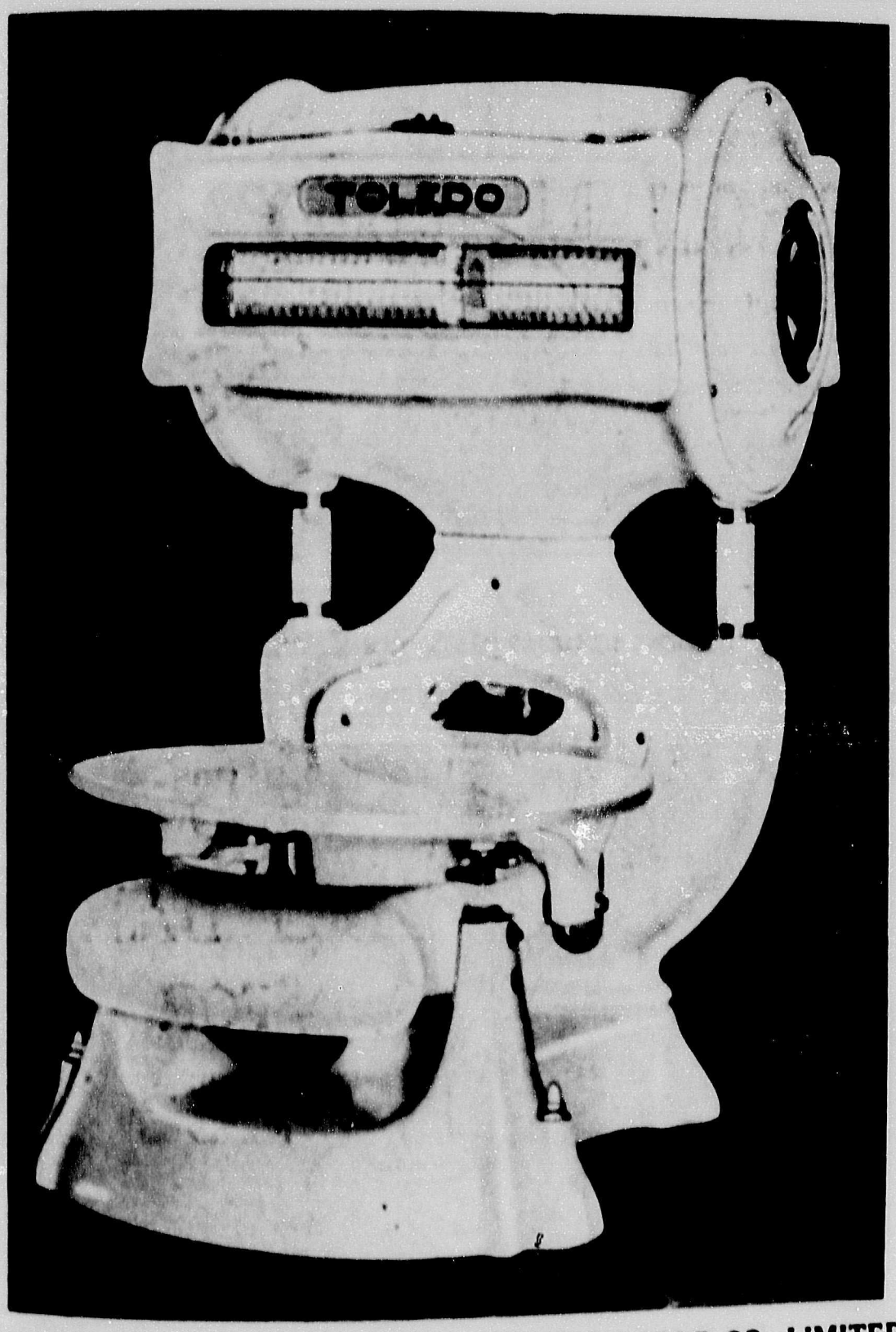
THE NOVEMBER

RETAILER

BRITISH COLUMBIA, ALBERTA, YUKON

VOL. XIX., No 3 VANCOUVER, B.C. NOVEMBER, 1926.



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IN the attractive modern store or market, where every detail of stock and fixtures is studied with reference to its pleasing effect upon the customers, particular attention is given to the weighing equipment. Scales determine how much the customers get for their money, and so are the most observed fixture in the stores.

Toledo Scales are beautifully fashioned and finished, easily cleansed, sanitary; built for accuracy on the pendulum counterbalanced principle—**no springs**; equipped with a patented device to prevent mistakes in reading, and are known everywhere as automatically giving honest weight and computing exact value.

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Manufacturers of Automatic Scales for Every Purpose.

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"STANDARD" **"MANILLA"**
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J. C. WILSON, LIMITED

Manufacturers of
PAPER BAGS. WRAPPING, TISSUE AND TOILET PAPERS.
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The same price at every store in our British Columbia Territory.

5 BIG BARS FOR 25c

PROTECT YOUR PROFITS BY SELLING A MAINTAINED PRICE LAUNDRY SOAP

THE ROYAL CROWN SOAPS, LTD.

VANCOUVER, B. C.

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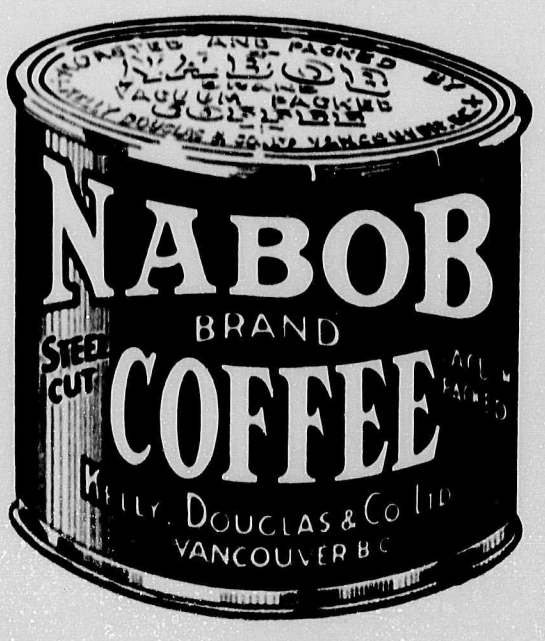

Saves you time when customers ask for "Fresh Roasted Coffee." That's exactly what Nabob is. The vacuum tin keeps the flavor in—you sell it "fresh from the roaster.

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

WILSON BROTHERS

Established 1890

Our Motto is "SERVICE"

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

ECONOMY

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

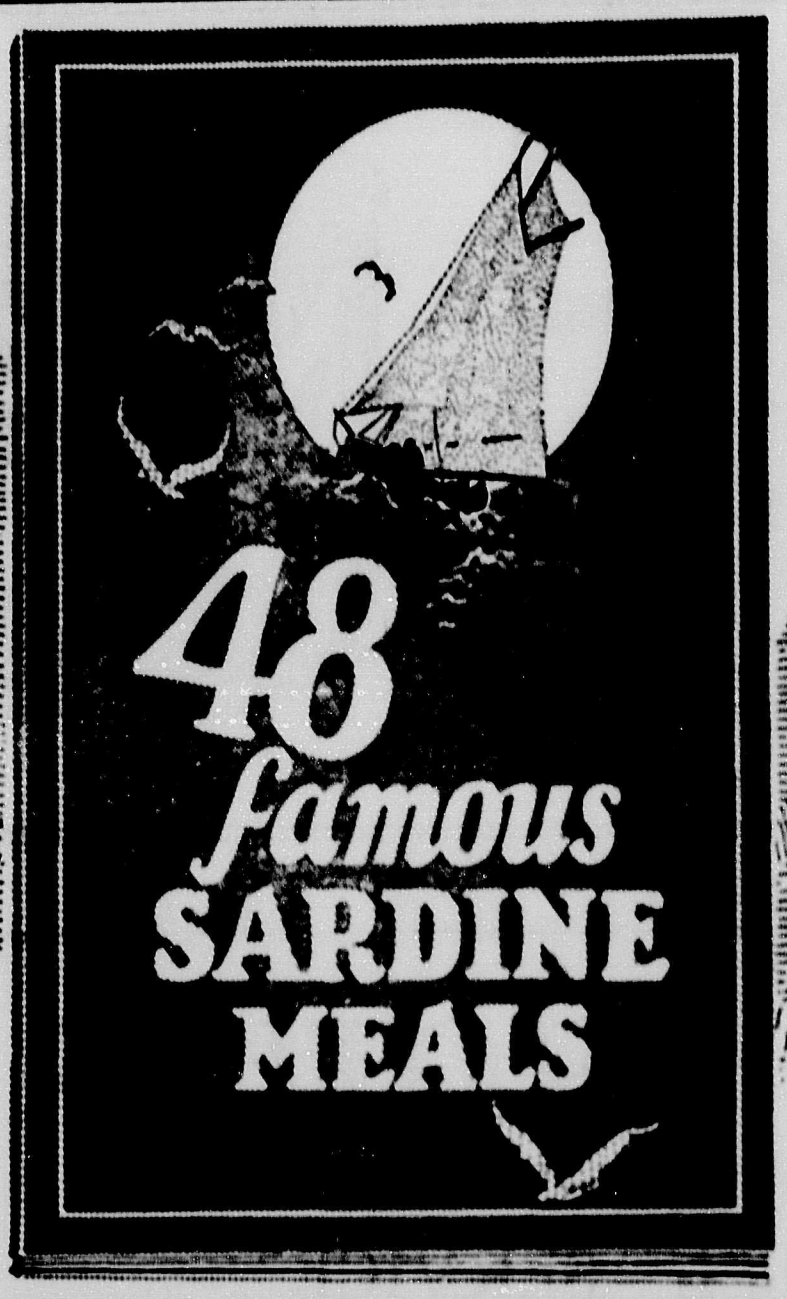
HAM, BACON, BUTTER, LARD, SAUSAGE, etc.

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



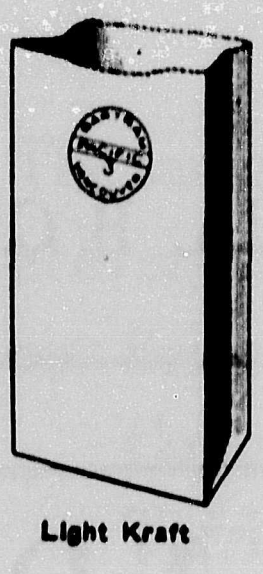
THE ONLY BOOK OF ITS KIND EVER PUBLISHED

Forty-eight selected sardine meals prepared in the leading kitchens of America and printed in an attractive sixteen page book. These tasty yet practical recipes furnish tempting suggestions for economical meals.

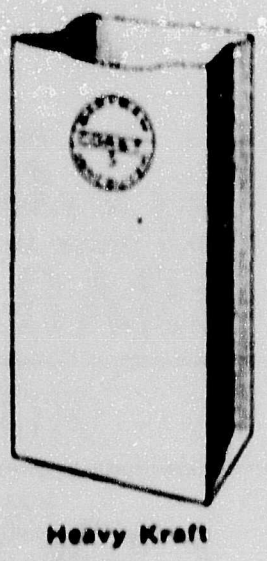
A new supply of these books is now ready for distribution. All requisitions will be filled in the order received. Write at once to the address below, stating how many families you serve. One book for each family will be mailed to you absolutely free.

CONNORS BROS., LIMITED
BLACK'S HARBOUR, N. B.

Largest Sardine Packers in the British Empire.


Light Kraft

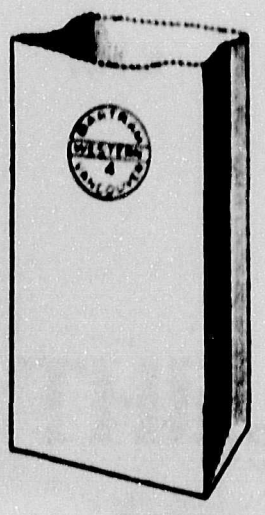
PAPER BAGS


Heavy Kraft

AN 100% B. C. PRODUCT.

Now that the Highest Grades of Paper Bags are being made in B. C. be careful to always specify the B. C. Brands.

"**WESTERN**" Manilla Quality.
"**PACIFIC**"—Light Kraft Quality.
"**COAST**"—Heavy Kraft Quality.
"**HITONE**"—White Sulphite Quality.


Light Manila

Manufactured in British Columbia by

Bartram Paper Products Co. Ltd.

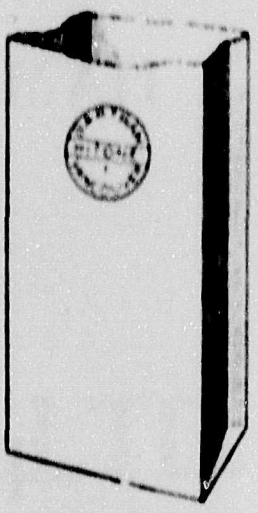
VANCOUVER, B. C.

Sole Agents for British Columbia:

The Norfolk Paper Co., Ltd.

136 WATER STREET **VANCOUVER, B. C.**

Phone Seymour 7868 and 7869


Broad Stripe White Sulphite

The RETAILER "The Paper the Retailer Reads"

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

Published Monthly. NINETEENTH YEAR

GENERAL MERCHANDISE
GROCERIES, DRYGOODS,
HARDWARE, FOOTWEAR.

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

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

SUBSCRIPTION RATE: One Dollar Per Year, payable in advance.
Advertising Rates on Application

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

Telephone Sey. 3861 Cable Address—Shipping—All Codes
Editor, J. S. Morrison W. N. Code, Business Manager
Entered at Ottawa as Second class matter

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New Westminster ..... and Fraser Valley ... D. Stuart, Sec.
Revelstoke ..... W. A. Sturdy, Sec.
Vancouver ..... W. F. Ing, Sec.

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British Columbia and Alberta to Share in the Prosperity of Peace River Area

By C. O. Smith, Editor of the Calgary Herald

WHAT about this Peace River country? What is it going to do? These questions are asked concerning the extensive and fertile hinterland of Alberta.

Compare it with the country lying to the north of the settled portions of the other Canadian provinces. Not of the Maritimes, for they have no hinterland, but Quebec, Ontario, Manitoba and Saskatchewan. British Columbia has a joint interest with Alberta in the Peace country; part of it lies within the borders of the coast province.

None of the other provinces has productive prairie areas in their northern sections. They have great regions of forest, which in Ontario and Quebec are now contributing largely to the national wealth. They have also minerals; these in Ontario are being produced on a large scale, and Quebec is coming into its own in this respect. Manitoba and Saskatchewan possess in the north a corresponding country under which lie, without question, the same geological formations and the same minerals.

An Agricultural Area.

Alberta's north country is of a totally different type. It consists of a series of prairies, divided by bush, of which much is valuable. But its principal contribution to the wealth and development of the future will be agricultural. The Peace River country might be called "the last Great West," were it not for the likelihood that in the years to come, another Great West will be found to the north of it again.

It still contains a great quantity of homesteads and cheap land; good, productive land, which is available practically for the asking, and such land is bound to attract settlers. It is a safe statement to make, to say that the Peace River country as at present defined will within a short time—as time goes in the life of a province— count its population in the hundreds of thousands.

Vancouver to Benefit.

The development of that country as immigration proceeds and transportation facilities extend, will influence Dominion trade as well as the growth and prosperity of the principal cities of Alberta, also Vancouver. Edmonton will reap the first benefits of this progress, as Edmonton is the distributing centre closest to it. Vancouver will be the port from which its products will be exported, and through which the bulk of its imports will in time come. No portion of Alberta can increase in population to a material extent and enlarge its production and buying power, without beneficially affecting the city of Calgary. Many of Calgarys' business men have connections in that country now, and they are keeping in close touch with its trade possibilities.

New Note of Confidence.

The bankers, the business men of the towns, and the farmers there, all are optimistic. This year is an

exceptional one, but they believe that the Peace River country is at last coming into its own. The sons of the first generation of settlers are taking up homesteads, a significant sign of confidence. Although numbers of settlers left the country in recent hard years, the acreage under cultivation is larger than ever. Farming methods are getting down to a sounder basis. Cattle, hogs and dairying help to overcome the handicap of long transportation hauls. The farmers of the North, as elsewhere, have benefited by the reduction of grain rates. Experimental farms at Beaver Lodge and Fort Vermilion are teaching farmers how best to make the most of their land and stock. The railway service has been converted into a dependable asset of the country.

When one recalls that nearly all the progress made is the product of only fifteen years, the greater is the astonishment at the present extent of it, and the stronger is the belief that the next ten years will witness an even greater proportional transformation in that country.

Two Provinces in One.

Alberta stands alone amongst the provinces of the Dominion in having two agricultural provinces in one. The future of its newer section is assured. It needs additional transportation facilities and more population, but these will come, and as they are provided all the remainder of the province, as well as the Dominion at large will benefit.

A surprisingly small number of our business men have seen this marvellous country. They go east and west ,to California and to the Old Country, but they have never gone to see for themselves the extent and beauty and productiveness of this northern empire. In about 32 hours one may travel in comfort from Calgary to Peace River Town or Grande Prairie. Decidedly the trip is worth taking. Having seen the country, having met the fine people comprising its population, having understanding of the problems they face, one becomes a sincere advocate of their cause and a strong believer in the future of that country. The Peace River people need friends to support them in their work of developing their territory, in securing the presently needed extension of railways, their highway to the south and their outlet by rail to the coast.

U. S. PERIODICALS IN CANADA

The alarming extent to which United States periodicals are being circulated in Canada, bringing with them into this country an immense amount of duty free advertising matter of United States products, was recently set forth by Charles W. Stokes. Mr. Stokes went to the Audit Bureau of Circulation for his authority and there found that 139 United States magazines with audited circulations are selling in Canada and that the combined sale of these publications, according to the latest report, was 23,689,153 copies per annum. He quotes the following table to show the circulation per issue of the leading 19 periodicals, this being the average for the six months ending December 31, 1924.

Sales in Canada of each issue.

	Total	By Mail
Ladies' Home Journal	137,988	81,854
Pictorial Review	102,654	19,854
True Story Magazine	90,723	19,854
Saturday Evening Post	90,195	894
McCall's	82,573	39,361
Street and Smith magazines (Not shown separately)	71,849	1,097
Delineator	59,768	50,169
Cosmopolitan	59,123	6,027
Needle Craft	58,810	56,870
Women's Home Companion	46,835	12,569
Columbia (K. of C.)	46,774	46,774
Red Book	41,939	1,173
Designer	41,844	37,018
Good Housekeeping	38,317	10,775
Collier's	30,619	29,804
American Magazine	30,429	7,888
National Geographic	29,172	27,694
Physical Culture	21,209	2,809
Liberty	18,827	997

Mr. Stokes selected 19 magazines for his purpose because of the fact that there are a similar number of "general" magazines in Canada which are audited by the A. B. C. He pointed out that the 19 United States magazines have an average circulation in Canada of 57,875 copies, whereas the 19 Canadian magazines have an average circulation of 25,564. The following list is given of the largest circulations in Canada of Canadian publications:

A Montreal farm weekly	136,925
A Winnipeg farm weekly	95,415
A popular semi-monthly Toronto magazine	79,513
Another Winnipeg farm paper (weekly)	75,089
And yet another (semi-monthly)	74,748
Still another farm paper (London, Ont.)	62,418
A Montreal religious monthly	62,418
A Toronto woman's magazine	61,165

The figures given by Mr. Stokes, and other information which he supplies, certainly give food for thought not only for those who consider the effect of all this United States literature on Canadian character, but also for those who consider its effect on Canadian business. The advertising carried by all these publications undoubtedly exerts a tremendous influence on Canadian consumers and renders it exceedingly difficult for the Canadian producer to compete. Mr. Stokes has done valuable service in bringing this condition so clearly to the attention of the Canadian public.

SOMETHING FOR NOTHING.

Junk buying on the part of a great many alleged thrifty consumers is still going on and will continue, but a careful perusal of retailers' advertisements in different parts of Canada indicates that merchants are conductiing a strong educational campaign for better quality goods.

There are still, of course, those who advertise price in their bargain sales; but the pendulum definitely swings back to quality.

The desire on the part of so many to purchase something for a percentage of its real value is whetted every time a bargain sale is put on. The desire has led a good many retailers to demand junk goods from the manufacturer, and the manufacturer, in many cases, has seen fit to meet this demand.

The buying public often gets stung, and in some instances because it has not taken the advice of the retailer who recommended against the inferior product. These same customers often complain when they find the goods do not wear as they think they should, and

has done a great deal to bring people back to better quality.

Many retailers say that they must handle the inferior goods so that they may be able to sell the better quality by comparison.

The sooner everybody gets back to quality, the better it will be for all concerned; the retail merchants in their advertising, and in their window displays can do a great deal along this line by putting forward the quality merchandise first.

NO BENEFIT TO THE RETAIL GROCER FROM THE SMALL PACKAGE.

Case Weighing Less Than Twenty-five Pounds Considered Uneconomical.

The growing demand from hand-to-mouth buyers that manufacturers pack their products in smaller cases, has led to a wide discussion on this question, and after mature consideration it has been definitely determined that the packing of products in smaller cases will add definitely to the cost of the article.

The wholesale grocer takes the position that he should not be expected to assume the burden and expense involved in breaking case lots to fill the demand of the retail grocers. This demand has been largely the result of the desire for rapid turnover on the part of the independent retail grocers in their desire to meet department store competition.

Rapid turnover has become indissolubly combined with hand-to-mouth buying. The combination has made a strong wedge and the power of popular appeal behind it among the trade creates a danger of its being carried further than its advocates intend. It is conceded that there is a limit to the largeness of an order that pays. It should also be recognized that there is a limit to the smallness of an order that it pays the buyer or his assistant to take the time to give it or time of a clerk to record; or on the other side of the transaction, the time of the order clerk to record, credit man to pass, bill clerk to bill and motor truck to deliver.

Must Meet Three Demands.

"The three demands which a shipping case of merchandise should meet are for: (1) Economical manufacture; (2) economical transportation; (3) economical merchandising; for if cost is added in either of these processes it must be added to the price of the goods and passed ultimately on to the consumer.

A case of a product is an economic unit to which much study by the manufacturer has been applied. That he has sealed his entire factory to the efficient and economic production of that unit goes without saying. He has gone further than that. He has followed that case unit into the various avenues of transportation and thence into the channels of trade, and he has ascertained that in every respect—for merchandising—it is an efficient, economical unit.

Where food product manufacturers have done that—as most of them have—they find that putting their products in smaller shipping cases, using two or more packing cases where they now use one, would definitely add to the cost.

Would Add 2½ to 6 Per Cent.

A close study of this question, embracing numerous grocery specialty lines, results in a reliable estimate that this added cost would amount to from 2½ per cent. on products of relatively high money value, up

(Continued on page 10)

Sun-Maid Nectars

Announced to 13,000,000 housewives this month

Of all the news in the magazines this month, none is more interesting to your customers than this—about seedless raisins that smell and taste like fresh grapes—the new Sun-Maid Nectars.

In full colors, the striking page shown here is presenting the wonderful Nectars so alluringly that many of your customers will insist on getting them the next time they buy seedless raisins.

Carried in eight women's magazines, the eight leaders, this advertisement is being read in over 13,000,000 homes, which is more than the number of homes in all the cities of the United States.

Yet it is merely the first of a series of Sun-Maid advertisements that nearly all your customers will read. A campaign that will sell more carton seedless for you—if you have and feature Sun-Maid Nectars.

SUN-MAID *Products*

Distributed by
SUNLAND SALES COOPERATIVE ASSOCIATION
Offices throughout the World

Chloride of Lime

New Style Waterproof Package

Supplied by All Wholesalers in British Columbia.

Manufactured by

CANADA COLORS AND CHEMICALS LIMITED

Toronto Winnipeg Vancouver

Agents:

STARK & STERLING

VANCOUVER, B. C.

CO-OPERATION

The basis of all successful business is co-operation. Co-operation in the plant produces perfection in quality; co-operation in sales brings bigger and better business.

Shelly's are striving in every possible way to develop your 4-X sales. If you co-operate by featuring the products advertised you will reap the full benefit from this intensive and efficient advertising in constantly increasing sales.

Watch Shelly's advertising and co-operate for bigger business.

SHELLY'S LIMITED

A COMPLETE BAKERY SERVICE

VANCOUVER

VICTORIA NORTH VANCOUVER

NANAIMO NEW WESTMINSTER

Lake of the Woods Milling Company

LIMITED

Makers of

FIVE ROSES • FLOUR •

The World's Best

Daily Capacity 14,200 Bbls.

B.C. Offices and Warehouses:

1300 Richards Street VANCOUVER

1614 Store Street VICTORIA

Please Customers with

EMPRESS

Pure Wholesome Jams

It is Sound Business to Display and Feature these Jams

SELL THE FIRST CAN—THEY WILL RETURN FOR MORE

"Quality First is the Reason"

EMPRESS MFG. CO. LTD.

VANCOUVER

GROCERIES & PROVISIONS

GENERAL.

Retail grocers are in the midst of preparations for Xmas trade, laying in stock of the good things most in demand at this season. Attractively tempting windows are the order of the day, and will be the big feature right up until Xmas and New Years. Buying on the part of the housewife for Xmas baking seems to have started much earlier than usual this year.

Canned Food Week was a pronounced success this year. Retailers state there was a healthy demand from the homes, which combined with their aggressive selling policy moved a large volume of new seasons canned foods to the pantry shelves. The many attractive window displays during the week went to show that retailers were co-operating wholeheartedly with the movement. Several Jobbers and manufacturers ran window competitions, which called for the retailers to do their utmost in making windows attractive. Some of the more aggressive merchants were featuring dozen and half-dozen lots at special prices. Another feature of the week, too, was the fact that the windows were practically all of British Columbia products, which in many instances excel in quality the product of other countries.

Sugar.—Prices locally are holding steady at $6.40 for granulated in 100 lb bags. Raw market is firm with no immediate changes in sight. Although the recent Cuban hurricane is reported to have done considerable damage to plantations, some districts report that the new crop will be reduced to 50 per cent., others 30 per cent. 70,000 bags were also lost in Havana Harbour. The Cuban mills will not be permitted to crush new cane until January 15th. These facts may strengthen the market to some extent, although the next three months are poor consumption months.

Canned Fruit and Vegetables.—There is no change in canned vegetables since our last issue. Stocks are moving well, with the added impetus of canned food week. Singapore sliced pineapple is higher by 25c per case, but local jobbers are stocked with well bought stock and no change here is anticipated for another month or two.

Canned Fish.—Norweigan sardines are up again. Popular brands are now being quoted at prices ranging from $12.75 to $13.75 per case, as compared with $11.25 a few weeks ago. The advance in foreign exchange is the reason, the Norwegian kroner now being quoted at the normal figure.

There is being offered a limited quantity of B.C. pink salmon at the very attractive price of $4.75 per case of 96 ½s flat. The fish is perfectly sweet, but not quite as firm as the usual choice quality. It does, however, represent an attractive purchase.

New season Acadia codfish is now available at $4.10 per dozen, 2-lb. wood boxes. Eastern whole codfish also arrived in the same car. This line comes in 50 lb. and 100 lb. boxes.

Dried Fruits.—Raisins and currants most in demand for Xmas baking are moving out in large volume. California seedless Thompsons are being quoted at prices ranging from 10½c. to 12c. per lb., depending on quality. Choice sulphur bleached Thompson at 16½c. per lb., and package seedless at 12c to 14½c per package, seeded at 14c. to 14½c. per package. A new package is Market Day Junior, containing 2 lb. of seedless Thompsons, costing the retailer 12¾c. per lb. California clusters are also now available at $3.50 per box of 20 1-lb. cartons. Spanish clusters arrived on November 7th, somewhat earlier than usual. Prices prevailing are about the same as last year. A small shipment of Smyrna table figs arrived by the overland route on November 1st, while the big shipment, including all sizes, arrived on November 15th. Prices on Smyrna table and cooking figs were slightly lower than last year. New Hallowi dates shohld be ready for delivery about December 1st. Prices will probably be in the neighborhood of 12c. per lb., as compared with the present price of 9c. per lb. on old crop.

Well assorted stock of French crystalized and Glace fruit, all 1926 pack, are being quoted by jobbers in many attractive new packages, the most distinctive Glace and crystalized cherries in ½ lb. celophone bags.

Shelled and Whole Nuts.—New shelled almonds arrived November 7th, these are being quoted at from 49c to 52c. per lb. for 3 crown, and 75c per lb. for Jordons. New walnuts will probably arrive the first week in December, and will sell at 47½c. per lb, for halves. Available stocks of shelled walnuts are becoming very much depleted. Whole nuts are moving out very freely, retailers laying in stock now for the Xmas trade.

Xmas Lines.—Other Xmas lines that are selling well now are Xmas stockings, Xmas crackers, and Xmas pail candies and fancy package chocolates and mincemeat.

Rolled Oats.—Package rolled oats advanced 25c. per case early in November, and bulk oats have advanced during the past few weeks from $3.35 to $4.25 per 80 lb. bag.

RAISIN OUTLOOK PROMISING.

Information from a reliable source is to the effect that the 1926 California raisin crop amounts to 270,000 tons, of which 10,000 tons are Malagas and Fehrezagos, and 5,000 tons of dries wine grapes, leaving 255,000 tons of Thompson Muscats and Sultanas. This crop is about 35,000 tons more than last year, but carryover conditions wipe out this apparent surplus. There is practically no 1925 crop excess, whereas a year ago there was carryover of between 50,000 and 60,000 tons. It is also pointed out that raisins have been on a favorable basis for consuming and manufacturing outlets.

(Continued from page 7)

to 6 per cent. on products of relatively low money value ,and on some products it would run much higher. To this would have to be added on some classes of products, increased transportation and handling cost.

Warehouse and freight forwarding authorities recommend a packing case of weight and size suitable for one man to handle, and state that a case large enough to require two men, or small enough not to make full use of the strength of one man, is uneconomical from the storage and transportation standpoint —any case weighing less than 25 pounds is considered very uneconomical.

So the question which should be asked is: How does the advantage of the increased turnover stack up against the definitely higher cost and selling price with its attendant danger of decreased volume of sales? And this is a question which every buyer and manufacturer must answer for himself.

TRAINLOAD OF WALNUTS CONSIGNED TO VANCOUVER IMPORTER.

An entire trainload of Manchurian walnuts was imported into Vancouver last week by Donald H. Bain & Company Ltd. The nuts arrived in good condition aboard the Canadian Pacific liner "Empress of Asia," and were freighted to Seattle by steamer, and thence to St. Louis by the Great Northern Pacific Railway. This large transaction was handled by H. J. Mitchell, import manager for the firm of which F. H. Mason is manager in Vancouver. Twenty-five freight cars were required to make up this trainload, which consisted of 6,000 bags of walnuts. The grading ran high, and the nuts will be distributed throughout the U. S. middle west for the Christmas trade.

"The Old Reliables"

FAVORITES IN WESTERN CANADA FOR NEARLY HALF A CENTURY

PAYING HIGHER PRICES WILL NOT GET YOU BETTER QUALITY

G. F. & J. GALT LIMITED
Importers and Manufacturers
TEAS, COFFEE AND BAKING POWDER
VANCOUVER, B.C.

Hundreds of our Advertisements to Consumers Are to Help You Build Your Business

There is real satisfaction when supplying your customers with our lines to say "There is Quality here!"

QUAKER

BRAND CANNED

Fruits and Vegetables

Quaker stands for Easy Sales, Large Sales, Quick Sales, Quick Turnover and a good margin of profit.

DOMINION CANNERS B.C. LIMITED - - VANCOUVER

MARKETS

CANNED FOODS.

It is logical for the wholesaler to prefer to await developments in the selling and distributing field before loading up at today's market for outlets which will not develop for several months, as in the meantime radical changes may develop. There seems to be no fear of a shortage of staples, compared with ordinary consuming outlets and packs of recent average years. Compared with last year's big outturn of peas, corn, tomatoes and string beans, to mention four of the heaviest items, this year's pack will be light, except of peas, which is practically the same as last year. Not all of the 1925 production was sold, however, so that part of the 1926 shortage has been made up and in the opinion of some factors an excess over normal consuming outlets was produced last year. Hence these operators think that there are more than enough vegetables to last the trade into new pack. As both the extent of surplus and the demand are unknown at the moment traders do not want to add to their commitments, which in many instances have resulted in actual or paper losses. A well defined hand-to-mouth policy of buying is under way, but liquidation has begun. Merchandise is being converted back into capital and idle capital never earns any dividends, which means that it will be re-invested at rapidly as conditions warrant. Most operators believe that the market has passed the turning point and that from now on there will be a better demand throughout the list.

THE NUT MARKET.

The failure of the California walnut crop to reach estimates made just prior to the beginning of harvesting is of vital interest to the wholesale grocery trade of the country and to packers, particularly the association. Following last season's experience with California walnuts which failed to average up to the quality of other seasons, buyers insisted upon closer grading. The association set a standard which some competing factors believe will be hard to follow in a season of large crop, while this year it is particularly hard for the association to get nuts to pack under its pet brand. The new pack offered this season for the first time is not up to the standard of the association's leader and of course is somewhat cheaper. Competing packers are making capital of the situation by offering their own brands which they say are first choice nuts and are equal to the nuts sold in other years under the same brands.

SUGAR.

With the situation in Cuba reported as even more serious than had originally been supposed, the trend of the sugar market continued upward. The hurricane news stating that a part of the province of Pinar del Rio, all Havana and a part of Matanzas province suffered heavily, with cane fields and factories severely damaged, entirely altered the attitude of producing interests and the latter were not free sellers. The storm, which was the worst one in eighty years, affected sugar production to the extent of 1,000,000 tons, it was said, and in some instances losses were estimated as high as 30 to 40 per cent. The exact extent of the damage to cane is difficult to exactly determine. Apart from the hurricane the most interesting development was the jump in freight rates both to points north of Hatteras and to the United Kingdom. Foreign buyers were generally holding off with a nominal quotation of 13s. 6d. mentioned for Cubas. The impression prevails that United Kingdom buyers have overstayed the market and that they may shortly become important buyers. The growing tightness of the spot situation in sugar indicated that store stocks might soon be in demand.

One of the most striking examples of the value of "Turnover" is afforded by the recently published statement that the average woman has a vocabulary of only 500 words. That's a small stock, but think of the turnover.

Cash in on Quick Turnovers of Palmolive

Why it pays to feature a nationally Advertised Brand

Grocers have found that a nationally advertised soap has a rapid turnover—keeps the cash register busy ringing up sales. That little known brands sell slowly—take up valuable space and tie up money that could be used more advantageously.

What is your experience? Does your sales barometer indicate a quick turnover with large profits or a slow turnover with small profits?

Feature Palmolive and be assured that it will turn over many times while others turn over once. Place it on a shelf or counter where it can be seen.

PALMOLIVE SELLS ITSELF

Palmolive does not have to be pushed. We have sold it for you. Millions have learned our story through large advertisements in magazines, newspapers and billboards. They have been convinced and will use nothing else. The attractive green and black wrapper is a familiar sight in their homes.

Therefore, benefit by this popularity. It will repay you many times over.

SEND FOR DISPLAY MATERIAL

Send for attractive display material. Tie up with this Palmolive advertising. Make it work for you by directing people to your store.

THE PALMOLIVE COMPANY OF CANADA, LIMITED

MONTREAL TORONTO WINNIPEG

3321

Still the Best

We are keeping abreast of the times. Our products are made to meet existing requirements and just a little above the regular standard of quality.

This explains why our well-known

KEYSTONE BRAND

Exercise Books, Scribblers, Note Books, etc., are enjoying the confidence of the trade and the patronage of the students.

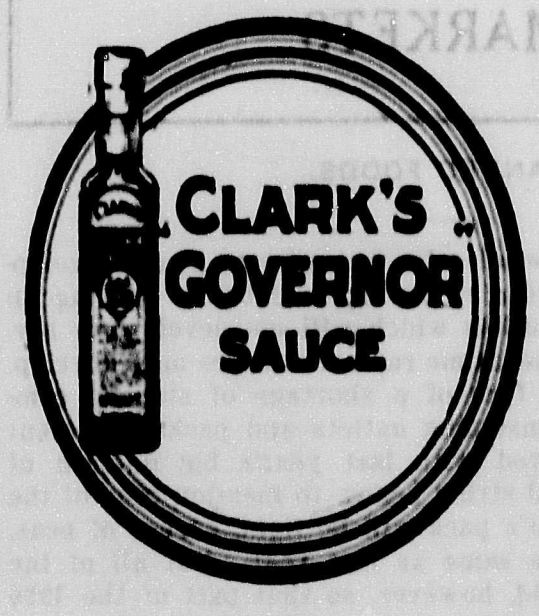
Keep plenty on your shelves. They will be asked for.

Made by

Smith, Davidson & Wright, Ltd.

MANUFACTURERS AND WHOLESALE PAPER DEALERS

VANCOUVER VICTORIA



Tempts the Appetite

Clark's Governor Sause is a delicious condiment.

It is a sure winner of repeat orders. Quality is right—show it and it will be one more Clark Prepared Food to help you to larger sales and more profits.

W. CLARK Limited, Montreal

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

YOU CAN TELEPHONE TO KAMLOOPS NOW!

BRITISH COLUMBIA TELEPHONE COMPANY

"I RECOMMEND YOUR YEAST TO MY CUSTOMERS"

One grocer, who had a bad case of boils, was advised to take yeast. He says: "Inside of a month I was absolutely clear of boils and am now in the best of health. I faithfully recommend your yeast for boils and run down condition, and take every opportunity in doing so to my customers and friends."

Recommend Yeast for Health to YOUR customers. Healthy customers are bigger buyers of everything, and they come to your store regularly for their supply of yeast.

FLEISCHMANN'S YEAST

The Fleischmann Company

SERVICE

Borden's

EAGLE BRAND

Since 1857 the *Safe* infant food. Sales greater than all others combined.

The Borden Co. Limited

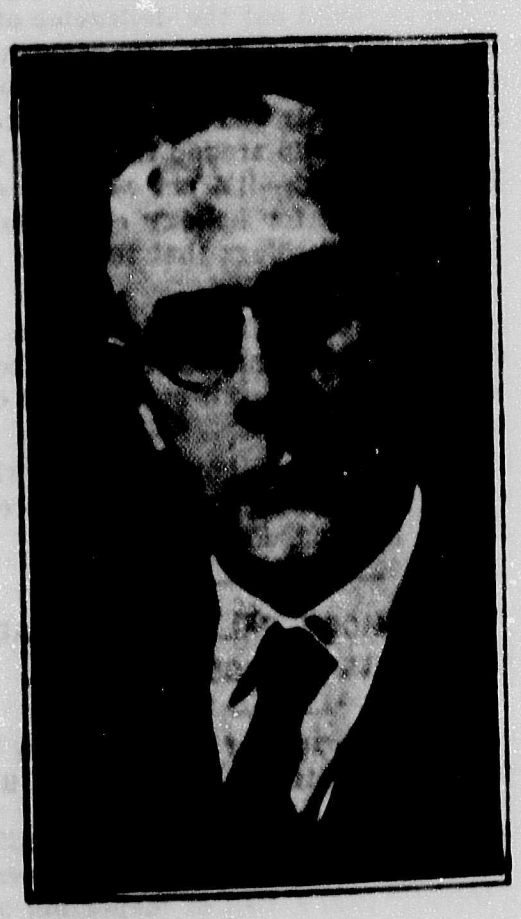
Offices: Vancouver. Condensary, South Sumas

Canada's Largest Cocoa and Chocolate Plant Purchased by Rowntree & Co. (Canada) Ltd.

Old Established English Concern Takes Over Canadian Company. Now Control One of Largest and Most Modern Plants of Its Kind in the Dominion. Plan Extensive Alterations and Much New Equipment.

THERE has recently been announced the purchase by Rowntree & Co., Ltd., of York, England, of the Cowan Co., Ltd., of Toronto. When interviewed, Mr. Arthur Nelson, managing director of Rowntree & Co. (Canada) Ltd., said:

"The purchase of the Cowan Company by Rowntree & Co. is the logical outcome of the policy we have followed since our entry into the Canadian market. Some time ago Rowntree & Co. realized that Canada offered very great possibilities for their products, and



Arthur Nelson, Managing Director, Rowntree & Co. (Canada) Limited

with a view to determining just how far we could go in investing time and capital in Canada we formed Rowntree & Co. (Canada) Ltd., with offices and warehouses in Toronto and other centres throughout Canada.

"The Cowan Company is one of Toronto's million-dollar industries, and has for a great many years been the largest producer of cocoa, chocolate and chocolate products in Canada. It was natural that Rowntree & Co. after deciding to invest in a Canadian plant should seek one of the type of the Cowan Company's. Their buildings are the newest and best in the chocolate industry in Canada, and offer an opportunity for carrying out the manufacturing policies which Rowntree & Co. have developed over a period of 200 years in this business.

"Rowntree's are to take over the Cowan Company on January 1st. As soon as the transfer is complete it is the intention to make very extensive alterations and install considerable new equipment. Behind the public acceptance of Cowan products, Rowntree's will devote all the value of their experience in cocoa and chocolate making. It is the intention to further the popularity of Cowan products. Here Rowntree's will also make Rowntree cocoa and chocolate with the same skill and care as have been practised in England for over two centuries. The world-famous Rowntree chocolate process has been slowly developed by a large staff a technologists and chemists, which is the research department of the Rowntree organization. The tradition and reputation of the Rowntree name will be reflected in the purity and quality of its products manufactured here.

Evidence of Faith in Canada.

"The purchase of the Cowan business and its addition to the already large Rowntree business in Canada will mean that Rowntree & Co. (Canada) Ltd., will now be one of the biggest factors in the cocoa and chocolate industry in this country."

The Cowan business was established many years ago and operated as J. W. Cowan & Co. It was afterwards incorporated in 1899 under Ontario charter with capital of $25,000, which was increased from time to time until it now stands at $750,000. The president and managing director, H. N. Cowan, is a son of the late John W. Cowan, and he has been associated with the Cowan business practically all his life. The officers are: H. N. Cowan, president; Charles T. Stark, vice-president; R. MacFarlane, J. N. Shenstone, W. W. Cherry. Branches are conducted at Montreal, Winnipeg and Vancouver. The company has assets of over $2,000,000.

An Ancient Firm.

Origin of Rowntree, of York, England, goes back to the year 1725, Mary Tuke, daughter of a Quaker, started in business selling groceries, and was prosecuted because she had not a license from the Merchant Adventurers' Company. Her descendants took up the manufacture of cocoa and chocolate, and in 1862 Henry

The Cowan Factory at Toronto

I. Rowntree took over that branch and started to produce the "genuine rock cocoa" of the time. The factory estate at York covers 22 acres, and employees number over 7,000. The company sells cocoa and chocolate all over the world.

TEA MARKET.

Due mainly to British enterprise the tea plantation industry has progressed considerably in recent years in spite of the vagaries of climatic conditions, labor supply and, incidentally, the caprices of the public. This progress can be seen from the fact that the total British imports from India, Ceylon, China, the Dutch Indies and other countries in 1913 were 365,043,464 pounds, valued at £13,782,905, while in 1924 total imports were 510,498,777 pounds, valued at £40,448,996.

Re-exports in these two years were 57,555,651 pounds, valued at £2,808 940, and 75,878,080 pounds, valued at £6,947,619 in 1913 and 1924, respectively. In 1925 total imports at 491,057,562, which were valued at £37,528,338 were slightly lower than in the previous year, although re-exports at 88,538,338 pounds, valued at £7,854,202, were somewhat higher.

Statistics show that of thirteen selected companies only four secured larger crops in 1925 than in 1924. This fact together with increased costs, resulted in smaller net profits for most of these concerns. The annual analytical chart, dealing with sixty-five representative Indian companies, yielding a crop of nearly 170 million pounds, shows that the average price realized during 1925 was 1s. 6⅞d. per pound, compared with 1s. 7d. last year; costs rose from 11½d. in 1924 to 1s. ½d. in the year under review, and the profit per pound decreased from 7½d. in 1924 to 6 1-3d. in 1925. It is believed that the Indian monsoon has been favorable and as a result satisfactory prices are being obtained at this season's Indian tea sales.

OLIVE CROP OF GREECE AND ITALY.

A cable from the Rome office gives the trade estimate of the Greek olive crop for 1926 at about the same at 1924, and double the crop of 1925. The Greek crop of 1924 produced about 140 000 long tons of oil and 74,000 tons of olives. The National Olive Growers' Society of Italy estimates the 1926 crop larger than the 1925 crop, which was officially reported at 875,000 long tons. The trade places the 1926 estimate a little lower on account of insect damages and bad weather.

PRUNE SITUATION INTERESTING

Sun-Maid carton prunes have more significance than merely another source of supply. The carton has already proved its popularity and usefulness in the merchandising field. Gradually it has been supplanting the box packed prune and each year has shown a marked increase in the percentage of the crop sold in carton form. To the pioneer and chief packer goes the credit for putting the carton on the map. The California Prune and Apricot Growers' Association justly deserves the honor of introducing the carton idea in prune marketing. It was the first to take up the work on a big scale and to consistently and persistently put across the carton idea with distributor and consumer. It is natural that other prune packers and private label brands should compete the Sun-sweet carton prune, but for one co-operative California organization, whose grower members are raisin growers, to enter the prune carton field is revolutionary. To make the situation even more interesting is the similarity of trade brands. Sunsweet prunes have been the association's label. Sun Maid has always been associated with the raisin pack as it was first sold by the California Associated Raisin Company, which later changed its name to that of its brand. Sun Maid prunes and Sunsweet prunes are now on the market, packed by rival organizations. The new carton raises many interesting questions which will be solved as time goes on.

FIGS AND THE HOLIDAY SEASON.

While there is no doubt that figs are rapidly taking a permanent place alongside of raisins and prunes in the average kitchen, the coming of the holiday season has created a special demand for a quality pack which can be used as a confection as well as for cooking.

The Blue Ribbin pressed pack of the California Peach and Fig Growers Association, for which Sunland Sales is selling agent, adequately fills this need, and Sunland is furthering the demand by an aggressive advertising campaign.

An attractive outstanding street car card in four colors featuring the pressed pack will call the attention of the consumers to the delicious desserts that can be made with this product. This is backed up by standardized displays of cartons which tie in directly with the street car advertising and again whet the customer's apetite, right at the cash register where sales are easiest to make.

RAISINS FOR CHRISTMAS!

How many grocers know that Christmas cooking is so important that it has to be rehearsed?

Mary Dean, famed domestic science expert of Sunland Sales Laboratories, who probably has a larger correspondence with housewives than most anybody, says that not one but a dozen letters have come to her in the past two weeks stating this fact—to be sure the Christmas cookery is just right most everything except the turkey is made ready beforehand. There's a lot for grocers to think about in this. Getting started early with advertising of the good things that go into Christmas cookery will mean more business and better business from now to New Years.

Mary Dean points out that every item in the complete Sunland line is needed to round out the delicacies of the holiday time. Sun-Maid raisins, of course, are demanded for the home-made mince meat; for the stuffing of the royal bird, for munching between meals and for the hundreds of other good things that just grow up around the house at Christmas time. And Blue Ribbon figs—it's not so long ago that the housewife used them only for holiday confections, but now they go into so many good things that they are close second to raisins.

Fancy fruit confections are expensive and a little suggestion on the grocer's part will make the frugal housewife use Sunland products to make her own stuffed and candied raisins, prunes and figs and peaches.

If there's any doubt about how to make these things, Mary Dean will be glad to supply recipes—grocers may just address her care of Sunland, Fresno.

CAMPAIGN TO PROMOTE SALES OF CANADIAN MADE PRODUCTS BRINGS RESULTS.

J. E. Walsh, General Manager of the Canadian Manufacturers' Association, Visits British Columbia Branch

That Canadians are purchasing larger quantities of their own products is the report of J. E. Walsh, general manager C. M. A., who recently paid a visit of inspection to the Coast, and while in Vancouver communicated with a number of leading manufacturers here. Strong backing by the wholesalers, manufacturers and retailers of the country has resulted in the success of the campaign to date, and on all sides there is seen a desire to patronize Canadian made goods by the consumers of this country. Mr. Walsh paid a tribute to the Hon. George P. Graham, chairman of the new tariff commission, and declared that that body is proceeding with its work along sound lines that will be of much benefit to the country.

GREATER VANCOUVER GROCERS ENTERTAIN

Large Turnout Thanksgiving Night Makes Annual Event Outstanding Success.

The Alexandra Dancing Academy, Robson Street, Vancouver, presented a scene of more than ordinary jollification on Thanksgiving night, when the grocers of Greater Vancouver staged their annual dance and whist drive. Six hundred persons filled to capacity this commodious hall, and thanks to the efficient supervision of the committee in charge the evening was an unqualified success. Thirty tables of whist provided entertainment during the early part of the evening, and the $100 Consolette Amplophone, purchased for this event from the Kent Piano Company, was won by J. F. Adams, of 950 Commercial Drive. Dancing was indulged in until the early hours, when the grocers and their friends, after a buffet supper and a thoroughly enjoyable evening, wended their homeward way, voting the "occasion" the best ever staged by the Greater Vancouver Grocers' Section of the Retail Merchants' Association.

GROCERY PRICES CURRENT

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

E. W. GILLETT CO. LTD.

	Per case
Royal Yeast—	
2 doz. pkgs. in case	2.30
Pure Flake Lye—	
4 doz. in case	5.95
5 cases	5.90
10 cases, 4 doz. in case	5.85
Magic Baking Powder—	
4 oz. 4 doz.	4.70
6 oz. 4 doz.	7.75
8 oz. 4 doz.	9.30
12 oz. 4 doz.	12.50
4% 5 case lots.	
Magic Soda. Case No. 1—	
1 case (60-lb. packages)	5.25
5 cases or more	5.15
Bi-Carbonate of Soda—	
112 lb. kegs, per keg	7.10
400 lb. barrels, per barrel	21.00

Caustic Soda (Granulated)—	Per lb
100 lb. Canister (100 lbs. in case)	15½
100 lbs. iron drums	12¼

Cream of Tartar—	per doz.
¼ lb. paper pkgs. (4 doz. in case)	1.35
½ lb. paper pkgs. (4 doz. in case)	2.70
½ lb. cans with screw covers (4 doz. in case)	3.35
1 lb. cans screw covers (2 doz. in case	4.25
5 lb. square canisters, ½ doz. in case)	54
50 lb. wooden cases	41
25 lb. wooden pails	41
100 lb. lined kegs	38
360 lb. lined barrels	37

KELLY, DOUGLAS & O., LTD.

Nabob Products.

Allspice, No. 2, tins doz.	1.00
Baking Powder, 48 12 oz., doz.	2.65
Baking Powder, 12 2½s, doz.	5.20
Baking Powder, 6 5s, doz.	15.10
Baking Soda, 60 1s, case	5.20
Baking Soda, 24 ½s(doz.	.60
Borax, ½s, doz.	.75
Black Pepper, tins, doz.	1.10
Celery Salt, glass, doz.	.95
Nabob Coffee, small tins, each	.31
Coffee, 1s lb.	.58
Coffee, 5s Nabob lb.	.56
Custard Powder, doz.	.90
Quick Tapioca, doz.	.90
Chocolate Pudding, doz.	.90
Chili Powder, small, doz.	1.60
Cinnamon, 2 oz. tins, doz.	1.20
Cayenne Pepper, 2 tins, doz.	1.20
Cloves, small, doz.	1.40
Curry Powder, 4 oz. glass, doz.	2.00
Cream of Tartar, 1.	3.85
Cream of Tartar, ½s, tins	2.55
Cream of Tartar ¼s,	1.30
Ginger, small, doz.	1.20
Extracts, 1½ oz., doz.	2.35
Extracts, 2 oz. doz.	2.75
Extracts, 4 oz. doz.	5.25
Extracts, 8 oz. doz.	9.50
Extracts, 16 oz. doz.	17.50
Mace, small, doz.	1.85
Nutmeg, small, doz.	1.25
Paprika, small, doz.	1.35
Pastry Spice, 2 tins, doz.	1.10
Poultry Dressing, Sage, Savory, Thyme, Tumeric, tins, doz.	1.15
Pickling Spice, doz. No. 3	.95
Marjarom, Mint, Parsley	1.15
White Pepper, tins, doz.	1.30
Castor Oil, 2 oz. doz.	1.35
Castor Oil, 4 oz. doz.	2.20
Epsom Salts, ½s, doz.	.60
Fruit Colors, 2 oz. doz.	1.75
Icings (Chocolate, Rose, Pink, Lemon Vanila, White, Almond, Orange) doz.	1.15
Jelly Powder, doz.	.80
Lemonare Powder, doz.	2.25
Mustard, 1s doz.	8.50
Mustard, ½s, doz.	4.50
Mustard, ¼s doz.	2.40
Mustard, ⅛ doz.	1.40
Sulphur, ¼s, doz.	.65
Tea, Green Label, ½s, per lb.	.64
Tea, Green Label, 1s per lb.	.62
2 lb. tins	.67
2s lb. packages	.60
5 lb. packages	.59
Tea, de Luxe, Afternoon, 1 lb.	.78
Tea de Luxe, Afternoon ½s per lb.	.80
Tea de Luxe, ¼s per lb.	.82
Tea and Coffee Asst. 500 lb. lots, 1c per lb less	2.40
Vinegar, doz.	

P. BURNS & CO. LTD.

Shamrock Products.

Average rolled shoulders, per lb.	.24
Bacon, Shamrock, 6-8 per lb.	.48
Baked Ham, with dressing, per lb.	.51
Shamrock Handy Pats, 1 lb. cartons	.39
Cheese, Canadian, large, per lb.	.23
Cheese, Canadian, twin, per lb.	.23½
Compound, Carnation, No. 5, 12 cases	16¾
Compound, Carnation, No. 3, 20 cases	.17
Cooked Ham, Shamrock, per lb.	.50
Dominion Hams, 12-16 lbs.	.35
Dominion Bacon, 16-20 lbs. per lb.	.41
Dominion Bacon, 10-12 lbs. per lb.	.40
Dominion shoulders, boned and rolled	.25
Dripping, beef, 4-lb. bricks	.13
Mams, Shamrock, per lb.	.38
Has, boned and rolled, per lb.	.40
Head Cheese, 5-lb. tins each	.55
Jellied Tongue, per lb.	2.00
Lard, No. 3, 12 to case	19¾
Lard, No. 3, 20 to case	20
Lard, cartons, 15 lbs.	18½
Lard, No. 1, cartons, 20 lbs.	18½
Mincemeat, kits, 25-lb., net, per lb.	12½
Meat Loaf, per lb.	.19
Pork pies, per doz.	.40
Pork, roast legs with dressing, per lb.	.51
Smoked fish, kippers, 20c, per lb.	.11
Smokes fish, kippered salmon, 10s and 20s, per lb.	.16
Smoked Cod, 30s per lb.	.16
Selected fowl, per lb., fresh	.25
Selected chicken, per lb. fresh frozen	.37

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	4.70
"Apex" Soap Flakes, 12 lb. pkts. box	2.40
A La Rose Castile, box of 25	4.40
Blue Mottled, box of 20	6.35
Crown Oatmeal, 24 5s box of 144	4.90
Klondyke (wrapped) box of 25	6.10
Klondyke (unwrapped(box of 25	5.95
Klero Glycerine, box of 144	5.75
Linen (unwrapped) box of 100	3.85
Liquid Ammonia, 2 doz. qts. box of 24	4.00
Liquid Blue, 2 doz. qts. box of 24	4.00
Mechanic's Pine Tar, box of 100	3.45
Mechanic's Pine Tar, box of 50	2.75
Olive Castile, cakes, box of 200	4.65
Primrose (wrapped) box of 25	4.70
Royal Crown Lye, box of 48	5.25
Pendray's Powdered Ammonia, box 24	3.85
Special prices on 5, 10, 25 and 100 boxes.	

Pendray's Water Glass, Egg Preserver—

Cases, 24 tins per case	4.60
Royal Laundry Flakes, 88%, in bbls.	10
(Special price on contract)	
Royal Crown Soap 6s 144s	5.45
Royal Crown Powder, box 24 only	5.50
Royal Crown Powder 1-lb. box of 50	4.00
Royal Crown Cleanser, 48 sifter tins	3.70
Royal Crown Powdered Ammonia, 1 lb.	3.85
White Wonder, box of 100	5.35
New White Swan Soap, 100	5.00
White Swan Naptha, box of 100	4.90
White Swan Washing Powder, box of 24	5.50

G. F. & J. GALT LIMITED

BLUE RIBBON GOODS

Coffee (Vacuum Pack)—	
1 lb. Tins, per lb.	.62
Tea (Red Label)—	
1 lb. packages per lb.	.64
½ lb. packeges, per lb.	.65
2½ lb. packages, per lb.	.62
5 lb. packages, per lb.	.61
Tea (Japan)—	
1 lb. packages, per lb	.60
½ lb. packages, per lb.	61
2½ lb. packages, per lb.	.58
Baking Powder—	
12 oz. Tins, 4 doz. case	10.00
16 oz. Tins, 4 doz. case	11.20
3 lb. Tins, 1 doz. case	7.45
5 lb. Tins, 1 doz. case	11.90

THE CANADA STARCH CO. LTD.

Laundry Starches—	
Canada Laundry Starch, 40-lb. box	.09
White Gloss, 1-lb. pkgs.	.9¼
Acme Gloss, 1-lb. pkgs.	.9¼
No. 1 White, 100-lb. kegs	.9⅛
Edwardsburg Silver Gloss, 1-lb. pkgs. 40-lb.	.11¼
Edwardsburg Silver Gloss 8/6-fancy tin canisters, 48-lbs.	.13⅛
Edwardsburg Silver Gloss, 100-lb. kegs	.10¼
Celluloid Starch (boxes of 45-pkgs per case)	4.60
Culinary Starches—	
Benson's Celebrated Prepared Corn 40-lb. boxes, per lb.	.11
Canada Corn Starch 40-lb. boxes, per lb.	9¼
Challenge Corn Starch 40-lb boxes per lb.	.9¼
Casco Potato Flour 40-lb. boxes, lb.	.13
Mazola Oil—	
Mazola Oil, 1s	7.95
" " 2s	7.45
" " 4s	13.60
" " 8s	12.85
Corn Syrups—	
Crown 2s, 24 to case	$3.55
5s, 12 to case	4.10
10s 6 to case	3.70
20s, 3 to case	3.60
Lily 2s, 24 to case	$4.05
5s, 12 to case	4.60
10s, 6 to case	4.20
Karo, 2s 24 to case	3.55
5s, 12 to case	4.10
10s, 6 to case	3.70

Peter Rabbit Peanut Butter

Costs No More But Sells Faster

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

Kelly Confection Co. Ltd.

1100 Mainland Street VANCOUVER, B. C.

The confidence created in the mind of your customers of your entire line of goods is appreciably increased by your recommendation of articles that have been proven to be of the highest quality.

MAGIC BAKING POWDER
CONTAINS NO ALUM
E. W. GILLETT COMPANY LIMITED

—THE CONTINENTAL TRADE-MARK—

ON ANY PAPER PRODUCT
MEANS
STANDARD UNIFORM QUALITY
ALWAYS

WITH THE GUARANTEE
OF THE
MANUFACTURER
BEHIND IT

THE CONTINENTAL PAPER PRODUCTS LIMITED

OTTAWA CANADA

Manufacturers of

SAMPLES AND PRICES
GLADLY
GIVEN ON REQUEST

GROCERY BAGS
ENVELOPES
NOTION BAGS
MILLINERY BAGS
SHOPPING SACKS
TEA AND COFFEE BAGS

FLOUR SACKS
BOXES EGG CARTONS
ICE CREAM PAILS
OYSTER PAILS
LILY DRINKING CUPS
LILY ICE CREAM CUPS

Representatives: Paper Specialties of Every Description.

SMITH, DAVIDSON & WRIGHT, LIMITED

VANCOUVER, VICTORIA, EDMONTON, CALGARY,

"Using a 'Continental Bag' is Bag Insurance"

NEW PRICE MAINTENANCE PLAN ANNOUNCED BY MANUFACTURERS

Agreement Between Manufacturer and Retailer Applies to both Service and Non-Service Stores.

A RECENT development pertaining to the policy of Price Maintenance has been put into effect by one of Canada's leading manufacturers—The E. W. Gillett Company Limited.

The chief feature of the new plan is that there will be two retail prices, one for the service and the other for non-service store. The company have also made definite plans to enforce these prices. Each retailer in order to secure any of the goods manufactured must first sign an agreement that the prices will be maintained; that if service is given a definite price must be charged and if there is no service, a set lower price. The company defines service as the giving of either credit or delivery, or both.

Up to the present time E. W. Gillett Company have had an agreement with the wholesale trade in which it was stipulated that the list prices must not be cut to the retailer. This agreement is still in effect with a change covering the point that no retailer can be sold Gillett goods unless he signs the retailer's agreement to abide by the new policy and not cut the price.

In effecting the new plan the company have not made any change in the prices of their products to the trade—they are simply making it compulsory for the retailer to sell at a stipulated price depending upon the type of service rendered. Jobbers have been instructed to sell only those merchants who enter into the agreement with the company. It is required too, that a retailer sign an agreement with each wholesaler from whom he purchases Gillett goods. The agreement, however, is not between the wholesaler and the retailer, but between the company and the retailer.

The company points out that in drawing up their prices at which retailers may sell their goods they had in mind that "non-service" or "cash-and-carry" dealers were not entitled to the same margin of profit as "service" merchants who had to take care of the added cost of credit and free delivery. At the same time, owing to changing conditions in the trade they realized that a great many retail merchants are now ranked both as service and non-service dealers. That is, they did a part of their business on a credit and delivery basis and another part cash-and-carry. On account of this condition retail merchants were at liberty, if they desired, to sell Gillett goods to cash-and-carry customers at the prices specified in the price list for that class of business. Merchants who did a wholly cash and carry trade were entitled to sel to all their customers on that basis.

In their letter to the wholesale trade they state:

> "It will be readily seen that the result of such a practice (that is cutting prices of standard lines such as theirs) would in the end be to drive out of business the smaller retailer who cannot be expected to keep pace if the trade in the article should be, so to speak, cornered by the larger organizations. Therein lies the very real danger of retail prices being forced up. Altogether in our view the end would be a serious injury to the interests of the consumer."

They also point out that they have no monopoly in the lines they manufacture, that there is free competition.

PRIDE

BECAUSE their superiority has been steadily maintained...

...because they are quality products,

...because they make better foods...

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

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

Both are made in Canada

A Quality Product !

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

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

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

Distribution Problems of Grocery Specialty Manufacturers

Address by Frank D. Bristley, President American Grocery Specialties Association, at Recent Convention in Providence, R. I.

IN DISTRIBUTION, the manufacturer of grocery specialty products encounters many problems. To-day there are no less than fourteen classes of distributers functioning between the manufacturer and the consumer. Of first importance to all manufacturers is the consumer. Next in importance, and of vital necessity, is the retail grocer. These retail distributers are of various classes, all performing an important service between the manufacturer and the consumer. Many of our present-day retail establishments are operated on the so-called chain store basis, performing through their central warehouse distributing stations the functions of wholesale distributers and through their retail units the functions of retail distributers.

There is another large class of retailers directly interested in wholesale distributing establishments, through whom they receive their supplies. Other retailers have formed co-operative methods of securing their supplies through wholesale channels.

Importance of Old Line Retailer.

The greatest number of our retail distributers, however, are those who confine their activities exclusively to retailing, and who depend upon wholesale grocers for their supplies. In supplying this large class of retail grocers—who constitute a most important factor in the distribution of specialty manufacturers' products—the wholesale service grocer is an essential and economical factor.

Therefore, one of the greatest and most important problems that confronts the manufacturer of grocery specialty products today is the question of supplying these independent retailers through wholesale grocery channels.

It is quite obvious that if the proper status of the service wholesale grocer is to be maintained, both the specialty manufacturers and the service wholesale grocers will have to modify their present methods of doing business.

Can Jobbers Handle Specialties?

Many of the service wholesale grocers claim that they find it impossible to handle and distribute manufacturers' products in competition with the non-service jobbers, the so-called "desk" brokers, and other classes of distributiors in their respective territories.

They also claim that many manufacturers, in soliciting orders from the retail grocers, discriminate against them in favor of the non-service jobbers and so-called "desk" brokers, and as a result of such practices an dsuch conditions they have been virtually

DEL MONTE
FRUITS *for* SALAD

a new opportunity for canned fruit sales

DEL MONTE Fruits for Salad, though a comparative new-comer in the canned fruit field, has enjoyed remarkable growth. It is being sold, in increasing quantities, all over Canada.

One of the reasons for this popularity is the real convenience of the product. It offers busy housewives a wide variety of fruits in one container—saves them all the work of preparation—makes possible a delicious fruit cup or salad at any season.

Backed by a label as well known and consistently advertised as DEL MONTE, it represents a chance for additional business equalled by few other fruit items.

forced to put in a line of private label products commonly known as "house" brands, and thus concentrate their sales and service efforts in their distribution in order to obtain a profit sufficient to carry on their business.

On the other hand, the manufacturer claims that many of the service wholesale grocers are not rendering proper service in the handling of their specialty orders and in the general distribution of their products. That in selling, crediting, etc., preference is given to the wholesalers' house or private label brands.

They also claim that some of these service wholesale grocers are the greatest offenders in demoralizing resale prices in their respective territories and that the manufacturers' brands are often sacrificed by them in order to establish or effect values on their private labelling products.

In my various talks with manufacturers and wholesale distributors, I find that there is more or less justification for complaints on both sides. Greed for volume, without due consideration of the future, is one of the undermining evils of our present-day system of merchandising. In their scramble for sales manufacturers are indiscriminately loading the trade and wholesale and retail distributers are greatly overlapping the field of consumption.

Private Brand Profits.

While some house or private labelled brands may, during their introductory stages, afford the wholesale grocers a larger gross margin of profit than specialty manufacturers' brands it is not assumed that such profits can be maintained.

Wholesale grocers should not only charge their average cost of doing business against their gross profits on such sales, but they should add thereto their investment in labels and other equipment, and such portions of cost of manufacturing as they may be obliged to assume in the preparation of same, and if they have a proper cost accounting system they will soon observe that there is a great difference between the gross profit and the net profit on the sale of such house brands.

Retailers' Private Brands.

In my Atlanta, Ga., address, I stated: "If private labelled or house brands of food and other grocery products are profitable to wholesale grocers in general, why should they not also prove profitable to retail grocers in general? If the latter should take up the private label idea, the same as the wholesalers, where would the wholesale grocer have an outlet for the private label goods?"

Then again, with wholesalers and retailers pushing private brands, would not the chain stores with their tremendous buying power have a decided advantage?

The only logical reason wholesale grocers have advanced for stocking private label goods is on the theory that he can make a better profit by reason of the fact that he has no competition on such label goods. If he can convince the consumer that his private labelled goods are superior to those of his competitors he may be able to obtain a higher price and thus make a better profit.

Competition Between Private Labels.

But is he not—in competition with other private labels going to soon create the same condition as exists with specialty manufacturers' products? It is not a merchandising fact that goods which are bought by the distributor on price have to sell on price.

With standard advertised manufacturers' brands which sell at one established price to all without any concessions every grocer knows that his competitor has the same cost, and this naturally tends to discourage price cutting.

Not so with the private label business, which, bought purely on price, tends to encourage price cutting. If one grocer makes an advantageous buy this year he seeks to gain advantage by making a lower price than his competitor can make ,and next year conditions may be reversed. Multiplicity of brands confuse the consumer and in time the brand means little or nothing to her. Then it becomes simply a question of price.

Can't Fool the Housekeepers.

So far as the consumer is concerned, the manufacturer of specialty lines has little to fear from private label goods so long as he can keep the avenues of distribution open. Housekeepers are intelligent. They have long since learned the difference between the products on which the manufacturer puts his own brand name and reputation, as compared with the products sold under an assumed name.

There may be a few lines where private label goods may be equal to, and in some cases superior to, manufacturers' brands, but these are the exceptions and not the rule.

I am convinced that the great majority of our wholesale distributers would discontinue practically all house or private label brands and concentrate their sales and distributing efforts on manufacturers' specialty brands if in so doing they could make a fair and equitable profit in return for their investment and their services.

Better Jobbing Profits.

Personally, I believe that present day conditions are due largely to the antiquated trade discount system, whereby the nonservice jobber and the so-called "desk" broker is privileged to trade with manufacturers on the same basis of cost as those wholesale distributers, who render a full and complete wholesale distributing service, and that it is unreasonable to expect the service wholesale grocer to render a complete service in the distribution of manufacturers' specialty products against competition of this kind.

If manufacturers of grocery specialty products believe, and I think most of them do, that the service wholesale grocer is a necessity and an economical factor in the distribution of their products, then it is obvious that they must protect those distributers so far as it is possible to the extent that they may receive a fair reward for services rendered, for it is natural to suppose that if present conditions continue the service wholesale grocer will concentrate and direct his efforts entirely upon his house brands or private labelled goods, and the manufacturer will have to seek other avenues of reaching that great class of independent retail grocers, so essential in the distribution of his products—a condition which now exists in some of our markets.

I believe that the manufacturer should be more discriminating in the selection of his customers, and that the service wholesale grocer who is loyal and interested in the resale of the manufacturers products should be adequately protected.

TIPS FOR LIVE CLERKS

These Plans Make Telephone Selling a Success.

A retail salesman finds telephone selling one of two things—a dispiriting, depressing task (produced by harsh irritated answers) or a game, producing, when won, all the exhilaration of victory.

Approach is important, first of all.

One salesman, for example, turns strormy weather into a splendid telephone canvass. "Good morning, Mrs. Johnson," he begins, "isn't this a terrible storm.

"I don't wonder you stayed at home this morning. All the other ladies are staying at home, too—and I have so little to do this morning I thought I would phone you to see if I couldn't help you with something downtown perhaps, since you couldn't come down yourself."

"Isn't there something I can do for you?"

Now, there is an offer of general service. The salesman doesn't ask Mrs. Johnson to buy anything. He proffers his assistance, based an her inability, because of the storm, to visit the downtown stores.

This telephone "lead" is very successful indeed.

How frequently a sale person calls a customer has much to do with response. Big department stores, which have progressed far with telephone selling, consider that two calls one month upon a customer is the maximum—unless there is some quite extraordinary occasion. One call a month is considered—this is an average matter—both feasible and efficient.

Always, the individual customer enters into the equation. A record of telephone calls should be kept—each customer given a division wherein calls made, when, the subject of them, and the customer's response, are noted. As time goes on, the retail salesman will develop a telephone list.

On this will be customers obviously glad to have telephone service. These will be, naturally, the ones called most often. Then customers called only on occasions will appear. Still other customers will react so disagreeably that, unless there has been some technical fault in the approach, no further telephone effort with them should be undertaken, as it will risk loss of of the customer .

Some sales people think that "grief" and many "hard boiled" instances are inseparable from telephone selling. This is not the case. While the list of non-customers will, naturally, produce more of such incidents, they can be nearly eliminated through clever approach.

One ,for example, is the "friends" introducti n idea. The person calls people whose names have been supplied by friends. Calling up, the salesman begins, "Good morning, Mrs. Smith! A friend of yours, Mrs. Jones of Brook street, suggested to me you would like to hear about a special offer in the such and such department we have today." Mrs. Smith won't hang up the receiver to this. Hardly.

Some sales people do not hesitate to apologize when calling a customer to the telephone, starting off, "I'm sorry to call you to the phone, Mrs. Jones, but I thought you would be interested in something which has just come in." This beginning is tactful, too.

Lists for telephone selling can be compiled in another way—getting the permission of customers to call them up, during visits to the store. The request can be made in a tactful way, but so that, when first calling, the salesman will have had permission.

GETTING CLOSE TO YOUR CUSTOMERS!

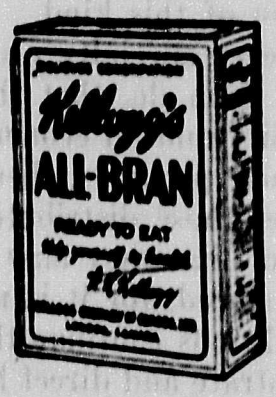
The Kellogg Company is doing much to establish a bond of friendship and goodwill between dealers in breakfast foods and their customers, that results in sales, not only for Kellogg's cereals but for other staples as well.

Right now daily papers, weekly papers and magazines are telling your customers of the wonderful properties of

Kellogg's All-Bran

Leading physicians and dietitians, in all parts of the world, are recommending Kellogg's ALL-BRAN as the most effective relief for constipation.

The public are learning to help themselves to health with Kellogg's products. You will add many permanent customers by displaying ALL-BRAN prominently, and suggesting that they take home a package and use it along with their other cereals.



Oven-fresh always in Kellogg's patent inner-sealed waxtite wrapper.

Kellogg's ALL-BRAN

KELLOGG COMPANY OF CANADA, LIMITED, LONDON, CANADA

Drygoods and Footwear

Christmas—the Season of Window Selling

No Other Period Throughout the Year Affords Such Possibility for Effective Window Display. — Good Lighting, Use of Seasonal Display Cards, and Related Merchandise Groups Will turn the Trick During the Festive Seoson.

CHRISTMAS windows should serve the double purpose of offering suggestions to those in search of Christmas Gifts and of reminding others that Christmas is fast approaching. It should be full of the holiday spirit, that good old spirit that every year makes even the most thrifty search around for things on which they can spend money.

The holiday spirit can gaily express itself all through the window by incorporating in the decoration window cards, etc., timely and appropriate seasonal suggestions, but using the standard merchandise as regularly carried by the store.

More Merchandise in Windows.

Holiday windows should be more closely packed than the windows which are regularly used. The woman is the customer as a rule and she scans the window for ideas. Those ideas must be numerous enough to convince her that the store carries the kind of merchandise she wishes, in the variety she is accustomed to, and at the prices she wishes to pay. When she shops at a department store for her own needs she has a range of articles to select from that would be bewildering to a male customer, and when she looks into a retailer's window she wishes to see a variegated assortment of merchandise in a variety of prices.

Where possible the holiday window display should be like a catalogue of the appropriate things for Christmas giving that the store carries. Nothing should be left out. At the same time this should not be packed into the window as though it were there on storage. A holiday touch can be given to most of the things on display by trimming it up in a fanciful manner. Rosettes of neckwear silk, colorful hose, handkerchiefs arranged in ornamental formation; in fact, the merchandise may be posed to catch the eye rather than to show how it looks when worn.

While the windows should be trimmed heavily, there should be no confusion and no congestion. What is shown should be divided into groups of related merchandise. That is, knit outerwear should be assembled in separate windows, separate divisions or separated units, according to the window space that the merchant has available. Mufflers and gloves can be grouped. Neckwear and silk robes are companion pieces. Sticks and umbrellas go with bill folds and card cases. Shirts should be exhibited in boxes and in as large a variety as possible. They can be shown singly or in sets. Do not show the shirts with neckwear, or the neckwear with shirts, except in one unit to show a combination. As gifts they are considered singly and apart.

Christmas windows should not be "price" windows, although they should be trimmed with merchandise to suit every purse. "Useful gifts from $2.50 to $20" is the sort of window announcement that will catch the attention of many shoppers.

Hose should be kept together in units or in company with related merchandise. Wool, fancy lisle, silk hose, etc., go well with robes, slippers and pipes.

If gift certificates are used, these, of course, will be displayed, neatly framed, in the window.

Do not depend upon jewellery to be discovered when shown in connection with other merchandise. Jewellery should be displayed in separate units that are easily seen. The most effective Christmas trims are those that show a good variety of related merchandise. These, with appropriately decorated cards, wreaths, holly, etc., will tell the viewer that the merchandise shown is particularly appropriate for Christmas giving. By no means overtrim the windows with tinsel, artificial snow or extraneous decorations. Enough should be included to effect a holiday look, but remember it is the merchandise that is being sold and not the decorations. In displaying the merchandise show the most colorful items you have, and these in themselves will enhance the gala effect of the decorative trimmings.

BRITISH CLOTHING IN CANADA.

Injudicious buying of ready-made clothing of United Kingdom manufacture has been a costly experience for some Canadian merchants. There will always be some demand in the Dominion for English clothing, but principally in the more standard lines. The Canadian public insists on American styles, and where the style factor has been involved to a large extent clothing from the United Kingdom has been difficult to sell. In many cases, too, Canadian dealers have endeavored to obtain high prices for the imported goods, but the buying public has been reluctant to pay such prices and has been finding that good clothing manufactured in Canada, in many cases from fabrics imported from Great Britain, is available at much lower quotations. Canadian purchases of British-made clothing are likely, therefore, to be limited for the most part to specialties and to goods which reflect United States rather than English styles, and goods which can be re-sold at moderate prices.

CANADIAN COLOR CARD FOR SPRING, 1927.

For two or three months the salesmen, the dyers and the heads of the hosiery mills in Canada have been discussing the colors that will be fashionable for hosiery next season.

Those who handle stockings over the counter, or wear them, or observe them being worn on the street, have no idea of the care and effort which goes into ascertaining just exactly what shades will catch and hold the feminine fancy.

Once hats were the most conspicuous and important part of a lady's costume, but to-day the pendulum has swung to the other extreme, and hosiery is the key to the smartness of the whole costume.

In order to create a guide in advance for the manufacture, the retailer and the wearer, the Fine Hosiery Section of the Canadian Woollen and Knit Goods Manufacturers' Association recently surveyed trends in colors on the continent, in the United States and Canada, and after some three conferences authorized the chairman of their color committee to issue a list of sixteen shades.

These shades are recommended as being good sellers for the next three or four months, and, although one or two new shades will be cropping up which will be in demand, the list given will undoubtedly be good for Spring, 1927.

The chosen sixteen are:

Peach	French Nude
Bran	Atmosphere
Champagne	Moonlight
Zinc	Flesh
White	Black
Parchment	Grain
Nude	Sunset
Evenglow	Muscale

The exact shades designated by these names may be obtained from the card of the American Color Card Association.

This is a new departure for the Canadian Woollen and Knit Goods Manufacturers' Association and should mark the beginning of a more independent era in Canadian color styles. While most Canadian hosiery manufacturers produce their own color cards, these are generally formulated from some of the American color cards. The committee working independently now will save the Canadian manufacturers some trouble.

LITTLE CHANGE IN FALL AND SPRING GLOVE STLYES.

There is very little change in the showing of kid and heavy leather gloves for Fall wear. A soft kid glove with a cuff is still very popular. Metallic embroidery and small perforated patterns, also stitching in colors are very good. In the deer skin, two-tone effects have been obtained. Cuffs of the darker shade than the glove itself are new lines which are very good, also the perforated cuff in deerskin and other washable leathers. A tendency in the leather gloves is to lighter shades. This is quite noticeable, in the fancy kid gloves and even in the heavier driving and fur-lined styles.

In the heavy fabric gloves, as promised in the Spring, the slip-on duplex fabric, with the out-seam stitching is the leading number. Hand sewn styles in the better class of fabric gloves and in lighter shades

Every Man Needs a

LIGHTHOUSE BRAND BUCKSKIN CLOTH SPORT JACKET

These new jackets are the correct thing for sports wear,—for every man—for every season. Splendid for skiing, skating, snow-shoeing, for hunting, fishing, boating, for golf and practically every other outdoor purpose.

Made of soft, double-finished cloth which looks and wears like chamois, these jackets do not shrink or lose their shape in the wash. Wrist bands are Penman's elastic wool ribbing.

Made in light or dark gray, chamois, dark tan and reindeer brown. Also in Mackinaw cloth checks in a variety of colors.

Rock Island Overall Co
ROCK ISLAND, QUE.

Representative:
R. A. SIME, 318 Homer Street, Vancouver, B. C.

of chamois are good. Pearl and other light shades are the most popular glove this Fall. Cuffed chemoisette gloves are still good and have not by any means been replaced by the hand-sewn pull-on. The leading shades are buff, slate, shrimp and rosewood.

Washable leather gloves of all kinds are very good, the pull-on style is not so good in this line as in the fabric. The one button with the small turn back cuff in the washable leather glove seems to be the best at the moment.

WATCHING THE WOOL MARKET

There have been half a dozen or so announcements of advances in men's goods prices for spring, but the statements of a number of other selling agencies that advances were only "contemplated" indicates that this is a hesitant movement. It has been pointed out that the large factors frown on a change in prices and this sentiment is affirmed in other quarters which fear for a contraction of business. Selling agents have been watching the wool markets very closely, and the latest Australian and Cape reports, indicating an easing price trend in grades below "fine," have not helped to crystalize the club advances, which seem to have affected good-quality worsteds more than popular-priced goods.

THE WOMAN PURCHASER.

A woman buyer, who is timid about buying a necktie for a male friend or relative presents a problem in herself. Merchants have adopted various plans for meeting this. Some have sent out circular letters addressed to women calling attention to the fact that the store is a man's store, that it is accustomed to suiting masculine tastes, and that purchasers cannot go wrong when making neckwear purchases there. Others invite women customers to some to the store and get their advice in regard to patterns and colors, and others make this last idea the key note of all their Christmas publicity; such headings as "His Gift at His Store" —"A Man's Gift at the Man's Store" are featured in all newspaper advertisements and shown on display cards in practically all Christmas displays.

WHAT ORGANIZATION MEANS.

"Organized co-operation is the mightiest engine in the universe when men lay hold of its power," says an anonymous author.

A Southern darkey was driving his ox team along a Louisiana road when he met a white friend who had heard of his skill with a black snake whip. "Pop that lizard," said the white man, and zip, off came the lizard's head.

"There's a chipmunk," said his friend. A swish through the air and the chipmunk's family were in mourning.

"Pretty good, Mose, that's picking them off. Now try that hornet's nest."

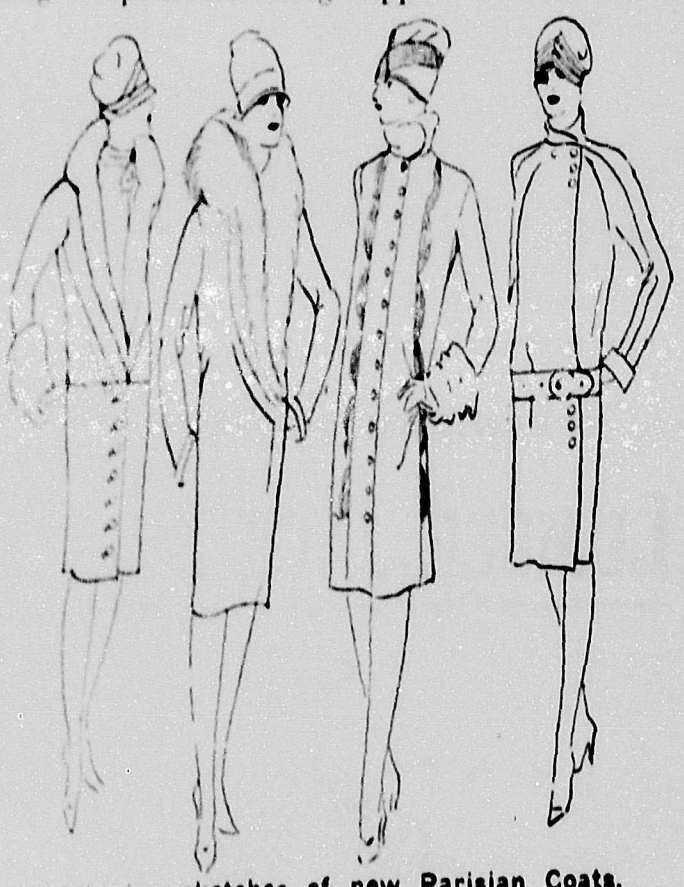
Mose grinned. "Nothing doin'. I knows when to quit—them fellows is awganized."

The narrative aptly illustrates what is taking place in the grocery trade. The unorganized lizards and chipmunks are being swatted right and left—but the hornets are treated with regard because they are organized.

JEANETTE In PARIS

Parisian creators are using winter materials in many new and interesting ways. For instance, velvet is beaded for evening gowns and is printed in snake, alligator and speckled patterns for day clothes. The use of furs for coat linings is even more prominent than for coats. These furs are shaved, dyed in colors, stencilled and printed to imitate giraffe and gazelle. Kasha is combined with gold in small Persian patterns or in fish scale designs, scales shaded in colors and outlined in gold. Flannel in plaids, or plain colors is smartly used for coat linings. If the frock matches the lining, a chic ensemble of the sports type results.

Moire is new. Satin-back moire can be reversed for trimming bands, collars, cuffs, &c. Moire in white, black and pastel colors shot with gold or silver in the new metallized effects is the mode for evening frocks, evening wraps and evening slippers. Plaids are made



Lightning sketches of new Parisian Coats.

on the bias in many of the new wools, and velvets. Paris is using plain or plaid velvet blouses and wool skirts for two-piece frocks.

New Colorings.

With regard to colors, the winter blues are becoming almost as popular as wine, burgundy and beet reds. Indigo and flax blues are somewhat intense shades that are being used for day clothes, while cobalt, dead turquoise, a faded shade of aquamarine, and a brilliant cornflower blue are evident for evening wear. Rust and orange are used together for winter sports clothes, and orange and lemon are being combined for evening. Egg plant purple is a good color for daywear, and the novelties for evening is pine green, a dark, bluish tone.

Black relieved by white, flesh, ochre, grey, biege or almond green for day costumes is supremely chic. The Dolman sleeve has had such a success in coats that it

is now being used in frocks as well. It is part of a well-defined movement to ad dto the importance and interest of the upper part of the dress. This sleeve with its web-like drapery under the arm, is sometimes called the Medici, troubadour, or "bat-wing" sleeve.

Boleros and blouses are very much in evidence, and have a distinctly slenderizing effect. They not only make the hip look smaller, but their lines being soft and somewhat vague, obscure the outline of the figure, leaving considerable doubt as regards size. They can be placed wherever they can be the most effective—at the front, sides or around the figure. The blouse is often used in the back, where it successfully disguises the fullness at the hip-line. Tight, draped hips, and drapery pushed to the side are quite new for evening wear, and for the more formal type of day dress. There is usualy a suggestion of a blouse above the hip. Plisseur arrangements of plaits is the latest French method of manipulating fulness. The plait remains the smartest tailored way to width, giving what the Parisian styles "ampleur," while preserving the slender line.

Side plaits, kick plaits, cluster plaiting, box plaits, plaited sections, inverted and inserted plaits are used mostly for the sports type of dress and generally place themselves in front, thus obviating unsatisfactory effects from being sat upon.

Jeanette

"PRIDE OF THE WEST"

LUMBER JACK SHIRTS

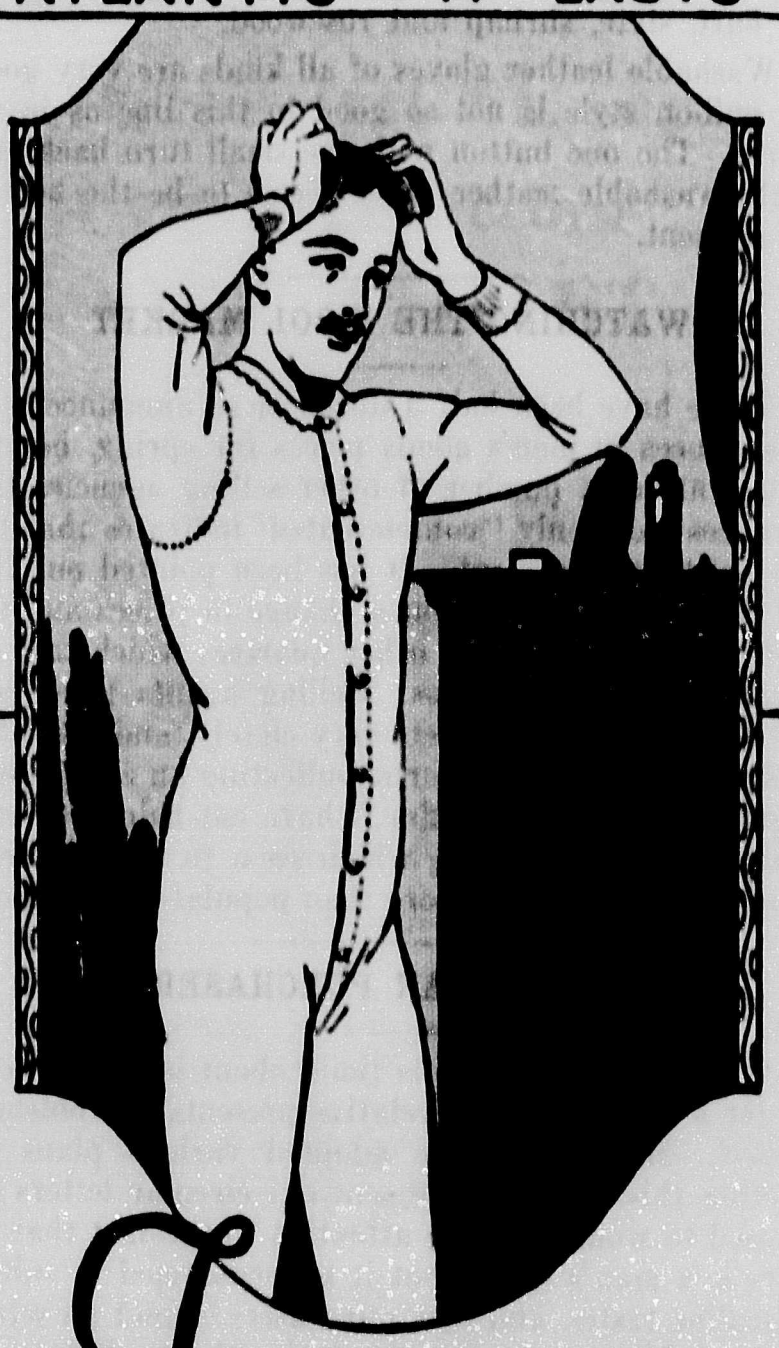
Large Variety Fancy Plaids in Soft Wool Flannels, and Heavy Mackinaws for Immediate Delivery.

Made by

Mackay Smith, Blair & Co., Limited
VANCOUVER, B.C.

Wholesale Dry Goods, Men's Furnishings Notions.

ATLANTIC ~ IT LASTS



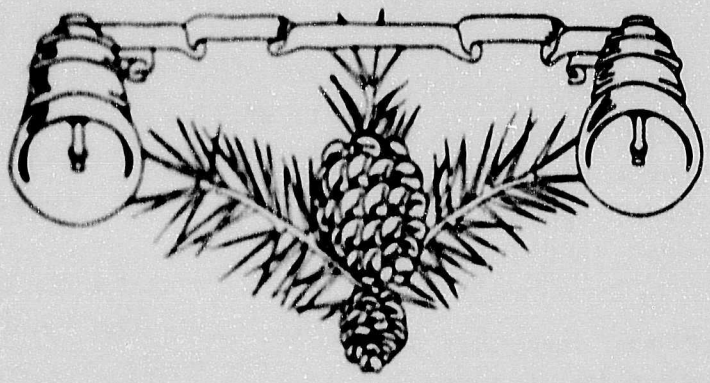
TO WEAR Atlantic Underwear is like transferring the warm, woolly coat of the Maritime sheep to the back of the purchaser.

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

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

ATLANTIC
UNSHRINKABLE

Christmas Showcard Phases



Xmas, 1926

Jimmy's Present—
A SPORTS PULLOVER.
Atta Boy!

GET TOMMY A CAP—
A Practical Gift.

WE SUGGEST NECKWEAR
We have what he will like.

For Husband or Son—
A FINE SHIRT.
A Real "Style" Gift.

Sound Advice—
If in doubt—GIVE GLOVES.

Is He a Golfer?
GIVE HIM GOLF APPAREL.

OH MEN!
WE SELL WOMEN'S HOSIERY.
A Fine Christmas Gift.

The Best Christmas Suggestion—
GIVE HIM SOMETHING TO WEAR.

For Father—
A BATHROBE—A Gift that will last.

For a Lucky Man.
A SILK SCARF.

He Has Waited for Christmas for someone
to get him
A FINE SILK MUFFLER.

Someone on your list wants
SUSPENDERS AND GARTERS.

THESE SWEATER COATS
Are Ideal Coats—He will appreciate one.

BUY HIS GIFTS AT THIS SHOP
We know what he likes.

NOT CHRISTMAS NECKWEAR—
But Neckwear that makes splendid Xmas Gifts.

On Every Christmas List
GLOVES, HANDKERCHIEFS, HOSIERY
His Choice at Your Price.

The Night Before Christmas—
A happy occasion, but a poor shopping time.
Select Your Christmas Gifts Now.

Everybody's Day—Divided by Shoes

Some Window Trims That Are Distinctly Novel Worked Out in Practical Detail.

WHEREVER you hear publicity being discussed you will hear the term "human interest" used to express the idea that people are interested in folks and therefore in themselves.

In windows there is something of a sameness. The decorations are all beautiful; the color harmonies studied and effective and the lighting a tribute to staging ability of electricians. But one gets this in every window from the hardware store to the jewelry shop, and it comes to be taken for granted. All this may be used as the foundation, on which to build something unique. There are many restrictions in wondow display as in any other kind of publicity chief of which is the fact that after all it is the goods in which people are interested and anything tending to draw their attention away from the merchandise is not to be allowed.

In 'Little Daily Journeys in Shoes" there may be injected a little humor along with a lot of common sense and the story of what to wear is convincingly told.

In getting into the subject, the first window in the "Journeys" the general planning may be considered. The idea of the movie film is used in all cases. This runs from the front of the window in a semi-circle to the back and then around to the front again.

The strip may be as wide as necessary, black with white 'holes" as in the regular film and marked off at certain lengths for each 'picture." There needn't be any background for this,or one might drape some black velvet or some heavy material at the back with some spot of color on it in the shape of a colorful artificial butterfly in the case of a women's window, etc.

In the centre of the semi-circle at the front of the window a small display of shoes might be advisable although not necessary.

In the men's window, there are seven pictures covering a day's activities from bed to bed. The first picture is the "bedroom scene" in which felt slippers are displayed. Each picture is to be a still life sort of picturing with the things displaying the action whatever it is.

Here are given some of the "properties" to be used, but these may be enlarged upon with a little ingenuity and to fit a specific case more exactly.

With the felt slippers display an alarm clock, a razor and toothbrush and a shower bath attachment. A small card lettered "6 a.m. Ready for Leap."

For the second scene depicting work and displaying work dishes display a milk bottle, a stuffed cat and small coal shovel and stove shaker or carpenter's level or wrenches, etc. Card lettered "6.20 a.m. Morning 'Chores.' "

For the third scene, in view of the fact that man's activities are varied, some consideration must be given the office worker or executive; therefore, in this will be shown a pair of business shoes. In this the morning newspaper, time table, pen and ink and a sheaf of letters. The card would be lettered, "7.45 a.m. To Business."

In the next scene sport in taken care of in the showing of golf bag, tennis racket, etc.

The weather is changeable for everyone so something ought to be done about rubbers. Autos, also, need washing which necessitates proper footwear. With rubbers and rubber boots is shown a hose nozzle, sponge and soap, also a rubber coat perhaps. Card labeled, "Anytime—Wash Flivver or Showers."

Patent leather boots, or shoes suitable for evening wear are shown in the next with a box of chocolates, a theatre programme and a lady's handkerchief or a pair of opera glasses with a card lettered, "7.45 p.m. Theatre Party."

ARTIFICIAL COTTON.

La soie de Chatillon of Milan, the important Italian producer of synthetic products, has added another member to its family of chemical fibers, and are introducing it under the name of "Seris," according to a recent announcement.

"After many months of costly research work and experiments,' the statement says, "the laboratories of this progressive Italian company, working in collaboration with some of the foremost cotton manufacturers and spinners in Italy, have perfected this artificial schappe, or artificial cotton to the point that 'Seris' has proven itself to be of great value and can now take its place as an important staple fiber in the textile industry and a welcome ally to cotton.

Description of the Staple.

'Seris consists of a group of fine filaments, which, after being cut into any desired length or staple, can be carded and spun on regular carding and spinning machines now used in the manufacture of textiles .

IN STEP WITH ADVERTISING

The day is passed when a minister can afford to boast his belief in ethical teachings and not put into effect those same teachings himself. And exactly the same thing is true of the merchant as regards the well-founded theories of advertising. A certain manufacturer recently checked up on 1800 of his dealers and found that those of the latter who had cashed in on the basis of his national advertising had sold four times as much of his products, on the average, as those who had not so cashed in. And another manufacturer found that the average of his dealers who themselves advertised were selling nearly seven times as much of his goods as the average of those who were not so advertising. Things in this world average. Otherwise there would be no jobs for insurance actuaries. Not only the tenure of human life, but human nature and people's way of thinking and acting and buying are reducible to actuarial facts. If advertising is worth while at any point, it is at all. What's sauce for the goose (the manufacturer) is also sauce for the gander (the jobber and retailer).

TRADE NOTES IN BRITISH COLUMBIA

J. W. Cooper has commenced a bakery at Grand Forks.

Galbraith's Drygods and Novelty Store at Langley Prairie has discontinued.

K. J. Houghton has commenced a grocery business at Nakusp (tobacco, &c.)

Paige-Jewett Motors Limited of Nanaimo now operated as the Acme Motors Limited.

Terminal Merchandisers Limited have discontinued business at Nanaimo, and moved their stock to Vancouver.

Reuben Buerge, general storekeeper at Needles, has sold his business to Ralph Leckett.

The stationery store of Shoemaker, McLean & Veitch, Ltd., 5 Lonsdale Avenue, North Vancouver, has been sold to L. W. Soday (printers, &c.)

It is reported that S. Marshall Sales has succeeded Hatt Brothers' hardware business at Terrace.

N. Thomas has assumed ownership of the Tofino Trading Company at that point.

Jack Brothers, grocers, 2941 Granville Street, Vancouver, have added fruit and produce departments to their store.

T. J. Kerr, drygoods merchant of Vancouver, has issued tenders for purchase of stock.

The meat business of R. W. Rattenbury has been acquired by T. F. McIlowell, 928 Granville Street, Vancouver.

Modiste (not inc.) commences ladies' wear business in Vancouver.

Sobie Silk Shops Limited, have opened a branch of their Montreal business on Hastings Street, Vancouver.

G. F. Dawson has been appointed trustee for the general store business of C. Hartley at Vanderhoof.

The stationery business of G. E. Hodgson of Esquimalt has been acquired by D. C. Hughes.

Earle J. Thompson has commenced a jewelry business at Kelowna.

The Kimberley Dry Goods Company have opened a branch at Moyie, B.C.

The fruit and tobacco business of T. Lodge at Nakusp has been purchased by E. G. Houghton.

Newman & Schofield's mens' furnishing and shoe business has been incorporated under style James White Limited.

D. D. Campbell is understood to be negotiating for the sale of his grocery business in Vancouver.

A. S. Osborn has commenced a drygoods business in Vancouver.

Rowcroft and Mortimer have commenced an infants' wear business in Vancouver.

The Hudsons's Bay company are reported to be opening a trading post at Annahem Lake.

J. Meyer has sold his meat business at Greenwood to H. J. Purkis.

J. A. Robinson has purchased the stock of Kirk Robinson at Hedley.

L. E. Lyons, grocer, New Westminster—Sheriff's sale advertised.

B. C. Tent & Awning Company are reported to be opening a branch at Prince Rupert.

C. W. Copp, Hastings Street shoe dealer, has discontinued mens' shoes, confining operations exclusively to womens' lines.

It is reported that Cowan & Brookhouse are negotiating for the sale of their printing business.

Guernsey Creamery, Vancouver (not inc.) has assigned with the Prudential Trust Company appointed custodian.

The Wholesale Radio Supply business of H. V. MacKinnon, Vancouver, has been incorporated as the MacKinnon Radio Corpn. Limited.

The fruit and produce business of Mutual Vancouver Limited, is reproted to have been discontinued.

The Royal Bank of Canada has opened a branch at Hastings Street and Nanaimo Road, Vncouver.

The stock of the Orientl Trading Company at Victoria is being sold by auction.

G. H. Snow Limited, Victoria, have started a branch of their brokerage business in Vancouver.

The dry goods business of A. Humphreys at Chase is reported to have been discontinued.

The Wilson Grocery Company of Kamloops are reported to have closed out one of their branch stores.

D. J. Buckley, druggist, of Merritt, has assigned; C. C. M. T. A. appointed trustee.

David Fairley has commenced a confectionery business in Merritt.

G. McElhern is opening a branch store at 13th Street, North Vancouver.

L. W. Bailey of Roberts Creek, has been ganted extension to May 15, 1927 (grocer).

D. C. Waimsley has commenced a ladies wear business at Princeton.

Norman G. Cull Limited, optician, Granville Street, Vancouver, has acquired the optical business of Henry Birks & Sons Ltd.

ALBERTA TRADE NOTES

Wm. M. Floyd is adding a confectionery department to his hardware and plumbing business at Edmonton.

A. McDougall has taken over the grocery business of J. Lowes at Edmonton.

The Louis Fruit Store at Edmonton has discontinued.

Trustees have sold the assets of Vandeveer Limited (tea and coffee), Edmonton.

A. Creighton, druggist, of High River, has sold out to McDermid Drug Co., Ltd.

L. Shong is understood to be negotiating for the sale of his general store business at Arrowwood.

A. A. Bailey is reported to have sold out his hardware business to J. Anderson.

Stanley & Jackson, clothiers, of Edmonton, have assigned to R. P. Wallace.

The Varsity Haberdashery at Edmonton, has been closed out.

W. H. Smith hardware merchant of Lomond, is negiliating for sale of business.

The grocery and confectionery business of A. Baker, McLeod, is reported sold.

Alberta Mercantile Company, Nightingale, has been sold to George Demen of Bowell, Alta.

Arthur Molchan has sold out his grocery store atRanfurly.

C. H. Moran, of Telfordville, is opening a branch of his general store at Warburg.

George Matthews Limited has sold out his general store at Gleichen.

W. E. Stepney & Co. Alliance, are advertising closing out sale (general store).

C. T. Gilbert, baker, has sold out his branch at Blackie.

C. G. Foyyran is reported to be selling out his general store at Chauvin.

Harvey Brothers, grocers, of Calgary, have sold out.

The Kensington Grocery operated by G. W. Willey has been sold out.

C. R. Paxton, grocer, Delburne, is reported to be closing out.

N. F. Jacobs (grocer and drygoods), Edmonton—Assets advertised for sale.

N. L. Grocery, Edmonton, is advertised for sale.

Bunker's Grocery store at Knob Hill is reported sold out.

Reminders

ADVERTISING is just reminding people about things they have overlooked too long. It's like tying a string on the finger of the shopper to prompt him towards your product. Good window displays are the best of good advertising.

Here's autumn and almost everybody needs paint or varnish and knows it—but how often do they pass your window without getting that added jolt to memory that makes them buy?

"Paint this Fall" campaigns have established autumn as a sound painting season, so into windows with your lines of surface savers, and the "Save the Surface Campaign" will spread the news again.

SAVE THE SURFACE CAMPAIGN
601 Keefer Building • • Montreal
Subscribed to by Paint, Varnish and Allied Interests

HARDWARE, OIL *and* PAINTS

HARDWARE MARKETS AT A GLANCE

Tool Chests.—There is increased interest in this line with the approach of the holiday season.

Heaters.—Strong demand is reported for both gas and oil heaters.

Wire Fence is selling at a fair rate, with stocks well filled. Prices have not changed.

Torches.—Stocks are well assorted, with sales in fair volume. Prices have not changed.

Wrenches.—Sales are good and prices firm.

Ice Skates.—Dealers are buying keenly in anticipation of the holiday trade.

Files.—Prices are firm backed by a good steady demand.

Garage Sets.—With prices firm, demand is consistent for garage sets, door holders, extra hasps, etc. Stocks are in good shape.

Stove Boards.—Call is very good with stocks well filled. Prices have not changed.

Turpentine.—Sales are very satisfactory and prices remain firm.

Linseed Oil.— Dealers report sales of linseed oil satisfactory. Prices are unchanged.

Paints and painters' supplies in fair demand; considerable Fall painting is under way.

Game Traps.—Early demand for game traps is considered fair; stocks are good and prices unchanged.

Weather Strip.—Early interest for weather strip has been fairly good and sales are reported as being equal to last year; prices are firm.

Guns and Loaded Shells.—Demand keeps up well for loaded shells, with a fairly strong demand, also for shotguns and rifles.

Automobile Accessories. — Sales are increasingly good on the winter items as the season advances.

Radio Merchandise.—The demand for B batteries is greater this fall than it has been since radio came on the market.

Chains.—There is a very good demand for truck and cow chains.

Roasters.—Retail dealers continue to place good orders with jobbers for this line.

Stove Pipes and Elbows.—Brisk sales of stove pipes and elbows are reported by local dealers; prices are very firm.

Furnace Scoops.—Dealers are finding ready sales for furnace scoops.

Sash Weights and Cords.— Sales of sash weights and sash cord have been exceptionally good in this territory during the past few weeks.

Lanterns and Globes.—Dealers report good sales of both oil and gasoline lanterns and lanterns globes.

Wire Nails.—Wire nails decline, latest quotations show a decline of thirty cents a keg, making the new price $3.55.

Oiled and Annealed Wire.—A slight decline is recorded by local jobbers on these items.

Sandpaper.— Demand is fairly good with stocks well filled; prices have not changed.

Pyrex Ware.—There is good active demand with dealers filling in their stocks preparatory to holiday business.

Rope.—Call for rope is steady, though not heavy; Stocks are being kept in accordance with demand. Prices show no change.

Carpet Sweepers.—Sales are fair with stocks well filled. Prices have not changed.

COPPER AND ITS USES.

Remarkable Development Evidenced During Recent Years.

By George A. Sloan, Secretary Copper and Brass Research Association.

"While the mining of copper dates back to the earliest days of civilization, we find in its present day development the greatest progress in improved methods of production, and in its industrial and economic uses. It is interesting to note that in the last twenty years the world has produced more copper then in the entire preceding period beginning with copper's discovery, about 5,000 B. C.

Copper's Subsidiaries.

"Adaptable as copper is for various applications in the arts and for countless industrial purposes, including its high qualifications for conducting heat, light and power, its principal alloys, brass and bronze, possess many valuable properties unknown to copper alone. Approximately one-third of the entire production of copper goes into the manufacture of these alloys.

"The first casting of brass in this country was done by John Winthrop at Lynn, Mass., about 1644. The manufacture of sheet copper and brass was originaly confined to the Connecticut Valley, with a few scattered mills in New York and Massachusetts, notably the Revere Copper Company at Canton, Mass., organized in 1801.

Amazing Growth.

"The early growth of our brass industry was greatly hampered by intense British competition as well as by lack of skilled labor, and after a quarter of a century only 750,000 pounds of brass was being manufactured annually. Sixty years later the combined production of twelve leading brass fabricators had grown to 40,000,000 pounds, whereas this year the output of one of these same companies alone will reach more than 600,000,00 pounds.

THE MISCELLANEOUS IRON AND STEEL PRODUCTS INDUSTRY IN CANADA, 1925.

According to a statement issued by the Dominion Bureau of Statistics at Ottawa, the value of the production by all the firms listed in the miscellaneous iron and steel products industry in 1925 declined to $9 397,206, as compared with $9,615,239 in 1924, and $10,500,307 in 1923, but marked an increase over the output values of $7,127,392 in 1922 and $9,349,750 in 1921.

Firms in this industry were engaged in the fabrication of structural shapes for bridges and buildings, and in the manufacture of brass or iron beds, railway track equipment, frogs, switches, sheet metal cabinets, lockers, tanks, bed springs, ornamental or architectural iron work, safes, vaults and many other articles of a similar nature. These plants represented a capital investment in Canada of $11,069,342, and afforded employment to an average of 2,363 people to whom $3,236,948 was paid in salaries and wages. Materials used cost $4,204,108, so that the value added by manufacturing processes was $5,193,100.

Of the 64 firms listed in this industry 42 were located in Ontario, 16 in Quebec, 3 in Manitoba, 2 in British Columbia, and 1 in Alberta.

Summary Statistics of the Miscellaneous Iron and Steel Products Industry in Canada, 1920—1924

Year	No. of Plants	Capital Employed	No. Employees	Salaries and Wages	Cost of materials	Selling Value of Products	Value added by Manufacturing
1921	52	$10,280,526	2,575	$3,425,449	$4,032,935	$9,349,750	$5,316,015
1922	47	8,471,661	1 872	2,513,216	3,009,721	7,127,392	4,037,671
1923	57	11,119,418	2,650	3,442 650	4,570,402	10,500,307	5,937,905
1924	59	10,009,156	2,468	3,296,891	4,114,079	9,619,239	5,505,160
1925	64	11,069(342	2,363	3,236,948	4,204,108	9,397,208	5,193,100

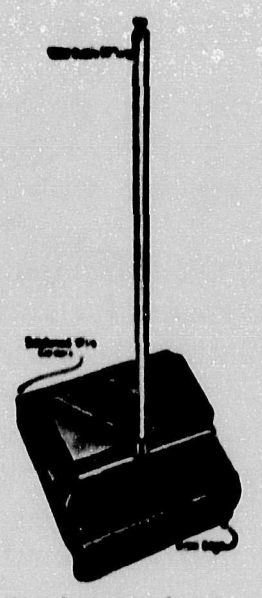
COPPER AND BRASS RESEARCH ASSOCIATION ISSUE BOOKLETS.

Following the example of the paint and varnish manufacturers of Canada and the United States, with their campaign for surface protection, copper and brass manufacturers, through their Research Association, are distributing booklets and advertising to the hardware trade, the value of brass and copper for all work, which through exposure to the weather should be rust resistant. Interior and exterior plumbing, and rof material such as eavetroughs, piping and cornice work are included in the numerous uses to which copper and brass may be successfully utilized.

NEW GOODS.

Polly Prim Dust Pocket Dust Pan.

The tempered steel edge inserted in the mouth of the pan hugs the floor, so that the dust is swept into—not under the pan. The dust retaining hump or dust pocket prevents the



dust from following the broom back out of the pan. The large dust reeaining chamber makes it unnecessary to empty the pan every time it is used. Made of full 26 gauge steel with wire reinforced corners. Wooden handle, 26 inches long, with eye at top. Finished in black. Shipping weight per gross 300 lbs.

P. A. McFarlane of the Telephone Association of Canada, recently reported, "Canada stands second in the world in telephone development' There were 1,072,454 telephones in service in Canada in 1925, being 11.6 per cent per each 100 people, as compared with 14.2 in the United States and 2.8 in Great Britain.

A colored parson calling on one of his flock found the object of his visit out in the back yard working among his hen coops. He noticed with surprise that there were no chickens.

"Why, Brudder Brown," he asked, "Whah'r all you chickens?"

"Huh," grunted Brother Brown without looking up, "some fool niggah lef' de do' open an' dey all went home."

PREDICTS DIRECT MARKETING

C. J. Bodley, of Toronto, general manager of the Confectionery, Biscuit and Chocolate Industries of Canada, in his annual report in referring to the chain store and price cutting factors in the trade forecast that in five years manufacturers of food products probably will be dealing direct with the consumer on a house to house basis, if price maintenance was not adopted.

While he uttered his appreciation of the importance and magnitude of the subject, and submitting that it would take the best brains of the country to solve this problem of prices and chain organizations, Mr. Bodley indicated that the solution probably will be reached by a careful consideration of the problem.

The Biggest Gift Season of the Year

The Christmas season is the biggest gift season of the year, and there is more shopping done at that time than at any other one time of the year.

Competition is keener, and the best means you have of overcoming this competition is to make yours stand out from the rest with better lighting.

Get in touch with our lighting expert to-day and have your store well lighted to attract your share of Christmas shoppers.

Call Seymour 5000.

BRITISH COLUMBIA ELECTRIC RAILWAY CO.

Package Goods Blamed for Grocers Present Dilemmas

Eastern Writer Declares Old-Time Grocers Handling Bulk Goods Had Advantage Over Merchants Selling Packaged Goods.

THE woes of the independent grocer have been attributed principally to the chain stores, but it remains for an Eastern man who claims that package goods have been one of the greatest contributory causes and declares that the old-time grocer handling bulk goods had a great advantage over the modern grocer who deals principally in goods in package form with their smaller margin of profit. He recommends as a remedy for the grocer's troubles, for him to get back to first principles and to pioneer.

He says that few, if any, of those engaged in the grocery business will refute the claim that there is a feeling of great uncertainty and uneasiness in regard to conditions as they exist at the present time in their line. Unfortunately, so many of them are so taken up by the numerous details that make up their work that they do not realize just what is going on. They know they are on their way, but they don't know where.

Time was (and not so very long ago), says this man, when the grocer stocked his store with bulk goods bought on his own judgment as to what he could, by word or mouth, induce his customers to buy. He was then both buyer and salesman in one—merchant indeed. The goods he sold were unknown by any "trade name" to his customers, so that he could switch from one kind to another whenever the fancy took him or one source of supply would treat him better than another.

Trouble Came With Package Goods.

"Manufacturers, however, began to see that if their own particular product was to be sold in a store as against that of a competitor, some means of distinguishing the two must be apparent to the housewives. This was the start of the "package goods' idea; women who had been induced to try a package of "So-and-So's Oats," for example, and liked it, began to ask for that particular brand by name, instead of merely calling for "a pound of rolled oats," as was formerly their custom.

All too soon for their own good, the grocers realized the saving in time and effort on their part that resulted from this new method of retailing. The next step on the downward path, for them, was to demand of the manufacturers of a new item, "You create the demand; then we will stock it." The "Guaranteed Sale" is only a variation of the same idea.

At first blush this might not seem so foolish of them as later appeared, but results show that they, in many cases, dug their own business graves by such an attitude, and yet some, even at this late date, still persist in it, he complains.

When previously the grocers had been buying goods which were unknown by any trade-name to their customers, they secured, and they were entitled to a very generous margin of profit to repay them for their acumen in buying and real salesmanship in moving the goods out over the counter.

Manufacturers Cut Profit.

"With the advent of the "packaged goods," however, and the "you-create-the-demand" ultimatum on the part of the grocers, the attitude of the manufacturers changed. "Here," they said, in effect, "we are spending hundreds of thousands of dollars to get the women to ask for our stuff in your store, and all you do now is to hand it to them when they call for it. We can't afford to allow you much for doing only that, and still you must stock our product if you are to retain your good name as an up-to-date grocer."

Thus, all unwittingly, the grocer pulled down his own business around his own head, for now he has lots of demand, little or no salesmanship in his store, and no profits on about half the things he carries, due directly to the fact that his previous "generous margin" is now diverted into other channels, of advertising, to induce the customer to ask for some particular trade-marked product, in accordance with the grocer's own "demand" on the manufacturers.

What accounts for the wonderful growth and popularity of the chain stores? Just this: With every old and new grocery product being put up in package form and extensively advertised by the manufacturers, all that was required to make a handsome profit was sufficient outlets (stores) under one great "buying head," since a "green" boy could pull down a package of "So-andSo's Oats" off the shelf as satisfactorily as the old merchant himself—and at far less expense.

Chains Can Beat Down Prices.

With their great buying power, the chain stores can beat down the manufacturers' selling price to a figure that the independent grocers even when they act co-operatively, which they seldom do, can never hope to secure, so that the individual grocer finds himself hopelessly out of the running in so far as any profit on the chain store items is concerned.

The independent grocer is only fooling himself if he believes that he can put the chain stores out of business. While they will have their troubles, like any other new proposition, yet they are filling, in a more or less efficient manner, an economic necessity and the independent grocer must look this fact squarely in the face; that due to his own lack of foresight and even sheer laziness, he has seen about half his business slip into the hands of his chain store competitors.

This, then, is what is wrong with the grocery business. The question now is, what must be done if those still in the business are to continue, and even make more money than ever? The answer as it applies solely to grocers, is simple and to the point: get back to earlier principles, and pioneer.

Advises Using Specialties.

Pioneer on specialties, not necessarily on every new item that appears on the market, but on the lesser-known but perhaps higher quality goods that will show

him a real margin or profit, items that his customers will not ordinarily ask for, but which they will buy when they are brought to their attention by some effective "selling talk" either in the store itself or by means of store advertising.

Without realizing it, many grocers are today skirting the edges of this up-to-date (independent) grocery retailing, but they do not yet appreciate the fact that their present-day profits come from selling an occasional bottle, say, of imported olives rather than from half a dozen sales of "So-andSo's" nationally known and often-asked for oats.

True, sales will come harder on such items than on the others, but what the grocer wants is profits—not sales as sales. If he will concentrate on profitable items, and let the others take care of themselves, he will find he is better off in the end."

RUMORS UNCONFIRMED.

That there is to be a consolidation of jobbers.

That one member of one of the largest jobbing houses will purchase the interest of all the other stockholders.

That one of the oldest jobbers is endeavoring to purchase a line of retail stores down the valley.

That one of the large jobbing houses has decided to stop retailing and will have a regular selling price; that they will discontinue the practice of selling certain stores at 5 and 7½ per cent off list.

That the jobbers of fruits and vegetables will eliminate all salesmen and delivery.

That some of the jobbers will pay their men on a flat commission basis of 20 per cent. of their gross profit.

That one jobber has decided that his house will not sell employees.

That the courtesy discount allowance granted salesmen of other firms will be discontinued.

That one jobber has stated that his house will not sell an opening order to any man who cannot pay cash in full for opening order at least.

That two jobbing houses have instructed their salesmen that they must not mix in the brokerage of stores or stocks sold through agents or brokers.

DRIED FRUIT WEEK IN AUSTRALIA

With a view to increasing the Australian consumption of currants, sultanas, and raisins, the Victoria Dried Fruit Board, launched a publicity campaign, which took the form of a Dried Fruit Week, extending from August 30th to September 4. Special broadcast addresses were given by dried fruit experts, and the Department of Agriculture gave demonstrations in dried fruit recipes. Shop window displays were arranged in the city and country, and books were distributed by shops and the Victorian Railways Department.

KELLY, DOUGLAS WINS RIGHT TO "NABOB" TITLE

Exchequer Court Decision Favours Firm in Trade Mark Fight

Right of Kelly Douglas and Company, Ltd., of Vancouver, to exclusive use of the registered trade mark 'Nabob' in respect of a brand of cocoa distributed by that firm, was established in a judgment of the Exchequer Court of Canada, given October 14, by Mr. Justice Audette, reasons for which have now been made public.

According to the text of the judgment, William Henry Wilson and Nabob Products Ltd., Nov. 2, 1922, obtained registration of the specific trademark "Nabob' to be applied to the sale of cocoa, chocolates, confectionery, corn starch, grape juice, lime juice, lemonade powder, salad dressing and salad dressing powder.

Application Refused.

Kelly Douglas and Co., Nov. 19, 1925, applied to the commisisoner of trade marks for registration of the word "Nabob' as applied to cocoa; but the application was refused on the ground it had already been registered by the Wilson interests.

Accordingly, Kelly Douglas and Co. sought in Exchequer Court to have this registration by Wilson expunged from the records and registration allowed in the company's name.

Evidence submitted by Kelly, Douglas Co., proved as far back as 1911, the company had made use of the word "Nabob' with respect to sales of cocoa. Incidence of the war interfered with shipments of this brand from England. However in 1921 and 1922 the company resumed selling cocoa under the trademark 'Nabob.' It was submitted there was no abandonment or intention to abandon at any time the use of this word symbol.

The judgment at this point, cites "The petitioner was the first to make use of the word as applied to cocoa. First user is the prime essential of a trade mark."

"Moreover," the judgment proceeds, "Mr. Wilson in application for the trademark made declaration that the "said specific trademark was not in use to my knowledge by any other person than myself at the time of my adoption thereof."

ENGLISH FIRM TO LOCATE BRANCH IN TORONTO

Crosse & Blackwell, Limited, London, England, manufacturers of jams, pickles, etc., since 1706, have decided to establish a Canadian factory, and will erect a plant costing approximately $1,000,000 on Toronto Harbor Commission property. Their plans call for completion of the first unit of the factory by March 31. They will start manufacturing by June 1, 1927, and will ultimately employ from 200 to 250 girls and from 1,000 to 1,200 men.

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

Bruises Sores
Rheumatism
Soothe the sore muscles or ligaments by rubbing in Minard's Liniment. It penetrates, relieves and heals. It eases inflammation and restores the injured part to health.
Splendid for cuts and sores. It sterilizes and heals quickly.

Selecting a Store Manager

EVERY store owner should have a manager. I mean this. He should be able, as good business governs, to take buying trips, attend distant conventions, go on long vacations. If sudden sickness should overtake him, the store organization should have all developed, an efficient substitute—someone who, while the owner does not worry, can keep things on the track.

Whether absence from the business is a day, or a year—a manager is necessary.

And then there is the future time when the owner may wish to retire. Maybe his son will not be ready for control for six or seven years. During the interim, the manager will carry the business along. Too bad to have to sell, or to keep in the harness longer than desired, but one course or the other will be necessary if a manager is not available.

A merchant who has developed an excellent manager for his home store, can as he accumulates capital and ability, open a second store. Any merchant with more than one store has to have managers.

There are still a surprising number of merchants who feel that, somehow, development of a manager is an extremely difficult thing. Some actually feel they can find no manager—no one to take their place, so high is the appraisal they put on their own ability, and the difficulties of store management. This feeling can almost be called a "complex." This writer talked once with a retailer who had accumulated several hundred thousand dollars in merchandising. The man had always been the business manager except while two brothers were alive. Now, after their decease, he had no manager, did not know how to get one, and was considering seriously selling the business. It was actually on the market.

Get someone to fill his shoes? It couldn't be done. That was his attitude.

Managers Do Not Fill Owners Boots.

Of course ,a good manager seldom approximates the qualifications of his employer. A man can be an excellent manager, and be unqualified for ownership and management of an independent business. It took the chain system to discover this fact, and capitalize it.

A great many merchants have never developed managers because they felt they could find no one who could be "trusted" with all the inside workings of the enterprise. The point of trustworthiness with money has entered too. Here again the chains have demonstrated in signal manner. Managers can be obtained who are trustworthy. Thousands of them have been developed rapidly, in the space of a few years.

The best place for the merchant to look for managing ability is within his own organization. If it does not contain the makings of a manager, he should bring in new blood, intending to develop a manager.

The qualifications looked for in managers by chains and large stores can be briefly put down.

This must be the spirit of real achievement. He must be as actively interested in doing his best work, accomplishing the most for the store, as in drawing his pay check. He must be the type which finds things to do, and is eternally alert for opportunities to improve. This mental attitude is absolutely essential.

2. He must have faith in his employer. Why? Because, many times, he will have to do things because the employer tells him to do them. He will not see the reason why, may be inclined to disagree. At such times the philosophy, "Well, the boss knows best—he knows his business far better than I do," should come to his mind.

A manager with whom the merchant must argue, persuade, repeatedly, when introducing new measures is the wrong type. A manager who does things he is told to do, does them with enthusiasm and willingness, even though he doesn't fully appreciate the judgment, is the type required.

3. Financial worthiness. If an employee has been long with the store ,the management can be, of course, certain of this through long experience in the usual checks up. If a new men is employed for manager, insistance on a bond is not at all unreasonable. And the new manager should be, of course, subject to check-up. Thorough investigation of record will usually establish reliability.

4. A manager should be liked by employees. Liked—not because he is "easy" on them, permits overfamiliarity to overlook omissions, but because, while insisting on efficiency, he makes himself likable. The manager should be a man whom help get along well with, easily.

5. Ability to develop help. What has been store experience, placing green employees under the contemplated manager? Has he brought them along fast, well, taught them good store keeping? As his will be the task of breaking in new help from time to time, this qualification is important in the store manager.

6. Faith in the future of the business. The ideal store manager will be one who looks forward to permanent connection with the store. He sees in it abundant future. He does not contemplate a change. He is not forever flirting with other jobs.

7. Does he know merchandise ,and the taste of his public? Can he buy? Before an employee is tried out as store manager, he can be developed along these lines. First small buying, then considerable, can be placed upon him. He can be tested with responsibility.

Store managers can be developed, even where conditions seem very difficult. Conditions always seem that! One of our friends has accomplished two objects with one act, in developing a store manager.

He had an extremely capable fellow—one of the kind "too good to keep." He has kept him, though, because he has given him a small interest in the business, and has developed him to be a splendid manager in the owner's absence.

It is surprising, how many possible occasions for leaving the store a merchant with a manager finds. This particular one finds a great deal of "outside selling" in his trade territory. With his automobile, he gets business as far away as forty to fifty miles. Without a manager, he could hardly attempt it.

Another applies himself so painstakingly to his business when "on the job' that an observer would think he never could use a manager. What are the facts? This merchant spends nearly half the year away from his business. No wonder, when on the job, he feels like working at high pressure.

So, the merchant who feels he can develop no one to take his place confronts a difficult economic condition—he is dealing with a mental "complex." He can develop that manager if he will set out to.

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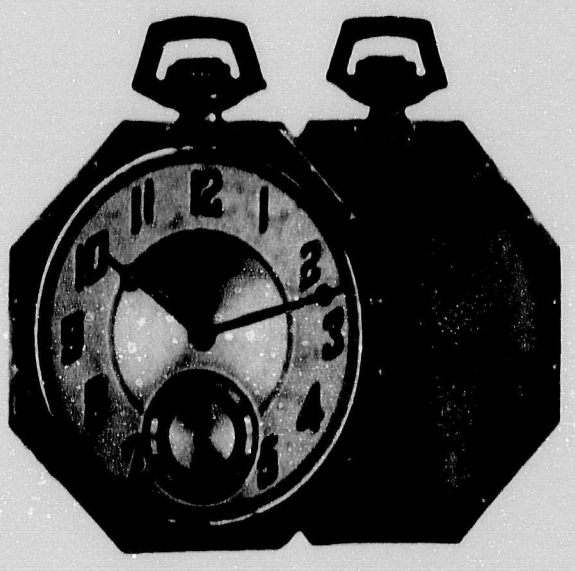

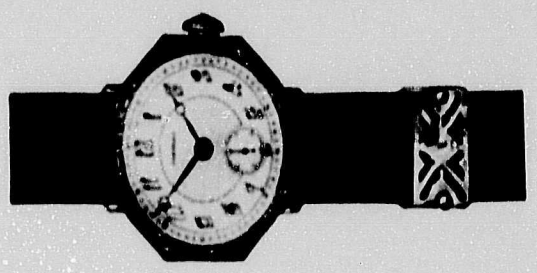

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