already had to commit ourselves for reasonable requirements along those lines and have had to pay advances over the same period last year.

To summarize, my opinion in this matter is that we have enjoyed a buyers market when looking at world conditions during the past two or three years. The result of the stabilizing effect of industry both in Great Britain and the United States and elsewhere makes it possible that sellers may have a slight advantage over the buyers owing to demand. There is another striking factor to observe since the return of the Conservative Party to power in Great Britain and that is that sterling exchange has advanced over 20 points. Of course, this immediately reflects itself into a higher cost of merchandise which we have to pay.

I have no further advice to offer regarding 1925 than to say that all of us should proceed with caution. Keep our ear close to the ground for all the information we can obtain; study the market conditions, not alone from a local standpoint but both from a national and world standpoint as we today with the very efficient transportation service, wire and cable are bound to quickly respond in changed conditions which assert themselves in worlds commerce.

## TRADE CONDITIONS

The drygoods business both from a retail and wholesale standpoint begins to show some improvement.

True, there is no marked disposition on the part of the retail merchant to buy any more heavily than he has been doing, but his purchases are becoming more frequent, and in quantities that indicate a more pronounced buying spirit on the part of the public, more especially since the advent of the cooler weather, and seasonable clothing is reported to be moving out well.

### Climatic Influence.

Collections are reported fair. The far-famed mild winter climate of British Columbia is subject to very sudden changes, and merchants must be prepared to meet the demand for both medium and heavy apparel during the early winter months. Reports from the prairies, where generally cold weather may be expected from November onwards, show that a long spell of mild weather has greatly held up the buying of winter garments.

### Conservative Buying.

The so-called hand-to-mouth buying practiced by the retail trade is fully endorsed by the manufacturer, as being the sanest method of purchasing, and although admitting the increased cost to him of doing business, is satisfied that the principle is, during these uncertain times, the safest one to follow. The farmer will, this year stand to benefit from the reduced wheat yield, and the price he receives for his crop should enable him to liquidate his annual indebtedness, and make substantial purchases. The trade generally looks for an improvement in the new year, and retailers will be placing orders ahead as soon as public buying is heavy enough to warrant it..

### Cotton.

Very little change has occurred in the cotton market. Prices hold steady around 24c, and the finished product shows no change since September reductions. Buying at present prices is good business, since manufacturers are now producing new goods on the basis of higher prices of raws than those prevailing at the time of the reduction. Reports to hand indicate that spring placing is fair to good.

### Woollen Market.

There are no price changes towards a lower price level anticipated in this market, which continues to hold strong. London reports that banks there are curtailing loans on wool stocks held by the big dealers. These reports, if authentic, would indicate that shortages reported in the wool supply are now passed, and

a more normal situation warrants such a step.

### Millinery.

Unseasonable weather has played a somewhat disastrous part in preventing the sale of mid-winter millinery. The advent of the recent cold snap, however, has caused a noticeable improvement, and sales are now picking up. If real winter weather is experienced, Christmas sales will be good.

### Wearing Apparel.

Local houses report brisk sales in all the medium and cheaper garments, and some excellent values are being offered by the leading stores. On the other hand reports from the Eastern manufacturers claim that sales are normal in exclusive lines but lower prices garment sales are not up to the usual avereage.

They are refusing to cut their lines down until they meet prices at which they will sell, the general opinion being that the season is one month behind, and under such circumstances will not offer their stocks at impossible figures in order to unload.

Christmas buying is earlier than last year, and it is supposed that the very late occasion for winter wraps is making available more ready money for the purchase of smaller seasonable articles.

## MILLINERY ITEMS

Velour is scheduled to play an important part in the next millinery season.

The new matt ornaments are coming to the fore. These are of silver, gold and sometimes glass. Pearl inlaid hatpins will be seen.

Flowers made of wood are being featured in Paris

Failles of the most brillant shades are seen at the more popular winter resorts.

Black and brown are the popular colours for December wear.

Velvet hats will be outrivalled by silver and gold cloth turbans. Metallic embroidery and metallic laces are combined with the cloth.

Signs already point to some very definite things for Spring; three of the shades are apple green, the new brick tone and brown; black Milan is important again, and brightly colored Bangkoks appear; a very new crown is the one with a crease across the front which vanishes at the sides; the high peaked crown which came in very late this Fall has the fedora denting sometimes in Spring shapes; the soft crown with the material pleated and drawn to the tip is seen occasionally, too.

## WASHABLE GARMENTS

There is a tendency to introduce flannel for mid-winter wear in house garments. Fine French material in high shades, belt tied or buckled and three-quarter or full-length sleeves are the main characteristics.

In the lighter materials, striped cotton fabrics seem strongest. Linen and crepe appear also. Broadcloth, chambray, plain gingham, beaded voiles—all of these are prominent. Nubbed cloths, cotton materials made to imitate woollen fabrics, and ratine-voiles are some of the very new features of early collections.

Fine handwork will be even more important than it was last year. Appliques have apparently not lost interest, and a combination of the two will appear frequently.

## FASHION NOTES FROM PARIS.

By Jeanette.

Spring will see the return to favour of the navy blue taileur. For the present season, Paris selects tweed, crepe and velveteen. One designer sponsors a sport model of English herring-bone tweed in tan and white in the jumper style, with heavy brown leather belt and box pleated skirt. The same designer introduces a sport costume of Velveteen, also of the jumper variety, but this is worn beltless, and the skirt is made with the new circular fullness at the front, having the correctly flat back. The brief taileur continues in popularity, and grows more brief and slim as it does so, with skirts so tight that they must be split up the side for freedom. The scarf has returned, differing from scarfs of other seasons in that it is an integral part of the gown it accompanies, even coming from the sleeves, or making part of a small cape. Ties appear in fascinating variety on day frocks and evening frocks. Separate coats are important, some cut very simply like a man's overcoat, and the shorter coats embroidered and fur-bordered. Tunic dresses are still the mode, and generally the designer chooses crepe or satin, bordering the tunic with fur. The favorite colors for evening are orchid, American beauty, fuchsia, lemon, flame, jade, and peach. Black is, of course, always considered good. For the most part georgette and velvet lead in popularity, closely followed by metallic cloth, chiffon and silk crepe. The lines are very slim, some allowing godets to be inserted, others having the front in curcular flounces, the back remaining flat.

### Blouses.

Blouses remain straight and tailored. One French designer achieves the smart jabot effect very cleverly in a blouse of mastic color velvet by using a series of four large folded tabs on the velvet down the front. Mastic color is a new shade of biege. White Kasha is the material used in another smart blouse, which introduced two godets set in at each side and emphasized by small jet buttons.

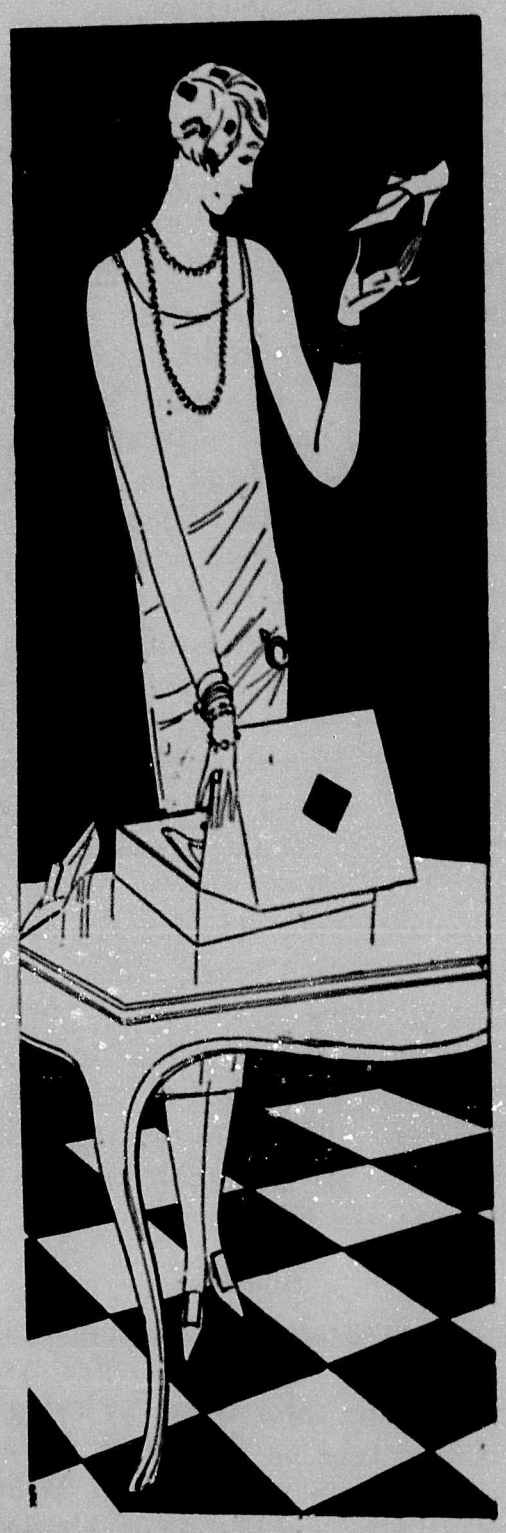
### Millinery.

Black satin is a favorite material for the between-season millinery. Extreme simplicity is the keynote, allowing for small flat French flowers in varied shades as the only trimming. The black satin hat is good on all occasions, and can be worn far into the Spring. Of great popularity in Paris now is the beret, a close little draped hat, with a bunch of airgrettes placed on one side. Many hats follow the attractive tricorn line, and like most of the smartest hats of the season, are small and close fitting. The large hat, though undeniably picturesque, is rarely seen in this mode of chic severity. The narrower brims become, the higher the crown, according to Paris, where the very smart woman wears a felt hat with an exceedingly high crown, usually depending only on a feather ornament or an odd double-headed pin for trimming.

### Footwear.

Footwear favours kid, patent leather, antelope and satin. Blond satin or brocade are considered very smart for evening wear. The strap is still popular, sometimes being single and very narrow, at other times quite broad and cut in scallops that make an effective

pattern of points across a slender instep. Greco of Paris sponsors an afternoon pump of black patent leather, cut rather high, and made with a Louis heel. It



is worn with a large square brilliant buckle. A smart walking shoe of Russia tan leather has a high cuban heel, a short vamp, and sports an oblong buckle of the same material.

## TAXING THE PEDLERS.

The movement now under way to secure legislation that will be more effective in curbing transient traders than are present laws, lends interest to a report of what is done regarding this in the United States. The Retail Merchants Globe gives the following information regarding this: Memphis charges a privilege tax of $20 a day. Denver has a license fee of $10 a day. Tulsa, Okla., charge $10 a day for each $1,000 valuation of the stock of merchandise. If the itinerant has a $5,000 stock, his fee would be $50 a day. Jacksonville, Fla., charges $250 a year. Poughkeepsie. N. Y., charges a tax on gross sales at the rate for which other property is taxed for the year. St. Louis. Mo., $25 a day and requires a bond of $1,000. Cincinnati, O., charges $75 per day. Indianapolis. Ind., had a good ordinance, but it was found to be illegal and has been repealed. Detroit, Mich., requires $100 bond and a license fee of $100 per day. Clevland, O., charges $100 per week. Seattle, Wash., charges $25 per day. Nashville, Tenn., charges $20 per day. Little Rock, Ark., requires a deposit of an amount equal to the licence fee, which has a minimum of $50.

## LADYWEAR.

The extremely short skirt is not seen to any extent in America yet, the generally accepted length being not less than 8 and not more than 10 inches from the ground.

Elaborate beading in both allover and appliqued designs is generally accepted. The decolletage must not be definitely low in evening gowns of the season.

Tailored types gain their prestige by means of pockets, choker collar and side fastenings rather than elaborate trimmings. Chevron cloth and kasha are important for the street and georgette and crepe faille for dressy afternoon wear.

Long sleeves which are either very tight-fitting or mandarin and short ones which are little more than capes are both correct for day-time wear. The round neck seems to predominate in most collections with the bateau and the V both used.

White, pink and red are probably strongest at the moment for evening wear and black set off with bright colors for street and afternoon dresses.

## PRICES HOLD FIRM AT LONDON SALES

London, Dec. 3.

Values prevailing at the opening days of the London wool sales are maintained. The high reserve bids for Australian merinos were responsible for many withdrawals greasy merinos from Sydney brought for combing 43 pence, Queensland combings 40 pence and West Australia greasy combings from 32 to 41 pence.

There was a brisk demand for New Zealand crossbred, the greasy stock bringing 16 to 28½ pence. Thus far the home trade has taken the biggest share of the offerings especially of the crossbred.

France is not buying so extensively as usual. The bulk of the new Queensland clip is finer than was expected, but tender and wasted. West Australian wools are an exceptionally good quality while the Sydney stock shows lack of fineness.

## PECULIAR CASE OF OBTAINING UNDER FALSE PRETENCES.

### Saskatchewan Merchant Fined for Collecting Debt by Seizing Goods Paid For.

A curious case, and one which is probably unique in the annals of provincial police courts reported from Leask, Saskatchewan, where David J. Kastner a local merchant was fined $10 and costs for obtaining money under false pretences.

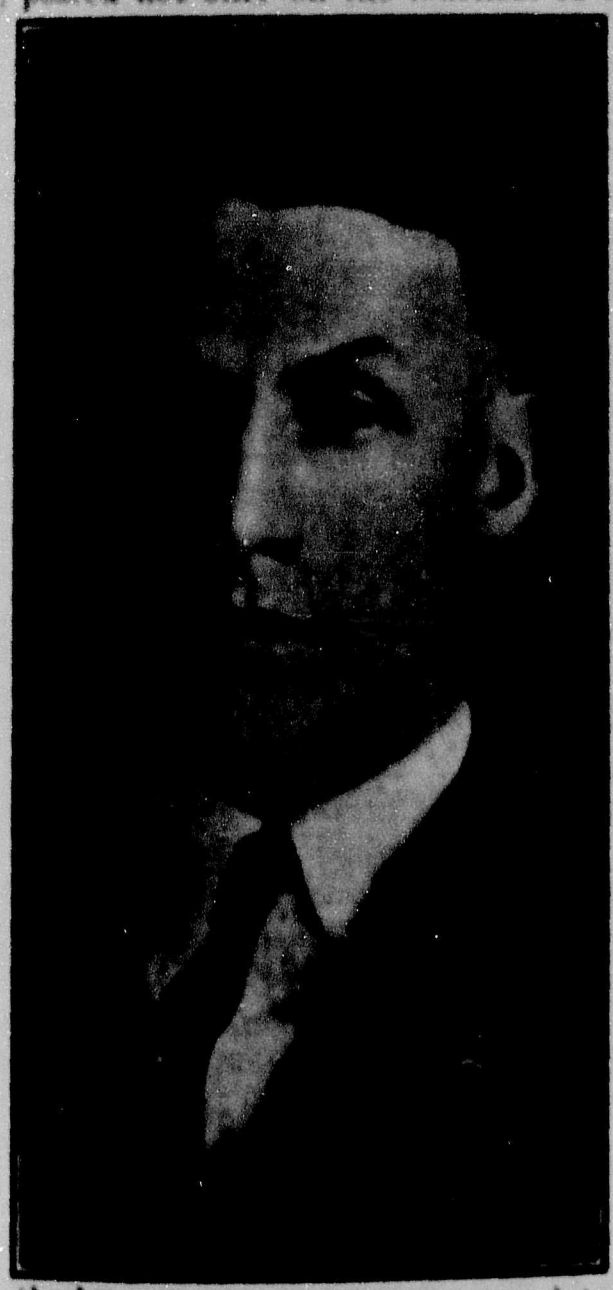
James S. Yuill, farmer, complained that he had sent his son to Kaisner's store to purchase some underwear and socks and had given him $2.50 with which to pay for the goods. The boy had the goods wrapped up and then tendered the money. Kastner took back both parcel and money, stating that Yuill owed him the $2.50 for groceries purchased last year, and that he intended to pay himself. The farmer then brought in the police and Kastner was arrested on the charge of obtaining money by false pretences.

## THE CANADIAN WOOL CLIP

According to the Canadian Co-operative Wool Growers, the Canadian wool clip for 1924 is estimated at between 12,000,000 and 13,000,000 lbs. and will bring close to £4,000,000 into the hands of the sheep owners throughout the Dominion. During recent years co-operative wool grading and marketing has wrought such a change in the wool industry in Canada that Canadian wool compares favourably with that produced anywhere else in the world, and is not only used extensively in Canada but is shipped in increasing quantity to foreign markets.

## TRAVELLERS WE HAVE MET.

In the Order of the United Commercial Travellers of America, you will find men—well skilled in dry goods, Boots and Shoes, hardware, groceries, fruit and produce and indeed everything that one wears, eats or uses. These men have made a life study of their several lines and so are welcome visitors to the merchants from one end of the country to the other, coming as they do, posted not only on the markets of the world



but with the latest news concerning up-to-date methods of merchandising.

J. L. Powell, better known as "Leck," a member of several years standing of the U.C.T.A., one of the "originals" of our Concert Party, a Member of the Native Sons of B. C., and prominent in the affairs of the Commercial Travellers Association of Canada—is one of the popular representatives of that famous house—Thos. J. Lipton Limited, famous not only for his Teas, packed in Red, Blue and Yellow packages, known the world over, but also for being the best sporting yachtsman in the world.

Gentlemen, meet Mr. "Leck" Powell and don't forget to drink his health in "Lipton's."

## NECKWEAR.

### The Christmas Trade.

Selling neckwear at Christmas time is never a difficult problem, and merchandising ideas in reference to neckwear for the Christmas trade would almost appear to be superfluous. But there is no doubt about it that the Christmas neckwear business can be made a great deal more profitable to the retailer if he gives some special attention to it, for like everything else it thrives in proportion to the amount of care it gets.

The effort at Christmas time should be to sell better class neckwear. People who present ties to others want to give something that will reflect credit on themselves, and naturally they do not want to give anything that will be labelled "cheap." The retailer should not feel afraid to make prominent display of his better class goods at Christmas time, and he should also play up to the idea that he and his clerks are willing and anxious to assist in neckwear selection.

Take the case of the woman buyer. When she comes into a store and announces that she wants to buy a tie, she is usually very much at sea regarding the kind of tie she would like to buy. If the clerk merely leads her to the neckwear racks, several of them, and points out the different price ranges, the would-be buyer is more confused than ever. In the majority of cases she does not trust her own judgment; she does not want to appear ignorant on the matter, so she makes a stab at something that happens to catch her fancy and escapes from the store as quickly as possible.

This is one big reason why she prefers to buy men's neckwear in a departmental store. She is accustomed to purchasing at this store and she knows that she can go up to the counter, and look at the various articles at her leisure without feeling self-conscious. She has been accustomed to do this. If she does not see what she wants, she will go away and look further, but if, when she goes into the men's wear store for neckwear the salesman takes down three or four ties and tells her that these are the kind of neckwear that are being worn at the present time; if he inquires who the tie is for, that is to say, whether for a boy, a young man, middle-aged man or old man, and what his tastes with regard to neckwear are and if he shows her what, in his judgment, will be suitable for this man, he is helping her materially in making her purchase. She will go out feeling confident that she has got something that a man would pick out for himself, and she will feel that this is a store to which she can return at any time, knowing she will get good service there.

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Cop: "What is your business?"

Prisoner: "I am a locksmith."

Cop: "Well what were you doing in that gambling house we just raided?"

Prisoner: "When you came in I was making a bolt for the door."

## TRADE NOTES.

**Armstrong—**
Chapple Drug Co. Ltd.—Applying for change of name to Armstrong Drug Co. Ltd.

**Cranbrook—**
Patey Bros.—Commenced. (Musical Goods).

**Cumberland—**
Wycherley, G. H. (Assigned) (Gen. Store)—Tenders advertised for purchase of assets.

**Errington—**
Trundle, R. J. (G. S.)—Reported selling out.
Trundle, R. J. (G. S.)—Reported sold out to G. H. Graham.

**Evan-Thomas—**
Porter, W. Y. (G. S.)—Commencing.

**Esquimalt—**
Mould, Thos. (Butcher)—Sold out to H. B. Wood.

**Hope—**
Hope Trading & Supply Co.—Business reported sold.

**Kimberley—**
Chatson's—Commenced. (Tobac. and Conf.)

**Keremos—**
Carrick, F. J. (Flour and Feed) commencing.

**Langley Prairie—**
Timms, E. J.—Reported commencing. (Grocer)

**Merritt—**
Smythe, D. A. (Confec.)—Tenders advertised for purchase of assets.

**North Vancouver—**
Morgan, E. (Grocer)—Reported sold out to R. A. Lewis.
Stacey, A. R. (Grocer)—Commencing.

**New Westminster—**
Davis, J. (Confec. etc.)—Sold out to W. E. Hine.
Mandeville Meat Market—Commenced.
Peoples Providers Ltd.—Sold 8th Street Branch to Jos. Cunliffe.

**Natal—**
A.B.C. Co-operative Wholesale Society—Incorporated.
Gadoury, E. P.—Sold out. (Meats).

**Nelson—**
Smith, Henry George—Assigned to H. R. Townsend; meeting of creditors held.

**Port Hammond—**
Hammond Drug Store—Business reported being sold under Bulk Sales Act to J. McMillan.

**Penticton—**
Penticton Ice and Cold Storage Company—Reported being succeeded by Penticton Purity Products Ltd.

**Prince Rupert—**
Curtin Music Co.—Commenced.

**Salmon Arm—**
Pardey & Son, (Baker and Confec.)—Reported in hands of C.C.M.T.A., and business closed.

**Vancouver—**
Cooper, (Baker)—Commencing.
Erickson, W. (Confec.)—Reported succeeded by A. O. Spiers, and H. C. Hepburn.
Kensington & Dew, (Fish, etc.)—Commencing.
Muir Electric Co. (Assigned)—Tenders advertised for purchase of assets.
Shaughnessy Public Market—Change of ownership reported.
Bedlington, R. G. & Co. Ltd.—E. P. Baker appointed liquidator.
Brown, Fred, Co. Ltd., (Drugs)—Applying for change of name to Capitola Pharmacy Limited.
Brown, T. (Grocer)—Commencing.
Pacific Milk Company—Reported sold out.
Patterson, H. D. (Grocer)—Commenced.
Walker, W. (Grocer)—Reported sold out to W. L. Blewitt.
American Blouse Shop Ltd.—Applying for change of name to Original Dress Ltd.
Black, A. M. (Confec.)—Reported sold out.
Holbrooks Ltd.—Reported discontinuing this branch. (mfrs. sauces, etc.)
Main, A. G. (Grocer)—Reported incorporated as Main Grocery Ltd.

**Victoria—**
Thomas Drug Co. (Drugs and Refres. Parlor)—Contemplate incorporation.
Jones John, (Carey Rd. Store)—Sold out to H. W. B. Pecknold.
Western Electric Co. Ltd., (Elec. Supp.)—Succeeded by Murphy Electric Co. Ltd.

## TIPS FOR LIVE CLERKS.

### How to Score Low in Returned Goods.

When goods are returned, the store not only loses the profit on the sale, but the cost of wrapping and delivery, plus, many times, depreciation in the value of the returned goods. Some returns are inevitable, but the skilled and capable clerk can keep the percentage down to a low minimum.

The practice of "taking a chance" is responsible for a large proportion of returns. When the clerk goes to fill a 'phoned-in order, and finds the size, quality, or brand asked for not in stock, what shall he do? Unless he knows the customer well, he should do something to "sell" the substitution to the customer. If a 'phone call is not practical at the moment, let him write a brief note saying he has used his judgment in substituting and the customer may return if his choice is not satisfactory.

If these pains are taken, substitutions can be sold the customer in many cases and returns prevented. To make a substitution without informing the customer is to run at least some risk of alienating goodwill and producing a "return." The customer who does not receive what she orders may attribute it to carelessness or to a determined attempt to "work off" goods on her. If she comes to either conclusion, the result is disastrous from the store's standpoint.

Don't "take a chance" with goods you know to be off grade. A thoughtless clerk sent to a lady who had been a steady customer of the store for twenty-seven years a package which had been broken in transit and from which a portion of the contents had dropped. The clerk was rushed—to have sent a perfect package would have meant a special visit at the moment to the stockroom.

The lady closed her account, and though the merchant personally visited her and used every plea to placate her, he was unsuccessful and the account was lost.

There are ways of turning into cash damaged goods without losing customer good-will. Even when a clerk "takes a chance" and seems to "get away with it," he often does not. The fact that the customer doesn't go to the trouble of returning the goods to the store doesn't prove satisfaction by any means.

Another large section of returns arise because the customer in buying is permitted to receive a wrong impression, or to carry home a purchase about which she is improperly informed.

Is the purchase going to do what the customer expects it to do? Is she going to be satisfied with it? Common-sense will tell the clerk in such situations when there is a risk of a return, and it is excellent salesmanship to so inform the customer that the risk is removed. The result may be the sale of another article of better quality at a higher price.

Careful wrapping will largely prevent the returns arising through breakage.

Most stores carry certain things which they cannot stand behind. Specific information that the store doesn't guarantee should be made when selling, if, as is probable, the risk of customer dissatisfaction is considerable.

Occasionally, every store encounters a customer who is utterly unreasonable in using the return privil-

age. Cases of this sort must be handled with gloves, but it is usually possible to bring the habit within tolerable limits.

The subjects of returns is a highly important one in storekeeping, and no clerk can claim all-round efficiency until he scores low in them.

# How to Meet Price Competition

By H. R. Simpson.

The primitive reply when the competitor across the street begins to cut prices is tit for tat. But what if the cuts are unfair, attacking a price level which only returns a legitimate profit? It may be suicidal to meet the cuts, and in any event indirect ways of meeting price competition should be considered. There are such ways—good and effective ones.

The problem can be solved even though the price-cutter enjoys superior buying advantages. In these days, when occasionally a retailer sets out to job, and when chain stores are in every block—nearly—the latter condition may actually exist.

The following are several methods we have found in successful use in just such serious cases.

1. Selling service measurably superior to the price-cutter's. The store which appeals to the public mainly on price is apt to take less pains with its salesmanship. Often it employs cheap help.

If pennies, and nothing else, mattered to the public, this deficiency might not be so serious. Actually, it furnishes a strategic point of attack for the store which maintains prices. The latter simply gives most unusual attention to the sales force. It develops speedy service. The public likes to save time as well as pennies; to many, time is far more important. The merchant who deliberately develops speed in his salespeople is bound to reap an unexpected reward.

Anyone who hasn't made the effort little realizes how average retail selling can be improved in quickness alone. The writer visited a store recently in which the two partners had deliberately developed quick service as one answer to a price-cutter up the street. The brand of service the clerks gave was an eye-opener. And the partners told us that speeding up the feet has speeded up the brains—the men and women were far better salesmen.

Store meetings and sales contests, with prizes hung up for the latter, have great pep-up value, especially when the store builds on the sound foundation of carefully-picked help, well paid.

2. Exclusive agencies on advertised lines. There is no more baffling question to even the highly skilled clerk than, "I can buy this same article at O'Brien's for ten cents less." How can he answer it? The best cure is through prevention—the creation of a class of trade which doesn't compare prices closely, realizing that other things offered by the store in conjunction out-balance. A partial cure is the stocking of as many lines as feasible on which the customer cannot compare prices because the "store up the street" doesn't carry the line.

These manufacturers of nationally-advertised goods who follow a policy of exclusive agencies, are good friends of the retailer with a price-cutting problem. Not only has he goods which can't be bought at the other store, but for which national advertising creates confidence and demand. The prices, too, may be advertised, standard prices.

It is quite often practical to build up a group of exclusive agencies which will efficiently pull over the balance of competitive merchandise on which the store does not meet a price-cutter.

3. On what qualities does the competitor cut? It is sometimes possible to meet the competition through the indirect method of concentrating on the qualities in which the competitor is weak.

4. Price-cutting is often associated with a cash policy. A large section of the community likes the convenience of credit, is entitled to it, and will not forego the privilege for cash dealing at a small saving. The answer to a cash seller's price-cutting may be a drive for more credit business. With a list of approved risks to work with, aggressive solicitation by mail and in person should be productive.

5. Sales of specially-bought merchandise furnishing the price inducement. There is advertising thunder in these, selling the idea the store is one of big values.

6. Co-operative action by several retailers. The damage which a price-cutter does is not limited to the business which he captures from others. He is a destroyer of confidence in the trade. If one store cuts prices, and a score maintain them, a large section of the public will believe just one store in town charges fair prices! In certain instances, several retailers, realizing the damage done by the price-cutter, anonymously buy the store through an intermediary and operate it until a satisfactory buyer appears.

Persuasion is sometimes tried. A representative of the trade endeavors to show the price-cutter the error of his ways. Who represents the trade is decisive here. It is seldom that another retailer can make any headway. A friendly jobber, who happens to have strings on the price-cutter, stands better chances of success, if his co-operation can be secured.

Many price-cutters learn the fruitlessenss of their cutting, but persist in it through a spirit of pigheadedness. There is pretty sure to be personal feeling involved. We recall a case in which a price-cutter who failed to "get-away-with-it" vented his chargin through forcing a grand jury investigation of the local trade, alleging a combination of retailers. The price-cutter lost out eventually, but not before a trade association had been dissolved and public confidence in the trade impaired.

7. After all, the most satisfactory remedy is wholly preventive. Trade associations and clubs which throw local members of a trade together in social intercourse and offer exchange of data on store operating costs cannot be recommended too highly. There need be no "combination" or agreement, because educational talks will quickly beget appreciation of the folly of price-cutting. Social intercourse will develop a regard for the interests of the trade at large.

There are many hundreds of these local trade organizations in the country, some with no more than four or five members. They nearly always are pro-

ductive of better, more efficient retailing. They do not imperil the interests of the public, yet they safe-guard the retailer.

The old-time way was to consider a competitor as a personal enemy. The new way is to make of him a friendly acquaintance, and to compete with him in clean ways.

It's several thousand times easier to keep the price situation in hand through constructive effort which looks ahead and prevents than to cure the abscess of actual price-cutting. The principle applies to the cross-roads with but two stores as well as to the city.

We recall just such a cross-roads, at which two competitors, Thompson and Barnes, catered to the surrounding farm territory. Barnes was slipping. Discouragedly, he was casting about for a way out. He was nibbling at the poison food of cut-prices. His wife was taken seriously ill. Who was one of the first persons to call on her? Mrs. Thompson! She stepped right in and insisted on taking charge of the Barnes' children.

The wife recovered—But Barnes didn't adopt price-cutting. He was too conscious of the rights of his competitor. Lose out he might, but he wasn't going to cut prices!

The best way to meet price-cutting is to prevent it.

**Bring in the Boob!**

Sweet Young Thing (coming in with attentive partner from room where a hard bridge match had been in progress)—Oh, mother, I've just captured the booby!

Mother—Well, well! Come here and kiss me, both of you.

**Buying in Home Town Means Economy**

(Continued from page 13)

2. Cuts made.
3. Printed.
4. Delivered to the Mail Order House office.
5. Addresses secured.
6. Catalogue wrapped up and addressed.
7. Stamped.
8. Placed in the mail bag.
9. Mail bag taken to the station.
10. Carried on the train.
11. Taken off the train.
12. Taken to the Post Office.
13. Delivered to the customer in the town.
14. The customer spends time reading it over and selects an article.
15. Writes a letter.
16. Secures a Post Office Order, or encloses the cash and takes the risk.
17. The Postmaster enters it up and puts it in the mail bag.
18. Mail driver takes it to the station.
19. Mail clerk in charge of the train delivers it at the other end.
20. Post Office delivery waggon clerk delivers it to the Post Office.
21. Postal clerk checks it and sorts it ready for the postman.
22. Postman delivers it to the Mail Order House.
23. Mail Order House clerk opens the letter.
24. The bookkeeper credits the cash.
25. The order clerk selects the order.

J. A. TEPOORTEN
LIMITED

WHOLESALE DRUGS

PATENT MEDICINES DRUGISTS' SUNDRIES
PHARMACEUTICAL PREPARATIONS

308 Water St. Vancouver, B. C.

Bruises Sores
Rheumatism

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

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

To the Retailer

We extend Greetings

The complex nature of modern business makes us dependent one upon the other. That we have been allowed to serve you is due to the service you have rendered to others.

May this coming year bring you health, happiness and prosperity.

Smith, Davidson & Wright, Ltd.

MANUFACTURERS AND WHOLESALE PAPER DEALERS

VANCOUVER VICTORIA

26. Stenographer acknowledges the receipt.
27. The shipping clerk mails away the order.
28. The postal clerk sorts it out for the mail delivery.
29. Places it on the train.
30. Mail clerk takes it off the train.
31. Delivers it to the local Post Office.
32. The underpaid Postmaster delivers it either direct to the customer or gives it to the rural delivery service that is costing Canada a large sum of money to mostly benefit mail order houses.
33. The customer receives the article, and after a careful examination finds that he or she could have bought a better article in the Home Town and have had the good will of the retail merchant, and helped to build up the Home Town by keeping the cash in local circulation.

No sane person could say that there is any economy in that system of doing business, especially when fourteen transactions out of the thirty-three are made by the Government mail order service at less than cost price, thus benefitting the mail order house proprietor at the expense of the whole people of Canada.

True economy and sound patriotism, therefore, call upon every loyal citizen of Canada to patronize his Home Town and keep the wheels of commerce moving in the direction in which most persons can be mutually benefitted.

## BRITISH COLUMBIA BOARD R.M.A. HOLDS IMPORTANT YEAR-END MEETING.

The full executive of the Provincial Board of the Retail Merchants' Association were present at the year-end meeting of that body which was held in the provincial offices of the Association on December 11 last. Under the chairmanship of president Daryl H. Kent many matters of interest peculiar to the membership and to the retail trade generally were discussed, and resolutions brought down at the last Provincial Convention at Merritt were fully considered by the Board

### Horse Racing.

Much discussion centred around the question of horse racing in this province. In the opinion of the Association, altogether too much time is allotted to racing interests during the summer months, and since the loss to the retail trade through public speculation on the race track was annually becoming more severe, it was decided that H. S. Stevenson, second vice-president of the Provincial Board, residing at Victoria, should make representation to the provincial government to have proposed amendments restricting the holding of race meets in this province brought down at the present session, and not left over until next year.

### Trade Section Conference

The decision to hold a Trade Section Conference in February next was considered by the Executive, and upon receipt of more definite communication from the various trade section chairmen, further action will be taken in this connection.

### Freight Invoices

The unsatisfactory practice of wholesalers and manufacturers forwarding goods to the retail trade without stating the freight rate on their invoices is causing considerable trouble, and it was decided that representation be made to headquarters at Ottawa to discover what action may be taken in the matter.

### Drug Store Closing Hours

Complaints have been registered with the provincial office regarding the practice of drug stores remaining open after six o'clock, and selling merchandise other than druggist commodities to the detriment of the retail trade. Members are to be asked for an opinion on this subject, and a report will be brought down at the next meeting of the Board.

### Weekly Half-holiday Act.

There has been no definite opinion registered with the provincial secretary from members of the Association regarding the Weekly Half-holidayfi and no steps will be taken in this matter at the present time.

### Concentration of Districts.

This question came in for a great deal of discussion, and many schemes were proposed to facilitate the activities of the various branches of the Association. It was suggested that where groups of four or five towns in which branches of the association are functioning, there should be a general secretary, located in the centre of the district, who would keep the membership of that district fully posted as to the activities of the association, visiting them periodically throughout the year. By this means it was felt that merchants who have been giving their time to act as honorary secretaries, would no longer be called upon to neglect their business for this purpose, but all responsibility would be vested in an officer of the association, giving his entire time to association matters.

### Personal Property Tax

Indignation was freely expressed at the Provincial Government's attitude regarding the personal property tax. A definite promise was given at the last session of the legislature that this tax would be abolished, and the assurance given to the delegation which recently called upon the Finance Minister at Victoria, that same would be abolished next year, was not considered adequate by the executive and a more definite guarantee will be requested from the government.

### Suggested Turnover Tax

Eastern members of the Association have gone on record as favouring a turnover tax to take the place of the present Sales Tax. This method of taxation has on several occasions been discussed by British Columbia's mesmbership, and the consensus of opinion is that no benefit would result to the retail trade from the adoption of such a measure.

### Stamp Tax

Action was taken in conformity with a resolution by the Nanaimo Branch of the Association, regarding the hardship, and loss to merchants occasioned by the working of the Stamp Act, whereby a stamp tax on bills of exchange is charged. The claim is made that the trade is called upon to pay a tax on unpaid balances of an original bill upon which the stamp tax had already been paid. Action on this question will be requested from the Dominion Board at Ottawa.

### Secretary's Provincial Tour.

Provincial Secretary Walter F. Ing, presented to the meeting a detailed report of his recent trip through the province, when several branches of the Association were visited, and terminated his remarks by expressing a belief that a great improvement has taken place in the efforts made by up-country secretaries to engender the Association spirit among the members, and the retail trade generally.

# Seasonal Greetings

## 1924-1925

THERE is considerably more to business than buying and selling. Sixty-five Yuletides have gone since this firm was established. In that period, like others, we have had our times of depression, our times of exhilaration. Always however, we have found appreciation and goodwill in greater measure than criticism or indifference.

So in wishing you an enjoyable Christmas and a Prosperous New Year, we do so knowing that our good wishes will be reciprocated by our good friends throughout Canada.

*The Thos Davidson Mfg. Co. Limited*

Established 1860.

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

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

# HARDWARE, OIL *and* PAINTS

Discussing conditions in the hardware business generally with the head of one of Vancouver's leading hardware houses, the impression gained was, that despite the somewhat "spotty" condition of retail trade generally, the hardware merchants of this province have experienced a profitable year.

Being exempt from the intensive competition prevailing in other sections of the retail trade, the hardware man's business is not subject to much fluctuation, and a well-appointed hardware business in any community generally manages to get a fair share of custom.

Building has been active throughout the year, and excellent sales are reported in builders' hardware.

An outstanding feature of local trade has been the large number of ship chandlery concerns who have commenced operations in Vancouver, doubtless attracted by the increased tonnage passing through this port. It is unfortunate that the present somewhat depressed condition of shipping at this period will have the inevitable effect of curtailing operations along this line.

The dissapointing export lumber demand has, of course, been reflected in the hardware business, and since the first four months of the present year, when industrial activity was good, a very unsteady period has been experienced, and the anticipated "good business" has not materialized to the extent looked for.

The outlook, however is not by any means discouraging. Stocks are ample to take care of retailers' purchases which continue on the "hand-to-mouth" principle, a method considered satisfactory by hardware houses.

### Radio

One bright spot in the hardware business today is the growing demand for radio sets and parts in which excellent sales are reported. This method of keeping abreast of the world's news is gaining favor in logging and lumber camps, and in all outlying sections of the province where industrial effort is being carried on. With no evidence of a decreased demand, the hardware trade is assured of a steady volume of sales for some time to come.

## HARDWARE MARKETS AT A GLANCE

**Handles, Tool**—Prices continue firm, sales are good.

**Chain**—Sales volume continues to be satisfactory.

**Steel Sheets**—Present demand is fair and prices are steady.

**Paints and White Lead**—Outside paints are selling more slowly while there is some demand for inside finishes, prices are unchanged.

**Wrenches**—Volume of sales good, with prices unchanged.

**Glass**—Window glass in demand for repair jobs and new construction fairly active, prices steady and unchanged.

**Screws**—Screws are selling well with good stocks on hand, prices show no change.

**Rope**—Prices have advanced since last report, both manila and sisal ,two cents a pound. Demand is fair and stocks ample.

**Wire**—Fair demand for plain and galvanized, prices unchanged.

**Coaster Wagons**—Holiday sales good, prices unchanged and stocks ample.

**Lanterns**—Sales are very good and prices are unchanged.

**Twine**—Indications point to an advance shortly, general sales are fair, stocks are adequate.

**Percolators**—There is a fair business in percolators mostly for the holiday trade. Retail dealers are ordering limited numbers of individual items but in a great many cases are maintaining a good assortment in stock.

**Electric and Radio Merchandise**—Prices remain unchanged, sales are very good, especially in radio goods.

**Builders' Hardware**—Sales volume is good with prices remaining unchanged.

**Automobile Accessories**—The demand continues to hold up, prices are unchanged.

**Pyrex Oven Ware**—Some improvement is noted in bookings for Pyrex Oven Ware. A very large percentage of passing business is for delivery prior to the Christmas trade. Buyers in general are ordering fairly heavily and are taking a good assortment of stock.

**Roasters**—The demand is steadily increasing, there is no change in price.

**Ice Skates**—Sales are gradually increasing.

**Bolts and Nuts**—Bolts and nuts are reasonably active at firm prices, stocks are ample.

**Prepared Solder**—Prepared solder continues to be most active in this line. This is thought to be due to its wide use in radio construction work.

**Roofing Paper**—Stocks are light with a heavy demand continuing, prices are holding.

**Cutlery**—Jobbers report their cutlery sales for holiday trade are beter than last year. Pocket cutlery, scissors an dcarvers are quite active, prices are firm. Stocks

apparently are in good condition. Manicure sets are fairly active also.

**Nails**—The nail market is very firm at the prestime, sales are god and stocks in fairly good shape. Mill shipments are very prompt.

**Blacksmiths Coal Declines**—A decline has been recorded on blacksmiths coal, new quotations show a decline of three dolalrs a ton. The new price now quoted is $22.00 a ton.

**Radio Batteries Active**—Batteries for radio use, particularly the B. model, are among the most active items in this market. Stocks appear adequate for current consumption and prices are unchanged.

**Aluminum Ware**—Sales have been good and demand still continues keen especially for percolators and roasting pans; stocks in good shape and prices steady.

**Oil Heaters**—Sales are still very good and prices are unchanged.

**Madza Lamps**—A reduction is noted in the price of Madza auto lamp bulbs. A decline in price of house lamp bulbs has taken place more than once in the past year or two, but this is the first time in Vancouver, dealers state that auto lamp manufacturers have been obliged, owing to competition, to materially lower their prices.

**Sash Cord**—Satisfactory volume of sales with no price changes.

**Axes**—Fall orders fairly numerous, prices steady and stocks in fair shape.

### To Open New Store in Vancouver

McLaughlin and Fraser have recently announced their intention of forming a partnership and opening up a new store on Granville Street. It is expected they will commence business about the beginning of the year.

An adjustment in discounts has been made in bit stock and blacksmiths drills. On the former the old discounts of 40 and 5 per cent. has been charged to 35 and 5 per cent off list, and on the blacksmiths a new discount of 35 and 5 per cent has been made in place of the former discount of 47½ per cent.

### DESBARATS NEWSPAPER DIRECTORY.

The recently issued 1924-5 edition of the newspaper directory published by the Desbarats Advertising Agency, Montreal, is replete with information concerning all the principal cities and town in the Dominion. In addition to listing the chief industrial concerns located therein with population and other data, compiled in a comprehensive manner, full details of all publications issued from the various centres are given. Messrs. Desbarats Limited have been doing business as advertising agents for the past thirty years, and number among their clients, many of Canada's best known houses.

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

Brands of Paper Bags, only Paper Bags made in Western Canada will insure your

PROFIT, MR. GROCER,

By your customers satisfaction in receiving their merchandise in good condition

NORFOLK PAPER CO. LTD.
136 Water St. Sey. 7868 VANCOUVER, B. C.
Agents for B. C.
Woods Manufacturing Co. Ltd.
Winnipeg, Manitoba.

# HARDWARE PRICES CURRENT

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

## AMMUNITION.

### Loaded Shot Shells.

| | M |
|---|---|
| Dominion: | |
| Canuck. | |
| 12 G x 26 x 1⅛ ch. | $44.65 |
| 12 G x 28 x 1⅛ ch. | 45.65 |
| Imperial. | |
| 12 G x 26 x 1⅛ ch. | 48.00 |
| 12 x 28 x 1⅛ ch. | 51.70 |
| American. | |
| U.M.C. Nitro Club 12 G x 26 x 1⅛ ch. | 52.85 |
| Peters High Gun | 52.85 |
| U.M.C. Arrow 12 G x 28 x 1⅛ ch. | 39.25 |
| Peters Premier | 39.25 |

### Metallic Ammunition.

| | |
|---|---|
| Dominion | |
| 22 short Smokeless | 4.65 |
| 22 Long Smokeless | 5.45 |
| 22 L. Rifle Smokeless | 7.75 |
| 22 L. Rifle Lesmok | 6.10 |
| American. | |
| 22 Short Smokeless | 5.45 |
| 22 Long Smokeless | 7.40 |
| 22 L. Rifle Smokeless | 9.00 |
| 22L. Rifle Lesmok | 7.10 |

ANVILS—Peter Wright, 50lbs to 120 lbs., 20c; over 120 lbs. 22c.

AXES—Boys' Axes, 1½ lbs. $12.40 to $13.20 doz.; double bit axes, unhandled, $22.20 to $23.20 doz.; hunters axes, $12.60 doz.; single bitted axes, unhandled, $14.20 to $14.80 doz.

BARS—Crow, $11 to per 100 lbs.

BELTING—Lace, rawhide sides, $1.60; rol. 1/16" at $2.40 per 100 feet; ⅜" at $3.00 per 100 feet; ½" at $4.50 per 100 feet.

BOLTS, CARRIAGE—Less full packages), ½ and smaller up to 6-in. long, less 22 1/2 off list; over 6-in. 27½ off list. Note new larger, all lengths, less 20 off list. Note new list prices in effect.

BOLTS MACHINE—½ and smaller up to 6-in long, less 45 off list; over 6-in. less 35 off list; ⅝ 37½ and ¾ less 25 off list. Note new list prices in effect.

BOLTS, STOVE—Less 55 off list.

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

BOARD, Beaver—For 1,000 to 5,000 feet, $1.00 per 1,000 feet.

BOILERS, RANGES—35-gals. $12.00 each.

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

BUTTS—Plated, 241, antique copper and dull brass finish 2½ x 2½ per pair 35; 3½ x 3½ per pair 38½c; 4½ x 4½ per pair 80c.

BUTTS—Wrought steel, No. 204 3½x3½, $1.65 per doz.; 3½ x 3½ $2.25 per doz.; 4½ x 4½, $4.00 per doz.

CARPET FELT—16 oz., 36 lb., $3.60 roll.

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

CHAIN—Coil B electric weld, 5-16, $13.50 per 100 lbs; ⅜, $13.40 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, $22.20 doz.; Universal No. 1, $27.00 doz.; Universal No. 2, $32.40 doz.; Universal No. 3, $42.60 doz. Home, No. 55, $2.90 each; Home, No. 65, $3.75 each.

CHURNS, BARREL—No. 6, $10.70 each; No. 1, $11.10 each; No. 2, $11.80 each; No. 3, $12.75 each.

CLEVIS, MALLEABLE—Per lb. 21c.

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

COUPLINGS—Attached, ½, ⅝, ¾, set, 25c.

DRILLS—Hit stock 60% off new list; blacksmith ¾-in. 30% off new list.

EAVESTROUGH—Per 100 feet, 5-in. $3.83; 10-in $6.50; 12-in. $7.95.

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

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

COUPLINGS, ATTACHED—½, ⅝, ¾, set 25c.

GAME TRAPS—Victor, per doz. No. 0, $5.50; 1, $3.40; 1½ $4.20; 2, $5.40; 3, $8.00.

H & N—doz. No. 0, $4.20; 1, $5.00; 1½, $7.60; 2, $10.50; 3, $14.40.

Jump—No. 1, per doz. $3.10; 1½, $4.50; 2, $7.20; 3, $9.90.

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

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

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

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

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

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

IRON, GALVANIZED SHEET—Per 100 lbs. —24 guage American or English $7.65; 24 guage $7.25; 18-20 guage $7.65.

KNOBS, RIM DOOR—Japanned, $1.75 per doz.

LAMP CHIMNEYS—A, per case 1 doz., $1.20 per doz.; A, per doz. $1.40; B, per case 4 doz. $1.40 per doz.; B, per doz. $1.15.

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

LAWN MOWERS—

ADANAC—19½-inch wheel, 4½-inch cylinders, 4 knives, each, 17-in. $26.40; 19-in. $29; 21-in. $31.50; 5 knives, each, 17-in. $28, 19-in. $31, 21-in. $33.50; 6 knives, $30, 19-in $33.50, 21-in $36.00.

STAR—9-in wheel, 2 knives, each, 12-in $9.70, 14-in $10.60, 16-in $11.10; 4 knives, 12-in $10.50, 14-in $11.20, 16-in $11.95; 5 knives 12-in $11.50, 14-in $12.00, 16-in $12.70.

MATTOCKS—Pick, $15.50 each; Cutter, $16.50 each.

NAILS, WIRE—Base $4.90 f.o.b. Vancouver; Cut, base $7.50 f.o.b. Vancouver.

PICKS—Coey, 6-7 lbs. $5.40 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 27c; No. 8 assorted coppered rivets No. 8, 31c lb.; assorted copper rivets and burrs 66c; No. 8 assorted coppered burrs and burrs 27c per lb. No. 8 coppered burrs 27c per lb.; Coppered rivets 24c per lb. Coppered burrs 27c per lb.

ROPE, BASE—British manila, base, 20c; pure manila base 22c.

RADIOLAS—No. 101, $45 each; No. 111A, $40.00; No. X, $135.00, subject to 25% dis.

RADIO SUPPLIES—Tubes, W D 11, $5.50; Loud speaker, No 1021 $35.00 each; Brandes phones, $7.00 each, subject to 25% discount; Batteries, No. 7.65, $1.65 each; No. 767, $4.10 each.

SAWS, BUCK—Happy Medium, $16.50 doz. Happy Idea $16.50 doz; Disstons No. 4 $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—55 off list.

SCREWS, SET—55 off list.

SHOVELS AND SPADES—Ames or Fox, $11.55 per doz. ⅝ Jones or Bulldog $13.75 per doz.

SCOOPS—Moore No. 4, $17.10 doz.; No. 6, $17.65 doz.; No. 8, $18.50 doz.; No. 10, $19.20 doz.

All above in black finish.

SODER—½x½, case lots, 43c per lb.; less 45c per lb.

SPIKES, PRESSED—Per 100 lbs.—⅝ inch, $7.60; ⅝-16 $7.25; ½ in $7.00.

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

TACKS—Carpet, 75c off new list.

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

WIRE, PLAIN GALVANIZED—Per 100 lb. No. 9, $6.35; No. 12 $6.60.

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

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

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

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

WASHING MACHINES—Velox water power, $33.75 each; Seafoam Electric, $76.00 each; Snowball, $17.35 each; Patriot, $19.00 each.

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

## PAINTS AND OILS.

### Brandram-Henderson

| | Per Gallon |
|---|---|
| B-H "English" ordinary colors | $4.25 |
| B-H "English" white | 4.60 |
| B-H Exterior Oil Shingle Stain— | |
| Ordinary colors, in 4 gal. cans | $1.8[illegible] |
| Greens and Greys, in 4 gal. cans | 2.0[illegible] |
| B-H Anchor Shingle Stain— | |
| Ordinary colors, in 4 gal cans | 1.3[illegible] |
| Greens and Greys, in 4 gal. cans | 1.6[illegible] |

### PAINTS

| | Gallon |
|---|---|
| Ordinary colors, in 1 gal. cans | $4.30 |
| Martin Senour porch paint | 4.30 |
| Martin Senour Neutone white | 3.85 |
| Martin Senour Neutone color | 3.75 |
| Martin Senour floo. paint | 4.15 |
| Sherwin Williams, white | 4.65 |
| Sherwin Williams, color | 4.30 |
| Sherwin Williams, porch | 4.30 |
| Sherwin Williams, floor | 4.15 |
| PUTTY— | Per 100 lbs. |
| Bulk, barrels 300lbs. | $6.50 |
| Bulk, irons 100 lbs. | 7.15 |
| Bulk, irons 25 lbs. | 8.30 |
| Tins, 5 lbs. per lb. | 9½ |
| Tins, 1lb. | .12½ |
| LINSEED OIL— | Gallon |
| Raw, 1 to 2 barrels | $ 1.45 |
| Boiled, 1 to 2 barrels | 1.48 |
| LEAD, WHITE IN OIL— | Per 100 lbs. |
| 1,000 lbs. to 1 ton | $14.10 |
| Less | 16.10 |
| Brandram's Genuine | 16.05 |
| TURPENTINE— | Gallon |
| 1 barrel lots | $ 1.80 |
| VARNISHES— | Gallon |
| Elastic, No. 1 | $ 8.30 |
| Elastic, No. 2 | 7.40 |
| IV Linoleum | 6.80 |
| IV Marine Spar | 7.10 |
| IV Furniture | 3.65 |
| IV Pale Hard Oil | 4.65 |

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 $2.95 each.

BOOTS—Tire 4-in. $1.25 each.

BUMPERS—Hoover Twinbar, $10.60 each.

CAPS—Radiator, $1.00 each.

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

CARRIES—Luggage, collapsible $2.25 each.

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

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

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

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

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

DEFLECTORS—Wind adjustable $15.20 pair.

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

HORNS—Electric $5.75 each.

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

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

MIRRORS—Rear view $3.00 each.

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

PATCHES, PLOW OUT—Locktite No. 2 65c each; No. 3 30c each; No. 5 75c each; No. 6 17c each.

PLATES—Step $2.00 each.

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

# Bakery, Confectionery and Catering

## Errors I Find in Bakeries

**A discussion of mistakes that are seldom mentioned but often made.**

By Herman J. Kind.

Any one who does something makes errors and that is possibly one of the greatest reasons that the manufacturers of lead pencils make 99 per cent of them with rubber on one end. Now since I have been trying to be a real baker for 36 years I sure have and am even now making mistakes, but I try and not make the same mistake the second time. There is no reason why a person should be ashamed of a mistake; for the only person who does not make a mistake is a person who never works or does anything. I do hope that you will pardon me for any and all mistakes that I may make in this short talk about errors I find in bakeries.

### That Big Fellow.

It is a very common error all over the country to hear bakers complain of the bigger baker, only in a very few cases there is any complaint, but in most cases it would be much better to use the same methods as the big baker or big business firms. I venture to say that about 100 of the big bakers got big by fair and honest methods by using quality ingredients to make quality bread and by real honest to goodness clean and courteous service. You only have to try their methods for a few months and prove the correctness of my statement to your own satisfaction.

One of the most common errors I find is the baker who calls on us for help and then asks us to produce a loaf the same as the strongest of his competitors, only we should make it twice the size with the same weight of dough or even less and a pan about 5 to 10 percent larger. We can no more do the impossible than you or anyone else. If we are fortunate enough to convince him that it cannot be done and then tell him the different ingredients he must use, the care he must take with his doughs and then tell him the equipment he should have to produce such a loaf he politely or otherwise tells me that he believes we are recommending these different changes for our own benefit and don't know what we are talking about and he knows better. Yet we have many, many bakers who baked only 3 to 4 hundred loaves when they called us in on their trouble cases and they are now baking 3 to 4 thousand loaves, it only proves what corrected errors can do for you if you follow corrected methods which I have found worthy to recommend. Only within the last few months I called on bakers and found that they thought their city was no city for coffee cakes as they were baking only 60 to 75 on Fridays and with different methods these same bakers are now baking 600 to 700 on Fridays. Some bakers were baking 200 to 300 dozen sweet rolls and are now baking 400 to 600 dozen sweet rolls, some bakers baking 50 to 100 dozen fried cakes are now making 300 to 500 dozen fried cakes. Some bakers said they could not sell Danish pastry and are now making 75, 100 and even 300 dozen Danish rolls and 75, 100 and 300 yes, even 500 Danish coffee cakes. Don't make the error and say it cannot be done, but knuckle down to business and do it. But now let me tell you there are many bakers who had the same trouble and got the same help and they will tell me how well pleased they are with all that was done for them and they write a nice complimentary letter to the company and then in a few days they are back in the same old rut and the same old errors and some even tell us that we sure showed them how to make nice, good and better goods than they had, but they don't like all the care and work it takes to get these results, or they have not enough time to do it so carefully. Sooner or later we generally learn that these bakers are out of business or want to sell out, and of course, they blame everything—me, the company I represent, but forget themselves who are the only ones to blame; they blame me and my company for not doing the impossible but not themselves for not doing the possible. Gentlemen, it is sometimes difficult enough to correct errors, but how much easier and more beneficial it would be to both of us to have real co-operation. It would make the work so much easier and be so much more pleasant.

### Guess Work

The demand for the impossible in making a quality loaf is the gravest error of all errors and is mostly due to lack of knowledge on fermentation.

The error of guessing temperatures of doughs causes no end of grief and trouble, and if I had all of the money that is spent in sending out a demonstrator on trouble cases and then only tell the baker to run the doughs 78 degrees F. instead of 85, 87, or 91 degrees, I could own a million dollar home, and have a private yacht, cross the ocean any time I please and have several autos and chauffeurs. Men, all of this trouble and money could be saved by the investment in a good thermometer which costs $2.75, or you may spend more, if you care to do so. Buy one and see to it that it is used correctly. You will get more benefit out of this small investment than any other small investment you can make for your dough mixer. There is not a single dough room man who can make a dough of the same temperature every batch or every dough, unless he uses a thermometer. If your doughs are started wrong it is almost impossible to get the good uniform quality loaf, you must make to get, to gain, and hold business.

### Errors in Mixing

That is the only way to get big, bigger than the biggest baker in your territory. The error in mixing is mostly caused by not dissolving your ingredients properly and not mixing long enough. If you use dry milk surely it should not be used dry with the flour, it should be very thoroughly dissolved for one hour or so before you use it, it is better than 2 to 5 minutes which is so often the case. After all the ingredients ad all the water which you don't need to dissolve your yeast, then the flour, then the yeast, and last the shortening. Please remember about the shortening as this will make a better dough than to add it at first or before the flour and it will make you more money as your absorption will be a little greater. Only less than a year I was in a large bakery which made on the average of 112 doughs per day and which was using the lard before the flour and the superintendent did not know it. I changed this error and added three pounds more water to each batch and still got a dough firmer than theirs a gain of about 200 loaves per day or $20 to $22. It is not too long to mix a dough 20, 25, of even 30 minutes in a slow speed mixer and about 10 to 15 minutes in the higher speed mixer. Your dough is best if it comes out of the mixer at 78 to 80 degrees F. for time doughs and 87 to 90 degrees F. for no-dough-tome doughs. Overloading a mixer is another error that pays poor dividends and is found quite frequently. It is much better to mix a 1½ barrel in a 2-barrel mixer than 2 barrels, 2½ or 3 barrels. Too big a dough for your oven is a very bad mistake. If you aim to make quality bread, you can only have fair bread and never good when you make too big doughs. Either the first, the middle or the last may be good. It all depends when you take your dough. You will never build a big business and hold it on such a system or method. My advice is if you are guilty of this error, cut it out at once and make a dough for each oven or two ovens if you have them. You will soon see the good results in increased business.

Now, the errors in punching or folding doughs of the time dough type. Many arguments may come up on this question. But please let me finish with my talk and then you may have many or no arguments.

### Why Is Dough Folded?

Why do we punch or fold doughs? Well, gentlemen, I don't expect you to answer this now, for we possibly would spend many hours on this question which we have no time for, but why does the farmer cultivate his corn when it begins to grow? All of you could tell me that; and yet none of you are farmers. Now, why do we punch or fold a dough? All of you should be able to tell me this, and yet only a few are able to do so. What a deplorable and sad situation. Should we not at least know as much about our doughs as the farmer about his soil? Surely, men, we should.

We punch or fold dough so the bacteria won't develop and overpower the yeast in its work of conditioning the dough, the gases are expelled that are harmful to yeast life and we incorporate new air which the yeast must have as it is an arobic plant and the yeast has a chance to develop its nuclenic acid and defend itself against its arch enemy, bacteria. Nuclentic acid might well be called the prespiration of the heart of yeast while it is doing its good and faithful work in conditioning the dough for you. You should know


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Fleischmann's Yeast is the soul of bread—the primary cause of bread flavor. And flavor is the biggest selling point of your loaf.

How important it is, then, to use Fleischmann's Yeast and plenty of it. Practically every baker does know how important it is and uses Fleischmann's Yeast because it is so perfect, so uniform.

FLEISCHMANN'S YEAST
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more about it then you would appreciate its wonderful work. When and how often to punch a dough depends entirely on what kind and size of bread you are aiming at. And men, right here I wish to say, that all bakers who wish to, or expect to follow the baker's profession should at least buy some good books on baking and take a short course in baking even if it is only a home study course. Study both faithfully and carefumlly and get at least the most common ways and wherefores which are so important—or much better is a combination course of home and part residence course which costs so little when you think of the many benefits it gives or has for you. And then there are four and six months' courses for those of you that have more time and wish to spend more money. All are good.

Men, it does not benefit me if you take up these studies or not. I will live just as long if you don't do so, but I sure would be happier if you took more interest in your business and profession as a baker.

### Sifting

I graduated from 5 of these different courses and schools of baking and milling and have nearly every book ever written on baking in America and many of the European books. Now I am just to take one of some kind of a baking course would be of a great benefit to you. Surely it makes you love your trade and work more than ever before and you will get ever so much more joy and pleasure out of your work, you will get 100 per cent more good out of reading your trade journals and trade books and you would be able to appreciate the analysis of ingredients you use, such as flour analysis, etc. Now sifting flour is another error, and there are hundreds, yes thousands who never sift it. Only last Friday, when a baker told me that a friend of his had brought back one of his nice loaves of bread very offensive with a foreign substance baked in it. This baker enjoys a nice business of about 3,200 to 3,500 loaves a day, and it sure is quality bread. He has a very clean bakery and you would not expect an unfortunate thing could happen in his place. Men, sift your flour; there are various and serious things that may happen if you don't Sift it and get a better loaf and avoid trouble. There are many errors in storage and ingredients.

### Flour Storage

Many times we find flour stored in an old shed where dirt an dust is blown in by the wind, or near the oven at a temperature of 125 to 150 F. or packed in a room above the oven where the floor has a temperature about 130 degrees or more. All these different ways mentioned above are very detrimental to uniform bread.

The best place to store flour is in a room of 70 to 75 degrees temperature and have a few inches of air space between each row of sacks and leave it about 6 inches from the floor to give a perfect circulation of air and this will keep flour in fine condition. If you have money and space, truck platforms are fine for flour storage; they save time and money.

Yeast is one of the most important ingredients in any bakery and should be kept in a clean, cool place of about 40 degrees to 45 degrees and packed so that you have at least one-eighth of an inch of air space all around each pound. We often find it stored in a room of 80 degrees to 100 degrees and all close together, which is very detrimental to yeast and uniform results. A very serious error is often made in buying ingredients by price, which should never be done. You must buy quality goods of such companies who make it a point to sell quality goods only at a price that they may see you prosper and prosper with you.

### Wrapping and Packing

Another serious error where often disastrous results follow is wrapping warm bread or cakes. Six hours after a warm loaf is wrapped it is beginning to show signs of deterioration and in 12 to 15 hours may have developed rope or an odor that is very offensive and may put you out of business. You must arrange your baking so that the bread will be perfectly cool when it is being wrapped. Many a perfect day's bread has been spoiled by being wrapped while still warm.

The error of packing bread, too many in a box, is another serious one and causes a lot of loss in business, as the crumb will separate from the crust and mean that your customer who gets a loaf like this is very apt to buy another kind of bread from your competitor.

Now, men, all that I have said was said in a spirit which should be of benefit to you, and I sincerely hope you may think of me and what I said with this in mind. These are a few of the errors that I have observed in my 36 years as a baker, and I do hope that each one of you will get some help and benefit out of this simple talk.

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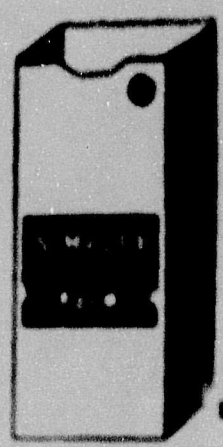

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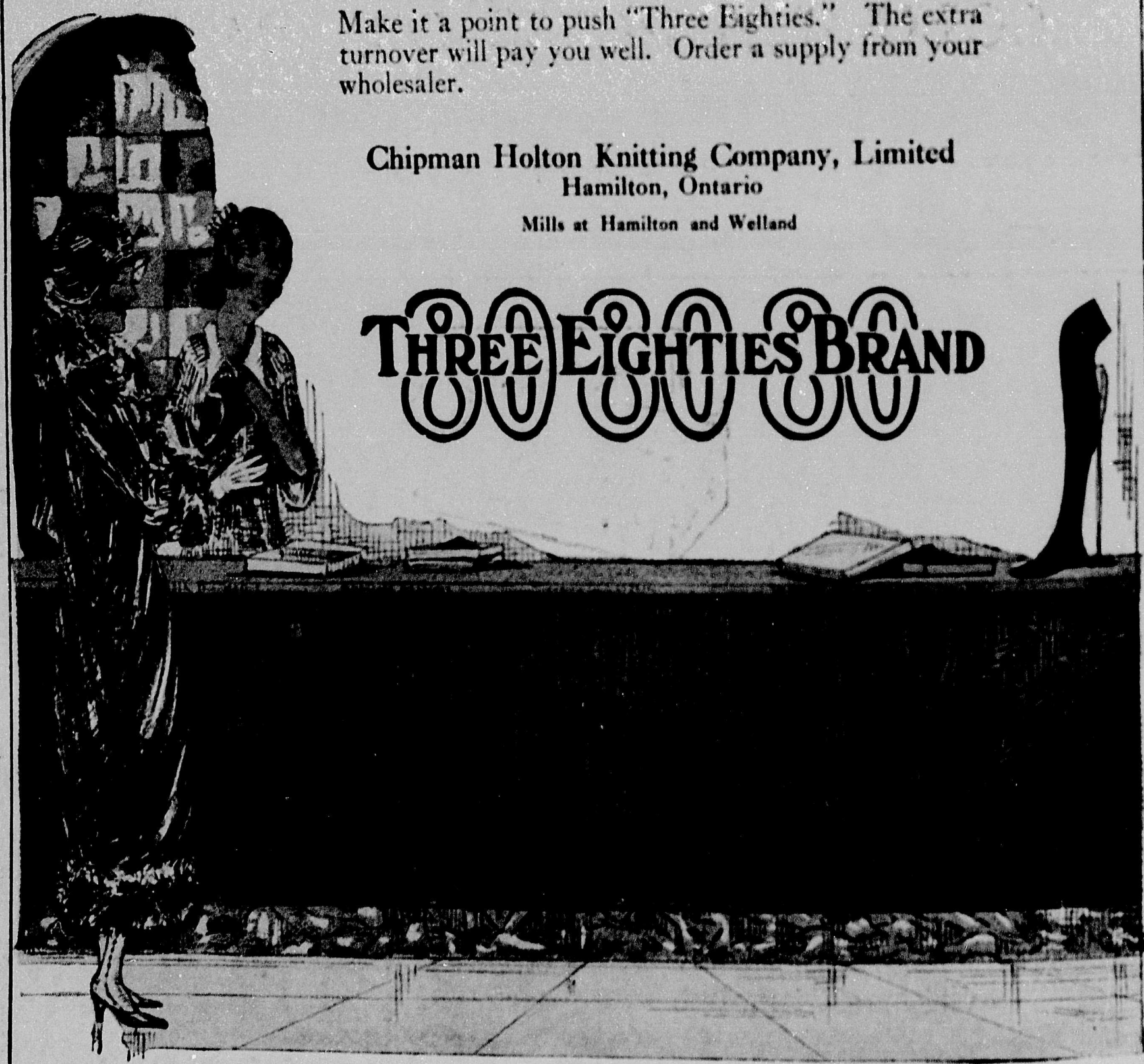
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