THE BRITISH COLUMBIA

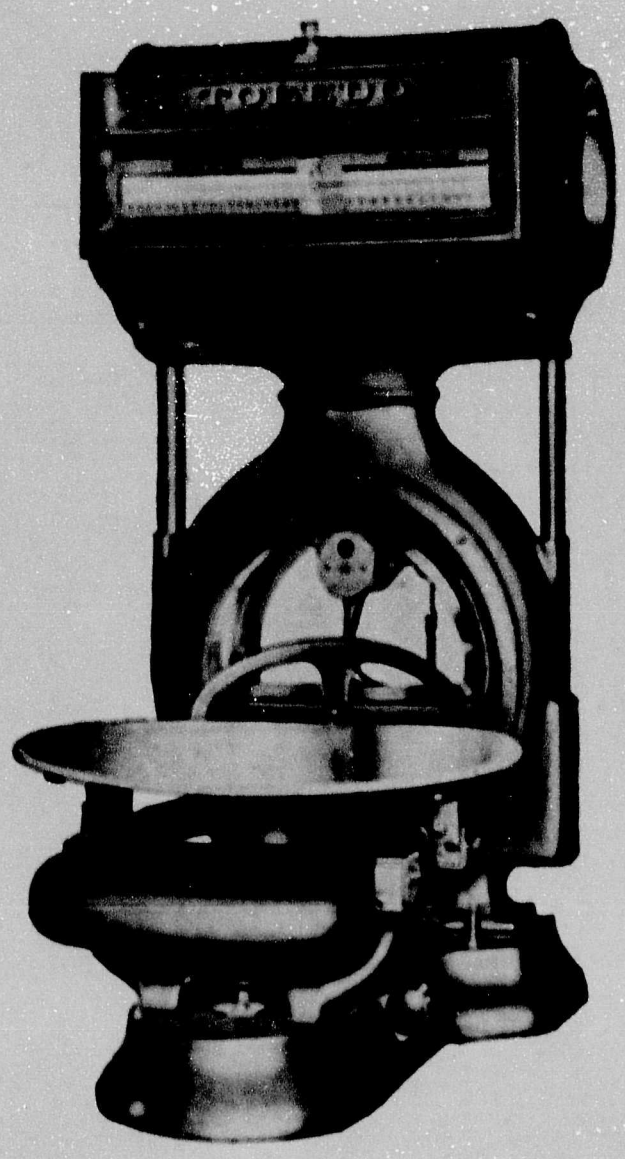
RETAILER

VOL. XVI. No. 10.
Vancouver, B. C.

JUNE, 1924

20c per copy; $2.00 per year.
Sixteenth Year.

Can You Afford to sacrifice accuracy ?



"A Hair Perhaps Divides the False and True"—and yet the merchant who uses a **Toledo** knows that even the "hairsbreadth" in accuracy is achieved with every ounce of goods he puts on his scale.

An accuracy maintained **permanently** over the long years of use, an accuracy that **cannot** become impaired through changing temperatures, or springs which lose their resilience, **Toledo Scales** weigh by gravity alone, weight against weight, **honest** weight always.

And that hairs-breadth of **in**-accuracy—just as the drop of water wears away the hardest rock, so will the constant drip of over weights wear away your profits.

Protect yourself, customers and reputation by using **Toledo Scales**. Write for full details of models, prices, allowances on old scales and easy payment terms.

Canadian Toledo Scale Co. Limited

Head Office and Factory

Windsor, Ontario.

Sales Office and Service Stations Throughout the Dominion.

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TOLEDO SCALES

NO SPRINGS—HONEST WEIGHT

"STANDARD" PAPER BAGS—3 GRADES

We Manufacture and sell
the following "Standard"
Paper Bags

"MANILLA"
"LIGHT KRAFT"
"HEAVY KRAFT"

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

THEY ARE

actually Stronger, Tougher
More Pliable, Most Economical
Most Satisfactory

It Pays to Use the Best—They Cost No More

J. C. WILSON, LIMITED

Manufacturers of
PAPER BAGS. WRAPPING, TISSUE AND TOILET PAPERS.
for Wholesalers and Retailers.
1068 HOMER STREET, VANCOUVER, B. C.
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MAKE BIG SALES BY FEATURING

CROWN OLIVE

Manufactured
in British
Columbia and
Guaranteed by

"The
Perfect
Toilet
Soap"

THE ROYAL CROWN SOAPS, LTD.

VANCOUVER, B. C.

PICNICKERS, CAMPERS AND COTTAGERS

Buy Them in Half-case Lots

These firm fresh Canadian Sardines sell quickly because they are wholesome and economical. They show a big profit. Feature them in your window today

BRUNSWICK BRAND

Selected firm sardines packed in pure salad oil. The lowest priced sardines on the market and the highest in food value.

JUTLAND BRAND

Meaty, flavorful Canadian sardines packed in pure salad oil. Key-opening tin in stout carton. The camper's favorite.

GLACIER BRAND

The choicest Canadian sardines. Selected and graded tiny fish packed in pure olive oil. Conners finest quality. Inexpensive and dainty. Key-opening tin.

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

QUAKER Brand Peaches

Have a Generous Stock on Hand

Quaker Peaches are being persistently advertised just now in your customers' daily papers. Stock all you can. Quaker Peaches are Quality repeaters.

Halved or Sliced.

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

Sell B. C. Products

Sell B. C. Products

Wild Rose Pastry Flour

MADE IN VANCOUVER

Vancouver Milling and Grain Co.
LIMITED

Head Office and Mills: Vancouver, B. C.

PICNIC TIME ---means more Bread!

PICNIC time is here! At this period of the year mothers are taking the kiddies to the parks and beaches. This means sandwiches — MORE BREAD!

Our consistent advertising means that your customers will accept SHELLY'S 4X BREAD—every customer that comes in for a loaf is a potential customer for other goods.

SHELLY BROTHERS

VANCOUVER VICTORIA
NEW WESTMINSTER NANAIMO

WAFFLE BRAND FANCY TABLE SYRUP IS EXCEPTIONALLY GOOD.

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

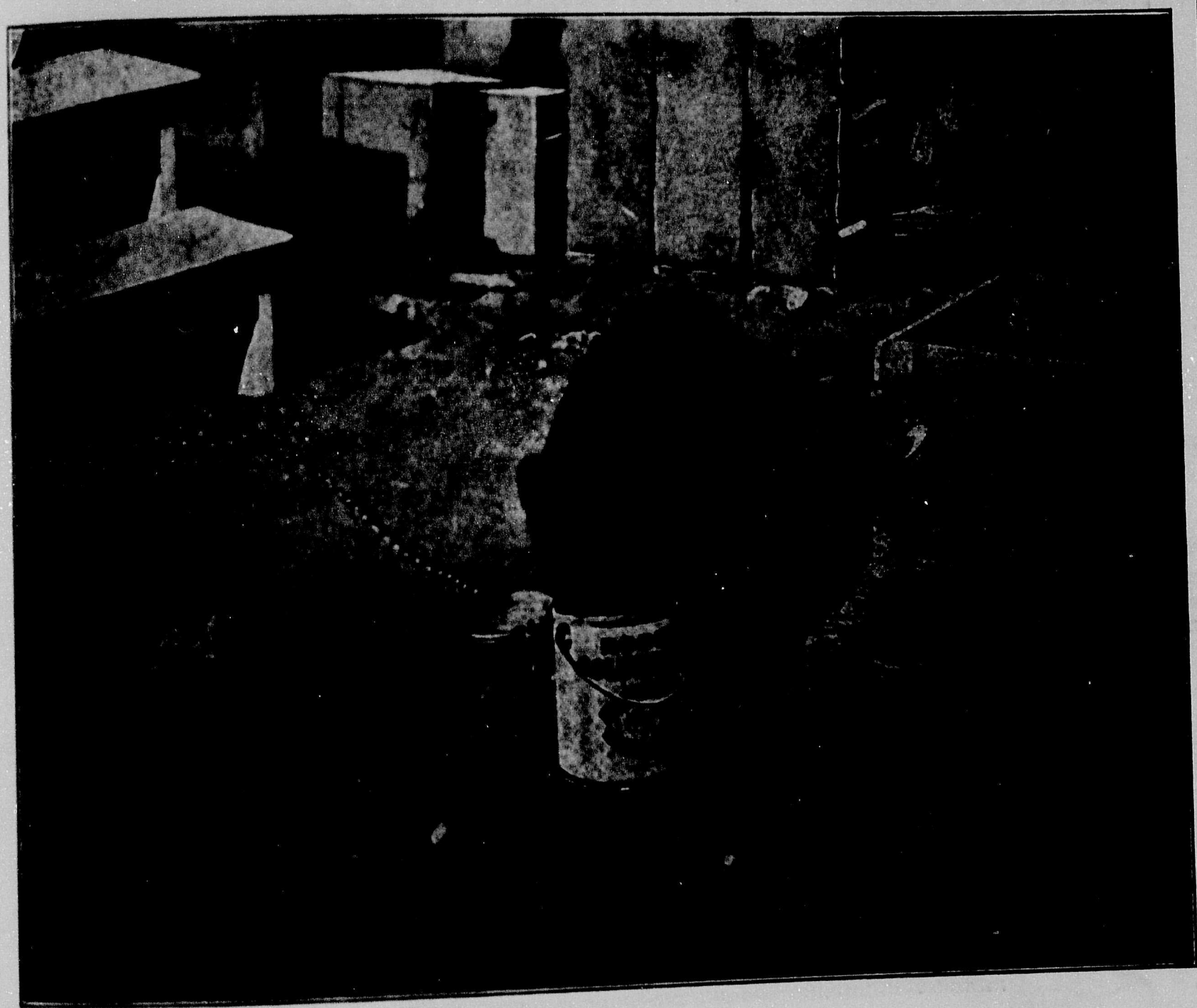
Kelly Confection Co. Ltd.

1100 Mainland Street VANCOUVER, B. C.

Advertised continuously

The BEST KNOWN & MOST-CALLED-FOR BRAND OF CANNED FRUITS, VEGETABLES & FOOD SPECIALTIES IN ALL THE WORLD

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.

Are You Above Average?

A conflagration here would show that our citizens and business houses are insured to but 50% of their actual assets in buildings, stocks, fixtures, etc.

How long is it since a survey was last made of your properties? Are you prepared for a conflagration should one occur tomorrow?

Half prepared is unprepared.

Our experience and services are at your disposal to secure complete coverage.

The Sign of SAFE Insurance

BRITISH COLUMBIA GENERAL AGENTS
ALFRED W McLEOD LTD
AT YOUR SERVICE ALWAYS
THE INSURANCE MEN
NEW WESTMINSTER & VANCOUVER, B.C.

924 Hastings Street West **Vancouver, B.C.**

The ST. LAWRENCE LINE PAPER BAGS

Made in Canada—from Canadian Papers

"SIMPLEX" - Light Manilla
"MAPLE LEAF" Light Kraft
"LION" - - Heavy Kraft

A Bag suitable for every kind of Merchandise—
Made by St. Lawrence Paper Bag Co.

SELLING AGENTS FOR B. C.

COLUMBIA PAPER CO. LIMITED

CARRY LARGE STOCKS IN VANCOUVER AND VICTORIA

The BRITISH COLUMBIA RETAILER

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

Published Monthly. SIXTEENTH YEAR

GENERAL MERCHANDISE
GROCERIES, DRYGOODS,
HARDWARE, FOOTWEAR.

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

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

SUBSCRIPTION RATE: Two Dollars Per Year, payable in advance.
Advertising Rates on Application.

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

Telephone Sey. 3861
Editor, J. S. Morrison

Cable Address—Shipping—All Codes
W. N. Code, Business Manager

Entered at Ottawa as Second-class matter

Vol. XVI. No. 10. JUNE, 1924. Vancouver, B.C.

Secretaries, Representing the following Branches R. M. A.

Agassiz	W. A. Jones.
Armstrong	G. H. Smith.
Chilliwack	A. Knox.
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UNNATURAL OVERHEAD.

Any increase in the number of manufacturers naturally causes manufacturing concerns, not only a loss of service through that increase, but they also suffer by, and through, the direct competition of their distributors.

The manufacturer is therefore forced to do more and more detail work, to see the trade more often, and create the greatest possible demand through publicity.

It can be readily seen that the services of the manufacturerer's specialty salesman are of the greatest importance. The specialty order means a great deal to the manufacturer. It has cost much to secure, and this cost is increased considerably if it does not reach the retailer's shelves. It is unfortunately true that the specialty order system offers opportunities for unfair practices. Such can, however to a large extent be controlled by the co-operation of the jobber, if he will work with the specialty salesman with that object in view.

The manufacturer in the interests of the consuming public, as well as his own success must regulate his trade discount in accordance with a sound distribution policy. He can neither recognise the overhead cost of a distributor seeking an unnatural volume, nor one who goes beyond his economical territory of business. Neither can he recognise the overhead of those who have become competitors.

On every hand we see distribution exploited in the economic home market, often without salesmen, without credit, without delivery, and last but not least without private brands. It is interesting to compare the cost of doing business in this manner with the volume-seeking jobber who goes beyond his natural economic territory.

Volume is not the panacea for all ills. Those who increase their volume at the expense of profit, are the ones who importune the manufacturer the most frequently.

The manufacturer cannot comply, for were he to do so, he would but encourage a still greater effort in the everlasting volume chasing game, and endanger the existing trinity in trade.

HOW R.M.A. COULD HELP STORES INSTAL BETTER SYSTEMS

In connection with recent articles which have appeared from time to time on the value of independent audits, an Ontario merchant who has made a study of retail business methods makes the following assertion:

Not more than 10 per cent. of the merchants of Canada know their financial standing oftener than once a year. This means that there is a possible 90 per cent. which depends on the yearly audit alone. Of this number there is still a large percentage which have not even a yearly audit.

Less than 5 per cent. of the merchants of this country departmentalize their stocks and the accounting of them. This applies to all types of retail merchandise where there is a possibility of division into departments.

Yet auditing alone will not cure the ills that exist. It is just a case of starting at the wrong end to make the business right. There is the point, too, that a large proportion of merchants cannot afford the expense of an independent audit, which is the only one worth while.

There should be some way in which merchants as a body could solve the problem of accounting. The merchant believes that the Retail Merchants' Associa-

tion is the logical medium for such an undertaking. He suggests that they arrange a plan whereby the association could maintain a staff of one or more accountants experienced in simple, practical office and store systems and extend this plan so that merchants may be able to engage such help at reasonable cost to instal systems suited to their own business.

Dry-Goods Review.

GROCERIES & PROVISIONS

GENERAL BUSINESS:

The retail grocery business continues about the same as during the past two months, and the general influx of new residents and tourists will put some impetus into retail business during the summer months. Summer camping centres are making preparations for a bumper summer business, which will start in earnest with the commencing of school holidays the latter part of June. Other out of town points report the prospect of better business this summer. Bumper crops are anticipated in all agricultural centres.

The general shutdown of logging camps along the coast as well as interior centers, is having some effect on wholesale business. The quiet lumber market and the extreme fire hazard has caused a more general shutdown this year than is usual. This condition will probably continue until fall.

Retailers should take note of the fact that the preserving season is just commencing and make plans accordingly. A well assorted stock of fruit jars, jar rings, caps and lids is most essential in order to secure a legitimate business.

Sugar—The general downward trend in the price of this commodity since our last issue, was not altogether unexpected, and if retailers had followed the advice given in our last issue instead of buying heavy on the advice of the jobbing trade, they would have been money in pocket. The price of $8.00 per 100 pounds is the lowest quotation on sugar for many months, and is accounted for by the very heavy production this year of both can and beet varieties which is the heaviest on record.

The preserving demand during the next few months may have a steadying effect on prices. In the meantime our advice is to still buy cautiously at least until such time as the outlook is a little brighter.

Jam—It is expected opening prices on 1924 pack jam will be named during the next few days, indications are that they will be much lower than the opening prices of a year ago. Probably about $8.50 per dozen for the popular varieties. It is doubtful if the prices named will hold throughout the year, the impression seems to be that they are too close to the cost of production. Contrary to the usual custom strawberry jam this year will be one of the cheaper varieties.

Canned Vegetables—The local situation on canned peas and corn is very acute. Supplies are practically exhausted and prices have advanced a further 10 cents per case since a month ago. New pack peas of course should be ready for delivery early in July. 1924 pack B. C. spinach is now ready for delivery. Prices are in line with the California product being considerably lower than last year.

Canned Fruit—Sales on all lines of canned fruit are very satisfactory. April, May, June and July are the best selling months for canned fruit, being just before the fresh fruit reaches the market and after the housewife has consumed her supply of home canned stock. It is very problematical as to what prices will be this year. Berry fruits will probably be lower than last year, while peaches, pears and apricots will most likely be higher.

Cereals—The price war on cornflakes is still in effect and is certainly not good for business. One wholesaler is reported to be selling cornflakes at less than the cost. For the good of both the wholesale and retail trade it is to be hoped that this situation will soon be adjusted.

White Beans—The market on white beans remains steady, the popular price being $3.80 per sack of 100 pounds. No lower prices are expected. Split peas are down ¼ cent to 5½ cents on sack lots.

Canned Fish—Mr. Farthingham of Connors Bros., Black Harbor, New Brunswick, was a recent visitor in Vancouver. He announced several improvements in the packing of sardines by his firm. The quality of this "Brunswick" brand will be very materially improved and the tin will be equipped with a key opener. He also announced improvements in other brands packed by his firm. Mr. Farthingham during his visit also mentioned the fact that the pack of his firm last year amounted to 15 million tons and during the height of the packing season amounted to four car loads per day. Norwegian sardines are scarce and high, and the well-known King Oscar Brand is unprocurable until the new pack arrives about September 1st. It is to be hoped that the patriotic retail merchant will take a keener interest in our domestic pack.

PRICE MAINTAINENCE

Idea Strongly Favored by B. C. Branch R.M.A.—Organization assists local plant in distribution of product to retail trade.

For the furtherence of distributing goods on the maintained price principle, the R.M.A. is ready to give every assistance to local manufacturers in good standing who desire to avail themselves of the plan.

Many reputable firms have already adopted this system of marketing their merchandise, and announcement is made by Jos. T. Crowder, Dominion representative of the Association, that the latest convert is the Royal Crown Soaps Limited, who have decided to distribute a certain product of theirs to the grocers and druggists of this Province at a set figure. The price decided upon gives a fair profit to the retail merchant and manufacturer alike, and the consumer is assured of a reliable article at a regular set price.

Any manufacturer can legally adopt the maintained price system, and there is nothing in the Combines

Bill which will prohibit his doing so, provided his action does not operate to the detriment of the public. Mr. Crowder has interested himself in this regard to the extent of writing Premier MacKenzie King, and a personal telegram from the prime minister contains the wording:—

> "There is nothing in the Combines Bill which makes fixing a common price or a resale price illegal. Whole offence lies in action being such as to operate to the detriment of or against the interest of the public."

Druggist and grocery stores throughout the province are being supplied with "Witchazel" soap manufactured by the Royal Crown Soaps Limited at a maintained or set price of 25c for three tablets, and the Retail Merchants' Association are willing to lend their assistance to other manufactures desirous of adopting the plan, provided of course that the goods measure up in every degree to the imported article.

PREDICTS A MILLION TONS SUGAR SURPLUS.

Federal Sugar Ref. Co., Says Record Cuban Crop Will Total 4,050,000 Tons

New York, June 12.

There will be a surplus of 1,364,854 tons of sugar (refined basis) available for the United States between now and next October, predicts Federal Sugar Refining Company as a result of a careful world survey just completed. As a result of this prospect, sugar prices have steadily declined, raw sugar reaching the lowest point since 1922. But despite several drastic reductions, demand has been restricted and buyers have purchased only for immediate needs, being doubtful about future prices.

The Cuban crop will reach the record total of 4,050,000 tons, according to the latest estimate of Federal's representative on the island. This will leave available 1,880,951 tons of raw sugar for the United States until October 1. Adding the balances available from Porto Rico, 141,060 tons; that from Hawaii, 305,630 tons; from Philippines, 149,547 tons, and 2000 from Virgin Islands and 15,000 tons of full duty sugar to the refiners' and importers' stocks of raw now on hand, makes a total available of 2,761,140 tons. Deducting exports and meltings for the domestic trade (on the same basis as last year) the total available September 26 is estimated to be 1,364,854 tons of refined sugar.

Stocks in Cuba are over a half million tons more this year than at the corresponding date last year. The estimate as of May 24, including sugar at planations, ports and in transit to ports total 1,724,616 tons, against 1,179,847 tons at the same time in 1923, an increase of 544,769 tons. Despite reports of revolution and strikes in Cuba, buyers have apparently realized that a huge carryover is inevitable and prices must stay in line with conditions of supply and demand.

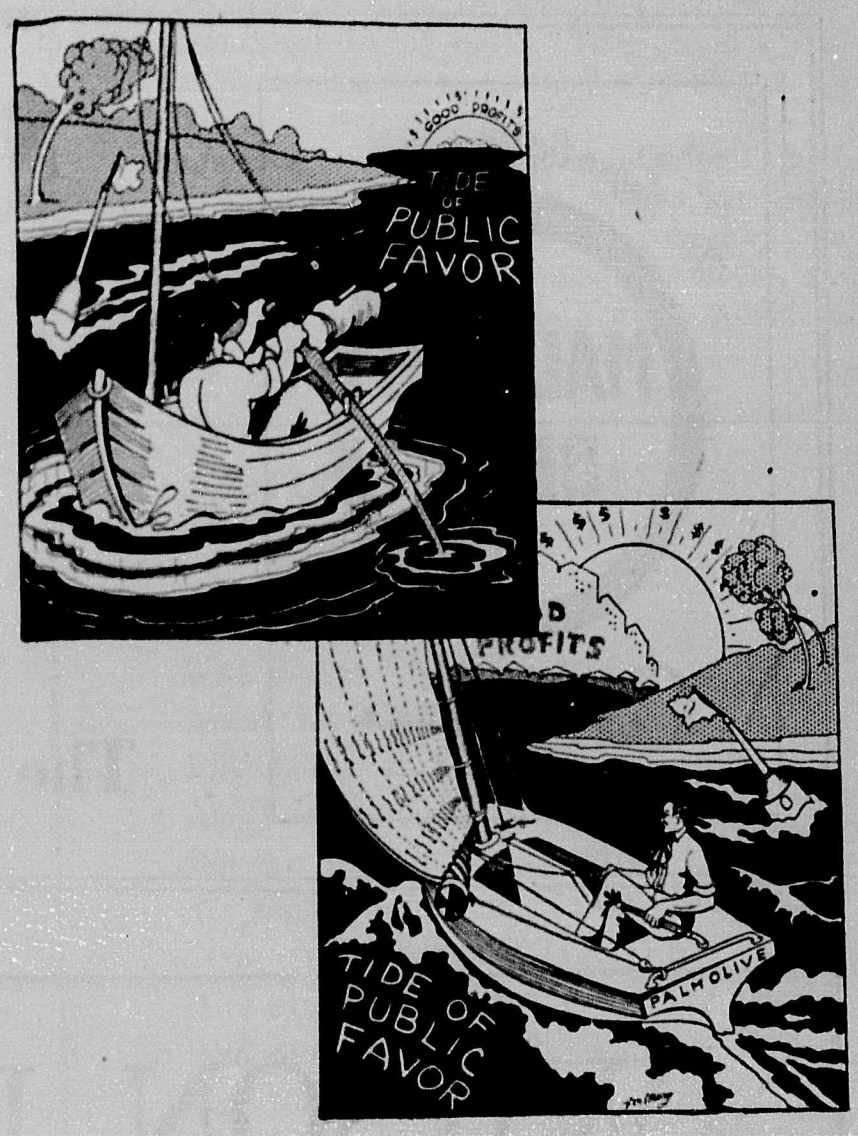
FRUIT FROZEN IN THE CAN—AN OPPORTUNITY FOR A NEW SUMMER BUSINESS.

A mid-summer campaign on canned fruits? Enough to make any grocer wonder! But here is a campaign based on a new idea that promises to make canned fruits as indispensable in hot weather as they are in winter.

Thirteen million women in the United States and Canada are being reached by a special DEL MONTE advertising drive this summer. They are learning how easily and economically they can have the most delicious fruit ices and frozen salads imaginable, simply by freezing DEL MONTE Fruits right in the can.

This advertising will appear in a big list of women's magazines and the Saturday Evening Post during June, July, August and September. In Canada alone these magazines have a combined circulation of over 500,000. Full color pages will illustrate many delicious frozen dainties. They will show by word and picture how these and similar dishes may be prepared without a freezer, without stirring—in fact, with an ordinary bucket as the only utensil.

Here's the story. Just pack a can of DEL MONTE Fruit in an ordinary bucket, with equal parts of chopped ice and



Sail With the Wind

Sell What Customers Want—
Not "Something Just as Good"

Customers like one thing and dislike another—fairly or unfairly. Every brand of merchandise in a store has its "knockers" and its boosters.

A widely advertised article may repeat from 15 to 20 times a year and gain for the retailer 15 to 20 profits—while an unknown brand sells once or twice and then "dies in the dealer's arms."

The leading brands sell themselves. Slow-moving stock needs tons of personal sales work.

If you sail with the wind—if you satisfy the public's demand for the well-known, liked products—your business goes along smoothly, without customer-clerk squabbles when "something just as good" is to be sold. And the rapid turnover of the popular product totals a tremendous income when checking-up time arrives.

It is usual for the average dealer to handle from 8 to 17 brands of products like toilet soap. An accurate check-up has proved that only 3 of these brands are leaders. These 3 attract 85% of the soap trade, and turn over 17 times yearly!

The 5 to 14 remaining brands turn over but once a year.

The 3 toilet soap leaders have no sales-resistance. They are well known, well advertised and well liked. They "sail with the wind." Palmolive Toilet Soap is the *leader* of the leaders. 2464

"The House Behind The Goods"

MALKIN'S BEST

Coffee

NOW IN STOCK

The New Key Opened Can

WILSON BROTHERS

Established 1890

Our Motto is "SERVICE"

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

ECONOMY

to deal with us

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

Wholesale Grocers

SHAMROCK BRAND

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

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

YOU CAN RECOMMEND SHAMROCK BRAND.

P. Burns & Company, Limited

VANCOUVER CALGARY EDMONTON

coarse or ice cream salt in layers. Forget it for about three hours. Then take out the can, dip it for an instant into hot water, punch an airhole in the bottom, open the top—and there you have it. As refreshing a treat as ever tempted hot weather appetites.

It's the uniform high quality and even consistency of all DEL MONTE Fruits together with the fact that each DEL MONTE Fruit is packed in just the proper richness of syrup to make it congeal smoothly, that make it possible to freeze these tempting ices so successfully right in the can. This, plus the fact that the frozen fruit idea is being given all this publicity by the California Packing Corporation, makes this distinctly a DEL MONTE idea, and a DEL MONTE business builder. The grocer, therefore, who wants this extra business to come into his store, owes it to himself to look up these advertisements and explain the frozen fruit idea to his customers.

The campaign illustrates forcefully the type of work which is being done all year round to make DEL MONTE products easiar, steadier sellers for every grocer.

THE SMALL STORE IS ECONOMIC.

LELISLATURES should make the dissemination of certain pernicious economic fallacies a misdemeanor, punishable by fine or imprisonment, or both.

We have in mind, particularly, the theory that the big store is more economic than the little store. No economic theory actually sends more people to the big store, more orders to the distant mail order houses, than does this one. The logic of the thing is that, through great buying power, the big business can buy at lower prices than the little business. Ergo, it can (and does), undersell the little business.

It is doubtless true that the big store frequently does buy at lower prices than the little store—though the increasing practice of selling to all dealers at one price, irrespective of quantity purchased, is growing. The major error in the reasoning is in the assumption that because the big store underbuys, it necessarily can undersell. Investigations by impartial agencies, continually brought to light, reveal many directions in which the small business is more economic than the big business. Many of its costs are less.

It has no big supervision salaries to pay. Its rent is sually less, in proportion to business done. The proprietor looks after credits, buying, advertising—and then has time behind the counter. There is no suspicion that, in the volume of business attempted, the small store presses against the law of diminishing returns. Convenience is of tremendous economic significance in retailing; the present system of numerous scattered small stores has developed in response to the demand that the retail store be at the most economic point between the jobber or source of supply on one hand, and the consumer on the other. There is room for some big stores—for an infinite number of smaller stores.

Statistics show that, for several years now, there has been no appreciable increase in the number of department stores, nor in the number of retail mail-order houses. The fact of the matter is that the cities of the country will support a very limited number of department stores. The same is true of mail-order houses.

A very cursory investigation will prove to any skeptical, but fairminded person, that little stores actually do compete with the big stores and the mail-order houses. Get the big store man to talk frankly in confidence, and in a surprising number of cases he will tell you "the competition of the little fellows, who have hardly any rent, and no big salaries," is one of his biggest problems.

The bad feature of the situation is the false economic doctrine which receives such wide dissemination and acceptance. Big business is not necessarily more economic business than little business. In retail trades, little stores occupy as sound, in some cases sounder, economic position than the big stores. They are in a position to distribute exactly as economically as the big store.

A too large section of the public falls for th half-baked logic of amateur or interested economists. Teach the public that the little store really can and does compete with the big store, and the mailorder house, and you will send to the small stores a great volume of business that properly belongs to them.

COCHRANE'S COMMENTS.

On Politics.

Say, Mr. Editor:

What do you KNOW
About this Provincial PARTY?
I live in the tall TIMBER
And I don't understand POLITICS
But this is how it looks to ME.
We had a government of CON MEN
(Con stands for conSERVATIVE
And conversation about conSERVATION
And contemptous conDUCT
And conversion of ASSETS)
And I thought they were LOOTING
The province's RESOURCES
And not giving me my SHARE.
So I threw them OUT
And put in Honest JOHN
And a bunch of LIBERALS.
Liberal means GENEROUS
But they weren't generous to ME.
Also it means FAIR MINDED
But oh, you Agricultural JOURNAL
They filled that paper with LIES
And cowardly INSINUATIONS
About all MERCHANTS
My good friend OSCAR
(Yes, he has some BANANAS)
And Mr. IMPERIAL
Who sells oil and GAS
Got off pretty EASY
But the country STORE
Came in for a KNOCK
On every PAGE.
"The storekeeper does NOTHING
For all the money he GETS."
That's the sort of MUD
They kept throwing at ME.
And they stirred up the FARMERS
To ruin my BUSINESS
By bonussing their INSTITUTES
With money they took from ME.
As for this new PARTY
I don't know anything about THEM
But I think I'll TRY THEM
Because
THEY CAN'T BE WORSE.

90 per cent of

STEVENSON'S QUALITY BREAD

IS SOLD BY
RETAIL GROCERS

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

Phone Fairmont 227

VANCOUVER, B.C.

SOUNDS GOOD!

Prime "Canada Approved" Beef cooked in beef gravy with potatoes and onions and other vegetables. This is

CLARK'S
Canadian Boiled Dinner

Women appreciate this labor saving savoury dish.

Selling it is just one of the many ways in which the Clark Kitchens will help you to more sales and larger profits.

W. CLARK, LIMITED, Montreal

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

Braid's Best COFFEE

The proper Coffee—
Expertly blended—
Sealed tight—

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

Built in sections for
GROCERIES, MEAT STORES
RESTAURANTS, HOTELS
Refrigeration Machines for all Purposes
The only ice machine manufactured in Canada

LINDE CANADIAN REFRIGERATION CO., LTD.

Vancouver Branch: 500 Campbell Ave.
Phone: High. 822 VANCOUVER, B. C.

Established 1899. Phone: Sey. 3213

J. W. BERRY

198 HASTINGS ST. W. VANCOUVER, B. C.

BULK TEAS

I offer for sale

(100 lbs. nett) 200 Chests Indian BroPek 46c Duty Paid.

(100 lbs. nett) 150 Chests Indian BroPek 48c Duty Paid.

This is a favourable offer; there is no better value offering at the present moment.

It pays you to give time and thought to your Tea Trade.

The public will pay you a fair price for a good article and they will recommend the Tea and this will increase your trade.

I am proud of having helped keen and progressive traders to obtain a Tea trade and have accomplished this by supplying Tea of tip-top quality.

I am doing a good business. Merchants find I treat them well and help them to secure and retain valuable custom.

Frequent Inventories Mean Faster Movement

Success is won only by thorough knowledge of Stock

By A. M. BURROUGHS,
Accounting Specialist, Burroughs Adding Machine Company.

THIS is a good time to take stock again. The inventory figures which you had to get for your income tax return last winter are out of date to-day as leg-o'-mutton sleeves.

Many merchants inventory their money in the bank every day and inventory their merchandise once a year. Queer kind of logic, isn't it? Which ought to require more attention—$1,000 in the bank, or $10,000 on the shelves, floors, and in bins? Pretty easy to answer that question. Yet a lot of merchants dodge the question completely, and content themselves with a single annual inventory.

One of the most important things about merchandising to-day is knowledge of goods and stock. All that has been written about turnover in the last few years might be summed up in this sentence: If you know your stock, if you know what goods move fast and what do not, if you stock only live merchandise, half the battle for success is won.

That brings up the subject of inventory. To know your stock, you've got to inventory it often.

A summer inventory does not necessarily solve the problem, but it helps a great deal.

To illustrate the importance of frequent inventories, let us review an actual case. A merchant's sales for 1922 totalled $60,000, which included a mark-up of 30 per cent. His annual inventory showed an average investment of $14,000. He turned his stock three times. Here are the figures:

$60,000.00
.70%

$42,000.00

$42,000.00 divided by 14,000 equals 3.

At the end of the following year, 1923, he found that his total of sales was approximately the same, but he was astounded to find that his net profit was so much smaller than it had been in 1922.

The great light broke when he took his annual inventory in January of this year. He found that he was carrying a stock of $21,000.

The merchant had increased his stock by 50 per cent., but his sales had not increased a nickel over the previous year.

Here is the difference that a $7,000 increase in stock, without a proportionate increase in sales, meant:

It cost the merchant 1 per cent. a month as the cost of carrying his merchandise. That 1 per cent. included interest, rent, insurance and depreciation.

$7,000.00
.01%

$ 70.00

In other words, it cost him $70.00 a month to carry the increased stock alone. Yet he didn't earn a nickel more in net profits. He tossed away $70.00 a month for the fun of carrying merchandise that wouldn't sell and simply cluttered up his store.

The obvious question is:

Why did he wait until the end of the year to find out that his inventory was too large and too unwieldy?

Without a doubt, he could have wiped out that loss of $70.00 a month by the simple expedient of cleaning out the shelf-warmers from his stock.

That is where a system of frequent inventories would have helped this merchant. Even a semi-annual inventory in June would have saved him considerable loss.

Though actual stocktaking is the ideal way to dig out this information, it is a medicine that many merchants hesitate to take oftener than once or twice a year. Because of that fact, the most progressive retailers use the plan known as perpetual inventory.

By this method the bookkeeper or the merchant himself enters in a stock ledger all additions and withdrawals of merchandise—that is, purchases and sales. For each unit of merchandise there is a separate card. By keeping these cards posted and balanced up to date, it is possible to the merchant to tell at a glance the quantity in stock of any unit of merchandise.

Then at regular intervals during the year he can check up this perpetual inventory with an actual physical inventory. In that way he can avoid over or under-buying; he can eliminate slow-moving goods; and he can catch any discrepancies.

In planning your summer inventory, bear these points in mind:

The first purpose of inventory is to determine sales for a certain period and plan for the purchase of replacement stocks.

The inventory must be as nearly exact as possible.

If figures on inventory sheets are incorrect, the information is valueless. Miscounting simply results in subsequent over-buying or under-buying.

Men counting goods must be familiar with the stock and as careful in their work as a bank teller.

Articles must be examined. Goods that have depreciated in market value must be so indicated.

Sheets used for taking inventory should be neat, carefully ruled up, and every figure and every word on each sheet should be written clearly and legibly.

It costs money to take inventory. Care taken in securing accurate results will be amply repaid.

When inventory is finished, sheets should be bound and kept in the safe. They are valuable in the future for reference purposes. In most cases a banker or wholesaler wants accurate inventory information before he will O.K. a loan or a credit extension.

Have you ever noticed that when worms are scarce hens scratch the hardest? This ought to be a lesson to every business man, including the grocer, for when business is slacking up, and, figuratively speaking, the trade worms are not particularly plentiful, it does not improve matters to sit idly by and wait for matters to better themselves. The proper thing to do in slack times is to get busy, drum up trade, and, above all, keep up your advertising, or, still better, increase it. You will find that the harder you dig for worms, the more successful you will be in landing them.

Chloride of Lime

16 oz. Package

Supplied by all wholesale grocers in British Columbia

Manufactured by

CANADA COLORS AND CHEMICALS LIMITED

Succeeding

THE JOHN B. PAINE CO., LTD.

Toronto Winnipeg Vancouver

Agents:

STARK & STERLING

VANCOUVER, B. C.

GILLETT'S LYE

EATS DIRT

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

E. W. GILLETT COMPANY LIMITED

TORONTO, CANADA

WINNIPEG MONTREAL

GROCERY PRICES CURRENT

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

RAMSAY BROS. & CO., LTD.

10c Assorted Sweet Biscuits, packages, per dozen	.96
15c Assorted Sweet Biscuits, fancy carton, per dozen	1.40
Chocolate Bars, assorted kinds, 2 doz. to a box, per box	.93
Cream Sodas, 2s, tins, each	.40
10c Cream Sodas, packages, doz.	.70
15c Cream Sodas, packages, doz.	1.25
Family Sodas, packages, per doz.	2.25
Queen Royal, Cream Sodas, per lb.	.14
Queen Royal, tins, each	.38

E. W. GILLETT CO. LTD.

Royal Yeast—	Per case
3 doz. pkgs. in case	2.20
Pure Flake Lye—	
4 doz. in case	5.95
5 cases	5.85
10 cases, 4 doz. in case	5.80
Magic Baking Powder—	
4 oz. 4 doz.	5.85
6 oz. 4 doz.	7.75
8 oz. 4 doz.	9.25
12 oz. 4 doz.	12.50
5% 5 case lots.	
Magic Soda, Case No. 1—	
1 cahe (60 1 lb. packages)	7.40
5 cases or more	7.30
Bi-Carmonate of Soda—	
112 lb. kegs, per keg	7.75
400 lb. barrels, per barrel	25.15
Caustic Soda (Granulated)—	Per lb.
10 lb. canister (100 lbs in case)	.15¼
100 lbs. iron drums	.12¼
Cream of Tartar—	Per doz.
¼ lb. paper pkgs. (4 doz. in case)	1.50
½ lb. paper pkgs. (4 doz. in case)	2.90
½ lb. cans with screw covers (4 doz. in case)	3.80
1 lb. cans screw covers (2 doz. in case	6.95
5 lb. square canisters, ½ doz. in case)	.56½
10 lb. wooden cases	.46
25 lb. wooden pails	.46
100 lb. lined kegs	.43
360 lb. lined barrels	.41½

KELLY, DOUGLAS & CO., LTD.

Nabob Products

Alum, ¼s, doz.	.75
Allspice, No. 3, tins doz.	1.00
Baking Powder, 48 12 oz., doz.	2.65
Baking Powder, 48 16 ozs.	3.75
Baking Powder, 12 2½s, doz.	8.30
Baking Powder, 6 5s, doz.	15.10
Baking Soda, 60 1s, case	5.30
Baking Soda, 24 ½s, doz.	.60
Borax, ¼s, doz.	.75
Black Pepper, tins, doz.	1.00
Celery Salt, glass, doz.	1.00
Nabob Coffee, small tins each	.29
Coffee, 1s lb.	.55
Coffee, 5s lb.	.53
Custard Powder, doz.	1.00
Quick Tapioca, doz.	1.00
Chocolate Pudding, doz.	1.00
Chili Powder, small, doz.	1.60
Cinnamon, 2 oz. tins, doz.	1.10
Cayenne Pepper, 3 tins, doz.	1.20
Cloves, small, doz.	1.40
Curry Powder, 4 oz. glass, doz.	1.75
Ginger, small, doz.	1.10
Extracts (except vanilla) 2 oz. doz.	2.50
Extracts (except vanilla) 4 oz. doz.	4.75
Extracts (except vanilla) 8 oz. doz.	9.00
Vanilla Extract, 2 oz., doz.	3.00
Vanilla Extract, 4 oz., doz.	5.75
Vanilla Extract, 8 oz., doz.	11.00
Extracts, assorted, 16 oz.	17.00
Mace, small, doz.	1.40
Nutmeg, small, doz.	1.10
Paprika, small glass, doz.	1.50
Pastry Spice, 3 tins, doz.	1.10
Poultry Dressing, Sage, Savory, Thyme, Tumeric, tins, doz.	1.05
Pickling Spice, doz. No. 3.	.95
Marjoram, Mint, Parsley	1.15
Tartaric Acid, ¼s, doz.	2.00
White Pepper, tins, doz.	1.15
Castor Oil, 2 oz. doz.	1.35
Castor Oil, 4 oz. doz.	2.20
Epsom Salts, ¼s, doz.	.60
Fruit Colors, 2 oz. doz.	1.75

Icings (Chocolate, Rose, Pink, Lemon, Vanilla, White, Almond, Orange) doz.		1.45
Jelly Powder, doz.		.95
Lemonade Powder, doz.		2.25
Mustard, 1s, doz.		8.50
Mustard, ½s, doz.		4.50
Mustard, ¼s doz.		2.40
Sulphur, ¼s, doz.		.65
Tea, Green Label, ½s, per lb.		.67
Tea, Green Label, 1s, per lb.		.65
2s, lb. packages		.62
5 lb. packages		.61
Tea, de Luxe, Afternoon, 1 lb.		.78
Tea de Luxe, Afternoon ½s per lb.		.80
Tea, de Luxe ¼s per lb.		.86
Vinegar, doz.		2.30

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

Arrowroot (St. Vincent)		
12/4 oz ctns.	per doz.	1.40
12/8 oz	per doz.	2.75
Baking Powder (Pure Phosphate)		
48/12 oz.	per doz.	3.00
12/2½s	per doz.	9.85
12/5s	per doz.	17.85
Baking Soda		
12/4 oz. ctns	per doz.	.45
12/8 oz. ctns	per doz.	.60
Cocoa		
24/8 oz.	per doz.	2.25
Coffee (Vacuum Pack)		
1 lb tins	per lb	.55
Cream of Tartar (99% pure)		
12/4 oz. ctns	per doz.	1.50
12/8 oz. ctns	per doz.	2.50
12/1s tins	per doz.	6.00
Custard Powder		
4 oz. ctns	per doz.	1.00
8 oz. ctns	per doz.	1.90
Drug Sundries		
Borax, 12/4 oz.	per doz.	.75
Epsom Salts 12/4 oz. ctns		.50
Sulphur, 12/4 oz. ctns	per doz.	.60

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

Glycerine		
12/2 oz bts.	per doz.	1.75
12/4 oz bts.	per doz.	3.25
Honey		
24/8 oz. jars	per doz.	2.25
24/12 oz. jars	per doz.	3.00
24/2s tins	per doz.	4.50
12/4s tins	per doz.	9.00
Jelly Powders (all flavors)		
12/4 oz.	per doz.	.95
Lemonade Powder:		
12/4 oz ctns	per doz.	1,25
12/8 oz ctns	per doz.	2.25
Mustard		
12/3s tins	per doz.	1.50
12/8s oz tins	per doz.	4.50
24/1s tins	per doz	8.50
12/5s tins	per lb	.60
Spices and Seasonings		
Allspice 12/3 tins	per doz.	1.00
Cinnamon 12/3 tins	per doz.	1.10
Cloves 12/3 tins	per doz.	1.40
Curry Powder 12/3 tins	per doz.	1.25
Chili Powder	per doz.	1.60
Ginger 12/3 tins	per doz.	1.10
Mace 12/3 tins	per doz.	1.50
Marjoram 12/3 tins	per doz.	1.15
Mint 12/3 tins	per doz.	1.15
Nutmeg, 12/3 tins	per doz.	1.50
Paprika 12/3 tins	per doz.	1.40
Parsley 12/3 tins	per doz.	1.15
Pastry, mixed, 12/3 tins	per doz.	1.15
Pepper, black, 12/3 tins	per doz.	1.00
Pepper, cayenne 12/3 tins	per doz.	1.20
Pepper, white, 12/3 tins	per doz.	1.15
Pickling Spice 12/3	per doz.	1.15
Poultry Dressing 12/3 tins	per doz.	1.00
Sage, ground 12/3 tins	per doz.	1.00
Sage, rubbed 12/3 tins	per-doz.	1.00
Savory 12/3 tins	per doz.	1.00
Thyme 12/3 tins	per doz.	1.00
Tumeric 12/tins	per doz.	1.00
Whole Cinnamon 12 ctns	per doz.	.60
Whole Nutmegs, 12 ctns	per doz.	.60
Whole Pickling 12 ctns	per doz.	.90
Celery Salt, taper 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.		
24/1 glass	per doz.	2.75
12/4 litho tins	per doz.	8.40
Jams.		
Assorted 12/4 tins	per doz.	9.00
Apricot 12/4 tins	per doz.	9.00

Profit By a State of Mind

This is the age of efficiency, concentrated effort—the body must stand the strain.

Sell Fleischmann's Yeast!—The perfect health food for everybody.

Just suggest it and watch how health will increase your sales.

FLEISCHMANN'S YEAST

The Fleischmann Company

SERVICE

ARE YOU HANDLING

RAMSAY'S "QUEEN ROYAL"

LINE OF

CREAM SODAS

Packed in large and small tins. A delicious appetizing biscuit. It will appeal to your customers. Ask our representative to show you this line or write or phone us order.

This biscuit will give every satisfaction. Let us prove this by sending you a trial tin at once.

Ramsay Bros. & Co., Ltd.

VANCOUVER, B.C. VICTORIA, B.C.

NABOB

VACUUM PACKED

COFFEE

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

Kelly Douglas & Co. Ltd.

VANCOUVER, B. C.

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

P. BURNS & CO., LTD.

Shamrock Products

Ayrshire rolled shoulders, per lb	.15
Bacon, Shamrock, 6-8, per lb	.31½
Baked ham, with dressing, per lb	.38
Creamery Butter, Shamrock, cartons	.35
Cheese, Canadian, large, per lb	.24
Cheese, Canadian, twin, per lb	.24½
Compound, Carnation, No. 5, 12-case	8.95
Compound, Carnation No. 3, 20-case	9.00
Cooked hams, Shamrock, per lb	.38
Dominion hams, 12-16 lbs.	.25
Dominion Bacon, 6-10 lbs. per lb.	.26
Dominion Bacon, 10-14 lbs. per lb	.23
Dominion Shoulders, boned and rolled	.18
Dripping, beef, 4-lb. bricks	.12
Hams, Shamrock, per lb	.26
Hams, boned and rolled, per lb	.30
Head Cheese, 5lb. tins, each	.50
Jellied tongue, per tin	1.75
Lard, No. 5, 12 to case	8.95
Lard, No. 3, 20 to case	9.00
Lard, carton, 15-lbs.	.16½
Lard, No. 1, cartons, 30-lbs.	.16
Mincemeat, kits, 25-lb, net, per lb.	.14
Meat Loaf, per lb	.15
Pork Pies, per doz.	.35
Pork, roast legs with dressing, lb	.38
Smoked fish, kippers, 20s per lb.	.10½
Smoked fish, kippered salmon, 10s and 20s, per lb.	.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	4.35
Climax or Montreal (wrapped) box 25	6.35
English Blue Mottled, box of 20	6.25
Golden West, 5s, oox of 120s	4.90
Golden West Powder, 3 lb. box of 24	6.60
Golden Bar, box of 30	2.55
Klondyke (wrapped) box of 25	6.35
Klondyke (unwrapped) box of 25	6.20
Klero Glycerine, box of 144	6.95
Linen (unwrapped) box of 100	3.85
Liquid Ammonia, 2 doz. qts. box of 24	4.10
Liquid Blue, 2 doz. qts. box of 24	4.10
Mechanic's Pine Tar, box of 100	5.60
Mechanic's Pine Tar, box of 30	2.90
Olive Castile, cakes, box of 200	4.55
Primrose (wrapped) box of 25	4.60
Extra hard unwrapped, box of 30	2.65
Perfect (unwrapped) box of 100	3.85
Write for Toilet and Hotel Soaps. Special prices on 5, 10, 25 and 100 boxes.	
Pendray's Lye, box of 48	5.35
Pendray's Powdered Ammonia, box 24, Special prices on 5, 10, 25 and 100 boxes.	3.85

Pendray's Water Glass, Egg Preserver—

Cases 24 tins per case	4.60
Red Crown, box o f25	4.60
Royal Laundry Flakes, 88%, in barrels (Special price on contract)	
Royal Crown Soap, 5s, box 120, 1 c/ s	5.50
Royal Crown Powder, box 24s only	6.60
Royal Crown Powder, 1 lb box of 50	4.85
Royal Crown Cleanser, box, of 48 pkgs	2.65
Royal Crown Lye, box of 48	5.35
Royal Crown Naptha box of 100	4.80
Royal Crown Powdered Ammonia 1 lb	3.85
White Wonder, box of 100	6.25
White Swan Soap, 5s, box of 120	5.50
White Swan Naptha, box of 100	4.80
White Swan Washing Powder, 3 lb., box of 24	6.60

J. W. BERRY,

196 Hastings St. West, Vancouver.

Bulk Teas—

Chests, choicest tippy Indian B.O.P. 100 lbs. nett, duty paid	.51
Chests, choice, heavy liquoring, Indian, B.P. 100 lbs. nett, duty paid	.48
Chests, fine Indian B.P. 100 lbs. nett, duty paid	
Chests, good liquoring Indian B.P. 100 lbs. nett, duty paid	.46
Very good quality.	.44
½ Chests, Ceylon, B.O.P. duty paid	.54
½ Chests Ceylon B.P. duty paid	.49

THE CANADA STARCH CO. LTD.

Laundry Starches—

Canada Laundry Starch, 40-lb box	.09
Canada White Glos, 1-lb pkgs	.09¼
Acme White Gloss, 1-lb pkgs	.09¼
Argo White Gloss, 1-lb pkgs	.09¼
No. 1 White 3-lb cartons, 48-lb	.09¼
No. 1 White 100-lb kegs	.10¼
No. 1 White 200-lb bbls	.09½
Edwardsburg Silver Gloss, 1-lb pkgs 40-lb	.09½
Edwardsburg Silver Gloss 8/6. fancy tin canisters, 48-lb	.11¼
Edwardsburg Silver Gloss 6/6 draw lid boxes, 36-lb	.12½
Edwardsburg Silver Gloss, 100-lb kegs	.12¾
Celluloid Starch, (boxes of 45-pkgs per case)	.10¼
	4.50

Culinery Starches—

Benson's Celebrated Prepared Corn, 40-lb boxes, per lb	.11
Canada Corn Starch 40-lb boxes, per lb	.9
Challenge Corn Starch 40-lb boxes per lb.	.9
Casco Potato Flour 40-lb boxes, lb	.13

Mazola Oil—

Mazola Oil, 1s	7.45
" " 2s	6.95
" " 4s	13.10
" " 8s	12.15

Corn Syrups—

Crown 2s 24 to case	4.30
5s 12 to case	4.80
10s 6 to case	4.55
20s 3 to case	4.55
Lily 2s 24 to case	4.50
5s 12 to case	5.30
10s 6 to case	5.05
20s 3 to case	5.05
Karo 2s 24 to case	4.30
5s 12 to case	4.80
10s 6 to case	4.55

BRAZILIAN COFFEE IN 1923-1924.

The regulation of coffee has been carried on by the Brazilion government during the season of 1923-24 without recourse to any new purchase of stocks for withdrawal from the market. The term valorization is sometimes limited to such purchasing but is more often applied to all the measures adopted by the Brazilian government for the benefit of the coffee industry and the improvement of market conditions. The government's purpose, it is maintained, is stabilization of prices rather than the creation of artificially high prices. The plan adopted is in substance an effort to spread the distribution of the coffee crop over the year instead of permitting the greater part to come on the market during the early months of the crop season beginning in July.

Limitation of the quantity of coffee which the railroads are permitted to bring down to the ports daily is the method adopted. A similar system was enforced more or less strictly in earlier seasons but without the facilities which have been created this year for the storage of stocks in the interior. At Santos, the chief port for coffee exports, receipts druing the 1923-24 crop season are limited to 35,000 bags of 60 kilos (132 pounds) daily, at Rio, 12,000 bags. At Victoria and smaller ports it has been unnecessary to limit the entries as the quantity normally arriving at those cities each month is too small to effect the market significantly.

The restriction on entries has been rigidly enforced during the present season and the Brazilian government has lately reaffirmed its purpose of maintaining this policy. Available supplies of desirable grades found ready sale this fall, whereas in the two preceding years consuming markets felt a certain hesitancy because of the large government stocks which seemed to threaten the security of prices.

Government warehouses were constructed this season to provide storage for coffee which the planters were not equipped to hold. Warehouse receipts are issued in return for coffee deposited in the warehouses. While the government did not provide facilities for grading these stocks, it is said that owners of coffee in store have no difficulty in obtaining bank loans on their holdings.

Valorized stocks of the government purchase of 1921-22 have now been entirely disposed of. About 4,500,000 bags were pledged to a consortium of bankers as security for a loan of £9,000,000 in May, 1922. The funds obtained were used by the Brazilian government in its further operations in defence of coffee.

Sales of the valorized coffee of 1922 were under the supervision of a committee representing the different interests involved and were carried out by an English concern. The Brazilian government with one representative on the committee was not individually responsible for the sales policy. It is reported that an offer of repurchase has been made to the holders of the £9,000,000 loan. This would indicate that the proceeds of the sale of valorized coffee have been sufficient to liquidate the loan.

Buying of futures on the exchanges in Brazil was carried out by the government in 1923 as in former years, but in June the purchase of futures stopped. The purpose of such buying was to prevent prices in Brazil from falling below a certain level. Buyers for the government later returned to the market.

The coffee trade in the United States experienced some difficulty in accommodating itself to the strict limitation of available supplies from the beginning of the season. One cause of complaint has been the lack of sufficient Santos coffee of the better grades to maintain blends for which a regular demand exists. Rain-damaged and hard beans have formed a large proportion of the heavy Santos crop this season. A considerable section of the trade here desires a relaxation of the strict limitation of entries at Brazilian ports, or at least a larger daily allowance in order to give the consuming market access to a more plentiful supply. Another group, admitting the difficulty in getting the desired grades, maintains that larger buying at present would simply reduce the quantity obtainable later on, as there is a very evident shortage of better Santos grades free from defects.

In Brazil the policy of restriction faces constant opposition. Certain interests in the State of Sao Paulo, the largest producer of coffee, urge the federal government to raise the allowance while others support the present rate of restriction.

DRYGOODS AND FOOTWEAR

GENERAL CONDITIONS.

From a careful survey of retail activities throughout the Western provinces, it is found that British Columbia stands well in the lead, with Alberta a close second, and Saskatchewan and Manitoba following in the order named.

However thorough investigation of this nature may be, it is a difficult matter to arrive at a true estimate in territories which are so widely scattered, and where diverse conditions obtain, but it is true that nowhere in Canada are retail merchants doing the volume of business they had hoped to do with the promising outlook folowing last season's successful harvest.

There are instances where turnover shows an improvement over 1923, but generally speaking, conditions in the retail trade have not been satisfactory. Cold unseasonable weather, restriction of credit from the wholesalers, and consequent lack of well assorted stocks to meet the requirement of the general public, are given as the main causes for dissapointing prairie business.

British Columbia has not suffered to like extent from such handicaps as these, for generally speaking weather conditions have been favorable, stocks have been fairly well assorted, and prices sufficiently conservative to attract a good volume of sales. Latterly, however there has been noticeable, a certain restriction of credit from wholesale houses, when it is essential that full stocks should be carried if the thousands of dollars, which are daily passing through the post office to distant mail order houses, are to be diverted to local business.

DRESSES

With the probable upward movement of the franc, the retail trade are not stocking up so extensively with French gowns.

There are still to be seen, however, a large number of dresses on the market which originated from Paris, selling at a remarkably low figure. Crepe seems to be the predominating basis for most lines still, English crepe and Roma, and this country is able to turn out really beautiful dresses at a very moderate figure.

Indestructible voile and heavy satin are much featured for bridal costumes, the latter often decorating voile models. Delicate laces, forming yokes, insertions and underskirts, over which side panels are place, are generously used.

Summer dance frocks elaborately trimmed with beads and rhinestones in many complicated patterns are gaining in popularity each week. Maribou and ostrich are the prevalent trimmings. Crepe de chene and georgette two-tone prints are preferred to the more colorful variety, and a clever blending of youthful and mature styles is noted in figured fabrics.

Afternoon models in chiffon with free panels and graceful draping are the mode, and practical features dominate the crepe de chine models, making them appropriate for daytime wear, in or out of town.

Sports models in heavier silks maintain severely straight lines, and many instances of distinctly sports types are shown with long sleeves.

SUITS

The three-piece suit is the supreme favorite at all society gatherings in France, finished in sports fashion with bow ties and mannish pockets, in silk and wool mixtures and all wool novelty materials. The latest showings feature three-piece suits with coats of three-quarter length and flounced skirts, but it is doubtful whether these will find much favor. New York appears to favor the two-piece suit, and such example is being followed by Toronto and Montreal.

Youthful jackets, cut on box lines, and made up in novelty fabrics are the general rule, these materials being crepe and faille, silk materials being also occasionally seen.

Flannel appears to be the most favored material for summer suits, and some models are being shown with sleeveless coats, and matching skirts in a variety of high shades. Single and doublebreasted models are featured in all types of suits, and there is some inclination to use the threequarter coat as well as the box. Very little decoration, except braid and buttons is being used.

Fur and ostrich borders and bandings are to be seen on suits designed for trousseaux.

WASHABLE GARMENTS

Slipover gingham models with kimona sleeves, and in all colors are very frequent for durable house wear dresses these days.

Many are beltless, with only a hint at a waist line being suggested at the back.

Porch dresses have taken on a distinctly tailored appearance, making the new models extremely attractive. Materials are voile, tissue gingham, dotted Swiss and linen, used with organdie and lace trimmings.

Models are shown with short sleeves, and in some instances the long sleeve appears with turn-back cuff and link buttonholes, adding a tailored effect to some of the plainer models. Collars of every description finish the neck line, the scarf mode being especially prominent.

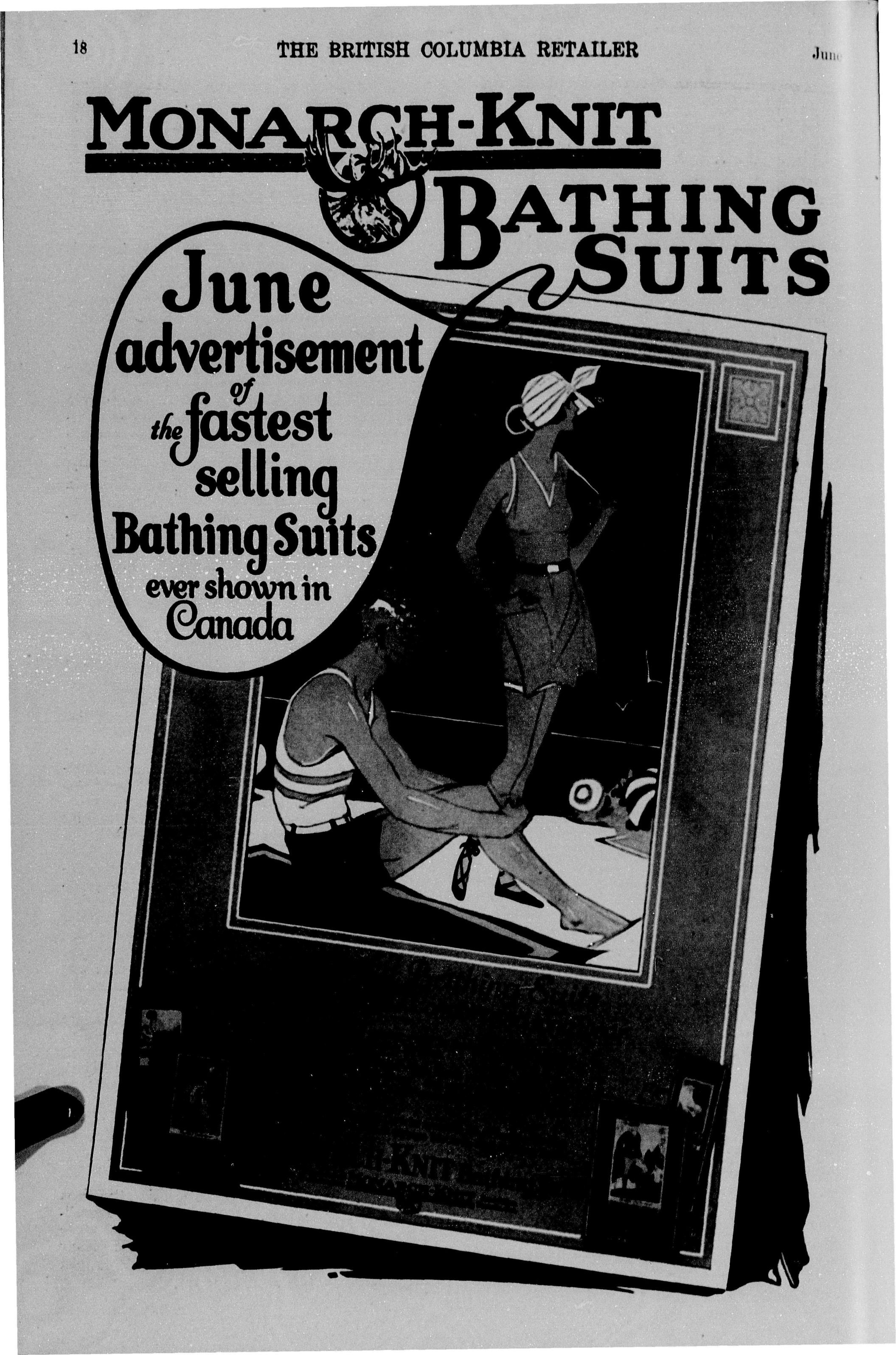
More decoration follows in formal frocks, buttons, crocheted, colored and self material being posed in rows which emphasize panels or vestees. Finely pleated ruffles appear on frocks of tailored conception, and Chinese embroidered motifs ornament dresses at the waistline or at side openings.

All colors, combined with contrasting shades, are noted. Black and white striped material, on the bias, proves a simple but effective decoration when combined with small black buttons. Colored cut-out embroidery and bright flowered cretonne in basket effects are used on sleeves and pockets.

Beach cloth, chambray and English broadcloth are all gaining in favor, the result of the vogue for these materials in blouses.

BLOUSES

The mannish shirt is one of the main attractions among the very smartest set these days. They are selling at $15 when made to order. Invariably it is white that is asked for either in broadcloth or oxford. Many women are now invading men's shops, as they find prices in shirts are lower than in the blouse section.


MONARCH-KNIT
BATHING SUITS
June advertisement of the fastest selling Bathing Suits ever shown in Canada

SOME LATE MODELS FROM PARIS.

Left—The Costume tailleur, showing the longer coats that are the general vogue. Centre—Fibre Silk Sweater, in smart new pattern, featuring belted straight line effect, with embroidered sport hat of heavy faille silk, and white kid slippers, ornamented with jet. Right—Beige crepe de chine hat, with hand-embroidered red straw braid brim, harmonises with this imported white jersey, braided in orange and black.

Most of the tailored blouses designed for practical wear give the effect of being nothing but a gilet when the coat is worn over, but in reality they are mannishly cut blouses and are perfectly complete when the coat is removed. The colored blouse is to be seen usually accompanying the darker suits, and one type that is prevalent is the English broadcloth tailored shirt with plain or jacquard surface and a wide, mannish or narrow tie in navy or black. Also with the suit more on the costume order occasionally is seen the blouse of printed fabrics in bright shades harmonizing with the color of the suit.

The vogue for Roman stripes is stressed in some houses, either for the whole blouse or a part, such as a wide sash that goes around the bottom of a white crepe de chine overblouse.

White blouses are combined with skirts of solid color or featuring color effects in some form and vice versa. Different types of blouses are included in most groups, and one can find the tunic that gives the modish straight line effect, the shorter hip-length overblouse and the mannish type that is embellished with a fob.

PUZZLING

Judge—You say that you are innocent. How do you explain the fact that you were found near the scene of the robbery with the stolen property in your hand?

Prisoner—That's what's puzzling me, too, yer honor.—Boston Transcript.

Gold thread appliqued on green satin forms the brocade of which this smart evening wrap is fashioned.

FOOTWEAR

CONDITIONS IN THE FOOTWEAR TRADE,

Although local retailers report a truly remarkable improvement during the past month, there is still much leeway to be made up ere the unsatisfactory conditions which prevailed in the footwear trade during the early spring months in counter-acted.

It is somewhat difficult to account for the depression at the commencement of the year, not only in this province, but throughout the whole Dominion. The spring outlook was particularly bright, prices were attractive, and short placing on the part of buyers had resulted in clean new stocks, in readiness for a prosperous spring trade. The somewhat time-worn story of the public buying onl ythe barest necessities, held out hopes of purchases on a more liberal scale, but this rosy outlook was frustrated by the weather man, who decreed that Feb'y and March, should be blessed with springlike weather, to be followed by a sizeable dose of winter during the real spring months. Spring purchases did not materialise, and a panic among shoemen resulted, prices were cut in an endeavour to unload, and preparations were made for summer and fall business.

As far as British Columbia is concerned, spring business for a number of years past, has been more or less at the mercy of inclement weather, but the month of May to a large extent made up the spasmodic trading in the earlier months.

White and sports shoes are now occupying the attention of the trade, for the public cannot be expected to take any interest in goods which may have appealed in the earlier months, and manufacturers, wholesalers and travellers have nothing bad enough to say about spring trade. Reports from eastern houses are to the effect that in most instances the retail trade bought short, and concentrated on summer and fall goods immediately they realized that very little business was likely to accrue from spring trade.

STYLES FOR JULY, AUGUST AND EARLY FALL SELLING

Official Report of the Styles Committees of the National Shoe Retailers' Association and the National Boot and Shoe Manufacturers' Association.

Interpret this report in the light of your own local community. The broad trend of styles is here carefully weighed with advanced information from authorities in garment colors and apparel tendencies. Use this as your National guide to the general swing of styles for July, August and September (early Fall.)

WOMEN'S STYLES

WELT TYPES FOR GENERAL USE.

Patterns—Plain effects in straps and oxfords with straps predominating.
Lasts—Prevailing type of medium toes will continue.
Heels—8-8 to 14-8 according to last.
Materials—No. 1, Tan leathers. No. 2, Brown leathers. No. 3, black leathers.
(Note: white leathers and fabrics for July and August).

WELT TYPES FOR SPORT WEAR
(with leather, crepe or rubber soles)

Patterns—Oxfords, straps, sandals.
Lasts—Medium.
Heels—8-8 to 10-8.
Materials—Elk and similar leathers, tan calf, suede, white leathers and fabrics. Various novelty leather trimmings will be shown.

TURN TYPES FOR GENERAL USE AND INFORMAL WEAR.

Patterns—No. 1, Simple effects in straps, No. 2, open work strap and instep goring effects. No. 3, largely confined to better grades, strap pumps and short tongue pumps.
Materials—No. 1 ,patent an dblack leathers. No. 2, satin. No. 3, tan and soft brown shades of colored suede an dcolored kid and combinations. No. 4, medium shade tan calf.
(Note: White leathers and fabrics for July and August.)

EVENING SLIPPERS

Patterns—Straps will predominate, goring effects, plain and buckle effects.
Lasts—Medium.
Heels—12-8 to 17-8.
Materials—Silver and gold brocades, plain or trimmed, with silver an dgold kid. No. 2, satins.
Color Tendencies—Black, bracken, bunny, airedale, racquet, spa-tan, picaninny, rose taupe and stone grey. White for July and August.
(Note: The women's styles committee recommend that dealers promote the idea of "Shoes for the Occasion," and in the interests of health "Walk and be healthy.")
(Note: Conservitive and comfort footwear, in welt and turn types in both boots and shoes will continue in about the usual demand.)
Types—Oxfords, 70 per cent, boots 30 per cent.
Note: To increase the total number of pairs, sold, retailers should display a larger assortment of boots for early Fall wear.)
Patterns—Lace and blucher, cap toes and some soft toe tips and plain toes; higher grades, plainer; medium grades, fancier. Some cross-creased vamps are coming, a tendency toward shorter vamps is noted.
Lasts—Brogues, square brogues, square effects, demi-brogues, conservative and custom.
Heels—Low, flat and broad predominate, with majority, rubber heels.
Colors—Medium tan, with tendency towards blacks and some cherry.
Leathers—Lightly boarded, bright finished calf-skins will lead with grain and heavier leathers in some sections. Black kid medium brown and tan kids, some patents.
(Note: Extreme light weight oxfords to be featured during July and August fo rlight summer weight suits.)
(Note: Leather lined shoes are growing in favor and additional pairs of men's shoes may be sold by displaying prominently leather lined shoes.)

SHOES FOR INFORMAL EVENING WEAR

Types—Light weight oxfords.
Lasts—Conservative an dcustom.
Heels—Shapely, 8-8.
Leathers—Light weight black, calf and patents.

SHOES FOR FORMAL DRESS WEAR.

Types—Oxfords, light weight or turns, plain toes.
Lasts—Custom and medium round.
Heels—Shapely low heels.
Materials—Patent and light weight blacks.

SHOES FOR GENERAL SPORT WEAR.

Types—Low shoes.
Patterns—Sport shoes and sport patterns are local.
Lasts—Brogues and sport.
Heels—Spring and broad square.
Soles—Crepe rubber and leather.
Colors—Tan, brown, grey, white and combinations.
Leathers—Calf skins, elk and buck.

Initial Shoe Buckle.

The very latest in shoe decoration comes from London in the form of an initial shoe buckle, a fad which has rapidly come into popularity. These buckles are quite large, and are usually of nickel, but the initial instead of being that of the wearer, as one would naturally suppose, is that of the young lady's sweetheart. Since the majority of young damsels believe in variety when it comes to their list of male friends, they would need to resemble a centipede in order to accommodate all the initialled buckles their wide acquaintanceship entitles them to wear.

On the Trail for Unusual Bathing Suit Window Displays

By Ernest A. Dench (Special to the B.C. Retailer)

Are you planning to sell more bathing suits this summer?

Forgive us, Mr. Retailer, for springing Foolish Question No. 999, for we have to begin this article somehow.

We know that you WILL sell more bathing suits this summer if your plans include a generous number of attractive window displayes.

We should try to join the boy scouts if they rewarded proficiency in trailing good window display ideas. Last summer we hiked through the shopping districts of a few Canadian cities. We kept our eyes wide open for excellent bathing suit window displays.

What we found on the trail we are glad to pass along to you because we are convinced that you will not be stingy in arranging bathing suit trims if you have plenty of ideas.

The "Lake Atmosphere

Bright and early one July morning found us in Montreal, wending our way along St. Catherine Street, West, at a slow gait. We prefer to strike a three-mile an hour gait in the open country, but where ideas are lurking it pays to slow up somewhat.

We came to a halt before the pleasing bathing suit display of Henry Morgan and Co., Ltd. Pulling notebook and pencil from our coat pocket we got busy. This trim was floored with artificial grass, at the middle of which was a sheet of glass, about three feet wide by four feet long. Celluloid ducks and swans were presumably floating on this simulated "lake." The display manager took pains to show off his stylish bathing suits on headless figures, in between each of which a less elaborate bathing suit was laid across a hanger. There was a steamer chair at the center rear, flanked on either side by a beach stool. The apple green—extremely appropriate—panelled background was draped with lengths of dark and light blue striped blazer material. The center rear drape was about five feet wide; the two side drapes were about two feet wide. Altogether a very effective window showing.

"Time To Swim" Suggestion

Our next stopping place was at the John Murphy Company. What engaged our attention here was a large red bath mat, laid across a mouse brown rug at the center. The rug was monopolized by a headless wax figure, in a red bathing suit, black hose and garters and zebra striped bathing shoes. A sign in front of the figures suggested that it was—

"Time To Swim—All Wool $7.95."

At the right side of the mat was laid a white and blue bathing cap. A hanger at the center right exhibited a blue bathing suit; the companion hanger at the center left displayed an emerald green bathing suit. Several blue, green and rose bathing suits were over hangers across the rear. Small articles such as bathing caps were on the floor down in front.

A Timely Touch

The only other bathing suit trim in Montreal that we deemed worthy of jotting down was that of Almys, Ltd. The central feature was a headless wax figure in a blue bathing suit with a blue piped border effect. The white silk stockings on the figure were rolled up just below the knees—which was a timely touch at the height of the rolled-up hosiery craze. A green grass rug was spread over the entire floor space. A bathing suit reposed on a hanger over the seat part of a wicker rocker at the center left. Another stylish bathing suit was shown in the same way on a wicker table at the center right. A few more bathing suits were presented on hangers in other parts of the trim.

Contrast in Wax Figures Employed

We made two stops in Hamilton, Ont., known as the "Pittsburg of Canada." Most of the smoke we saw was contributed by our indulgence in cigarettes. While all the Montreal windows we have described showed a great preference for headless wax figures, this was not so in Hamilton. For instance: Finch Brothers, Ltd., employed a life-like wax model. She was stylishly outfitted in a cerise bathing suit, with white silk hose and white satin bathing shoes, while her hair was elaborately coiffured. A sign offered this all-wool bathing suit at $11.95, while a larger sign in black script on a green base at the front center stated:

"Smart All-Wool Bathing Suits

"Take One Along on Your Vacation."

Each center side was occupied by a beach folding chair containing a bath towel, bathing cap, shoes and other accessories. A few stylish bathing suits were also displayed on hangers in different parts of the trim. Appropriately enough, a green carpet covered the floor. A water-color painting of a bathing beach scene, painted on stout cartridge paper, was attached to the center part of the grey panelled background.

Combining Beauty With Utility

Another store whose bathing suit display appealed to our sense of window values was that of the G. W. Robinson, Ltd. The following card at the front center indicated the keynote of this trim.

"Bathing Suits for Real Summer's Utility and Beauty are considered equally important in these models."

There was nothing stiffish or posing about the beautiful feminine bather who caught the eye down in front. She reclined gracefully on an air cushion on the floor, and was shielded from the imaginary sun by a large blue beach parasol. What she wore was a stunning blue one-piece suit, blue bathing cap, black hose and rose satin bathing shoes. Across the rear, however, headless wax models were employed. There were three of them showing off bathing suits in diffrent colors and styles, while a few more bathing suits were neatly hung over hangers in the front part of the trim. While a green carpet covered the floor, this was overlaid with artificial turf, with sea shells and pebbles scattered about the grass. Billows of blue plush were crushed along the floor by the window glass.

Striking Price Tag Appeal

What we liked about the bathing suit window arranged by Begg and Company were the out-of-the-ordinary price tickets. Each garment was tagged with the price, but each price tag contained the same sloganized appeal: "Come 'n in—The Water's Fine." Seeing the same reminder several times undoubtedly struck a responsive appeal in some instances.

The Bathing Suit That Floated

We do not neglect to take in Ottawa, as it has many splendid stores. While we were there MacDonald and Company, Banks Street, were having a window drive on a non-sinkable bathing suit. An ordinary galvanized wash tub was stationed at the middle of this striking display. The tub, which reposed on a drape of rose plush, the ends of which trailed to the sides, contained one of those bathing suits. The suit was floating on top of the water in the tub. A nearby sign delivered this convincing message:

"SAFETY FIRST

Is your life worth $15.00.

Use a.....Bathing Suit, for men and women, and avoid accidents. Orders taken here for the size you want."

Several of the bathing suits were spread about the rose plush drapes at the sides. This was an excellent way of featuring a bathing suit novelty.

The Fair Divers

A correspondent of ours, located at Vancouver, B. C., sent us a description of the trim put in by Cunningham's in this Pacific Coast city. The background was made of canvas rockery. On this rockery were two life-size woman bathers, cut out of cardboard, and posed ready to dive. On the floor a sheet of glass was laid, with the edges bordered with beach sand. Bathing shoes and caps were grouped on the glass, while a couple of bathing suits were found room for just off the "pool." This window was not very deep, but the most was made of the limited space.

A Weekly Change of Windows

The eight display suggestions we have given will enable you to make a weekly change of windows during the two hottest months. The bathing suit season lasts a month or more than this, so you will get plenty of chances to use the ideas you have pigeonholed in your brain.

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SILK STOCKING PEDLARS.

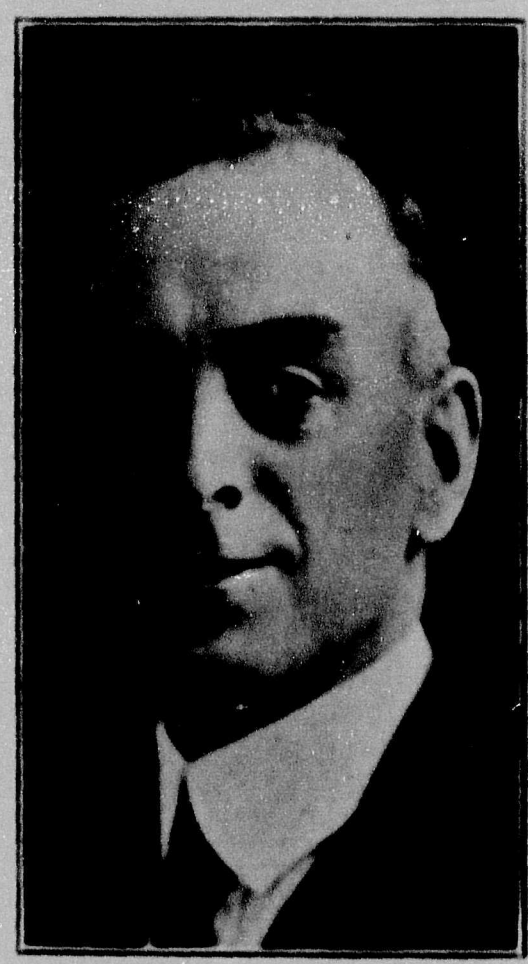
With the arrest recently in Ottawa of two silk stocking peddlars, charged with selling silk hosiery from house to house without a licence, the menace of this type of competition to legitimate retail trade is being given the attention which it deserves, and emphasises the necessity of drastic action on the part of the government to eliminate it.

Drygoods merchants discussing the fining of these pedlars for selling without a licence, are of the opinion that these itinerants should be licenced to the extent at least of making their competition fair to the retail trade. It is well known that the quality of these goods is in most cases inferior, and the average woman buying them would not buy the same article in a store. The housewives however are led away by the rhetoric of these "Bell Ringers" as they are termed in the States, who claim every excellence for the articles they are selling. They naturally are in a position to make any kind of statements regarding their wares, since the chances are that they will not see the customers again, and even if they do it is hardly likely the customer will remember them. The legitimate retail dealer must be protected against this kind of competition, which, if allowed to continue, will do a great deal of harm to the retail trade.

TRAVELLERS WE HAVE MET

Among the distinguished members of Vancouver Council No. 284, U.T.C., is the well-known representative of the J. C. Wilson Paper Co. of Vancouver, whose photograph all will recognize.

Bro. John R. Geggie, has been honored by the N. W.C.T.A., by being appointed one of the delegates to the Imperial Conference of British Commercial Travellers, which meets in London in July.



John R. Geggie.

In addition to being a prominent member of "284" U.C.T., Bro. Geggie is a Director of the B. C. branch of the N.W.C.T.A.

Bro. Geggie came to Canada from Scotland thirteen years ago and for the past ten years has been with the J C. Wilson Paper Co. His success is due not only to his own efforts and ability, but also to the splendid assistance and consistant co-operation that he has received from his firm.

It speaks well for his firm and his standing with them, that through their courtesy he has been able

GUARANTEED UNSHRINKABLE CEETEE PURE WOOL Look for the Sheep on every Garment

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

"CEETEE" AND "AIR-LITE"

for WINTER for SUMMER

THE UNDERWEAR THAT WILL NOT SHRINK

MADE ONLY BY Turnbull's OF GALT

Turnbull's AIR-LITE FABRIC

to accept this appointment and so take advantage of this wonderful opportunity to visit his old home and also that City—the most interesting to be found—London—search the world as you will.

All his friends join in wishing "John" the "best of luck" and in doing so, note with pleasure that his wife will meet him in London, thus insuring, his safety in that City from the perils that beset all good-looking young men in a large city, and a reasonable assurance of his safe return home.

Proceedings at Seventh Annual Convention

British Columbia Branch R. M. A.

Many Important Questions Discussed by Delegates from all parts of the Province.
D. H. Kent is re-elected president 1924-25.

The seventh annual Convention of the British Columbia Branch of the Retail Merchants' Association opened in the Knights of Pythias Hall, Merritt, June 4-5.

In the unavoidable absence of Mayor Boyd, Ald. Dr. Gillis after expressing the pleasure of the Council and citizens at the visit of the retail merchants, made the delegates to the Convention, welcome to the city.

President Daryl, H. Kent took the chair and routine business occupied the morning session. The motion that the minutes of the last Convention, held in Kamloops, should be taken as read, was carried and president Kent then addressed the Convention.

This address, which will appear verbatim in the July issue, was of a very comprehensive nature, and besides containing a full and complete review of the past year's activities offered many valuable suggestions regarding the future activities of the Association.

Secretary Walter F. Ing followed with his report, replete with information regarding the inner workings of the Provincial Office, and particular stress was laid upon the necessity of members realizing their obligation to the Association in the matter of dues. The more important phases of this report are dealth with in this issue.

The report of the treasurer, showing a slight surplus, came in for some criticism, owing to the fact that both the Provincial and Vancouver Branches are operated under one administration, but it was finally decided that the same arrangement should continue.

After the reading of the auditor's report, luncheon was served in the Adelphi Hotel, where the visiting delegates were joined by a number of Merritt merchants and professional men.

The luncheon address of Mr. E. S. Chambers of Vernon, president of the Associated Growers of British Columbia, outlined the part his Association was playing in an effort to stabilize the fruit industry, and was much appreciated by his audience.

The fruit growers, he remarked, were not out after any excessive emolument for their yearly labor, but merely desired a fair living for themselves and their families. The business of the Associated Growers would be carried on during 1924, as in the past year, with more direct connection with the retail trade, and it was hoped to overcome the evil of independent dealers selling direct to the retail trade. Mr. Chambers intimated that plans were under way to pack certain kinds of fruit in a manner more suitable for the interior trade.

Several delegates who listened attentively to this excellent address, were not backward in asking the speaker many questions in connection with the working of the Association, which were satisfactorily answered by Mr. Chambers, who was only too willing to give all information possible in that regard.

A vote of thanks tendered by the president to Mr. Chambers, brought the luncheon hour to a close at which the Guild Orchestra rendered many well-known selections with every success. Community singing was also indulged in during the repast.

Continuing the business of the Convention, appointments were made to the Resolution and Nominating Committees, comprising the following delegates:—

Daryl H. Kent, re-elected president 1924-5.

Nominating.—Messrs. Morrow, Vancouver; Smith, Armstrong; Reynolds, Spuzzum; and Freeland, Merritt.

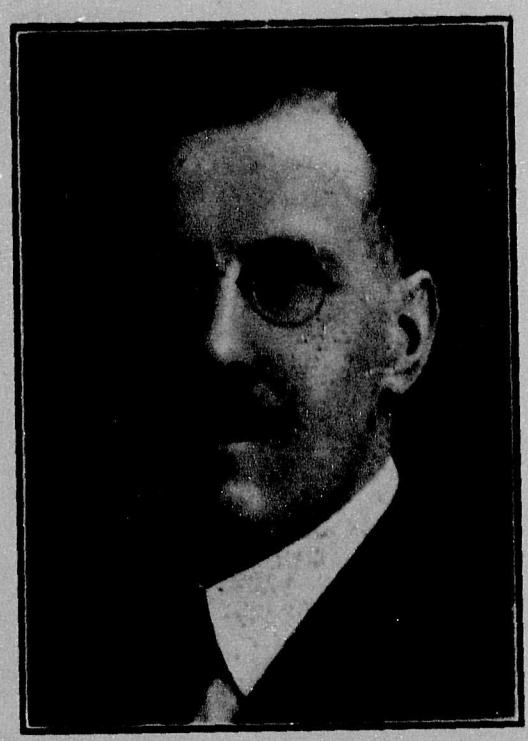
Resolutions.—Messrs. McTaggart, Vancouver, Abbott, Armstrong; Ford, North Bend; Taylor, Kamloops, and Wilson, Nanaimo.

Discussions during the afternoon were centred upon the financial standing of the Association, and that ever present phase, the collection of membership dues.

These discussions and others, lasted throughout the session, and after a very enjoyable dinner, the Merritt Branch of the Associataion entertained the visiting delegates at a dance, at which over one hundred couples were present.

At Thursday's morning session the Resolution Committee brought down a number of measures which were freely discussed by the Convention assembled, and which are fully dealt with elsewhere in this issue.

Luncheon was again served in the Adelphi Hotel, the chair being occupied by G. B. Armstrong, president of the local Branch. Music and community sing-



E. R. McTaggart, First Vice-president.

ing were again the order of the day, and two well rendered songs by Mayor Boyd, who made a point of being present on this occasion, were applauded to the echo.

The luncheon speaker was G. S. Hougham, who needs no introduction to our readers. Mr. Hougham is now carrying the message of the Association to its distant branches, as special representative of the R. M. A., and the plea for stronger co-operation embodied in his eloquent address, made a deep impression upon his audience.

Various and interesting discussion took place at the afternoon session, relating in the main to improving the status of the Association in this province, and after a vote of thanks was passed to the people of Merritt for their whole-hearted co-operation in making the Convention a success, the following officers were elected to guide the destinies of the Association through the coming year:—

President Daryl H. Kent, (Vancouver), re-elected.)
1st. Vice-President, E. R. McTaggart, (Vancouver.)
2nd. Vice-President, H. S. Stevenson, (Victoria.)
3rd. Vice-President, T. J. Wilcox, (Kamloops.)
Treasurer, J. H. Ashwell, (Chilliwack.)

H. S. Stevenson, Second Vice-president.

The annual banquet of the Associataion was also held at the Adelphi Hotel, where a very excellent bill-of-fare was provided.

No set programme was arranged for this repast, but the introduction to the assembly of the elected officers resulted in brief and pithy speeches, at this purely social gathering.

Later in the evening, an interesting lecture was given to the visitors and others at the Rex Theatre, by Horace Sykes, Fire Prevention Engineer of Seattle, whose topic, "Fire Causes and Control" was partly covered under four distinct heads viz, "Your Neighbour;" "Heating Apparatus;" "Electric Wiring;" "Smoking and Matches," his lecture being intensified by means of pictures of actual conditions and occurrences.

The Convention was brought to a successful termination, and on Friday the visiting delegates motored out to Nicols Lake, and other beauty spots in this delightful section of the province.

T. J. Wilcox, Third Vice-president.

SECRETARY'S REPORT.

In opening his report Secretary Walter F. Ing stated that the forecast made at the last Provincial Convention of considerable progress during the then coming year had been more or less justified, but owing to the brief time at his disposal, it was quite impossible to cover in detail the activities of the Association. He would deal with the more outstanding accomplishments, both in the Provincial and National fields.

Mr. Ing was emphatic in stating that it is not mere numbers which constitute the foundations of any association. He pointed out that half a dozen live-wires interested in the welfare of the organisation, and forming a local branch, were able to effect more real usefulness and give better service, than a body five times that size comprising merchants who had to be kept in the Association by entreaties and promises. Any member who joins the Association for the sole purpose of getting something out of it, and not giving of his time or experience, was almost guilty of a dishonest act. Mr. Ing remarked.

Continuing he said that a very large number of would-be retailers in the business today could only be regarded as a hindrance and obstacle to building up the retail trade to the status and respect which was its due. In the speaker's opinion, an endeavour should be made to further raise the ethical standard in the same trade. To a certain extent this has been accomplished by the Retail Merchants' Association, and at present all governing bodies recognize the value and integrity of that body, but Mr. Ing gave it as his opinion, that every member must loyally support the work which the Association is endeavouring to do, in order that this respect be maintained.

Membership.

At last year's Convention, Mr. Ing reported a membership of 938. At the close of the Association's present year the

membership has been increased to 965, and this has been effected after taking off a number of names where dues, after repeated efforts to collect, were still unpaid.

The increasing work at the provincial office, where the business of both the Greater Vancouver Branch, and the Provincial Board is transacted, has brought about the necessity of increasing the staff, Mr. Ing said. Calls, which the Provincial Secretary had hoped to make during the past year upon the several branches, had been curtailed to a large extent owing to restricted office assistance. Mr. Ing stated that in consequence of the tardy remittance of membership dues, the year had considerably advanced before it was possible to place a field representative on the staff, to keep in touch with members in outlying districts.

"We are still firmly convinced," said Mr. Ing, "as we were last year, that one of the outstanding needs, in order to keep up the interest, and co-operation among our many branches and members in this province, is for the Association to be in a financial position to make personal visits at frequent intervals during the year."

During the past year nine Provincial Executive meetings were held, and Mr. Ing pointed out that measures were to be taken to make the functioning of the Provincial Board more effective during the coming year, and to obviate the possibility of having to cancel meetings owing to the lack of a quorum.

Mr. Ing stated that 31,853 pieces of mail were distributed from the provincial office during the year, in addition to a large number of individual letters to members in answer to the thousand and one questions which the provincial secretary is called upon to answer.

Fire Insurance

Three hundred and seventy-five members of the Association are now carrying insurance through the insurance department. This represents a total amount of paidup premiums amounting to over forty thousand dollars, with dividends amounting to $9,937.18. This latter amount is saved to those retailers who have been able to take advantage of the service, and almost equals the total cost of Association administration in the province for the same period. The total amount of insurance written by the insurance department in this province, Mr. Ing declared is approximately $2,000,000.

Dealing with the more important resolutions brought in at the last Provincial Convention, Mr. Ing touched upon the following:—

Personal Property Tax.

"This, as you are aware was cut 50% at the last session of the Provincial House, and there are indications and promises that the tax will be abolished when the House next assembles. "We as an Association, take individual credit for this, since we were the only body in B. C. to take an active part in having the tax reduced."

Weekly Half Holiday Act

"A resolution at the last Convention instructed your incoming executive to endeavour to have the Weekly Half Holiday Act amended to make it possible for any municipality to declare whether they wished the continuance of the weekly half holiday in their municipality. Although representations have been made to the Provincial government further indications are needed of the membership's desire in this connection before instituting further efforts in this very vexed question."

Government Institutions Buying Direct from Manufacturers and Wholesalers.

"Instructions were given your incoming Executive to have a special committee appointed to fully investigate the question of government institutions buying direct from manufacturers and wholesalers. A special committee was appointed which comprised Messrs. Gordon, Kelowna; Jacobson, New Westminster; Watson, Kamloops; and McDowell, Vancouver to go into the matter and a report will be brought down at this convention.

Resolution No. 9. Trade Sections.

The question regarding the definition of Trade Sections, and the classes of business under such trade sections was taken up fully at the last Dominion Convention, and the incoming executive instructed to take whatever action might be necessary.

Resolution No. 10. Suit Clubs.

This dealt with the establishing of Suit Clubs in the Province, and members having complaints were asked to report to the Provincial Office. No complaints have recently been received, and it is presumed that necessary action is being taken by the Dominion office.

Resolution No. 11. Pattern Contracts.

This dealt with the sale and distribution of Pattern Contracts. The Dominion office have made out a very complete questionnaire concerning this subject which is being distributed to all members.

Resolution No. 14. Manufacturers and Wholesalers Selling to Employees.

"Your incoming Executive was instructed to take this matter up with manufacturers and wholescalers, asking that sales from their stocks be restricted to employees only, and not be made to immediate families. Letters were written in this connection, and a number of wholesalers endorsed the action of the Association. We have no complaints recently in this connection. If any of our members have cause for complaint, we would ask that they get in touch with the Provincial office, giving particulars."

Resolution No. 17. Fixing Fair Retail Price.

The fixing of a fair resale price on various commodities by manufacturers has been thoroughly considered at the Dominion Convention, and our membership will be in receipt of further important information on the subject in the near future. In British Columbia we have gone a considerable way in establishing a fair resale price to the retailer along the lines of price maintenance.

Resolution No. 19. Thanksgiving and Armistice Day.

This resolution dealt with the keeping of the Monday nearest November 11, as Thanksgiving and Armistice Day. As members are already aware this has been done, and the B. C. Board went on record as instructed at the last Convention to support this motion.

Hawkers and Peddlers.

In connection with the "Weekly Half Holiday Act" the question of hawkers and peddlers selling goods during hours when retailers were forced by law to close has been fully considered.

Representations were made to the last session of the legislature to have the "Shops Regulation Act" amended so that this class of merchant be brought within control of Municipal Council. This amendment, after considerable discussion and debate, was finally put through, and Municipal Councils throughout the Province now have the power to control the hours during which pedlers and transient traders of all kinds shall do business. Vancouver has already taken action along this line, and it is up to every retail merchant affected by this competition to induce his Municipal Council enact a by-law, making this by-law effective in his city or town.

Mr. Ing at this point stated that a special report regarding a change of system in the matter of assessment of membership dues in this province would be delivered to the Convention.

$10 Minimum Membership Fee.

"Your Convention last year instructed the incoming executive to have our Dominion Representative submit a resolution at the Dominion Convention in connection with the reduction of the standard fee of $10 per member, as authorized by the constitution and by-laws to $5.00. This was the subject of a resolution by Dominion Representative Crowder at the last Convention, and we regret to say received very scant sympathy at the hands of the delegates to that Convention, and after some discussion, the resolution was thrown out. The B. C. Board is again faced with the question of the minimum fee of $10, which has always been the amount set by the Constitution. Instructions issued at the last Convention regarding the 25% discount to be allowed to all branches paying their dues within a certain period, have been carried out, where any Branch has lived up to conditions. Very few Branches have seen fit to avail themselves of this concession..

Minimum Wage Act.

"Another resolution dealing with the "Minimum Wage Act" as regards retail stores. This Act at the present time is confined to female employees of all kinds, but has not yet been made applicable to retail store employees generally. The chairman of the Workman's Compensation Board at a meeting of the Greater Vancouver Branch, advised that it was contemplated to bring all retail merchants under the operation of this Act. If this decision is carried out, it will be one of the duties of your incoming executive to see to it that the interests of retail merchants are fully protected when, or if, this is put into effect.

Mr. Ing's report here dealt with the following resolutions passed at the Dominion Convention, held in Ottawa last August, a full report of which appeared in the B. C. Retailer, September 1923:—

"Appointment of Legislative Committee."
"Uniform System of Credit Rating and Collection Department for Canada."
"Stamp Tax on Cheques and Receipts."
"Resolution re Statistical forms required by Government."
"Oleomargine."
"Food and Drugs Act." zz
"N. S. F. Cheques."
"Incpection of Meat."
"Egg Grading Regulations."
"Inspection of Weights and Measures."

In connection with the Sales Tax controversy, Mr. Ing stated that the Provincial Office had found it necessary to spend a considerable amount of time and money protecting members from the many inequities of this Act, and same had been one of the sources of constant worry, not only to the Provincial Office, but to the whole membership in B. C., coming within its provisions. "As a result of considerable opposition by the Association, the government has seen fit to not only reduce the general basis of taxation from 6% to 5%, but have exempted a very large number of items handled by retail merchants from 5% to 2½%, and in many cases have entirely exempted other lines of retail merchandise. We still have before us the question of taxation arrears of bakers and confectioners throughout Canada. These cases will be the subject of a test case which has yet to come before the supreme Court of Canada, known as the Versailles Sweets case, the decision in which, either for or against will have a very far-reaching effect on a large number of members."

In connection with opposition voiced by the Association against the exclusion of Orientals, Mr. Ing instanced the success achieved in regard to Chinese immigration, and while the benefits of the Bill are not particularly evident at present, it is the belief of the Association that benefits will shortly accrue to the retail trade. Japanese immigration has, Mr. Ing stated, also received, attention and during the present session, the Minister of Immigration announced a new agreement has been arrived at, between the Japanese and Canadian governments, whereby the Japanese immigration has been reduced from 400 under the original agreement, to 150 at the present time.

In regard to the National Trade Section idea, the secretary stated tha tsteps have already been taken to organize along National lines the grocers, boot and shoe, and dry goods sections, and the latest advices from the Dominion Office indicate that immediate plans are being made to put to National idea into effect.

Mr. Ing closed his report with unstinted praise for the President's efficient co-operation, stating that no matter how pressingly he was engaged with his own business, he always found means of attending to Association matters. Other Provincial officers also came into their fair share of praise for their unselfish efforts towards the betterment of the Association.

THE HALF-HOLIDAY QUESTION

ONCE again the weekly half-holiday question is up for its annual discussion. This year, however, there seems to be one point on which most merchants agree; the necessity of having a half-day a week.

Several merchants have found that the actual business done on Tuesday night and Wednesday morning more than equals that formerly done on the two full days. When the public knows that goods are not available at certain times, it is more likely to make a concentrated effort, with the result that the total value of goods bought is greater.

The only solution to the half-holiday problem is uniformity, say all merchants; not uniformity in each community, but in each county, or even in each province. For that matter, there might be a Dominion-wide day, just as there is for banks and the public generally. Travelers everywhere are complaining. It is very difficut to map out a week's itinerary without striking some community which is holidaying on Wednesday, Thursday or Friday. One salesman quotes a district of his where Wednesday prevails in one town, Thursday in

J. A. TEPOORTEN
LIMITED
WHOLESALE DRUGS
PATENT MEDICINES DRUGISTS' SUNDRIES
PHARMACEUTICAL PREPARATIONS
308 Water St. Vancouver, B. C.

The
Old Reliable
Minard's Liniment
Co. Limited
Yarmouth, N. S.

Get To Know
TILLICUM
A Better Toilet Tissue ::
A British Columbia paper of British Columbia materials—a new high quality genuine two-process Manila crepe tissue.
This big half-pound roll of toilet tissue is being advertised to the public through magazines and newspapers; so get samples and prices now. We shall be glad to submit both upon request.
Smith, Davidson & Wright, Ltd.
MANUFACTURERS AND WHOLESALE
PAPER DEALERS
VANCOUVER VICTORIA

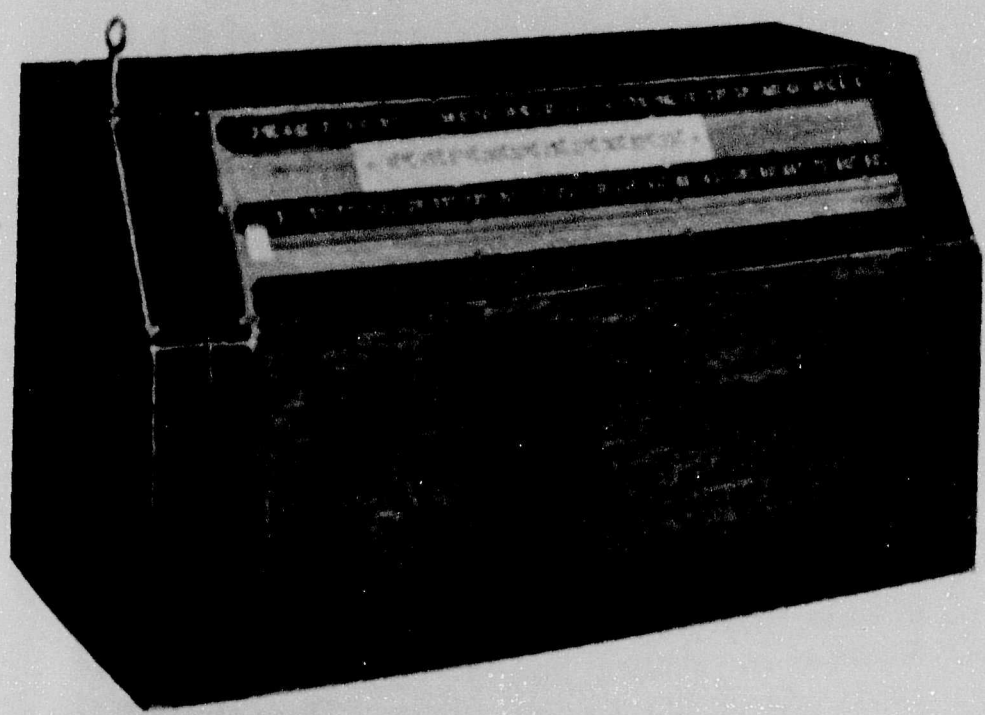
another four miles to the west, and Wednesday in the one eight miles east. Some of these communities must lose out. Moreover, the cost to the wholesalers and ultimately to the retail trade and to the public is certainly not being lessened by this haphazard journeying on the part of salesmen.

It is pointed out by one prominent member of the Retail Merchants' Association that the Dominion government has stepped in in matters which were far more difficult to settle than this half holiday problem. Daylight saving, the minimum wage, hours of labor, sanitation and working conditions for employees in stores, factories, office, etc., are all very serious things and have been the cause of much expense to business men. The matter now troubling the retail trade cannot be said to be as grave in any sense. If the government should undertake to settle it, there is no reason why the will of the majority might not be taken. Local retail merchants' associations could co-operate with the Dominion organization, which could, in turn, make returns to the government showing what day the majority of merchants want. And the majority should rule as in everything.

PROFIT PROTECTOR AND PRICE CALCULATOR

Alderman Stanley Ross of New Westminster, who is an active member of the Retail Merchants' Association is the inventor of a novel device designed to protect the retail merchant from miscalculations and errors in computing Mark-up.

The device which takes the form of a cabinet eighteen inches long by nine inches wide and nine and a half inches high, has taken Mr. Ross some three years to perfect, much intricate machinery comprising the make-up and he now holds both Canadian and American rights for his invention. One very important feature claimed by the inventor is that while this machine deals in percentages and fractions, some of the results being carried out to four places of decimals, it is so arranged that it is readily understood by any retail merchant.



After having determined the percentage of nett profit desired in sales, this machine will give the percentage of mark-up that must be added to the cost price to take care of a given "overhead," and also give the desired profit.

Such a feature practically eliminates any guesswork as to the percentage of mark-up necessary to make a profit.

A range of consecutive cost prices from one cent to one hundred dollars on which selling prices are computed and made available by the simple manipulation of a lever is another feature of this unique machine. This entirely eliminates figuring out mark-up percentages with pencil and paper, a method which is not only out of date, but which encourages errors to a very large extent.

The number of failures which take place every year in the retail business due in the majority of cases to lack of knowledge in figuring expenses and profits, indicates the necessity of a computator of this description.

Speaking at a Convention of retail merchants in Winnipeg, E. B. Moon, Director of the Department of Community Building, and Trade Betterment of the Farmer's Review, Chicago, made the statement, "I have learned this fact about the retail trade; a large number of retail merchants in the United States have failed simply because they did not know when or how to take a profit."

Dr. Hindley, the well-known exponent of retail merchandising ethics, at the Provincial Convention of the R. M. A., at Victoria in 1922, stated that a man going into the retail business was taking a greater chance than buying oil stocks. Such statements as these emphasise that the margin between profit and loss, in these days of keen competition is very close, and accurate figuring is essential to the merchant if he desires to stay in business.

Mr. Ross states that he hopes to have this machine on the market in the very near future.

MORAL RESPONSIBILITY

It is customary for a thoughtless type of citizen, who has protected himself against financial loss by insuring his home or factory, to say: "Let 'er burn; I'm covered!" Aside from the fact that this narrow viewpoint ignores the fundamental truth of the general distribution of the fire waste burden, it also overlooks another important aspect of the situation—that of moral responsibility!

A property owner is never justified in jeopardizing the lives and possessions of his neighbors by refusing to take precautions against fire. In the case of buildings where a number of people congregate, the moral responsibility becomes a matter of the greatest moment, and dereliction is little short of criminal. It is true that there are usually local ordinances designed to safeguard the occupants of theatres, schools, apartment houses and hotels, but laxity in enforcing these statutes is not unknown. The moral responsibility of the owner, in any event, is undiminished.

One of the most serious phases of the question relates to hotels, where fires, in the majority of cases, occur during the sleeping hours. In a recent instance, a hotel building of ancient construction, which long had been marked as a fire-trap by fire prevention engineers, caught fire in the small hours of the morning, and in a few moments was a mass of roaring flames. Some two hundred guests were sleeping in the building, and, had it not been for exterior fire escapes, installed at the insistence of the authorities, many of the occupants probably would have perished. Had they been burned to death, the proprietor of the hotel would have been morally, if not criminally, responsible. Don't "Let 'er burn," Mr. Citizen, just because you're covered. Try to prevent it from burning; do all you can to safeguard your property and your neighbor's from fire loss; to protect the lives of those about you.

HARDWARE, OIL *and* PAINTS

MARKETS AT A GLANCE.

Hose: Good demand is being felt. Stocks good, no change in price.

Nails: Demand good with fair stocks on hand. Prices now quoted show no change.

Refrigerators: Good sales are reported by jobbers.

Roofing Material: Some changes have been made by manufactures in prices on roofing material but hardly enough to warrant a revision in jobber's lists.

Transparent Ware: Demand remains good; stocks ample; prices steady.

Wheelbarrows: Sales good, stocks ample, prices remain unchanged.

Window Screens and Screen Doors: Demand is good and stocks holding well.

Wire Cloth: Good demand now; stocks good, prices steady.

Wrenches: Sales of wrenches continue to be good, stocks fairly well assorted, prices steady.

Sash Cord: Fairly active demand, stocks ample, prices steady.

Tin Plate: Sales about average, prices steady.

Rope: The market continues strong but without change. A good seasonable demand for hay rope is expected.

Wire Goods: Fairly good sales are being made on seasonable items.

Linseed Oil Declines: New Quotations on boiled and raw linseed oil show a decline of five cents a gallon.

Lawn Sprinklers: Sales are good with prospects for a big season.

Axes: Future demand continues fair at unchanged prices.

Baseball Goods: An excellent demand is reported at this time.

Door Springs: Demand good, with no price changes.

Eavestrough Conducutor Pipe, etc: Sales more active with better weather for building work.

Cotton Mops Selling Well: The sale of cotton mops is increasing as the season advances.

Seasonable Sale of Silver Plated Flatware: The season has opened up for the sale of silver plated flatware. A good season business in this line is anticipated. No change in price has been recorded.

Brisk Sales of Sporting Goods: Brisk sales of sporting goods, tennis supplies especially coming in for a good share of the local trading.

Builder's Hardware: Demand is improving, as a large number of residences are under construction and ready for installation of hardware. Indications are good for future business. Prices are firm and stocks in fair shape.

Automobile Accessories: Accessory business continues to improve. Orders for bumpers, spotlights, motor meters, seat covers have been exceptionally heavy indicating a better movement of new cars. Tire business has also been exceptionally good. Prices are steady.

Solder: Market remains quiet with fair demand; prices unchanged.

Poultry Netting: Sales good, stocks ample, prices steady.

Steel Sheets: Fairly good demand; stocks good; prices remain stationary.

Cotton Rope: Sales remain good; no change in price.

Step Ladders: A really good movement of step ladders out of jobber's stocks is noted.

Paint: Demand for paints remains good; stocks good, with prices steady.

IMPORTANT HARDWARE MERGER.

A merger of particular interest to the hardware dealers of this province occurred recently when P. D. Gordon, president of A. J. Flett Limited, bought out Martin Finlayson & Mather, 45 Hastings Street West, merging the two concerns under the new mane of P. D. Gordon Ltd.

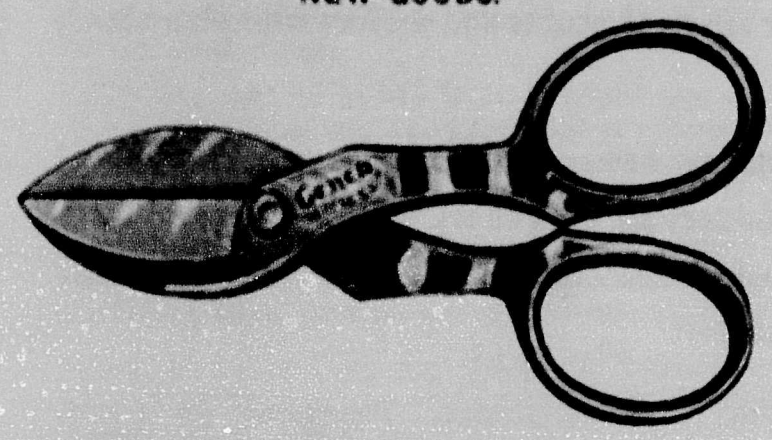
Mr. Gordon realized the advisability of extending business, and the two stores, situated within a few blocks of one another, and carrying the same lines of goods, offered him his opportunity. These stores may be classed among the leading hardware houses of Vancouver, and there is no doubt that Mr. Gordon will make a real success of his venture. It is his intention to go in more extensively for builders' hardware, and this department is being increased in the new store. Associated with Mr. Gordon are Gordon Kearns, manager of A. J. Flett Ltd., and Sterling Martin, manager and interest holder in Martin, Finlayson & Mather Ltd..

The two firms were formed some twenty-four years ago, J. A. Flett opening up in a small way in 1900, and later moving to Hastings Street. He carried on under

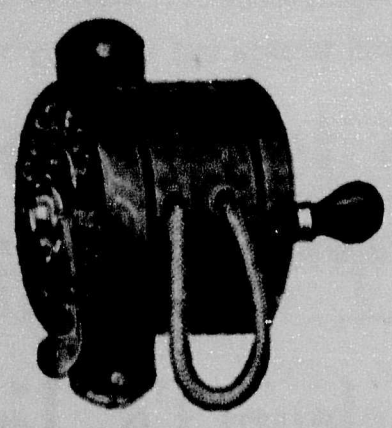
his own name for a number of years, and finally incorporated under the style J. A. Flett Ltd., with Chas. K. Snell as buyer and managing director, retaining the position of president himself. In 1916 they moved to the present location.

P. D. Gordon came to the coast in 1910 from Alberta, where he had been in business for a number of years, and acquired a half interest in the firm of A. J. Flett Ltd., at the same time assuming active management. In 1921 Mr. Flett died, and Mr. Gordon bought the entire Flett interests. Martin, Finlayson & Mather was founded in 1899, and was at that time known as Fyfe & Hunter, located on Cordova Street, Mr. Finlayson later taking over the Fyfe interests. H. C. Mather at that time, British Columbia representative for Holland & Sons, Toronto, and George Mather, Western representative for Thos. Davidson, Montreal acquired the Hunter interests, and the firm of Martin, Finlayson & Mather came into being.

NEW GOODS.



Genco Mechanic's or Pocket Snips: Solid steel, drop forged oxidized finish, length of cut 2 inches, inegth over all 7 inches, will cut easily articles such as wire, tin heavy card-board, carpet, linoleum, etc., which would ruin the ordinary shears; weight per dozen 6 lbs.



Lowell "Ever-Ready" Clothes Line Reel—Equipped with 36 feet of stout braided cord, wound up inside a decorated metal cabinet. To put up line it is only necessary to draw out the cord hanging out of the cabinet and carry it wherever you have screwed your hooks. To lock reel simply throw pawl, on left hand, into rachet wheel. To take down line remove cords from hoks and re-wind into cabinet by turning handle. When not in use it remains out of the way, protected from dust and steam-laden air of the kitchen or laundry; furnished complete with screws and hooks; weight per dozen 8 lbs.

GETTING BETTER.

Employment statistics for the month of May reveal an encouraging improvement in Canada. They show about 20,000 more persons employed than in the month of April, and compared with 91.4, 83.3 and 84.1 in May of 1923, 1922 and 1921 respectively. Gains in construction, manufacturing, mining and transportation were most noteworthy with declines occuring in textile, leather iron and steel, and logging. Encouraging reports are received all the way from British Columbia, through the prairie provinces, to the Atlantic coast. Increased employment should increase buying power and help improve conditions for retail merchants.

NEW LINOLEUM PATTERNS

The Dominion Oilcloth & Linoleum Company, Ltd. of Montreal, has recently issued an attractive mailing piece, which has been addressed to retail merchants from coast to coast. Te mailing piece consists of a large folder printed on heavy paper, with a hole punched so that it can be hung up and used as a reference.

It illustrates six of the newest patterns of linoleum rugs designed by the firm, and as these are all in the natural colors, the folder is decidedly attractive, and will certainly be used by merchants to emphasize their selling arguments with spring floor covering customers.

With the folder was a letter, which pointed out the new rug patterns had been issued at the right time, and that as supplies were in the hands of the wholesalers throughout the Dominion, merchants would have no difficulty in starting a house to house canvass with the object of making a record in the sales of washable rugs.

The attitude of the jobber and manufacturer is changing. For several years, the attitude of many manufacturers was, "We will sell our goods to any and all dealers, but we are not responsible for what he does, how he sells, what price he receives for the goods.

Many manufacturers and jobbers are today studying this distributing game and many have come to the decision that "Our interest in our products does not end with the sale to the retailer." The price the retailer gets for the goods is now being given some thought. Some are suggesting what that price shall be, some are telling the retailer what the minimum shall be.

The manufacturer is equipping himself to help the retailer, he is studying his customers and making an effort to give him real hely and service.

The problem of retailer and jobber is to-day a common issue. The future of the jobber and independent retailer must be worked out between them and it will be, for we are living in a day of co-operation.

The manufacturer and jobber must help the retailer for their future depends upon the success and development of the trade of the independent retailer.

PENTICTON MERCHANTS DEVELOP SKAHA LAKE TOURIST PARK.

A modern camping ground has been bought and developed by the Penticton merchants on the beautiful bathing beach at Lake Skaha just south of the town.

The site chosen comprises 8 acres in the centre of a 30 acre natural pine grove added to which are modern conveniences such as community combination hall and kitchen, partly furnished cabins, flush toilets, shower baths, etc., making this one of the prettiest and most up-to-date camping grounds in British Columbia.

A hearty welcome to all tourists whether by rail, auto or boat. Come to Lake Skaha and camp for the summer. Further information can be had by writing the secretary of Retail Merchants Assaciation.

NEW ADVERTISING MANAGER FOR DOMINION OIL CLOTH & LINOLEUM COMPANY LIMITED.

Mr. Frank McGill has been appointed Advertising Manager of the Dominion Oilcloth & Linoleum Company Limited to fill the vacancy made by the resignation of Mr. A. H. Illsey. Mr. McGill has been with the company for a number of years and is well and favorably known to the trade.

SUMMER

Is a Good Linoleum Season

Dominion Linoleum and Dominion Linoleum Rugs have a particular selling appeal for every season of the year. Summer is no wide exception. To the contrary, It offers a wide field for sales and profits and dealers who plan ahead, get splendid results.

Dominion Floor Coverings for summer homes and for porches in city homes! Make this the keynote of your summertime sales effort. Tell folks going away about it Tell them the added comfort that Linoleum gives. Point out to them how little it costs to have this comfort.

Sell the stay-at-homes on the living-on-the-porch-idea. Thousands do it anyhow, in the hot months and every single one of them is a prospect for a Dominion Linoleum Rug for the porch.

There are no dull months in the Linoleum Department for the live Dominion Linoleum Dealer. He gets sales arguments and profits out of every season.

Write us for suggestions for timely summer windows and departmental displays. Material and helpful hints are Free.

Dominion Oilcloth & Linoleum Co., Limited

MONTREAL.

Dominion Linoleum and Dominion Linoleum Rugs

"The All-Year-Round Profit Makers"

DID YOU EVER STOP TO THINK

By E. R. Waite, Secretary,
Shawnee, Okla., Board of Commerce.

THAT business concerns that are selling something of everything, but not enough of anything, should turn their attention to better advertising. The right kind of advertising stimulates business.

THAT truthful, persistent advertising gets the attention of the readers, and sets their thoughts moving towards the direction of the merchandise or service advertised in a way that brings results.

THAT advertising holds customers—makes new ones and turns fussy customers into satisfied customers.

THAT the modern business concern knows that good advertising is worthy of the thoughts of all thoughtful people, and they read them item by item, because they show them the way to greater savings.

THAT the people realize that the business concerns whose names they find in the advertising columns have left nothing undone to maintain in stock the finest merchandise that is possible to be produced for the price asked.

THAT the scheme of life is so arranged that some have merchandise and need cash; while others have cash and need merchandise. Advertising provides the opportunity for them to meet.

THAT the motive power of any business is truthful advertising. It is the great service that brings together the buyer and seller for their mutual benefit.

THAT ADVERTISING CULTIVATES THE HABIT OF STEADY SAVING, AND HAS STARTED MILLIONS OF PEOPLE ON THE ROAD TO FINANCIAL FREEDOM.

FORETHOUGHTS AND FIRETHOUGHTS

Be sure that chimneys and stovepipes are clean and in good repair.

Keep area about stoves, radiators and steam pipes free from all combustible material.

Be sure that walls, floors and ceilings are protected from heat from stoves or stove pipes.

Keep furnace or boiler room clean.

Place ashes in metal containers.

Be sure all fires are in safe condition before leaving.

Do not handle gasoline or other highly inflammable liquids except in tight metal containers painted red and prominently labeled.

Keep on hand and use only minimum amounts of inflammable liquids. Excess amounts should be stored underground or well detached from buildings.

That you may not invalidate your insurance, examine the policy provisions to ascertain restrictions on use of explosive solids and liquids.

Use non-inflammable liquids for cleaning purposes.

Do not use kerosene, benzine or naptha to start or hasten a fire.

Never use any inflammable liquid near an open fire.

The Secret of a Profitable Paint and Varnish Department

The real secret lies in having your Paint and Varnish stock complete under one particular brand. No matter what line you sell, have everything possible under the one label.

The wisdom of this is that every sale of any Paint or Varnish you make will surely advertise other lines you have for sale. If you stock MARTIN-SENOUR 100% Pure Paint, why not also stock Martin-Senour Stove Pipe Enamel, Martin-Senour Varnishes and all such specialties.

If the can of 100% Pure Paint sold to a customer satisfies, and of this there is no doubt, surely when that satisfied customer returns for, say Stove Pipe Enamel, and you show one bearing the Martin-Senour label, it makes the sale far easier than if you show a stove pipe enamel of another make. This same argument applies all along the line.

Look over the shelves of the most successful paint merchants of today, and you will find them carrying and pushing one BRAND all the way through.

STOCK, ADVERTISE AND PUSH THE FULL MARTIN-SENOUR LINE.
THIS WILL MEAN REAL BUSINESS TO YOU.

The Martin-Senour line is very complete. It comprises a paint or varnish product for every purpose and every surface. There is no need for any of our dealers to go elsewhere to purchase any paint or varnish specialties.

MARTIN SENOUR PAINT & VARNISHES

The Martin-Senour Co. Limited

1505 POWELL STREET VANCOUVER, B. C.

The Wife Says So!

Davidson's Canning Outfit.

There's no doubt about it—the wife can preserve fruit right.

Asked her the other day how she does it. She asked me if I remembered the Davidson canning outfit I had brought home to try out a couple of years ago.

That's the secret. She says she wouldn't be without it for anything, and I guess if she finds it so good there must be lots of others who do too—because we sell lots of them and there are no come-backs.

And with the preserving season here now is the time to put in a window of Davidson canning outfits and the rest of the articles women need for canning.

Our outfit is simple, but it works. There's an 18-qt. enamelware cook pot with cover and a wire rack which holds six one-quart jars. The rack keeps the jars above the floor of the boiler, letting the hot water circulate freely and keeping the jars from cracking. The jars can be removed all at once or separately and the pot can be used for all kind of cooking.

Let your customers see it and they'll buy.

The Senior Salesman,

The Thos. Davidson Mfg. Co. Limited

Established 1860.

Head Office and Factory: MONTREAL.

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

DAVIDSON

HARDWARE PRICES CURRENT

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

AMMUNITION.

Loaded Shot Shells.

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

Metallic Ammunition.

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

ANVILS—Peter Wright, 50lbs. to 139 lbs., 25c; over 139 lbs. 22c.

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

BARS—Crow, $11.00 per 100 lbs.

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

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

BOLTS, MACHINE—⅜ and smaller up to 4-in. long, less 22/2/10 off list; over 4-in. less 20/10 off list; ⅜ 5/10 and ⅝ less 2½/10 off list. Note new list prices in effect.

BOLTS, STOVE—Less 47½/10 off list.

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

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

BOILERS, RANGE—30-gals. $13.50 each.

BUILDING PAPER—Tarred, $1.00 to $1.20 per roll. According to quality. Plain 70c to 90c per roll.

BUTTS—Plated, 2dl, antique copper and dull brass finish 2½x2½ per pair 36c; 3½x3½ per pair 59c; 4½x4½ per pair 87c.

BUTTS—Wrought steel, No. 304, 2½x2½, $1.45 per doz. 3½x3½ $2.90 per doz.; 4½x4½, $5.22 per doz.

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

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

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

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

CHOPPERS FOOD—Universal No. 0, $22.20 doz.; Universal No. 1, $27.00 doz.; Universal No. 2, $33.60 doz.; Universal No. 3, $43.80 doz. Home, No. 55, $2.80 each; Home, No. 65, $3.75 each.

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

CLEVIS, MALEABLE—Per lb. 21c.

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

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

EAVTROUGH—Per 100 feet, 8-in. $5.83; 10-in $6.50; 12-in. $7.96.

FILES—Great Western, 55% off list; Black Diamond 35% off list.

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

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

HOSE, WATER—½x3-ply 10c a foot; ½x4-ply 11c a foot.

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

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

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

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

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

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

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

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

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

NUTS—Per 100 lbs. advance over list—Square, small lots, $5.75; square, case lots, $3.75; hexagon, small lots, $6.25; hexogan, case lots, $4.25.

PICKS—Clay, 6-7 lbs. $5.40 doz.

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

PLASTER OF PARIS—$1.60 per 100 lbs.

RIVETS AND BURRS—Black carriage, 5lb burrs 57c; No. 8 assorted coppered rivets No. 8 34c lb.; assorted copper rivets and burrs 57c; No. 8 assorted coppered burrs and burrs 31c per lb. No. 8 coppered burrs 37c per lb.; Coppered rivets 26c per lb. Coppered burrs 37c per lb.

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

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

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

SCREWS, CAP—55 off list.

SCREWS, SET—55 off list.

SHOVELS AND SPADES—Olds or Fox, $12.88 per doz. ⅜ Jones or Bulldog $13.78 per doz.

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

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

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

SCOOPS—Moose No. 4, $17.10 doz.; No. 6, $17.65 doz.; No. 8, $18.50 doz.; No. 10, $19.20 All above in black finish.

SOLDER—½x½, case lots, 42c per lb.; less 46c per lb.

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

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

TACKS—Carpet, 70c off new list.

WIRE, BARBED—Per roll—4 point, cattle, 80 rod, $4.50; 4-point hog, 80 rods $5.00.

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

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

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

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

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

PAINTS AND OILS.

Brandram-Henderson

	Per Gallon
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	1.35
Grrens and Greys, in 4 gal. cans	1.5[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 floor paint	4.15
Sherwin Williams, white	4.65
Sherwin Williams, color	4.30
Sherwin Williams, porch	4.30
Sherwin Williams, floor	4.15

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

LINSEED OIL—	Gallon.
Raw, 1 to 2 barrels	$ 1.25
Boiled, 1 to 2 barrels	1.28

LEAD, WHITE IN OIL—	Per 100 lbs.
1,000 lbs. to 1 ton	$17.10
Less	17.10
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

MORE LIGHT LIMITED.

Prices to dealers.

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

Automotive Price List

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

ACCELERATORS FOOT—Wireless Ford at $1.75 each.

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

BATTERIES—Hot Shot $2.96 each; Dry 6x 2¼ 55c each.

BOOTS—Tire 4-in. $1.25 each.

BUMPERS—Twin bar $13.60 each.

CAPS—Radiator, $1.00 each.

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

CARRIES—Luggage, collapsible $4.50 each.

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

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

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

CLEANERS, WINDSHIELD—Presto $1.60 each; Mayo Skinner $7.50 each.

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

DEFLECTORS—Wind adjustable $15.20 pair.

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

HORNS—Electric $5.75 each.

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

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

MIRRORS—Rear view $3.00 each.

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

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

PLATES—Step $2.00 each.

PLUGS—Spark Champion 53c each; A. C. Titan 63c each; Hel-Fi, 55c each.

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

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

RAILS—Robe No 127 90c each.

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

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

Tubes: less 30 per cent off list.

Bakery, Confectionery and Catering

Relation of Retail Baker to the Community

By Dr. R. E. Lee
The Fleshmann Company, New York City

It is as a consumer of bakery goods that I come before you to-day and I feel particularly qualified to speak on the subject assigned to me, having been a consumer for forty odd years and it has been my good fortune to visit retail bakers all over the country.

Your first point of contact with the public is your window. Now, what does your window tell the prospective buyer? Does it appeal to the most fastidious appetite? Does it emanate deliciousness? Does it make the mouth of the passerby water? Does it reflect clean sanitary manufacture?

The prospective buyer cannot see the bakery proper. Some of you are thankful he can't. But, gentlemen, he will judge the bakeshop of the appearance of the front—so take a lesson from the flapper and put on some paint.

Window Crowding

The chief fault I find is the crowded window. Things are piled one on top of the other, the entire stock seems to be in the window—crullers, pies, cakes, jelly rolls and bread are all thrown in and some are pressed against the glass. It looks like a bargain counter at the end of the day and, gentlemen, I have even seen the cat in there catching flies. A window like this is a reflection of unsanitary conditions in the back shop.

A window should be tight to keep out flies, and don't use your window as a stock room for the goods you have to sell.

To properly decorate his window, the baker should become an artist. Indeed, it is like painting a picture —it must have a definite design, composition and balance. Develop the artistic sense.

You may wonder why the boys and girls are taking drawing lessons in the public schools. They are developing the artistic sense—they are not going to be artists; of course not, but they are going to be able to decorate your window better, because they have had the training.

Visit the art galleries—study the pictures and designs of the best artists. You may not believe it, but your windows, your stores; yes, your goods will show the benefit of it. Put samples of your best in and don't crowd. It is what you leave out that is as important as what you put in. Leave something to the imagination! Let what you do show, suggest more delicious dainties inside.

You need not go as far as the artist who painted a picture of the Israelites pursued by the Egyptians across the Red Sea—You may know the story—when the committee gathered to judge the picture and the artist drew back the screen—the canvas was bare. The jury, as a man, leaned forward. "Where are the Israelites?" asked one juror. "They have passed over," said the artist. "Well, where are Egyptians?" asked a second juror. "They haven't come up yet," declared the artist. Another juror asked, "Where, then, is the Red Sea?" "Ah!" said the artist, "The Red Sea is rolled back!" There is a lesson in that story. Don't try to show everything you have in the window; leave something to the imagination.

Don't throw signs into the window to curl up on top of the goods. Hang them up neatly at the back, with perhaps a vase of flowers to attract attention.

An Important Salesman

Study window decoration; verily, the proper decoration of the window is a work of art. Marshall Field pays a man twenty thousand dollars a year just to dress the windows. The window is your best salesman. Put it to work. Force the passerby to stop. Let it compel him or her to enter your shop.

Once the prospective customer is in, she is at your mercy, so to speak. She will go out with only the ten-cent purchase she came in for if you let her, or she will go out with a dollar's worth of goods if you do your duty.

The inside of your store should be as immaculate as the window. The show cases should be clean and polished. Visit any high-class candy store and take a lesson from them.

By all means, put your saleswomen in uniform. Select girls who are pretty, who are neat, who take care of their hair and hands. Now these girls must be trained. They must be interested in you, in your efforts, in your ideals, in your vision of success, for, in the words of King Solomon, "Where there is no vision the people perish!" Above all, she must be interested in your customers. She must learn their likes and dislikes. She could learn their names and use them. A customer is flattered by attention.

The Art of Suggestion.

When the first purchase is made the girl should be ready with a constructive suggestion—a confidential whispered hint is not effective. "Our apple pies are particularly good to-day," or "You know Mr. Blank (the owner) is very proud of his coffee cakes. They're particularly delicious." Why not have some of your "Special To-day" all cut on the counter and invite a customer to try it!

I would discharge a girl who follows up a sale with the inane question, "What else?" What else? It is an invitation to move on. Here you have your customer in a receptive mood, hungry, ready to buy, but she can't quite make up her mind, and you bring her up with a jerk—you break the spell with the question. "What else?" The natural answer is "Nothing," and a sale is lost, for she suddenly remembers she came in for just one thing and she has bought it. You've put a period to her buying inclination. I know there is a time when your store is crowded and this will not

work, but there are lots of times when it isn't crowded and where it will work.

If you are not a natural born salesman, learn salesmanship and teach salesmanship to your girls. If you can't do this, better try another business, for success in retail bakery is three-quarters salesmanship and only one-quarter the goods, whereas most of you give 90 per cent. attention to manufacture and only 10 per cent. to selling.

The retail bakery business is a merchandizing proposition that requires your personal attention behind the counter as well as in the shop.

Get rid of mere order-takers and replace them with sellers.

Study the size of the average sale per customer. The way to improve your business is not necessarily to increase the number of customers, but rather to increase the size of each sale. This means merchandizing, but does not call for additional overhead. Measure your efficiency by the size of the individual sale.

Confidence

Well, we have worked back to the bakery proper. To make a success, you and your sales force must have confidence in your goods. To have confidence, the goods must have quality. We have talked quality for years. Some of you have appreciated its importance, others have not.

If your receipt calls for butter, eggs, whole milk and cream, put them in. Quality and quality alone is taking bread-baking out of the home, and quality alone will take cake-baking out of the home.

The housewife used to apologize to her guests for using bakers' bread. She does so no longer, but she still apologizes for serving bawers' sweet goods.

If you will—I do not say if you can, for you know how—but if you will make your sweet goods as well as she can, put in real stuff, she will stop apologizing. She will be proud to say, "These are so and so's cream puffs."

Important Production Points

Gentlemen, you have a big advantage over the wholesale baker. First, you have the opportunity of meeting your customer. Second, and this is a big thing, your goods are hot from the oven when they are put into the hands of your customers.

What you lack in machinery, you must make up in skill and in the personal touch.

This is not to be a talk on fermentation, but I want to say a few things on this subject in passing.

Learn all you can about your flour — learn how it acts under different conditions and in different formulas.

Acquire skill in the handling of salt. Those who have done this have mastered half of the science of baking. Salt is used primarily for flavor, and this fixes the upper limit in the neighborhood of two and a quarter per cent. Salt improves the texture, and by so doing makes a whiter loaf. It strengthens the gluten and increases the yield.

The most obvious action of the yeast is to raise the dough, but until the gluten has been properly conditioned or ripened mere raising strength is useless.

The delicious bread flavor is due to the action of the yeast, and it should not be forgotten that yeast contributes in more ways than one to the nutritive value of the loaf.

Shortening is used to help keep the goods fresh, to improve volume, texture and food value. Milk, the ideal ingredient, may be classed with the shortening.

Malt stabilizes the fermentation, contributes flavor, and keeps bread fresh.

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Advertise your Bread As a Warm-weather Food

Bread is an all-year food with a strong warm-weather appeal. Perfectly balanced and ready to assimilate, it has nothing to clog or irritate in dog-day heat. It keeps the body cool while it nourishes.

You will be doing your customers a favor by telling them this, and, naturally, increase your sales as well!

Your advertising can give practical suggestions for making sandwiches and delicious bread dishes that are excellent for warm-weather comfort.

Whether you use newspaper advertising, letters to the housewives, circulars or inserts, your Fleischmann man has complete information to help you use the warm-weather appeal Don't forget to ask him.

The Fleischmann Company

Yeast — **Fleischmann's Service** — **Diamalt**

Certain mineral salts, scientifically combined, aid in that most important part of bread-making, the conditioning of the gluten. Their use is valuable with all flours and with some they are indispensable. They stimulate yeast action, increase yield, maintain volume with texture, whiteness of crumb with flavor. The use of mineral salts saves time and precludes the possibility of failure. Their judicious and proper use is recommended.

Learn the No-Dough-Time Process. The theory of this process is the outstanding contribution to the science of baking in the last ten years. It may be modified to suit your conditions and the quality of bread you want. It has come to stay.

Volumes might be written about each of these subjects, but my time is limited, and, before closing, I want to ask if you know the cost of the products you are selling? Do you know what it costs to make a dozen doughnuts? Have you apportioned to each cake the overhead, the depreciation, the rent and the insurance? If your good wife, your sons and your daughters are helping you—are their efforts figured at their face value?

Everything you sell must carry its portion of the burden.

If you have no cost accounting system, you are not getting what you should out of the business. Justice to yourself and to the public demands that you know your costs and your profits.

You, Mr. Retail Baker, are an important member of your community. You are one of the public, to whom justice is due.

Demand a fair price, with a fair profit, deliver quality goods, and the public will pay you and respect you.

WHY NOT MENTION ALL INGREDIENTS?

QUITE a few bakers, in their announcements in the public press, have started of late to mention the ingredients they use in the manufacture of their bread. And this is as it ought to be. There is nothing more likely to insure the public's confidence in one's product than to list the raw materials the baker uses in getting out a loaf that meets with the approval of the consumer. The tremendous advertising carried on during recent years by the manufacturers of the different bulk materials used by the baker, and the very fact that these manufacturers live up to the promises made in their advertising as to the quality and reliability of their goods, have gradually created in the mind of the housewife a list of such raw materials which in a great many cases she uses in her own household, and which she rightly believes that the manufacturer of her staff of life should also use in his shop. She has the utmost confidence in these ingredients, and this confidence will naturally also apply to bakers' bread when she is told that the baker, too, uses the same materials that have a regular place in her pantry. Since the fundamental material used by the baker is flour, and since there are dozens of flours which the housewife positively knows are all that is claimed for them in respect to bread-making qualities, it would surely be a wise plan if the baker, in listing the materials used by him, would not overlook this very important item. As we said before, confidence inspires confidence, and the more often the public is assured that the baker uses only ingredients of known repute, the greater will be the confidence extended to him and his goods—a fact that means so much in the business life of every baker.

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

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The ordinary way to measure distance is by miles. You think any place you have in mind is so many miles away. It seems a long way off. Look at it another way. Measure the distance by minutes. Say to yourself, "Such or such a place is so many minutes away," meaning, of course, that if the telephone is used distance does not need to be considered.

If you want to talk to a friend or discuss a business matter, no place is very far away. Not only that, but the means of communication is always right at hand. Every telephone is a long distance telephone. Besides, if you talk in the evening, you can take advantage of the special rates.

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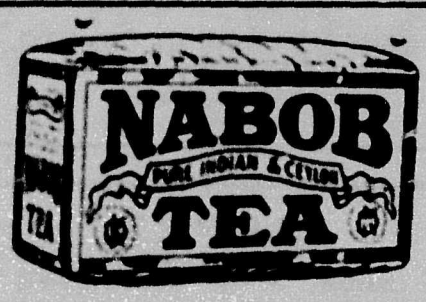

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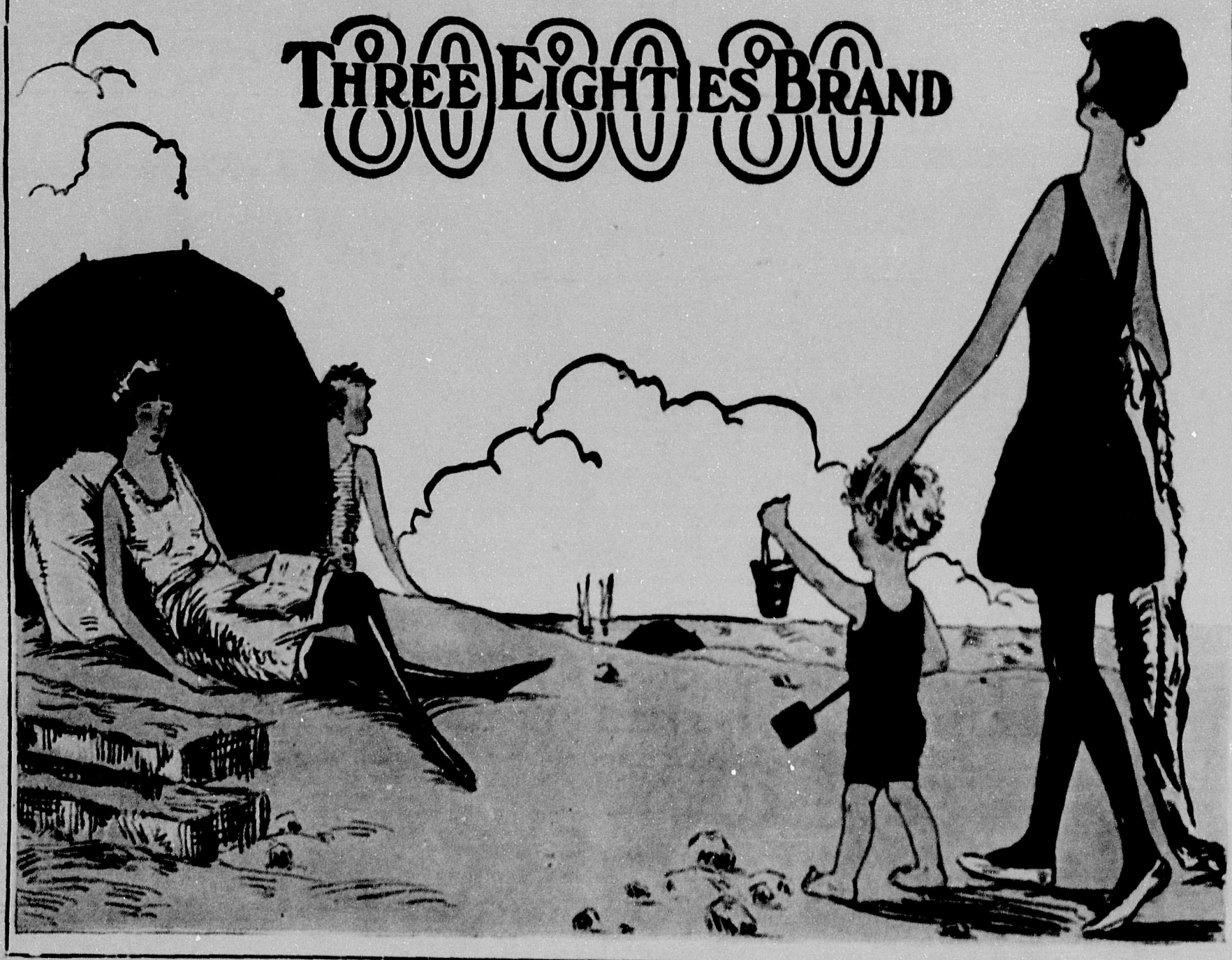

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