THE OCTOBER

RETAILER

BRITISH COLUMBIA, ALBERTA, YUKON

VOL. XIX., No. 2 VANCOUVER, B.C. OCTOBER, 1926

Canned Foods Week

November 10 - 20

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Nineteenth Year.

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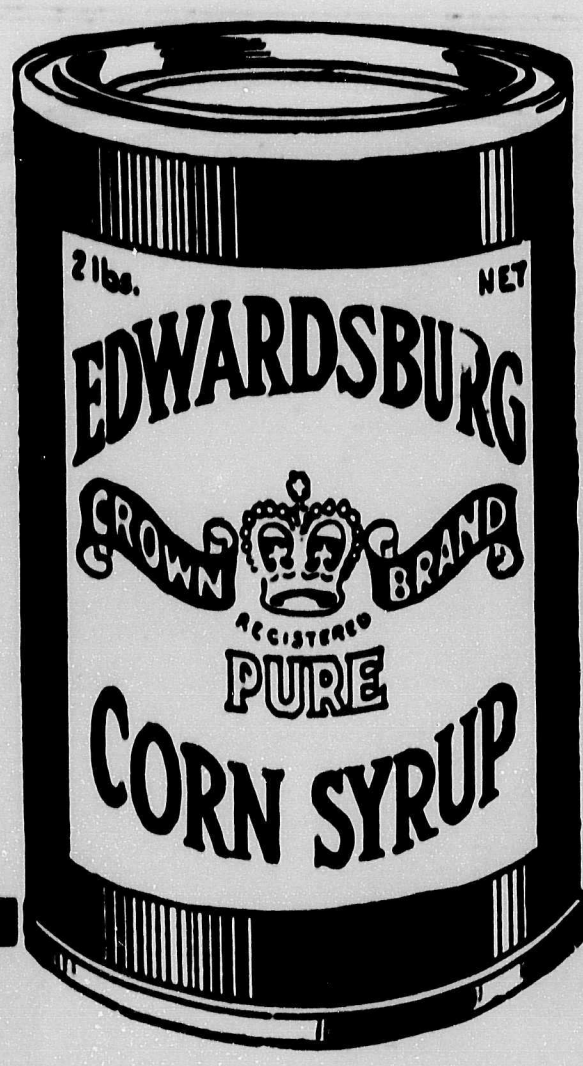

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A PURE wholesome and delicious Corn Syrup that is rich in food value.

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CROWN BRAND

CORN SYRUP

Manufactured by

The CANADA STARCH CO., LIMITED

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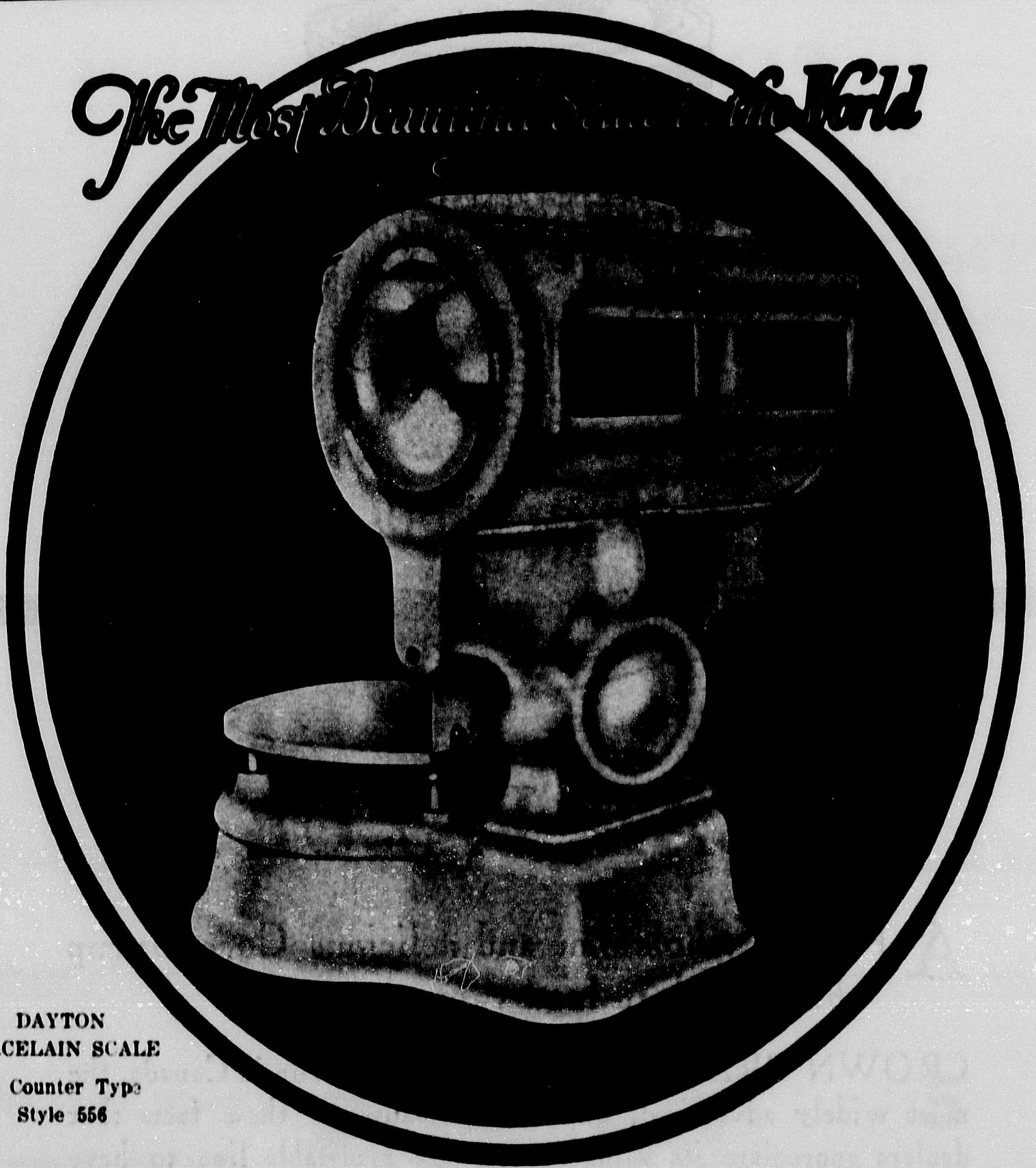

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PORCELAIN SCALE
Low Counter Type
Style 556

THE DAYTON Porcelain Scale is the aristocrat of weighing machines.

It is **ACCURATE.** This accuracy is ensured by DAYTON principles of construction, proven reliable over a period of 35 years of actual use.

It is strictly **SANITARY.** All working parts are enclosed. The special porcelain finish—smooth, non-corrosive, non-stainable—makes it easy to keep clean and sweet.

It is **DURABLE.** Without sacrificing accuracy, its mechanism has a practical sturdiness that bears long years of daily use without troublesome adjustments or repairs.

And lastly it is **BEAUTIFUL.** Its rounded surfaces of spotless white, its bright nickel fittings, clear-vision chart-glass and bevelled end-mirrors, give it an air of clean efficiency which attracts and impresses the customer.

Only the resources of a vast organization manufacturing for a world-market, could bring this Aristrocrat of Scales within the price-range of ordinary scales.

DAYTON Porcelain Scales, either low or high counter type, are sold on easy terms. Generous allowance on your old scale.

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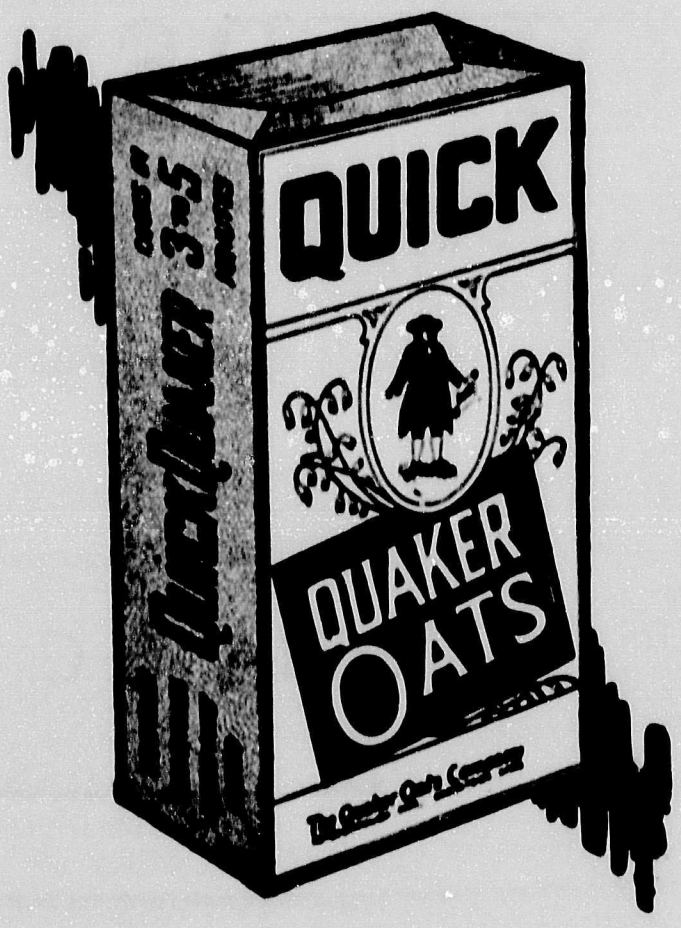

Your profit on any article is determined by the public demand for it, or the effort necessary to sell, more often than by your selling margin alone.

The demand for Quick Quaker is enormous, fostered by our consistent and extensive advertising. Turnover is therefore quick and profitable.

Your co-operation in displaying Quick Quaker will make it even more profitable.

Packed with or without chinaware and aluminum premiums. Also contains regular premium coupons

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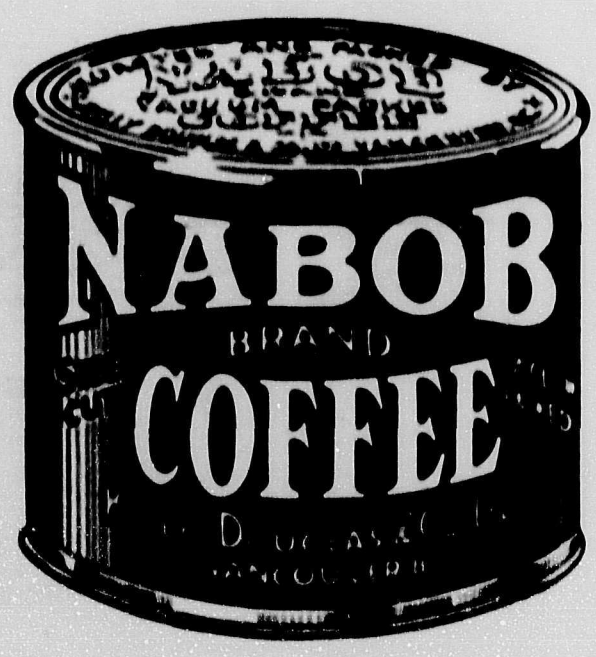
The Quaker Oats Company

SASKATOON PETERBOROUGH

NABOB
VACUUM PACKED
COFFEE



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

Kelly Douglas & Co. Ltd.
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WILSON BROTHERS
Established 1890

Our Motto is "SERVICE"

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

ECONOMY

to deal with us

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

SHAMROCK BRAND

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

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

YOU CAN RECOMMEND SHAMROCK BRAND.

P. Burns & Company, Limited

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The RETAILER "The Paper the Retailer Reads"

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

Published Monthly. NINETEENTH YEAR

GENERAL MERCHANDISE.
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HARDWARE, FOOTWEAR,

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RETAIL MERCHANTS'
ASSOCIATION OF CANADA.

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

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Federal Department of Labor Investigates P. A. T. A.

Government Official Opines That New Organization Constitutes Combine Within the Meaning of Combines Investigation Act.

The recently published report of F. A. McGregor, Registrar of the Combines Investigation Act, has probably been read by every retail druggist in Canada.

The Canada Fair Trade League, based on identical principle with the Proprietary Articles Trades Association, to which Mr. McGregor's report alludes, has, since its inception, been regarded by this publication as a body created to protect the retail merchant against unfair competition, more particularly that occasioned by ruthless slashing of prices, and to eliminate, as far as possible, dissention among all factors of distribution, and the consumers.

We have been inclined to favor it as such, endeavouring to influence the retail trade to give it urgent attention, and the launching of the P. A. T. A. has been watched with unusual interest.

When the Registrar's report appeared, prominently displayed in the daily newspapers, we immediately took occasion to discuss the findings contained therein with an executive of the P. A. T. A., whose impressions we give to those interested in the movement.

It appears that several months ago the question of Price Maintenance was very freely discussed by the Registrar's department, and the instigators of the P. A. T. A. from every possible angle, and all data supplied upon which the movement was to be based.

The opinion at that time was that the suggested association would not contravene the Combines Act. What then, it may be asked, has occurred to cause the issuance of a report denouncing the movement as a 'combine, and likely to operate to the detriment of the public?''

Influence, hostile to the principle of Price Maintenance, and under the guise of consumer protection very palpably permeates through this report.

The government's chief interest is in the consumer, whom it primarily seeks to protect, whereas the P. A. T. A. is desirous of creating a favorable and equitable working basis for the Drug Trade in all its branches, and at the same time keeping prices to the consumer at reasonable level. It would thus seem that the numerous exceptions taken at the report are entirely justifiable from the druggist's point of view.

Even if chain store magnates and departmental houses ,unfavorable to this plan of merchandising, have supplied material, which may have influenced the investigators, P. A. T. A. executives declare that they will not be stampeded, since no breach of faith with the consumer (as suggested) can be held against their organization.

It is upon the test case, which, we understand is scheduled for hearing directly all writs have been served, that the success of Price Maintenance depends.

This case will, in all probability, be heard in the spring, and it is distinctly understood that, whether

plaintiff or defendant be victorious, an appeal will be carried to the highest tribunal in the Empire, in order that the issue be definitely ratified.

According to officials of the P. A. T. A., their only disappointment lies in delay, for the publication of the Registrar's report will enforce redoubled effort to prevent a weakening of morale among those merchants who are unaware of the more technical aspects of the case ,and they further declare that should regulations governing their organization be finally construed as constituting a combine, such regulations could be immediately adjusted, whereby any doubtful element would be eliminated, to the satisfaction of the most exacting.

Prospect of Rapid Expansion of Beet Sugar Production in Alberta

Sugar manufactured in Western Canada from beets grown in this territory, is now on the market, and the whole of the Prairie Provinces is elated over the successful launching of the first sugar factory at Raymond, Alberta. There is general enthusiasm over the prospect opening out of beet sugar production in Western Canada on a very substantial scale, for it is confidently felt that this is but the initial step in a great combined agricultural and industrial movement the first of a chain of factories which will come to dot southern Alberta from the main line of the Canadian Pacific Railway to the interational boundary, and spread eastward into sections of the sister provinces of the prairie.

There is every reason for this optimistic attitude. The pioneer company which has been responsible for this first Alberta enterprise has declared its willingess and desire to expand through the erection of other factories in the Southern Alberta area, and all conditions are such as to induce them to carry out this programme of expansion. It is known that there are other companies axious to establish sugar factories in other districts of the Canadian West, and circumstances and conditions are combining to bring them to the decision to take this step. That "well begun is half done" offers every indication of being extremely applicable to the production of sugar beets and beet sugar in Western Canada.

Prospects Are Bright.

Prospects are bright for development in Southern Alberta. Despite the unfavourableness of the 1925 season, production was 42,000 tons from 5,700 acres. Some fields yielding nineteen tons to the acre, one 30 tons, and the general average which was expected to be from twelve to fifteen tons was pulled down into the neighborhood of eight tons by small yields on badly prepared land. The sugar content was as high as 22 per cent., the average being about 15 per cent., which is higher than that achieved in most beet growing sections of the American continent.

By-products of the sugar factory at Raymond, it is stated, will make that part of Southern Alberta a great livestock feeding ground. These by-products include pulp and molasses which, with the alfalfa and grain the area produces extensively, constitute an ideal feeding combination for cattle and other livestock. According to report, negotiations are in progress between the sugar company and a big packing concern for the experimental feeding of a large bunch of steers near the factory. From the tonage of beets sliced at the plant in the fall, an amount which will be materially increased this year, there are about two thousand tons of syrup and a large quantity of pulp available for stockmen this winter.

The required acreage for the openig of a plant was substantially exceeded in 1926, there being approximately 6,800 acres of beets under cultivation. Five hundred farmers contributed acreage and there is likelihood of Southern Alberta growers doubling this in 1926. A doubling of the acreage would mean the inability of the one factory to handle the supply of beets and with this possibility in view it is understood that two possible sites for an additional factory in the area have been inspected by officials of the company already in the field. There are thousands of acres of similar irrigable land in Southern Alberta suited to the growing of sugar beets, and it is difficult to foresee the limits of expansion.

Beet Sugar Industry in B. C.

Establishment of a sugar beet industry in British Columbia will be undertaken if the Provincial Government will subsidize the production of sugar at the rate of $50,000 a year, according to the head of a Vancouver syndicate who has approached the government. The proposal calls for a factory at New Westminster to cost about $1,250,000, capable of handling one thousand tons of beets per day. The subsidy asked of the government would amount to one-half a cent a pound on all sugar produced up to ten million pounds. The government's earnest consideration of the matter has been promised.

The possible adoption of sugar beet cultivation on a large scale in Western Canada, apart from its industrial importance ,has a most significant bearing on the general agricultural situation of the area. It substantially increases the employment of farm labor which is not yet in a position to secure its own establishments. It will mean more intensive acreages and increased rural population. In addition to being a very profitable farm industry in itself, the light of similar development in the United States shows that a thriving livestock industry is capable of development in conjunction with it, and for this phase the situation in Western Canada is peculiarly advantageous.

TRAVELERS WE HAVE MET.

On arriving in Vancouver straight from the land of his birth, Mr. H. Hellis took a position in a retail grocery store. Six months later he started for himself, selling out to go on the road for the Western Grocers, where he made such a name for himself that he attracted the attention of the Dominion Canners B. C. Ltd.

To prove that their judgment was good, we only have to state that Bro. Hollis has been with them for 12 years, and is now sales manager for Western Canada. He is one of the best known and most popular

travelers in the West, covering as he does from Winnipeg to the Coast, about six times a year.

Two years ago, he made a trip to England as a special envoy for his firm, visiting London, Liverpool, and Manchester.

In addition to being a keen business executive, Herb is enthusiastic in the line of sport, and has been

H. Hollis

known to indulge in golf, cricket, football, hunting and fishing.

Herb is a prominent Mason, and an active and valued member of Vancouver Council No. 284, United Commercial Travelers of America, and the Commercial Travelers Association of Canada.

If you don't like his picture, meet Herb himself and then you will know and like a real dependable live wire.

OLD-TIMERS IN THE TEA BUSINESS

Seven years after the incorporation of Winnipeg as a town, the firm of G. F. & J. Galt commenced business there, and have maintained a steadily increasing volume of sales since that date.

"Blue Ribbon" soon became a household word in the prairie provinces, and the firm, sensing the development of Vancouver, opened its branch factory here in 1887.

The quality of "Blue Ribbon" products has, throughout the years, maintained the same high standard, and plants located at Winnipeg, Edmonton, Calgary, and Vancouver, are kept busy packing and distributing this well known brand.

For a number of years G. F. & J. Galt have been selling "Blue Ribbon" Coffee, and the recent installation of up-to-date coffee roasting, grading, and packing units, is rendering the vacuum-packed product direct from the roaster to retailer, even more popular than heretofore.

The firm proudly relates that it is strictly western in every detail, and one hundred per cent. Canadian.

What a difference!

See It

Plumper! More tender! Filled with the nectar of ripened grapes. Such an improvement over the old seedless raisins

Smell It

The fragrance of fresh grapes in Sun-Maid Nectars. No other seedless raisins have it

Taste It

The real grape taste captured in Sun-Maid Nectars. For the first time in seedless raisins

Use it *to boost your carton seedless sales*

Watch how big Sun-Maid Nectars go over this fall! Women are bound to use a lot more of these new seedless raisins that give the real flavor and fragrance of the fresh grapes to their cooking.

Once tried, no other kind of carton seedless will satisfy your customers. That means you need to carry just one brand.

SUN-MAID *Products*

Distributed by
SUNLAND SALES COOPERATIVE ASSOCIATION
Offices throughout the World

The Wholesale Grocer of the Future—What Will He Be?

Revolutionary Changes in Food Industry Have Obliterated Old-Established Precedents and Customs

THERE is still a tendency on the part of many interested in the subject of food distribution to consider pre-war standards as a basis for comparison and conditions prior to the World War as being "normal."

Yet the whole universe has reacted to revolutionary changes, and the food industry in particular has broken completely away from old-established precedents and familiar customs.

For many years the wholesaler functioning as a chief source of supply and credit for the retailer, held a position of first importance in food distribution. The first element, perhaps, to break into this "combination" was the chain store grocer. The independent has changed.

Old Line Jobber Vanishes.

Apparently, the chain store grocer, regarded in the beginning as being highly experimental and now conceded by all as being here to stay, was the "fly in the ointment," to whom may be traced the greatest single contributing cause of a "splitting up," and the various drifts distribution has taken in recent years.

For instance, the "old line" jobber is almost a thing of the past, and we now have the manufacturing wholesale grocer, the wholesaler owning and operating retail chains, the "cash and carry' wholesaler, the wholesaler with a growing number of "branch" wholesale houses, the exclusive cash mail order houses, the buying exchanges ,desk jobbers and so-called 'service' corporations.

On top of all a "new Richmond if the field" is in the offing—the branch house expansion of the big mail order corporations.

These various new forms of wholesaler distribution, coupled with the rapid spread and growth of the chain stores, may be an evolutionary process due to the trend of the times. It may be the inevitable result of widely differing opinions as to meeting with greatly changed conditions and buying habits of the public, demanding short cuts and improvements.

In all events the fact remains that distribution as a whole is vastly disturbed and unsettled. This being true, a period of adjustment must eventually ensue, in which the food manufacturer and food grower are not only concerned but involved. And even the national advertisers will come in for certain departures in hooking up "campaigns" with the newer factors entering into the distribution of advertised food products.

New Fields for Jobbers.

One development of the future is the possibility that some day the wholesale grocer with ample capital, property organized and managed, may get down to "brass tacks" and through sound merchandising principles become a "distributor" instead of a "jobber."

It is the function of one to preserve an even flow of carefully selected food commodities from first hands to the ultimate consumer, through the retailer. It is the function of the "jobber" to consider only the salability of "job lots" to the retailer at a profit, and with no concern as to consumer preferences, and the resale features entering into the relations between the retail dealer and his customers.

The greatest encouragement offered along this line is the fact that in the last year or so there has been a conspicuous absence of opportunities for speculative profits. Up until this time such "buying gains" played a most important part in averaging "up" a higher percentage of profits on sales of heavy staples usually distributed on a basis of narrow margins.

Splitting Up the Volume.

Not only has there been little or no opportunity to exercise "good judgment' in buying with reference to market advances, but volume has been divided and subdivided. Merchandise is turning faster where average stocks have been lowered, and buying has been confined to hand-to-mouth quantities. This, very probably, has had much to do with holding prices to lower levels than otherwise, as under such conditions "first hands' must bear the brunt of holding the bag and for this reason may be more inclined to "free selling" instead of the invisible supply being as large as formerly, and in the wholesalers' ware rooms, or the retailers' reserve stocks.

Probably total sales of food commodities are greater than during the first ten months of 1925, but net profits are much less by the same comparisons.

High Cost of Selling.

Aside from overhead increases, the wholesaler is compelled to stand a heavy cost in making sales. It is becoming yearly more important to secure the services of more capable traveling men at higher salaries and increased traveling expenses. The range of this total cost is from a minimum of 2½ to 3½ per cent. and a maximum of 4½ to 5½ per cent. on sales, and gross margins, if anything, have been reduced.

Labor cost has not been liquidated in the least. The chain store grocer has none of these disadvantages in selling costs, but it is becoming noticeable that his volume is being secured at higher costs all down the line, and the same applies to the independent, especially, as there is a pronounced demand for improvement in the character of services rendered upon which so much stress is laid in competing with chains.

Overdoing the Merger.

The constantly mounting costs of selling, increased overhead, additional taxes, advancing insurance rates and a gradual creeping up of all operating expenses call for greater gross profits than now are general.

Keener competition and a desire for greater volume "at any price" cannot be controlled by consolidations and mergers on the part of either the wholesale grocers or the chain stores. It is very possible that unwelcome attention and "unfriendly legislation" may bring an end to this tendency.

Better Understanding Needed.

Undoubtedly food distribution will flow through various specialized trade channels in the future. Without question competition is narrowing gross earning capacity. Expenses continue to "rise and shine" and net profits are seen mostly through the wrong end of the opera glasses—farther apart and much smaller. What, then, offers a sound solution to the problem of adequate comprehension if the laborer be worthy of his hire?

What of the Future?

Will trade associations finally function toward a better understanding resulting in much needed reforms? Do consolidations offer the best means of a proper "regulation' of contending factors? Will the wholesaler go in for more manufacturing? In return, will the manufacturers go direct to the dealer in sections where the chains dominate, which will require many local warehouses at distributing centres and increase the need of greater strength financially?

Will "food legislation" once more attempt control? These questions are angles to a much tangled up situation. They offer serious food for thought. Are we at the threshold of important changes where the incompetents will be weeded out and the deserving rewarded? The subject cannot be dismissed with thoughts of a survival of the fittest.

Food production, transportation and distribution are the three greatest elements in the life of the nation. The producer may be guided by the law of supply and demand. The manufacturer may reduce production costs and increase consumer demand through advertising newer uses for his products.

The railroads, notwithstanding the automobile truck, have ironed out many kinks. But the distributor as yet has found 'no way out" of his recently developed difficulties. Competition may be the 'life of trade." If so, then the proverbial cat has nothing on "competition" as far as the distribution of foods is concerned.

CANNED FOODS WEEK.

From November 10 to 20 retail grocers will have an unusual opportunity to feature canned foods at attractive prices and in complete variety.

No time should be lost in preparing for it. Devise a display and advertising scheme to put over the idea with greatest advantage.

If you want canned foods week to be a big thing in your store, you must make plans now. It will be useless to place a lot of cans in the window, and expect the public to realize the advantage of stocking up in advance.

The "Retailer" is endeavoring it assist by supplying streamers to help you put the movement over, but you must have a display plan ready to be carried out when the time comes. Lost time will result in failure to profit by the annual movement.

Sell
nationally known
PALMOLIVE

Rapid Turnovers bear high interest

Slow moving brands are the bane of the grocer's existence. Shelves clutter up with stock that turns over seldom—money is tied up that could be used to advantage.

Not so Palmoliv . This nationally advertised brand will turn over many times while little-known brands are turning over once. The tinkle of your cash register as Palmolive passes from your shelves to your customers will be pleasing music to your ears.

It is not hard to o ll Palmolive. In fact we have done most of it for you. Large advertisements have told our story to millions through magazines, newspapers, billboards ,etc. Millions have read—and bought. The attractive green, gold and black wrapper is a familiar sight to them.

Place a box of Palmoliv. where it can be seen. Watch in amazement how fast it disappears.

OUR NEW DISPLAYS ARE READY

If you have not been cashing in on Palmolive popularity, now is the time to start. Delays will cost you money. Write for attractive display material. Make Palmolive advertising work for you.

THE PALMOLIVE COMPANY OF CANADA,
LIMITED

MONTREAL TORONTO WINNIPEG

3320

DEL MONTE TO SPECIALIZE IN VEGETABLE ADVERTISING.

First National Campaign Ever Run on a Complete Vegetable Line.

The California Packing Corporation has made an announcement of great importance to grocers in the Canadian market. Del Monte vegetables, as a complete vegetable line, are to be featured in an advertising drive entirely distinct from regular advertising on Del Monte fruits.

This is the first general campaign ever run in United States magazines on canned vegetables. Considering the large coverage of these publications among Canadian housewives, it marks a notable step in the merchandising of these products. For the first time, a representative packer is going directly to the consumer in a determined effort to establish a buying guide for the housewife seeking to purchase canned vegetables intelligently. Naturally enough, the keynote of this new campaign is the slogan "Buy Vegetables As You Buy Fruits," in this way capitalizing the present confidence in the whole Del Monte line.

Remembering the Del Monte fruit advertising of some nine years ago, it is also interesting to note that this new campaign on vegetables starts off on a considerably larger scale than the early advertising on Del Monte fruits. It consists, for the most part, of color pages running in the regular Del Monte list of nationally circulated women's magazines and the "Saturady Evening Post." In Canada, alone, during the next few months, over four and one-half million separate advertising messages on Del Monte vegetables will be delivered. Even in this day of large advertising schedules, this represents a remarkably strong programme.

The first of these new advertisements will appear at an early date and the campaign will continue during the winter and spring months, timed for the season when canned vegetables have their biggest call and fresh products are most difficult to obtain. Special emphasis will be put behind Del Monte Peas, Corn, Tomatoes, Spinach and Asparagus.

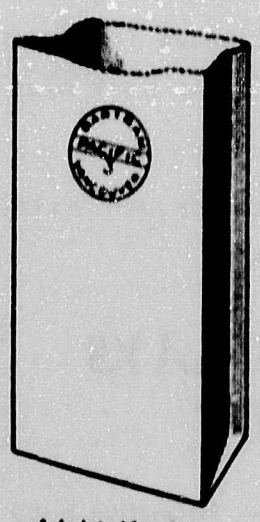
Canned vegetables as a class have always made up a large part of every grocer's volume, but up to this time few brands have fully realized the possibilities of this part of the business. There certainly is no reason that canned vegetables, as a distinct line, should not soon hold the enviable position of processed fruits.

READERS PLEASE NOTE.

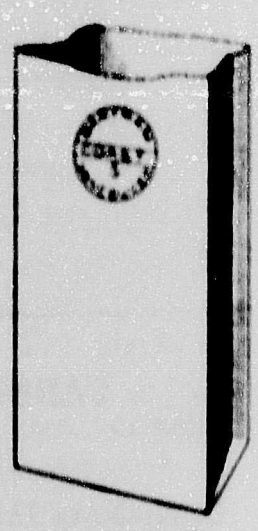
Owing to pressure on our space occasioned by special "Canned Foods" section, Grocery and Hardware price lists are omitted in this issue.

SUGAR FROM SAWDUST

At the congress of chemists held in London recently Dr W. R. Ormandy told the congress that a process of extracting sugar from sawdust has been developed to a stage where it is thought to be a commercial potentiality. In one experiment 65 pounds of sugar was obtained from 100 pounds of dry sawdust.


Light Kraft

PAPER BAGS

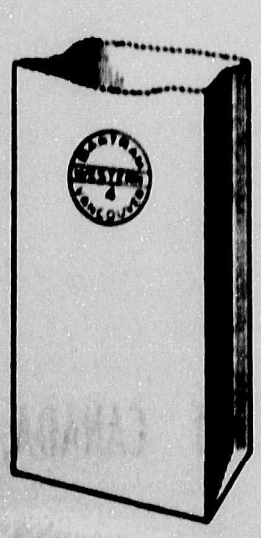

Heavy Kraft

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.

Manufactured in British Columbia by


Light Manila

Bartram Paper Products Co. Ltd.

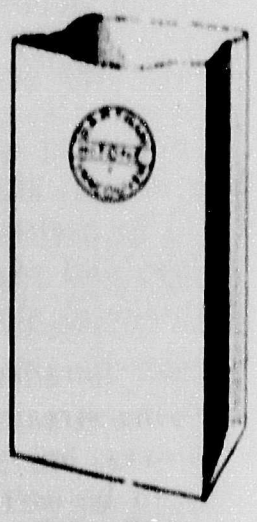
VANCOUVER, B. C.

Sole Agents for British Columbia:

The Norfolk Paper Co., Ltd.

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

Phone Seymour 7868 and 7869


Bread Stripe
White Sulphite

GROCERIES & PROVISIONS

Grocery Market Report

Vancouver, October 15, 1926.

General.—Indications point to exceedingly good fall business for the retail grocer. Vancouver and British Columbia have just passed through the best summer in history, from a business point of view. Optimism comes from all lines of industry, from the farmer on the one hand, right through the commercial field to the professions. Our cities are growing fast, and the up-to-date merchant is prospering in accordance. Retail grocers cannot help but benefit by the general trend of expansion, although conditions in the retail grocery field may change with the times, as is evidenced by the expansion of the chain store system of merchandising in Eastern Canada. Announcement has been made that a local organization is entering the field here. They are starting at once with five stores in different parts of the city, and will increase in number if their success is established. They will be known as the Acme Stores Ltd.

Sugar.—Local sugar prices recently advanced 10c per 100 pounds, to a basis of $6.40 for granulated in 100 pound sacks. The raw market continues very firm, and information from reliable sources would lead one to look for still further advances during the fall months.

Canned Vegetables.—Canners have advanced their tentative opening price on tomatoes, which were named on August 15th, a further 15 cents per dozen, to a basis of $1.50 for No. 2½ cans, f.o.b. Kelowna. This will represent a cost to Vancouver jobbers of $1.49 per dozen It can be readily seen that any tomatoes being offered to the retail trade at $1.50 per dozen, or less, represents attractive buying. The crop in Ontario and the Eastern States has been exceedingly small. On very large consignment of B. C. tomatoes has already been sent to Eastern Canada via the Panama Canal. Peas are steady at the original opening prices on all sizes, except No. 2 seive, which have been advanced 10c per dozen. The opening price on Ontario corn has not yet been named. A late season, and cold weather, will result in the pack being below normal, and the price considerably higher than last year, or previous years. Attractive prices are being quoted on B. C. pack pears. The pack has been large, with a very fine quality fruit.

British Columbia canners have about completed their pack, and prices are at a healthy level. Early frosts curtailed the tomato pack to some extent, which although considered normal, will not approach last year's pack by a large margin. Under such circumstances there can be no cheap offerings, and canners are of the opinion that the present market will be more than sustained by the constant buying by wholesale houses and others who have not covered their requirements. All canned food staples are in a strong position, and it would appear that present prices hold advantages for the buyer, which may not eventually appear so favorable.

Canned Fish.—Lobster, which has been a short commodity for several months, is again available. The first consignment of 1926 pack reached Vancouver October 5th. The price is $2.80 per dozen for ¼s and $5.10 per dozen for ½s. Norwegian sardines have advanced during the month from $11.25 to $11.75 per case of 100 ¼ tins. Attractive prices are being quoted on B. C. pack pilchards.

Tea and Coffee.—Brands sold by local wholesalers have been reduced to 62c per lb. for tea, and 57c per lb. of coffee, as against former prices of 69c and 63c respectively. The reduction is accounted for partly by local competition and reduced costs.

Maltomilk Biscuit.—A new line manufactured by the Streetman Biscuit Co., of Cincinnati, who are manufacturers of the new popular Cheese Snax. Maltomilk biscuits are very healthful, and nourishing for growing children. The price is $3 per dozen 10 oz. packages.

Dried Fruits.—Currants are a little higher in price owing to the fact that all 1925 stock has been disposed of. The quality of the 1926 crop now being offered is exceedingly fine.

Australian Sultanas are also available in limited quantities. 1 crown at 15½c per lb. and 3 crown at 17½c per lb. This raisin will be very popular just as soon as Australia can produce sufficient to take care of the export demand.

New California seeded and seedless raisins are also available. Bulk Thompsons at 11½c per lb. Package Thompsons at 12½c to 14¾c per package. Package seeded at 14½c to 15c per package. New Prunes from California are due to arrive about October 20th. Prices are about the same as last year. California Black Figs are easier. Choice quality being quoted at 12c per lb., whereas the original opening price on 1926 crop of this grade was 15c per lb. Hallowi bulk dates are higher .good quality dates bringing 9c per lb. No lower prices are in sight until February or March.

Matches.—Reductions have taken place in several lines. Popular brands now being quoted as follows: World, 144/400s, at $11 per case; Red Bird 144/400s, at $11.60 per case; Blue Ribbon 114/400s, at $11.60 per case. The reduction only effects the 400 size.

Catsup.—Blue label advanced October 8th 20c per dozen to $3.90 for the large size.

CEYLON'S TEA INDUSTRY

Growing Popularity of the Black Variety

Kalutara, September 12, 1926.

Between January 1 and July 23 of the current year 131,039,074 lbs. of black tea were exported from Ceylon, against 127,668,760 lbs. in the same period of the last year. The increase is due to the purchases of the United Kingdom, Belgium, France, Denmark, Italy, Norway, Malta, Africa, Straits Settlements, China, the Philippine Island, and Japan. The United Kingdom's import has grown by about 7,000,000 lb., that of Africa and China by about 196,000 lb. Australian and American imports have fallen off very heavily, possibly due to the intensive Indian and Dutch East Indian tea campaigns carried on in those countries.

With the Indian Tea Cess Committee working earnestly to "push" Indian tea all over the world, it will not be long before countries now buying Ceylon tea are exploited for the benefit of the Indian grower.

Clearly, the time has come for Ceylon tea growers to advertise their wares.

The total green tea export for the year ended on July 23 is 727,780 lb., against 913,475 lb. in the same period of the preceding year. The decrease is due to the slack buying of seven importing centres, including the United States, Canada, and Newfoundland, which are reported to be rapidly abandoning green tea in favour of high-class Indian black tea. There is an improvement of about 224,000 lb. in the Russian import.

It is stated that in the course of the next 18 months over 20,000 acres will be devoted to tea cultivation, chiefly in the Uva Province and in the Morawaka Korale. In future, the securing of land in the chief planting centres of Ceylon will be difficult, as all native national associations are strongly opposed to the free exploitation of land by foreign capitalists, regardless of the rights of the smallholder, composed chiefly of the permanent population of the country.

The Kalutara National Association has just asked the government to stop the sale or leasing of blocks of Crown Land above ten acres in extent until a definite land policy is framed, as the territory now occupied by the natives is twice as thickly populated as the most thickly populated parts of Europe, and as more than 70,000 acres have been sold in the last 25 years, almost wholly to European capitalists.

The tea research scheme is making headway. The necessary staff, including a bio-chemist, are being engaged through London agents. An estate 200-300 acres in extent will be purchased soon. The possibilities of the manufacture of brick tea out of green and black tea to meet the requirements of countries like China, Russia, Persia, and the interior parts of Africa will be investigated.

DRIED FRUITS.

The drift of the market is favorable as confidence in goods in primary markets is increasing, values at the source are hardening gradually and sellers are not seeking new business at concessions. In jobbing centres the turnover is on the increase, due to cooler weather, while merchants are not heavily stocked with goods in hand. A noticeable improvement has occurred in California prunes on an f.o.b. basis, in peaches and apricots and to some extent in raisins.

California prunes have been sought and the competition for new crop has brought the market back to almost opening prices. The popular and large sizes show more strength than smaller counts.

Spot supplies of peaches and apricots are not heavy, since the trade did not overbuy earlier in the season, and what goods they have represent high initial costs. Raisins show a healthy turnover on the spot. Manufacturers are giving constant buying support and are able to use large quantities of raisins, as they are on a low cost basis.

AMERICAN MEASURES IN CANADA

The ollowing letter has been received by the head office of the Retail Merchants' Association at Ottawa from the Weights and Measures Inspection Service, Department of Trade and Commerce:

Ottawa, September 15, 1926

N. B. Douglas, Esq., Secretary,
Retail Merchants' Association,
Ottawa, Ontario.

Dear Sir—As you are aware, there is a great deal of container product packed in the United States offered for sale in Canada. A large proportion of fluid commodities are packed in bottles in United States Wine Measure, which measure, as you know, is illegal in Canada.

Just at present what I have especially in mind is a product called "Mission Orange," which is being offered by all the leading grocers in Ottawa, and no doubt in other parts of Canada. The bottles are labelled "1 quart, 32 oz," that is 1 quart Wine Measure, an illegal measure in Canada, thus placing every merchant offering this product so marked, subject to proceedings under the Weights and Measures Act.

If this infraction continues the Department will have no option but to prosecute the individual merchants. Naturally I want to avoid this drastic action, but this sale by American Wine Measure must stop, and I have been challenged more than once to stop it.

I thought you might circulate the merchants of Canada to be on their guard against selling American products marked in Wine Measure. The quantity marked should be eliminated, that is the words "pints, quarts, &c.," and the contents marked in ounces instead. This I believe, meets the requirements of the Food Act, and at the same time will avoid infraction of the Weights and Measure Act.

Yours truly,
(Signed) E. O. WAY,
Director of Weights and Measures.

ROWNTREES BUY COWAN COMPANY

British Cocoa and Chocolate Makers to Extend Production in Canada.

Announcement is made by Mr. Arthur Nelson, managing director of Rowntree & Co., (Canada), Limited, that on January 1 the company will take over the Cowan Company Limited which has been a prominent Canadian manufacturer of cocoa and chocolate for over forty years.

Twelve months ago, Mr. Nelson was appointed managing director of Rowntrees in Canada after twenty-five years of experience in the Canadian confectionery business. His appointment was induced by a desire on the part of the company to test the Canadian market for the acceptance of Rowntree products, and so universal has been the demand that it has become necessary to manufacture Rowntree products with Canadian workmen and under Canadian management.

A PRIZE PACKAGE

An unusual find was made the other day by a patron of Wear's grocery in the shape of a pearl in a can of sardines. If any body ever found a pearl in a sardine before, the public would like to know about it. The pearl was examined by Mr. Langille, the jeweler, and pronounced real, all right, and though not very large is good enough to prove ornamental in a piece of jewelry. The can of sardines in which it was found was put up by Connors Bros., Black's Harbor, N.B., but it is not likely they make a practice of such prize packages.—Annapolis Spectotor.

ROYAL YEAST CAKES

MAKE PERFECT BREAD

Protect yourself against variation in quality. Stick to the products whose quality is uniformly high grade, with never a bad lot to injure your store's reputation, and lose your customers.

E. W. GILLETT COMPANY LIMITED

For the Customer:

Quality and Satisfaction

Because of their steadily maintained superiority Royal Baking Powder and Dr. Price's Cream Baking Powder have been stand- for over a half century. Both are made in Canada.

For the Dealer:

Prompt Sale and Fair Profit

WHY YOU SHOULD SELL

ROWNTREE'S COCOA

"A Taste of Old England"

1.—Because of its outstanding quality— Customers come back for more.

2.—Because of its tremendous world-wide sale it can be sold at POPULAR PRICES.

3.—Because it is the only Price Maintained Cocoa —Rowntree's Cocoa is YOUR Cocoa.

The combination of Quality, Price and Policy (Price Maintained) is worthy of your full support.

DISPLAY IT PROMINENTLY.

ROWNTREE & CO. (Canada) LIMITED

40 Wellington St. E. Toronto, Can.

A Quality Product !

Dr. Middleton's
IRONIZED
GENUINE
Whole Wheat FLOUR

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

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

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

"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.

Chloride of Lime

New Style Waterproof Package

Supplied by all wholesale grocers in British Columbia

Manufactured by

CANADA COLORS AND CHEMICALS LIMITED

Toronto Winnipeg Vancouver

Agents:

STARK & STERLING

VANCOUVER, B. C.

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

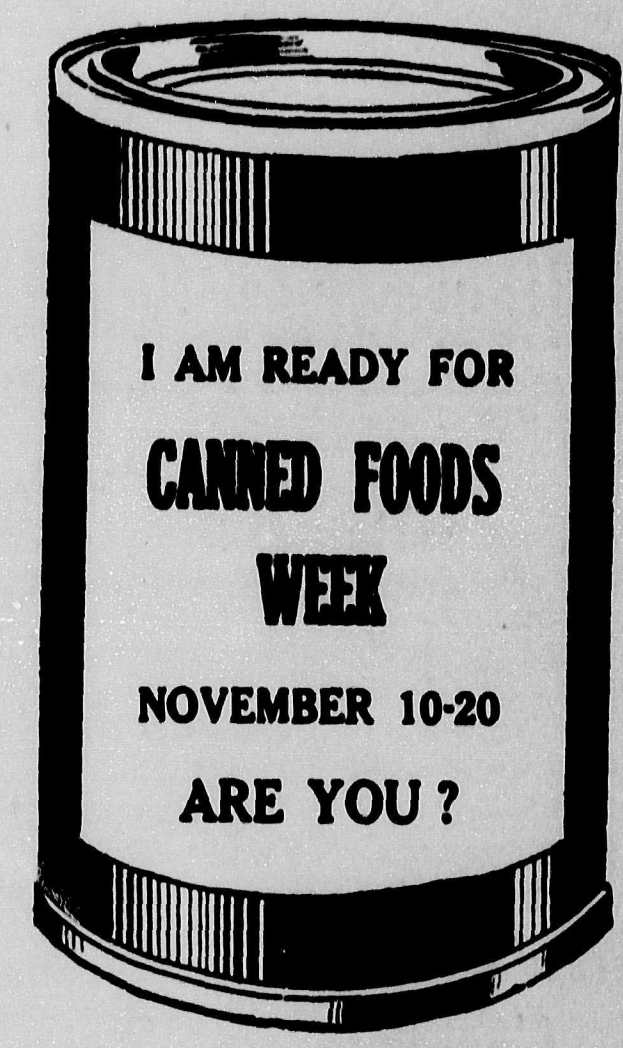
NANAIMO — NEW WESTMINSTER

Canned Foods Week, Nov. 10-20

salesmen will tell you—

THE

Good News



The manufacturers represented here ask the co-operation of Grocers and General Storekeepers to order an adequate supply well in advance to fill the demand.

TO SELL CANNED FOODS

Once thought impossible—now done every minute, every day

Housewives Select For Flavor Canned Soups Made

With the Choice of Canada's Bountiful Crop

Seven Kinds 2 for 25c Chicken 20c

	RETAILS AT		RETAILS AT
Tomato	2 cans for 25c	Green Pea	2 cans for 25c
Vegetable	2 cans for 25c	Oxtail	2 cans for 25c
Consomme	2 cans for 25c	Asparagus	2 cans for 25c
Celery	2 cans for 25c	Chicken	20c each

QUAKER

BRAND CANNED SOUPS

Let no one suggest that Vegetables or Meats have better flavor when produced elsewhere!

Inform customers that Quaker on the can, means no duty paid, and all the moneys worth in the can.

DOMINION CANNERS B. C. LIMITED - VANCOUVER

Quaker Canned Foods are made here and have the world's finest ingredients

British Columbia's Canned Foods Rank High in World Markets

BRITISH Columbia is perhaps the most admirably situated of the provinces of the Dominion for the establishment of canning plants, and the numerous factories processing different commodities are making almost spectacular progress in the industrial annals of the province.

Not only is the climate ideal for the cultivation and growth of fruit and vegetables, but the position which Vancouver has attained as a world port simplifies the disposal of exportable material.

It has often been said that the products of any given centre do not reach the height of their popularity until they reach distant markets. This may be consequent upon manufacturers, who are apt to concentrate too heavily upon distant fields, not giving sufficient attention to the home market, and letting it take care of itself. Naturally as a plant grows, it follows that its product must have a wider distribution, but it has been suggested that the home trade should receive more than passing attention.

This argument, however, does not hold good as regards the output of British Columbia's canning plants, which are quality goods of the first order. Then, too, the housewives of B. C. realize that the fruit vegetables and other commodities which come to them in the can are grown under ideal conditions, and processed under the skilled and sanitary methods of present day operatives.

What has been said of fruit and vegetables applies also to other commodities such as canned meats canned milk and fish, and the retail merchant can do more than any other agency to stimulate the demand for these B. C. products, where sales volume will reflect in the prosperity of the entire province.

It is not long since the bulk of the fruit and vegetable canning industry of the province was carried on by numerous small processing plants scattered throughout this territory. These have now become amalgamated with the larger concerns, where the elimination of high overhead, and distribution under one management have produced a satisfactory working basis for this line of industry.

A similar situation holds good with the salmon canning industry, where a number of small canning plants have been absorbed by larger interests, who are keeping the products of B. C. waters prominently before the markets of the world, where they have gained a reputation for quality and appearance.

A late addition to Vancouver's industrial life is the establishment of a modern electrical meat processing kitchen and cannery where a new departure is seen in the preparation of ready-to-eat dishes. A secret process enables the purchaser to obtain complete meat courses, handily packed and served at a moment's notice.

No commodity handled by the retail grocer can be more easily handled and displayed than canned foods, and when discussing the winter's preserves supply with his customers, can, with profit to himself, impress the fact that modern methods of processing canned foods, not only guarantee a perfect can content, but eliminate the bother and mess of home preserving.

Present day existence offers an immense opportunity for the sale of a convenient, rapidly prepared meal, and since the arrival of the motor vehicle the sale of canned foods has assumed very large proportions.

With the object of making "CANNED FOODS WEEK" more than a passing incident to the minds of the retail trade, this publication urges the fullest, friendly co-operation between manufacturer, jobber and retail merchant, in order that this particular selling opportunity may become an annual event that really means something to the retail trade of the province and Canada.

There are previous instances where British Columbia has been accredited with "starting something." Sometimes this term has been applied sarcastically, and sometimes in a spirit of admiration, and although we do not lay claim to be the originators of "Canned Foods week," let us be sufficiently awake to the fillip which it must give to trade during the pre-Christmas period. Let's all pull togteher for an honest-to-goodness Canadian Canned Foods Week.

DON'T FORGET THE DATE, NOVEMBER 10-20.

Tomato picking on Victoria Island, British Columbia.

PARTICULAR PEOPLE

DEMAND

THE FINEST GRADE OF FRUITS AND VEGETABLES FROM SELECTED DISTRICTS OF BRITISH COLUMBIA FOR THEIR TABLE

THE WESTERN PACKING CORPN. have met that demand by locating **Five Plants** in the premier Fruit and Vegetable districts of our coast province, where soil and sun aid science and industry in producing our world-famous

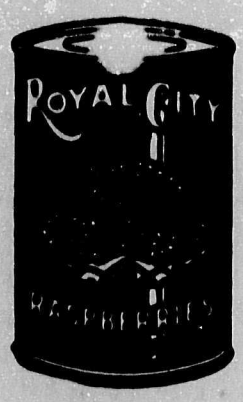
CANNED FRUITS AND VEGETABLES
GLACE AND FOUNTAIN FRUITS
PURE CONCENTRATED SYRUPS
MINCEMEATS, CATSUPS, &c.

At
Vancouver
Victoria
Haney
Kamloops
Kelowna

"By Our Foods Are We Known."

WESTERN PACKING CORPORATION, LTD.

HEAD OFFICE: VANCOUVER



ROYAL CITY BRAND

Canned Fruits & Vegetables :: Jams & Jellies

ROYAL CITY BRAND will satisfy your Customers

Only the very finest go under ROYAL CITY BRAND

QUALITY GUARANTEED :: ASK FOR PRICE LIST

Royal City Gold Labels make attractive display

BRODER CANNING CO., LTD.

NEW WESTMINSTER, B.C.

The Canadian Canning Industry

The art of hermetically sealing food products—a method of preserving certain foods without depriving them of their natural qualities—led to the foundation of the canning industry, a relatively important branch of manufacture in the Dominion of Canada. The honour of discovery belongs to M. Nicolas Appert, a Frenchman, who in the reign of the third Napoleon and between the years 1840 and 1845, was awarded a pension of 12,000 francs and the title of Chevalier, which his male descendants bear to this day. He died neglected at the age of 91 years, and was buried in "Piere la Chaise."

The principal commodities canned in the Dominion are (1) fish, including salmon, lobsters and sardines; (2) fruits and vegetables of many kinds; (3) meats; and (4) milk products. The canneries are of great importance as an aid to several other industries, notably the tin can industry, which supplies millions of cans annually, to the lumber industry for packing cases, and to the paper and printing industries for labels. The development of the canned foods trade has effected great changes in the relation of foods to seasons. Fruits and vegetables of all kinds are now to be had at all times of the year. The producers in the country are provided with an enormously extended market and the consumer in both city and country with cheap and wholesome food in great variety. The consumer is afforded protection by frequent inspection under the Meat and Canned Foods Act, 1907, and subsequent amendments administered by the Health of Animals Branch of the Federal Department of Agriculture.

Imports of canned foods in the calendar year 1924 amounted to $4,928,269, mostly of fruits and vegetables not grown in Canada by reason of climatic conditions.

Exports of canned foods the produce of Canada during 1924 amounted in value to $20,435,792, of which canned fish totalled $13,358,901 and condensed milk $5,319,364.

Lobster Canning.

Next to the salmon canneries of the Pacific coast, comes the lobster canning industry of Nova Scotia, New Brunswick, Prince Edward Island, and Quebec. The industry dates from 1870, when the province of Nova Scotia produced 30,000 cans and New Brunswick 20,000 cans. In the following year a factory was started in Prince Edward Island with an initial pack of 6,711 cans. The growth of the industry in over fifty years in indicated by the output of the 502 factories operating in Canada in 1924. Prince Edward Island with 145 factories produced 26,814 cases valued at $681,575, Nova Scotia with 142 factories and 40,831 cases valued at $1,095,269, New Brunswick with 142 factories and 23,548 cases valued at $590,406, and Quebec with 73 factories and 10,925 cases valued at $274,835, or a total pack in 1924 of 102,118 cases worth $2,642,085. In 1925 the value of lobsters imported was $6,437, while exports totalled $2,879,149 in value.

Sardine Canning.

This industry is confined almost wholly to the province of New Brunswick, although one cannery is reported on the banks of the St. Lawrence. The name of sardine as applied to the Canadian fish is not the true one, as the fish used in the canneries of New Brunswick are young of the herring. The first mention of a sardine industry in Canada, so far as is known, dates back to some time in the late sixties. Although but three canneries were reported in 1924 with a total pack of 282,306 cases, with a value of $810,574, the true significance of its importance to New Brunswick is explained when account is taken of the fact that the Maine factories, about fifty in number, depend almost wholly on the supplies of fish obtained from Canadian waters. The imports of sardines in 1924 amounted to $565,310 and came principally from Norway. No exports are separately reported. The season for taking this fish extends from April 1 to December 31.

Clam and Other Canneries.

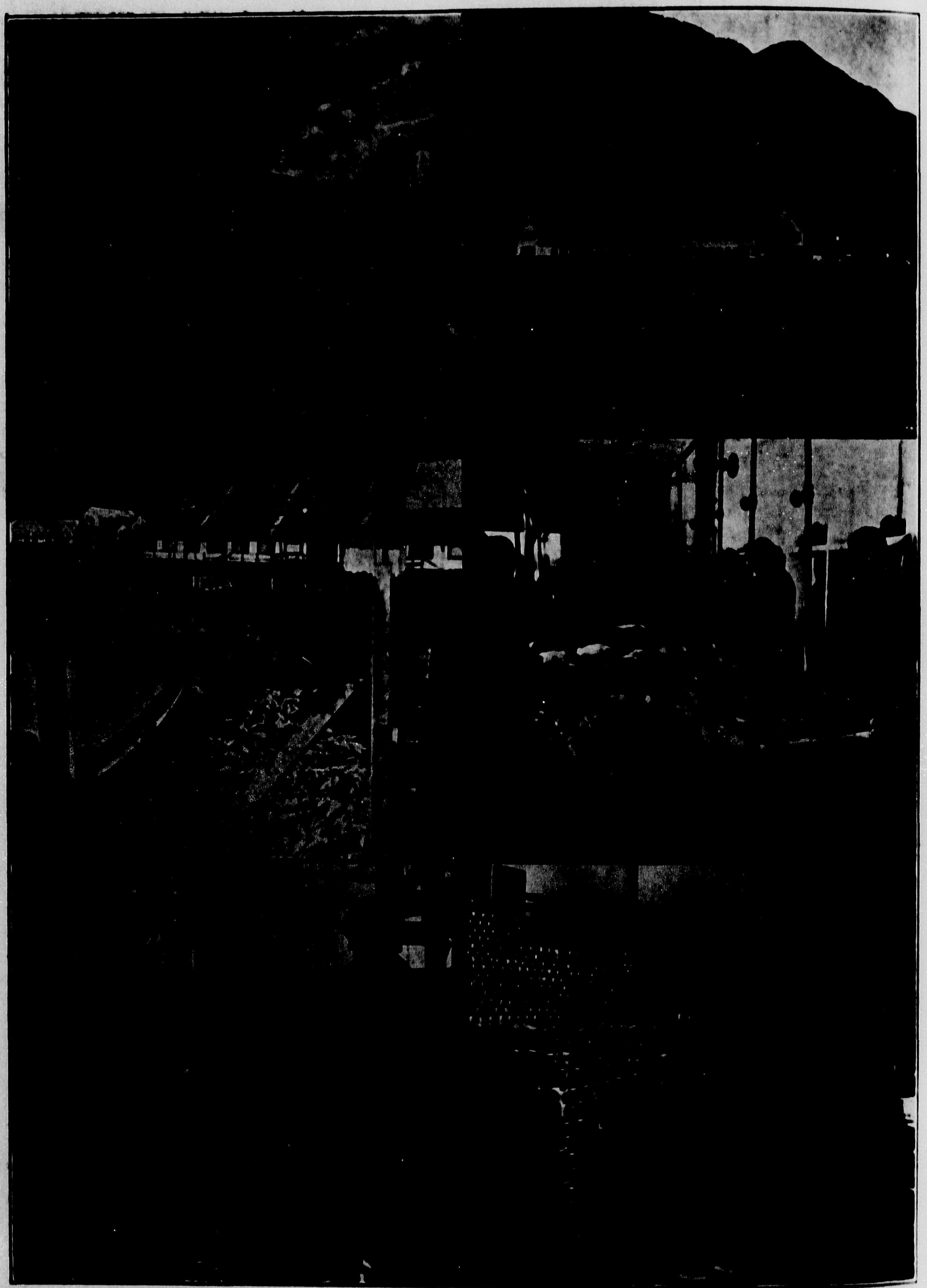
There is a considerable pack of canned fish of other varieties, the principal being:—(1) clams and quahaugs with 32,447 cases of the value of $243,011; (2) pilchards, 14,898 cases worth $60,180; haddock 4,383 cases worth $33,006; herring, 1,137 cases worth $7,401; cod, 975 cases worth $7,800; crab, 200 cases worth $4,905; halibut, 142 cases worth $1,420; scalops, 224 cases worth $2,657; trout, 65 cases worth $455; and mackerel, 5 cases worth $50. There is also a large export of certain of the above-named varieties, the principal with their value, being: herring ($235,565), clams $170,732), and pilchards ($87,168). There was too an import of canned herring amounting of $52,199.

Fruit and Vegetable Canning.

The canning of fruits and vegetables is carried on most extensively in the provinces of Ontario, British Columbia and Quebec, where climatic conditions are favorable for the growing of fruits and vegetables. The principal fruits canned in Ontario are apples, pears, plums, peaches, cherries, currants, gooseberries, blueberries, raspberries and strawberries. In addition British Columbia has the apricot and loganberry. The vegetables canned include tomatoes, peas ,corn, beans, beets, carrots, pumpkin, squash, spinach, and asparagus. The canning season begins in June and continues through the summer and autumn until October, being at its height in July, August and September. During this period employment is furnished in the canneries to about 5,500 persons, of whom approximately 2,300 are males and 3,200 females, with a payroll of almost a million dollars.

Meat Canning.

The canning of meats is a branch of the great meat-packing industry and is not as extensively carried on in Canada as are other sections of the canned foods group of industries, being more in the nature of a side-line of the main industry. The total value of canned meats manufactured in Canada during the calendar year 1925 was close to $1,000,000. Imports of canned meats poultry, and game during the same period amounted to $300,182, whilst exports of Canadian product totalled $122,925. Closely allied to the canned meat industry is that of canned soups, the manufacture of which in the year mentioned totalled $490,171, whilst imports were valued at $1,120,511. No separate figures for exports are available as the commodity is not specified in the export classification.



SERIES OF PHOTOGRAPHS SHOWING FISH CANNING PROCESS IN BRITISH COLUMBIA

Above—A shipping scene and canning factory. In the centre—Cargo of fish arriving at cannery and undergoing treatment. Below—One of the machines used in the canning process known as the "iron chink," and the finished product ready for shipment.

Give a Thought to the Salt you SELL!

Windsor Salt is PURE salt. It, therefore, is naturally a best seller.

It is the *only* salt nationally advertised in *color* in the magazines.

For thirty years Windsor Brands of salt have consistently maintained friendliest relations with those who sell and those who buy salt. This is but the natural result of the highest standards of quality being consistently maintained.

Our October advertisement appears on the next page. We believe it will help you sell more Windsor Salt. But to sell Windsor Salt you should have a generous stock of Windsor Salt to meet the big demand. So, when you order salt, always specify

WINDSOR SALT

THE CANADIAN SALT COMPANY LIMITED
WINDSOR ONTARIO

Give a Thought to the Salt you eat!

HOW quickly you detect an unpleasant taste in your cooking. But impurities in your salt! NO!

Yet bitter impurities are too often present to obscure the natural food flavors that you really want to bring out in your foods.

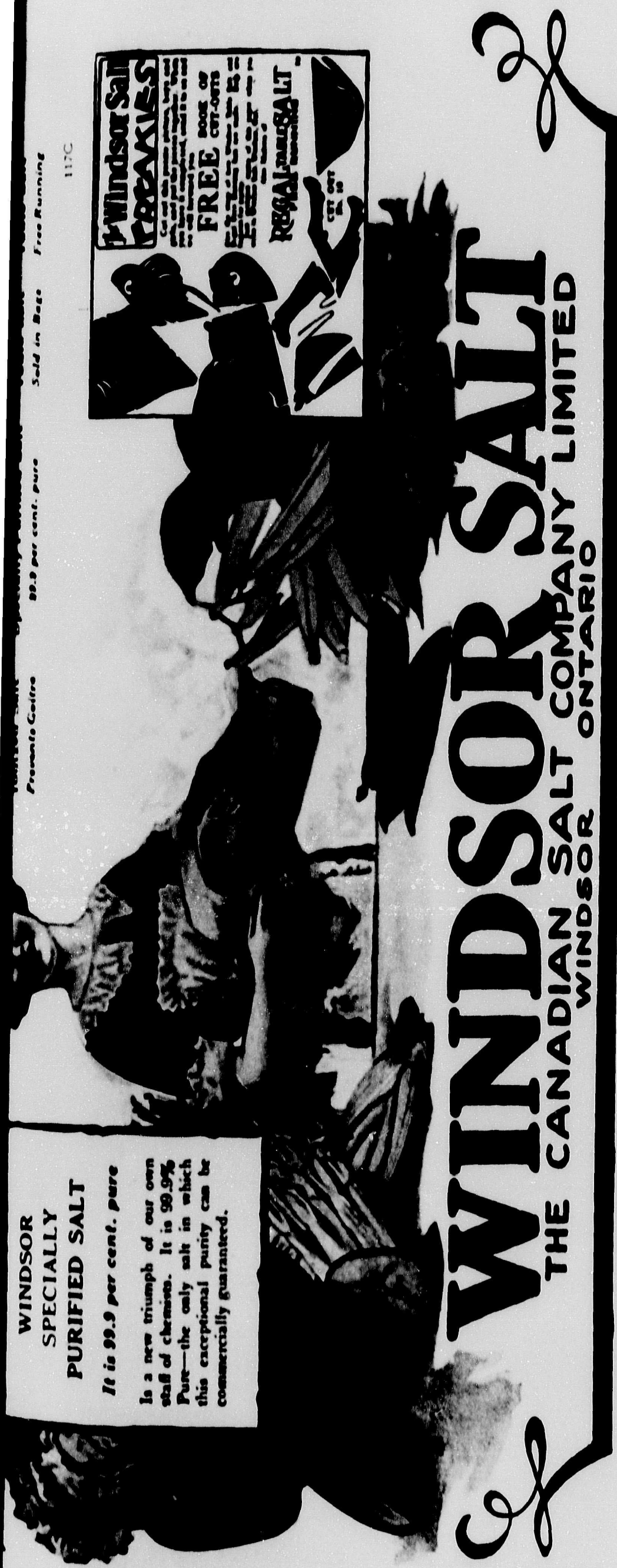
You'll recognize the remarkable purity of Windsor Salt both by the eye and your sense of taste—by the snowy whiteness of extreme purity and the delightful oaty or wheaty flavors of your breakfast foods, by new delicacy of flavor in pastry and cakes.

Salt should never obscure flavor; it should enhance it! Windsor Salt *brings out* natural flavors, tones them up, puts life into them because it has the "sweetness" and mildness of purity. It dissolves quickly, blends perfectly, bringing out *all* the delightful flavors.

You can always be *sure* of uniform purity in Windsor Salt—our chemists constantly guard its purity.

Your better-tasting foods will tell you it's worth your while to be particular when choosing salt—insist upon WINDSOR SALT, Purest and Best.

Four Favorite Brands



Purest Commercial Salt ever offered the Housewife

Salt of 99.9% purity may be nothing new, but until about two years ago it was seldom obtained except by chemists in the laboratory. They called this "chemical purity." From time to time salt makers have doubtless reached this remarkable degree of refinement, but never could salt of such purity be continuously produced in a commercial way.

It was certainly a triumph for Canadian Industry when, about two years ago, the Canadian Salt Company announced

WINDSOR Specially Purified Salt

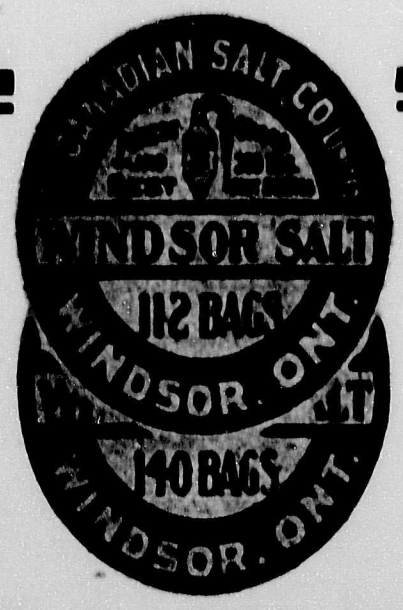
a wonderful new salt guaranteed to be 99.9% pure. This is the highest guarantee ever offered with a commercial salt and its purity is constantly maintained by the careful supervision of our own staff of chemists.

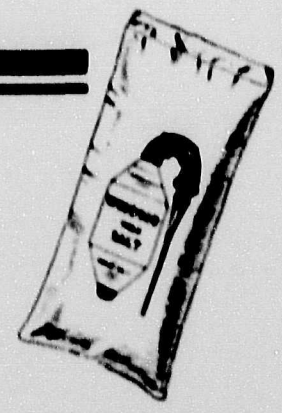
Far from being something new, this long-sought product comes to the grocer's shelves with a record of actual achievement behind it. Butter and cheese makers, packers and bakers have put their products on a higher plane of purity, flavor—and favor—by the use of Windsor Specially Purified Salt. Now it is available for the home.

This remarkable salt will be warmly welcomed by the housewife. It typifies the high standards of purity in all Windsor Salt Brands that have made them favorites for over 30 years. Our advertising has educated her to the tremendous significance of purity in salt. Even the smallest amount of bitter impurities found in ordinary salt will hide the flavors in her cooking. Being free from these bitter impurities, Windsor Salt brings out and puts new life into her cakes, pies—all her cooking! If she lives on the farm she is eager to use it for her butter, cheese and bread.

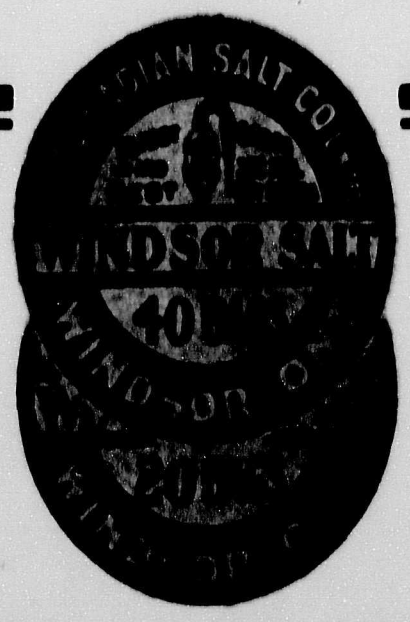
Windsor Specially Purified Salt, like all Windsor Brands, favorites for over 30 years, will rapidly become one of the grocer's best sellers; its market includes both town and farm buyers; our national advertising in full colors is making it familiar everywhere; above all, it is the purest commercial salt ever offered.

Introduce Windsor Specially Purified Salt to your customers! Write us for quotations.





WINDSOR SALT
IN BAGS



Windsor Table Salt
112—2½ lb. Cotton Bags
140— 2 lb. Cotton Bags

Old Favorites!

Windsor Table Salt
40 — 7 lb. Cotton Bags
20 — 14 lb. Cotton Bags

Regal Table Salt
Free Running
24 Cartons in Case

There's a favorite brand of

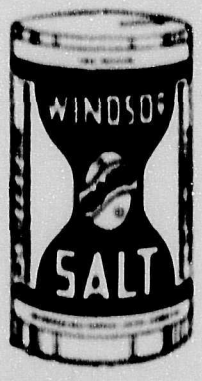
WINDSOR SALT

for every class of trade

For over 30 years Windsor Salt has been a household word.

It is good salt widely advertised, backed by service and a reputation for fair dealing.

Order Windsor Salt; insist on getting it.



Windsor Iodized Salt
24 Cartons in Case

New

Homestead FLY Salt

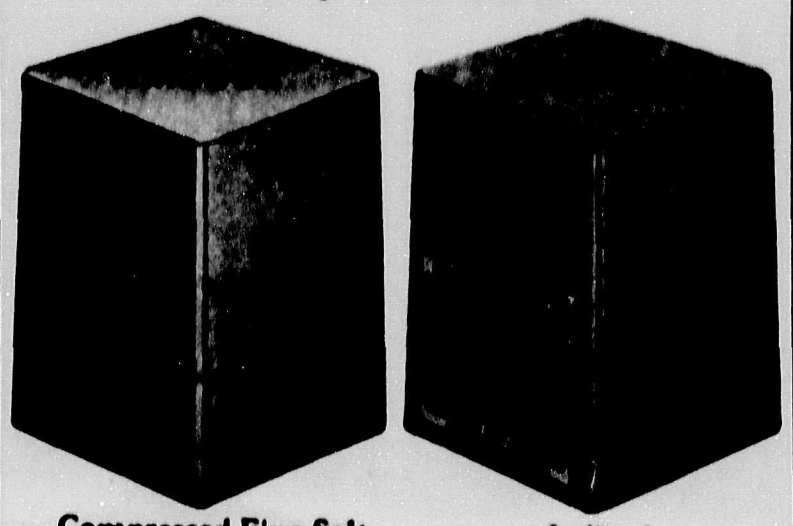
ite us for inform-
ion and quotations

WRITE FOR QUOTATIONS

WINDSOR ROX BRAND SALT

Fine Salt (Windsor Quality) compressed into even grains, size ¼ and ½ inch mesh.

For your Farm Trade
Salt for Cattle
50 lb. pressed Blocks



Compressed Fine Salt — Iodized

New

Windsor Specially Purified Salt

99.9% Pure

WRITE FOR QUOTATIONS

Condensed and Evaporated Milk.

In Canada the condensed milk industry dates from 1883, when the first factory was established at Truro, Nova Scotia, by the Reindeer Condensed Milk Company. Later in the eighties and again in the nineties several new plants were erected by this company and the St. Charles Company of Ingersoll, most of which were later absorbed by the Borden Condensed Milk Company, which now operates plants located in the best dairy districts of the Dominion as follows: Ingersoll, Norwich and Tilsonburg, Ontario; Huntindon, Quebec; Truro, Nova Scotia; and Sardis, B.C. The Carnation Milk Company with plants at Aylmer and Springfield, Ontario; the Canadian Milk Products Company with plants at Brownsville, Belmont, Burford, Glanworth, and Hickson, Ontario, who specialize in the manufacture of milk powders; besides a number of individual companies operating plants, some of which are connected with ice cream and confectionery establishments, and which are located at St. George, Brockville, Beachville, Woodstock, Picton, and Sydenham in Ontario; Courtenay and Ladner in British Columbia and Charlottetown in Prince Edward Island, complete the list of condensed milk factories in the Dominion.

The value of condensed milk produced in Canada as first reported in the decennial census of 1891 was $83,000. In 1901 the value had increased to $269,520 and in 1906 to $855,409. The value of production in recent years as below shows the wonderful advancement made by this industry.

Year	Number of Factories	Value of Products
1917	20	$ 8,097,217
1918	22	12,413,818
1919	24	15,880,033
1920	28	20,519,835
1921	27	14,270,591
1922	23	9,501,345
1923	25	13,714,978
1924	24	13,215,173
1925	24	13,453,472

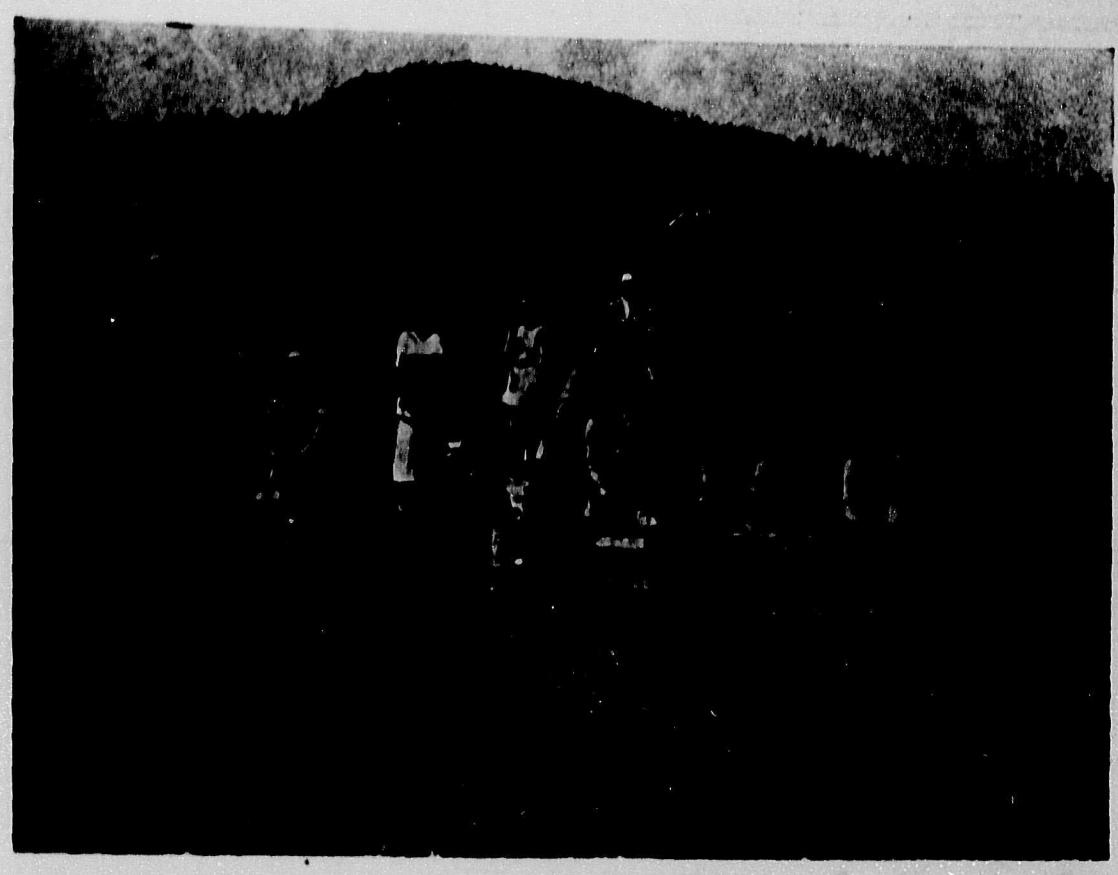
BRITISH COLUMBIA FRUIT AND VEGETABLE PACK, 1926.

The B.C. Branch, Canadian Manufacturers Association has supplied the following figures representing the 1926 pack:

Fruits, all kinds	520,833
Vegetables	232,910
Jams	224,150
Total	977,893

Not "West Young Man."

Said the Sockeye—"If I get canned this fall I shall go East!"



Gathering Strawberries, one of British Columbia's most abundant crops.

SOME FACTS A MERCHANT SHOULD KNOW REGARDING CANNED FOODS

Successful canning depends on the simple principle of sterilization by heat.

• • •

All canning processes of food must be subjected to a temperature that kills germs. Not only must food be made sterile, but it must be kept in the condition. This is effected by hermetically sealing containers.

• • •

No material that is not absolutely sound must be used. Fruit that has commenced to show bruises or specks, has already been attacked by bacteria.

• • •

The use of sugar in preserving, when used in strong solution, prevents the growth of bacteria. Fruit preserved in rich syrup keeps for a longer period in unsealed jars or crooks.

• • •

Somefruits are more easily and quickly sterilized than others, for the reason that the antiseptic action of acid in some fruits is increased in high temperature. Such fruits as strawberries, cherries, currants, pineapples and tomatoes are among this number.

• • •

The addition of acid to the brine; will overcome the difficulty found in preserving vegetables which have a lack of acid content. Corn is an example of the more difficult specimens.

• • •

Some extremely acid fruits, such as green gooseberries, green grapes, and rhubarb can be canned without processing.

• • •

One of the outstanding advantages of fruit and vegetables canned in metal containers is the elimination of damage to contents through being exposed to the light. This is why the housewife must store always in a dark place if the color is to be retained.

• • •

It has not yet been definitely determined whether or not food left in a tin after being opened, becomes contaminated. Always advice the pouring of contents into a covered glass or earthenware dish.

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.

NOW
For

CLARK'S MINCE MEAT
makes delicious Mince pies

Clark's Mince Pie will make customers for you. It's extra quality is appreciated and encourages repeat orders.

Order an assortment; cartons, glass jars and pails.

It is only one of the many Clark Prepared Foods which will help you to larger sales and more profits.

W. CLARK Limited, Montreal

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

A Best Seller

Grocers! Here's a combination hard to beat. The lowest priced Sardines on the market with the highest rate of turnover. The big margin on Brusnwick Brand will add to your profits.

The demand is there. Can you meet it!

'Connors, BRUNSWICK BRAND SARDINES

Packed by

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

Canned Salmon—A Valuable British Columbia Industry

The canned salmon industry of the province commenced in the year 1876 with a pack of 10,000 cases (48 lbs. to the case), and has steadily increased until today over a million and a half cases are packed annually.

There are five varieties of fish in B. C. waters, each variety being known by name as follows:

Sockeye or blueback (Oncorhynchus Nerka).

The Tyee, or Spring salmon (Oncorhynchus Tschawytcha).

Cohoe or Silverside Salmon (Oncorhynchus Kisutch).

Humpback (Orcorhynchus Gorbusca), and the Dog Salmon or Chum (Oncorhynchus Keta).

The Sockeye is a small fish ranging from 4 to 12 lbs. flesh firm, and intensely red in color.

The Tyee or Spring Salmon, averages about 22 lbs. in weight, but is often much heavier, from pale pink to deep pink in color, and rich in flavor.

The Cohoe, or Silverside ,averages about 6 lbs. in weight, flesh firm, much paler in color than the sockeye.

The Humpback averages about 4 lbs., and its flesh is pale pink and soft.

The Chum averages 8 lbs., and is yellowish in color with fair flavor.

British Columbia's salmon run began first in northern waters, the fish entering the various inlets and rivers, eventually reaching the Fraser River.

Canneries are situated on the Naas, Skeena Rivers, Rivers and Knight Inlets, Alert Bay and other points on the coast, but in previous years the business has centred on the Fraser River, where numerous canneries are in operation.

A noticeable falling off has been witnessed on the Fraser during the past few seasons, but there is every indication of an immediate revival in this water if reports to the effect that salmon are coming in around Queen Charlotte Sound, are confirmed. This will put an entirely different complexion upon the present situation, and the operations of American fishermen outside the Straits of Juan de Fuca will no longer affect British Columbia's catch on the Fraser River.

Spring salmon are plentiful on the coast from November to April, Sockeye making their appearance in July and August, and the Cohoes in September.

The bulk of the fish used for canning are the sockeye, and it is during its run, usually in prodigious numbers at the height, that the pack is made up. As many as 2,000 boats have been seen at the mouth of the Fraser at one time, and in big run years these boats will average from 100 to 500 fish each in one night. Latterly, more attention has been given to the packing of other grades of salmon, and a profitable business is being built up, swelling the annual total of cases shipped from this province.

Statement of B. C. Salmon Pack to October 6, 1926

Sockeye, 355,469; Spring, 22,503; Blue Backs, 2,181; Steelheads, 1,904; Cohoe, 88,589; Pinks, 629,572; Chums, 274,227—total, 1,373,635.

B. C. Salmon Shipped to Markets of the World.

Each month vessels leave Vancouver with consignments of B. C. salmon, destined for world markets, and the extent of the export business is shown in the following figures:

Shipments of Canned Salmon from Vancouver

Total for 1925	1,571,004
Total for 1924	1,525,542
Total for 1923	929,289
Total for 1922	794,344
Total for 1921	939,823

Destinations of B. C. Salmon Pack During 1925

Australasia	255,470
Belgium	42,403
British India	5,215
C. and S. America	27,651
Canada Atlantic Coast	82,485
Ceylon	125
China	6,671
Denmark	447
Dutch East Indies	7,980
Egypt	3,505
Fiji	12,959
France	74,176
Germany	2,362
Greece	3,827
Holland	83,425
Italy	58,566
Philippines	23,177
Samoa	360
Siam	400
South Africa	33,464
Straits Settlement	22,763
Sweden	350
United Kingdom	489,938
U. S. Atlantic Coast	385
West Africa	12,359
West Indies	20,541
Total	1,571,004

"CANADA APPROVED."

Meat Inspection Rigorously Applied to Ensure Sound, Wholesome Canned Goods.

Meat inspection in Canada is maintained under the authority of the Meat and Canned Foods Act of 1907, and subsequent amendments thereto. Space will not permit a detailed description of the different provisions of this Act. Its direct intention is to see that meat and meat food products for human consumption are sound, wholesome and fit for human food by preventing diseased or otherwise dangerous meats from entering consuming channels; to see that their handling and preparation is in accordance with modern sanitary science; to prevent the use of harmful dyes, preservatives and chemicals, and to insist that the product be truly and honestly labelled. In fact, its aim is to protect the health and rights of the consumer.

Please Customers with

EMPRESS

PURE JELLIES

BLACK CURRANT, RED CURRANT
BRAMBLE, CRABAPPLE & LOGANBERRY

In Glass, Tumbler or 4-lb. Tin

"A Superfine Quality pleasing to all tastes"

EMPRESS MFG. CO. LTD.
VANCOUVER

HIGH-GRADE

TIN CAN

CONTAINERS

MANUFACTURED BY

American Can Co. Ltd.

VANCOUVER, Canada

DEL MONTE ASPARAGUS

California's supreme vegetable delicacy—backed by special DEL MONTE advertising in national magazines

The color page reproduction shown here is just one of our special advertisements on DEL MONTE Asparagus Tips appearing in the "Saturday Evening Post" and leading United States women's magazines—reaching hundreds of thousands of Canadian homes.

DEL MONTE Asparagus advertising is distinctly apart from our advertising on DEL MONTE Fruits and other items. Coupled with the quality of DEL MONTE Asparagus, it offers every dealer a particularly good opportunity for new Asparagus volume.

This Act specially controls exports from Canada, or imports thereto. No meat or meat foods products may leave the Dominion unless they have complied fully with the requirements of the Act and Regulations. The Regulations are clear, concise and emphatic, and are rigidly enforced. Establishments which come within the operations of this Act are those which are engaged in shipping meats into export trade.

The first requirement before inspection will be granted to such establishments, is that the plant must meet the requirements of sanitation in regard to construction, equipment and maintenance.

By this method a complete and continuous check is kept upon the minutest detail, with the result that Canada's exports may enter into trade channels guaranteed by the Government of the Dominion as being absolutely wholesome and in every way fit for human food.

The yards, pens, stables, in fact the entirep remises, no matter how large, or for what use they may be put, are continually and entirely under the control of the department's officers. No operations of the plant whatever, whether day or night, are permitted except under supervision.

PRAIRIE TRADE AND CONDITIONS OF CANNED FRUIT MARKET.

Mr. Russell Whitelaw, president of the Western Packing Corporation Limited, operating five canneries in British Columbia and a sixth in St. John, N.B., when interviewed by the "Retailer," on the general canning outlook for Western Canada, expressed his gratification at the remarkable recovery of credit conditions in the Prairie Provinces, with its consequent heightening of confidence in the grocery trade.

He stated that canned goods were rapidly acquiring a more important place in the daily menu of the average household due to (1) the infinite care in grading under government supervision; and (2) co-operation of the grower to achieve the best; (3) the evolution of canning methods to their present high plane of hygienic efficiency; (4) good transportation; and (5) a prosperous people.

The B. C. crop was average in his opinion, apples, rasps and plums being plentiful while strawberries were a disappointing crop with high prices prevailing. Vegetables were normal with exception of tomatoes which crop was limited by an early frost, and Mr. Whitelaw predicts higher prices to prevail in the near future. B. C. apricots and peaches will be a factor in the Canadian market within the next two years, making our markets independent of the imported fruit from the south.

Regarding the present low prices in effect, Mr. Whitelaw refused to comment beyond the statement that buyers were reaping the benefits from the keen competition amongst packers, and while export business is on the increase, the most encouraging aspect of the situation in his opinion, is noted in the increasing Western demand for British Columbia packed goods which after all is not surprising in view of the unity of thought and close association of all the Western Provinces.

He regards the recent amalgamation of the independent packers of British Columbia into the Western Packing Corporation as a forward movement in line with the advancing demand from the Prairies for western packed food stuffs, whereby a larger service can be more economically effected by a unit organization from the producer right down to the ultimate consumer.

FRUIT AND VEGETABLE CANNERIES IN BRITISH COLUMBIA.

Ashcroft Canners Limited, plant at Ashcroft.

Broder Canning Company, Ltd.—Plants at New Westminster, Causton and Washington.

Dominion Canners B. C. Limited.—(Second largest in Canada). Plants at Vancouver, Kelowna, Keremeos, Oliver and Penticton.

Farmers' Canning Company.—Plant at Mission (under management of Ashcroft Canners Ltd).

Occidental Fruit Company, Ltd.—(A. MacDonald Company, Ltd). Plant at Kelowna.

Rowcliffe, George.—Plant at Kelowna.

Western Packing Corporation, Ltd.—Plants at Vancouver, Victoria, Haney, Kamloops and Kelowna.

SELL BY THE DOZEN
Canned Foods Week (November 10th to 20th, 1926)
BUT
FOR SATISFIED CUSTOMERS, THE BRAND MUST BE
NABOB
P.S.—DOZEN LOT SALES WILL INCREASE YOUR VOLUME.

"Sell More B.C. Canned Salmon"

MODERN METHODS *and* MODERN PLANTS

ARE great factors in the production of the high-grade sea food packed by the Fish Canning industry of British Columbia. This industry has a distribution of $3,336,433 yearly in wages, all put into circulation in British Columbia.

GROCERS will do well to stock up with B. C. Salmon. Push it every time in preference to other imported sea food. It pays dividends both ways, directly and indirectly. There is sure to be a good demand for B. C. Salmon during

Canned Foods Week
November 10-20.

SALMON PACKERS OF BRITISH COLUMBIA

Contributed by
ANGLO-B. C. PACKING CO., LTD.
B. C. FISHING & PACKING CO., LTD.

TRADE NOTES IN BRITISH COLUMBIA

Baskerville Gros., Langford. Clifford Baskerville will continue at Baskerville, and his partner has removed to Ganges, B. C.

Peter Ubertino, of Blairmore ,has opened a branch general store at Moyie .

Albin Almstrom, of Princeton, is reported to have moved to Allenby.

A drug store has been opened by W. E. Almas, Vancouver.

The grocery store of Mrs. J. H. Atkins, Vancouver, is reported to have been sold.

A fancy goods store has been opened by Mrs. M. E. Armson, Vancouver.

A. E. Booth has commenced a butcher business in Vancouver.

The Titcombs Sanitary Bakery, Vancouver, is reported to have been sold to E. Osen.

John Paterson, of Arlington, is reported to have commenced a grocery store.

R. Mareden, confectionery, at Cassidy, is succeeded by T. N. Frost.

A harness and shoe business has been commenced by T. W. Thompson, Kelowna.

Maxwell & Horie have commenced the City Electric Co., at Nanaimo.

K. Valentine is succeeded by J. Devito, at Trail (boot and shoe store).

Mrs. Hilda Anderson, Union Bay, has taken over the confectionery and tobacco store of Isabel G. McRae.

The B. C. Pen Shop are commencing business in Vancouver.

C. C. M. T. A., Ltd., are appointed trustees for the dry-goods store of T. J. Kerr, Vancouver.

The grocery business of Geo. L. McInnis, Vancouver, is reported to have been sold to D. Wilson.

Mr. Sampson has purchased the grocery business of D. Towse, Vancouver.

The stock of G. S. Wooley & Co. Ltd., dry goods, Vancouver, is reported to have been sold by trustees on behalf of creditors .

J. Aitkens, of Wasa, is succeeding J. F. Mannell as grocer.

Endacott Trading Co. is now known as McDonald and Wallace, Aldergrove.

Gladys L. Ibbetson is reported to have bought the grocery business of Geo. McCurdy, at Ladner.

S. W. Walter, dry goods merchant at Langley Prairie, is reported to have sold out to W. J. Duckworth.

A general store is reported to have been opened at Needles, by R. Lackett.

F. J. Lettner has commenced a grocery store at Port Haney .

Austin MacDonald is commencing a grocery store at Port Haney.

The West of England Dry Goods Co. have been closed out in Prince Rupert.

A boot and shoe and clothing store has been incorporated by Mrs. E. White, at Trail.

The grocery business of Stanley Marsh, Vancouver, is reported to have been sold.

R. Pearson has sold his grocery business in Vancouver.

The branch of the Vancouver Drug Co. Ltd. at 11 Hastings Street West, has been closed.

Frost & Frost, Victoria, are advertising closing out their clothing and men's furnishing business.

Creditors meeting is reported to have been called for the Laurel Canners, Ltd., in Victoria.

Tenders invited for purchase of stock of drugs and stationery, and fixtures of the Thomas Drug Co., Ltd., Victoria.

The General Store of A. J. McCarthy, Ioco, is reported burnt out.

Crystal & Duncan, tailors, Penticton, are reported to have dissolved partnership.

The Smith Mercantile Co. are reported to have sold out at Port Hammond.

A meat store is to be opened about October 15th in Vancouver, by Percy Burch.

The California Grocery, No. 2, Vancouver, is reported sold.

Frank Hartin is commencing a grocery business in Vancouver.

The Robson Street Store of Reid Bros, is reported to have been sold

A grocery store is commencing in Vancouver by Geo. O. Shaw.

The grocery store of Shore & Co., Vancouver, is reported to have been sold.

Chas. P. Smith, Vancouver, is opening a grocery and confectionery business.

ALBERTA TRADE NOTES

W. S. Keeley is reported to have succeeded E. Richards & Son, as grocer at Banff.

The Marlborough Confectionery at Calgary is reported to have changed ownership.

W. S. Keeley is being succeeded by Henry Langston at Clareshold, as grocer.

The Just Rite Grocery has changed ownership in Edmonton.

E. A. Wadleight is reported to have bought the general store of L. O. Crockett, at Mayerthorpe.

Mrs. Chas. Robb, Calgary, has purchased the grocery business of the North Star.

The assets of the Syndicate Grocery, Edmonton, are advertised for sale.

It is reported that Emil Wankel has retired from the Western Hardware Scona Ltd., in Edmonton.

C. Woodward Co. Ltd., are operating a department store at Edmonton.

M. Levison, general store, Calgary, has assigned.

Mrs. Neil Little, Calgary, has sold out her grocery store.

The assets of Cheapside, Ltd., general store in Edmonton, have been sold.

The assets of Mitchell Hardware Co. Ltd., Medicine Hat, have been transferred to Marshall Wells Co. Ltd., Winnipeg.

C. C. M. T. A. Ltd., appointed interim receiver of Emil Dubas, general store, Railway Centre.

The general store of John B. Kavanagh, Spring Like, sustained fire loss recently.

BUSINESS CHANGES—A CORRECTION

In the September issue of this publication a note was inserted to the effect that one, O. G. Grankhamel, tailor, of Kimberley, was reported to have retired from business. A communication from this gentleman assures us that such is not the case, and we much regret publishing this incorrect report.

Drygoods and Footwear

CANADA-MADE WOOLLEN AND KNIT GOODS

By DOUGLAS HALLAM

Secretary, Canadian Woollen and Knit Goods Manufacturers' Association.

Every country manufacturing textiles from wool must produce a wide range of qualities to serve all purposes and meet all prices. The wool textile industry in Canada is no exception to this rule. Woollen goods are produced in Canada equal in quality for the various purposes to be served to those imported from any other country in the world.

It is unfortunate that the word "imported" has been used for years in Canada by retailers to mean "of fine quality," and used indiscriminately for both Canadian made and imported cloth. Because "imported" does not mean "fine quality." Actually there is more shoddy cloth and poor grade cloth imported into Canada than the fine qualities of cloth. In 1925 the average value of a yard of tweed imported into Canada from Great Britain was 91c per yard, and the average value of a yard of worsted or serge so imported was $1.29.

Paying for Exclusiveness.

There is a comparatively small quantity of high-priced cloth imported into Canada, but the cost of this cloth is not due to the wool used, the weaving, or the finishing, it is due to the "fashion value." These specialty cloths are produced in small mills in small quantities and are distributed throughout the world so that not more than one or two suit lengths are to be found in each city. In paying for this cloth it is the "exclusiveness' which is being paid for. Such cloth could be produced in Canada, but owing to the small market, not an a commercial basis.

Just as Good in Canada.

It is making a conservative statement to say that 90 per cent. of the imported woven and knitted goods consumed in Canada could be produced of an equal or better quality in Canada and at reasonable prices. There are no climatic, physical or technical reasons why all classes of textiles should not be produced in Canada. Those who talk of unfavorable spinning atmosphere, unsuitable water, and the mysterious ability for textile work possessed by people in other countries, but not by Canadians, are living in the past.

In this connection it is interesting to see what a disinterested authority, Mr. Alfred A. Barker, Professor of Textile Industries in Leeds University, England, who made a tour of inspection through the mills in Canada and the United States in 1919, said in his report:

"Upon the whole, the Canadian wool mills come up to the best Yorkshire mills—some few Yorkshire mills are better, many are very much worse.

"Quite a considerable part of Canada is so fortunate in climatic conditions that even in spinning and weaving no special arrangements, other than those made in Yorkshire, for example, are adopted. In fact, there may be a greater difference between the valleys and hilltops in Yorkshire, so far as spinning atmosphere is concerned, than there is between many Yorkshire and Canadian mills."

"Hosiery mills," he says, and he is using the word "hosiery" in its technical sense, which covers knitted underwear, etc., "are in evidence in every textile district of the Dominion, and the equipment of these mills leaves little to be desired. The hosiery mills of the United States are possibly behind the hosiery mills of Canada—in fact, some of the Canadian hosiery mills cannot be beaten."

FASHION HOUSES OF THE WORLD DISCLOSE THE WINTER MODES.

At last the mode is set in this season of paradoxes. Never before has the sport influence held such sway, and yet despite this, clothes were never before so feminine. There is marked evidence of the out-of-door influence, and yet withal the fit is marked. Novelty is more careless than ever before, but this new carelessness is that of a sophisticated, well-groomed woman, who feminizes every fashion, no matter how mannish it may have been in its inspiration.

Fabrics play a most important part in the innovations on the mode, and although clothes are designed

FALL STYLES IN SILHOUETTE

The tiered skirt for afternoon and evening wear. Flounces sometimes give the refuired movement.

B.C.-ALTA.-SASK.-MAN.-ONT.-QUE.-N.B.-N.S.

All Over the Country

From Halifax to Vancouver the advantages and superiority of "CEETEE" underwear are broadcasted by means of large size advertisements, to the buying public. Your customers read these advertisements in their favorite paper or magazine. A publicity campaign such as "CEETEE" enjoys plus its well-earned reputation for high quality make a selling combination that can't be beaten.

How's your stock of "CEETEE" just now?

Made in Canada by

THE C. TURNBULL CO. OF GALT, LTD.

Helps to the Dealer

Attractive cuts for use in your local advertising will be sent you FREE on request. Window cards, shop signs in colors and other literature. Everything to help you sell "CEETEE." Ask us about our dealers' helps.

"CEETEE"

UNSHRINKABLE UNDERWEAR

for winter, silk is as much in evidence as wool. Broadcloth will hold sway at night, and lame comes into the daylight. The new broadcloth is of smooth texture, while lame has taken on woollen weaves. Combinations of fabrics which previously were never thought of are seen everywhere.

Notwithstanding that this promises to be the most colorful season for many years, black is the popular color, both for day and night attire. Not only alone, but in combination with white and with colors does black appear. Navy blue holds a very forceful position in the new offerings.

Among the furs which are used abundantly, the classical fur is the novelty, so prevalent are the new skins, new versions of old ones, new colors and new surfaces. It is whispered that the humble cat and the scuttling rabbit are camouflaged exceedingly.

The keynote of fashion is diversity, and never before were fashions more varied. But there is no confusion. There is always that intangible "something" which makes each costume distinctly of this season, and no other. The couturiers are marching in step, and order out of the chaotic collections seen in August has been their premier accomplishment. Tasteful ideas are more important than the eccentric, and the blending together of the many fashions, making a co-ordinated mode, shows the present day needs of the woman of fashion, and proves that the mode is the logical expression of modern life, fitted to the activities, the taste, and personality of the modern woman.

MEN
like the Fit,
Wear and
Comfort of
ATLANTIC
THE UNDERWEAR
THAT OVERWEARS

ATLANTIC UNDERWEAR
Limited
MONCTON, N.B.

E. H. WALSH & COMPANY
MONTREAL and TORONTO
Selling Agents for Quebec, Ontario and Western Provinces

59

ATLANTIC
UNSHRINKABLE

If you want the Best,
Wear "Pride of the West."

MANUFACTURERS

SHIRTS MACKINAWS
PANTS OVERALLS

Water-Repellent Clothing

"RAIN-TITE"
BRAND

Mackay Smith, Blair & Co., Limited
VANCOUVER, B. C.
SEND FOR CATALOGUE

DEMAND FOR MORE ACCURATE ESTIMATES OF WOOL STATISTICS.

The question of providing more complete and reliable statistics of world wool production and consumption is again receiving attention, and definite steps have been taken, which, it is hoped, will in course of time enable those interested to form more accurate estimates than has hitherto been possible. The international Institute of Agriculture in Rome has decided to attempt the task of collecting fro mall countries statistics of wool production and consumption.

There should not be much difficulty, given willingness on the part of those engaged in the wool textile industry, in collecting statistics as to the quantity of wool produced and the quatity actually passed through machinery. The greatest difficulty will be in securing returns of the quantity of raw material or of partially or fully manufactured wool materials held in stock throughout the world. It is considered desirable that some idea should be given of the quantity of raw wool held in stock, and of, say, tops, yarns, and possibly of piece goods in the hands of merchants. Many, however, doubt the possibility of carrying the statistics so far. But if only reliable statistics could be given of the wool grown and passed through machinery in the course of any year the information would be very useful in checking manipulation of the wool market by speculators. From such figures general deductions could be made which would prevent the recurrence of such a boom and slump as occurred in 1923-24 with grave financial losses, mainly to wool buyers and those engaged in the processes of manufacture. That grave miscalculation was made because it was assumed that wool sold at sales by auction had gone into consumption, whereas much of it had been bought to replace stocks which had been depleted during the war. Had there been available statistics showing the quantity of wool passed through machinery such a grave miscalculation could not have been made, or if it had it would have been easily exposed. If, therefore, quite apart from stocks, the Institute of Agriculture could get together more or less reliable statistics of the world's annual consumption of wool a great service would be rendered to those engaged in the wool textile industry.

LOW COTTON PRICES UNWARANTED ACCORDING TO STATISTICS.

There is nothing in the present statistical position of cotton to justify the low point to which the price of cotton has fallen. We are informed that for the past five years (1922 to 1926) on the first of August there has been a very close relation between the prospective supply if cotton and the price offered for cotton. As one has gone up the other has gone down, and vice versa, in fair proportion.

The prospective supply is made up of the amount of cotton carried over from the previous year on the first of August plus the current crop as forecasted by the government crop reporting service. The following figures show the prospective supply in millions of bales and the price of cotton at the farm on August 15 for the years indicated.

Year—	Supply	Price
1922	18.7	20.9
1923	14.3	23.8
1924	18.9	27.8
1925	15.2	28.4
1926	19.2	16.1

The prices quoted are the average of all sales on August 15 for the entire cotton belt and include all grades offered. It will be noted that the relation between the prospective supply on August 1 this year and the average price is only slightly out of line with that of 1924. In that year the supply was 15 per cent. below the average, while the price was 24 per cent. above. This year the supply is 18 per cent. above the average and the price is 28 per cent. below. The lower price on August 1 this year might be accounted for by the fact that the first cotton offered this year was not of the best grades, whereas the first cotton is usually the best.

In the previous four years, however, on September 15th the price offered followed the trend of prospective supply, as is shown by the following figures:

Year—	Supply	Price
1922	17.8	20.6
1923	18.6	25.6
1924	14.8	22.2
1925	15.8	22.5

This year, on September 1, the Government forecast plus the carryover was down to 18.7, but in September 15 the farm price had fallen to around 15c on Alabama markets, and that notwithstanding grades were better than a month previous.

Looking for a reason for this adverse turn in the market, the records of exports and domestic consumption during August were examined. It was somewhat surprising to find that instead of a good reason being

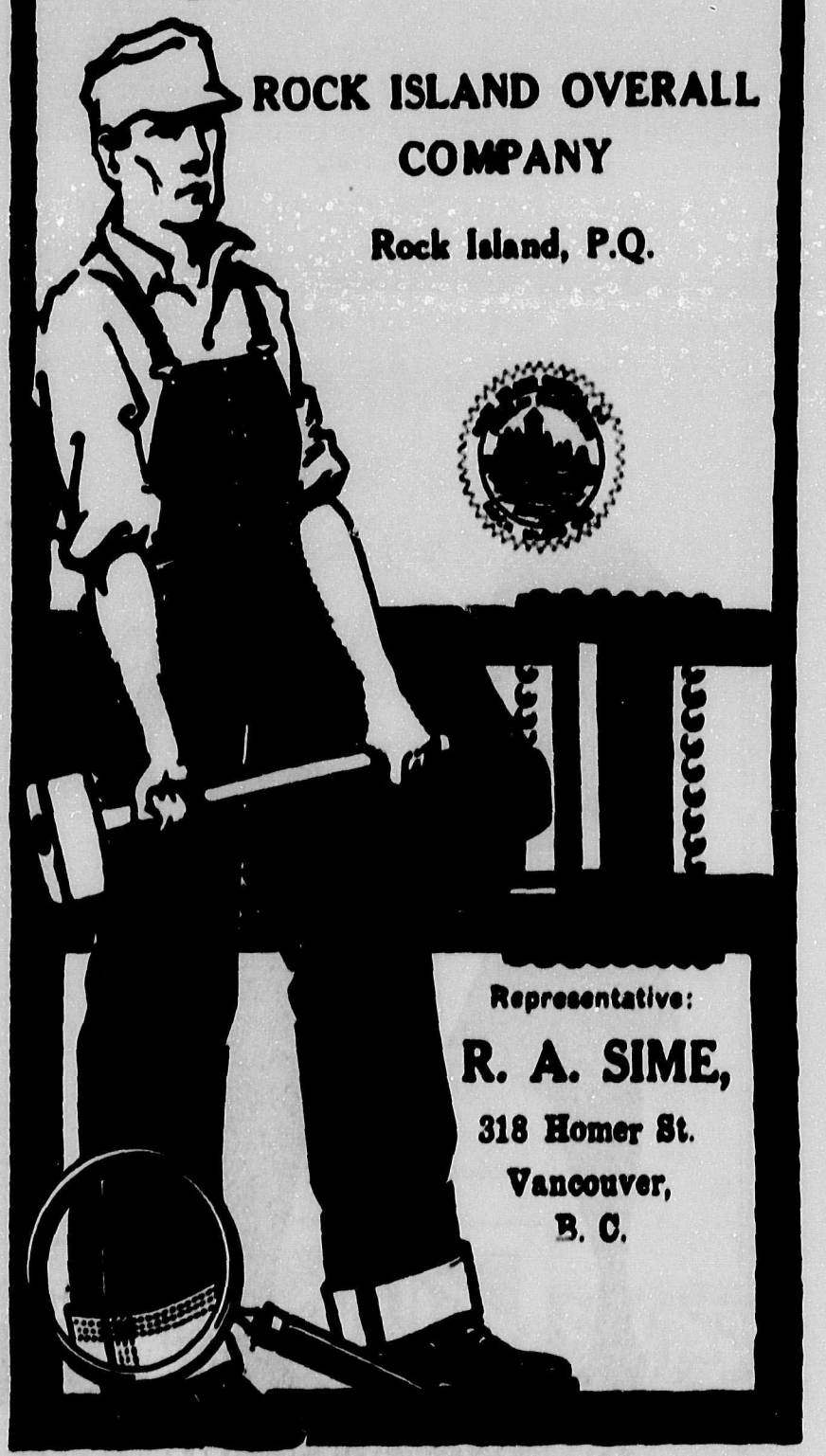
FALL STLYES IN SILHOUETTE
The short peplum gives a boufant hip line. The bloused back and uneven hem line.

LIGHTHOUSE
BRAND
OVERALLS

"Always on the job."

Huskiest fabrics; roomy cut; triple stitched, rip-proof, pucker-proof seams; and ample reinforcement at points of greatest wear, — that's Lighthouse Brand,—the Overall that's as strong as the man who wears it.

No wonder men who have once worn Lighthouse Brand come back for the second pair.



found there it was found that exports plus spinners takings during August, 1926, were about 46 per cent. above the last four year average and 41 per cent. above August of 1925. This fact should have stimulated the price instead of depressing it.

MEN'S WEAR.

Hats.

The big feature of the 1927 summer season is expected to be the popularity of body hats. Increased popularity was predicted for these hats during the past season ,and this prediction proved true. For 1927 hat men are quite confident that the popularity of these hats will be greatly increased, and this is borne out by early orders that have been received for summer headwear. All over America big preparations are being made to supply increased quantities of body hats for 1927. Toyos, Panamas and Leghorns are being provided for on a scale hitherto unheard of.

• • •

Gloves.

At the present time there is a decided shortage of first quality pig skin, and this has led to an effort to popularize other leathers, and it is believed that chamois gloves may again become popular as they were some few years ago. They are, of course, a light colored glove and they can be sold at a substantially lower figure than the pig skins. The reindeer glove is also an excellent glove; the price is very close to that of the pig skin, but it is a more dressy glove. It is produced in natural colors, and with the exception of the distinctive markings on the pig skin it very closely approximates the latter in color; it also is a splendid wearing glove.

• • •

Neckwear.

Gold, silver and bronze green are very much in evidence, and it has been observed that quite a lot of red is also used in the fall lines.

Silk and wool is represented by a fine range of new patterns and these are just about the only printed goods being shown. Neckwear men report, however, that silk and wools continue to sell just about as well as ever and that while new and attractive patterns continue to be produced, they expect that it will hold its own.

In addition to the silk and wool, new patterns are shown in the silk and tweed fabric—one very fine line having what might be termed large over-checks in attractive colors. Quite a number of printed warps are also seen.

• • •

Underwear.

Wool underwear has not the style attraction of neckwear, shirts, hats, etc., but it nevertheless responds to the stimulus of good window display. It is not as easy to trim an interesting underwear window as it is of some other merchandise, but it is quite possible to put in displays that will attract a lot of attention. Underwear lends itself to "topical' displays; trims wherein some story is told or some idea in connection with the underwear is told. Displays that emphasize the fact that the underwear is pure wool, that it is unshrinkable, the warmth it gives, that it is of some well

known brand, always attract attention, and the best feature in connection with such displays is that they are practically always given full window space.

Too frequently fall underwear displays are confined to a small section of a window or to a few garments placed among a display of shirts. This makes very little impression. They do not register with those who see them and it is not to be wondered at that such displays do not pull worth-while results. But merchants who have been displaying underwear in this manner make a mistake in assuming that this merchandise is not worth while giving full space display. It does sell when so displayed and underwear customers are particularly valuable to have.

Fall Styles and Fabrics Seen in Vancouver Windows

Vancouver merchants have commenced to dress their windows in the newst materials for autumn wear, and while it is to be a season of color the impression one gets from initial color influences is that somewhere in Paris, or wherever they originate color schemes that are always "the latest," there are artists who go out into the fields and gardens and get their inspiration from nature's paint brush.

Wallflower Shades.

There are the walflower colors, in softest thick piled fabrics, with warm glowing depths and the rich tones of darkest mahogany with a glint of gold in it; dull reds that glow to umber. The wallflower colors that spill like wine beside the paths in April, shade to richest orange, and here is where the nasturtium shades begin.

From these rich, satisfying colorings, so warm and comfortable looking against gray autumn skies, fashion turns to the raisin shades, rich colorings that glean their names from the raisin after it is red within the cup. All the wineberry shades are shown in these raisin tints, sherry, Bordeaux, burgundy, port and channel red, which hints at the bruised purplish tint of crushed berry pulp.

New Blue Tints.

Blue shades are shown in new tints, departures from the powder blue of yesterday being the pompadour blue, French blue, Cleopatra and Aster, the latter a leading seller.

Nymphia is a semi-orchid color.

There are no harsh, irritating colors, and materials are thick-piled and rich looking, designed to set off their beautiful colorings.

Black is a favorite, as always, and velvet will be worn this winter in combination with flat crepes and georgettes that yesterday one wore alone.

Metallic Embroidery.

Metallic embroidery, bright dashes of color and unexpected achievements with tiny buttons are used in sleeves that are long and slashed with color.

Bouffant frocks of tafetta for evening wear, with quaint ruchings, rufflings, ribbon bows and slight hoop effects at the hip line are shown for slender women, while sophisticated frocks of diaphonous materials, caught at hem or shoulder with a half concealed flower are intriguing for older women. One gown of layers of black chiffon edged with brilliants, a pink gardenia at the waist line being its only trimming.

Irregular Hem Line.

Irregular hem lines on sleeves and moderate decolletage are features of the formal evening gown.

Spanish shawls, brilliant as to color and embroidery will be worn as theatre wraps this winter, under heavy coats. When the coat is removed the shawl will be retained, worn loosely around the shoulders.

Coats are shown in rich dark colorings of the flower shades shown in hats and frocks.

The wrappy coats for afternoon wear, deeply collared in fur, show deep armholes and a tendency to blouse at the back.

Top Coat Passes.

Supplanting the top coat of a year ago, are the new campus or travelling coats, chiefly of heavy tweeds and worsteds, in handsome plaid effects, with collars and cuffs of fur which make them snug and warm looking.

As for hats, the newer the hat the higher the crown. The tam effect, so becoming because of its irregular draping, shows its influence in the models fash-

IT PAYS—

To Light Your Store!

People turn from the gloom of the Wintry street to the cheery lighted interior of a store just as moths turn to a flame. People like to shop in a well lighted store—it looks prosperous and up-to-date and inviting.

STORE LIGHTING FIXTURES

We shall be glad to advise you on the purchase of new lighting fixtures and to assist in re-arranging your wiring. Cash in on the profit that results from better lighting, just as soon as you have the lights installed.

Call Seymour 5000 and we will be glad to give you full details for larger profits through better lighting. No obligation, whatever.

BRITISH COLUMBIA ELECTRIC RAILWAY CO.

ioned after the head dresses of African women in jungle villages. These sensational hats are close fitting, very high, and singularly becoming to those who can wear them.

JEANETTE In PARIS

Paris, October 3, 1926.

"Are the French women so beautifully dressed as we have always heard?" So am I asked in no less than three letters in my morning mail.

This public answer is respectfully submitted.

It all depends. Depends on where you sit and where you look.

On the downtown streets, along the lovely Champs Elysees, at the races, strolling down the Rue de la Paix, one sees the most gorgeous feminine things the world can hold—slim, vivacious things in gracefully short skirts, high heels on shoes of reptile, brocade, or metal cloth, and earrings and necklets and anklets of jade and gold tinkling in the breeze.

Never is one of these fashion plates without her boutonniere of a fresh flower upon her left shoulder. The flower is wound in gold or silver foil. It is generally a fragile petalled orchid; sometimes a cluster of nasturtiums, gay poppies, or a yellow or pink rose.

In the brilliant boxes of the opera or the Folies Bergere one again sees gleaming jewels and white shoulders wrapped in ermine-trimmed brocaded mantles, worth a fortune.

But the French woman, as one sees her in the masses, cannot hold a candle to the other girl and woman in general.

The proverbial thrift of France garbs her womanhood in cotton hose while their bank books grow fat and juicy.

Cotton hose are much more commonly seen than silk on trains and on those streets which are not the recognized fashionable.

But low heels never. No matter how cheap the hose, high-heeled shoes are with them—generally. But one sees, too, any number of women slouching about in plain bedroom slippers of blue and red felt, alternating with the high heels which torture them.

In the cathedrals a modish frock or coat or a gay hat is a rarity. Clothes of black in the form of old, shabby, shiny, out-of-date suits blacken the cloisters.

Black is the French woman's color—that of the woman of fashion and of the thrifty woman who puts her husband's money in the bank.

Mourning is worn at the slightest excuse—for husband's third cousin's niece, for dog or bird, for stepniece and grandfather's sister-in-law thrice removed.

The thrifty French woman goes to market. One day we rose with the sun to visit a sunrise market. Here came hundreds of women to get the largest freshest berries, the plumpest peas.

You housewives might be interested in the prices. Strawberries as big as plums or small peaches, sold for about 5 cents a quart, gorgeous black and red cherries, about 3 cents a quart; good roasts of beef, a dime; lettuce, 2 cents a head; butter, 10 cents a pound.

Jeanette

STYLE KNOWLEDGE SPELLS SUCCESS FOR THE SHOE MERCHANT.

The style trend of women's footwear compels the merchant to stock a wider selection than ever before, and it is hard to pick any one thing that is outstanding. There seems to be a demand for a little of everything, and so many things are good that it is unsafe to drop any of them.

Among the various materials that are good are seen brown, fawn and black galushat; brown and black alligator; four shades of lizard, two shades of snake, golden brown, coco, ivory and black kid; black satin; velvet, patent and gold and silver brocades; gold and silver kid; gold and silver embossed kid.

With regard to patterns, there are seen the pump, plain opera, and small tongue, frequently with the d'Orsay cut; high heeled Oxfords, and one straps.

The Oxfords, which show every evidence of being a feature of Fall selling, carry spike heels. The pumps carry spike heels and junior Spanish, while the one straps are shown with heels of several varieties, Cuban being a strong feature.

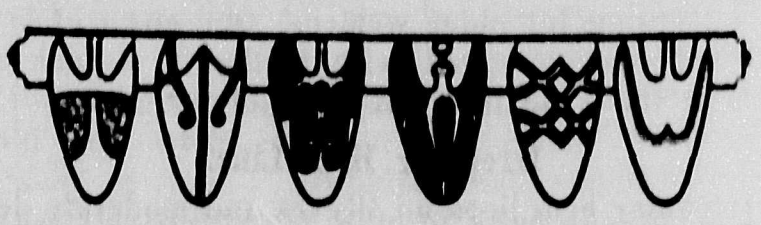
Eastern houses report a sudden demand for sandals, which sold so freely some years ago without shanks and inset strap.

It is every day more evident that shoes are chosen that will harmonize with wearing apparel, and most patterns will sell if the shoes fit and are suitable for use with the prevailing mode in gowns.

Such conditions make it difficult for the retail shoe man to pick a leader, and since he cannot get along without variety, a great number of patterns must be given a trial before it becomes apparent what volume will consist in.

It has never been so important that the shoe man give particular attention to wearing apparel, and no high style shoe business can be successfuly run without him being something of an all-round stylist. It is almost impossible to sell the well dressed woman without a knewledge of the costume she is going to wear.

The shoe merchant must be on his toes and keep his business in mind all the time. Whether at the club or golf course, theatre or social event, he must keep his eyes and ears open, even more particularly so than when he is in his store, if he is to successfuly play the style game today.



Decorated foreparts are the newest fashion notes in fine feminine footwear.

Guest Sale, a New Stunt for the Shoe Merchant

HERE is something new in a sale idea. At least we have never heard of it being used by any merchant. It is called a "Guest Sale" and means that the shoe man who uses it becomes for one day the host of certain customers at luncheon and afternoon matinee.

This is the working plan: Supposing that Tuesday is a dull day and that Tuesday morning is especially poor. You want to increase sales on that day and to induce more buying in the forenoon. Suppose, again, you have certain shoes that need a good, hard shove. You do not want to carry them over for the clearance sale.

If you offered them at a reduced price you would no doubt take off about one dollar, perhaps more. Or if you put P.M. on them you would make it about fifty cents ,or a dollar. This new plan will mean that you take a loss of a dollar on your profit, or, invest a dollar in selling the stickers, or, you buy a dollar's worth of friendship and good will.

Offer the people in an advertisement, or in a special letter or circular, an invitation to come down town early Tuesday morning, buy a pair of shoes, have luncheon with your compliments and after that go to the matinee at a popular picture show or vaudeville theatre.

It sounds radical at first, does it not? But, think it over a moment and it begins to grow on you. You begin to see how it will attract the people's attention because of its unusual character. It will offer food, free, and a good movie, free. You will have sold a lot of shoes that might stick on your shelves and lost many times the cost of your investment in hospitality. In the end you will have made a lot of new friends for the store as well as cementing the friendships of old customers. It is a fact that breaking bread with people is a fine way of getting real close to their hearts.

Here is a suggestion for the advertisement, circular, or letter, whichever you decide to use:

"GUEST SALE!"

Will you have lunch with us and go to the movie in the afternoon? Be our guest for Tuesday at noon and at the matinee.

Tuesday is a dull day. There is not much doing at home or in the stores. We want to liven things up a lot. To do this we are going to put on a very unusual sale from nine o'clock Tuesday morning to twelve o'clock noon.

Every person who buys a pair of shoes in this sale will receive a ticket for a fifty cent luncheon at the So-and-Co Cafe, and a 50 cent ticket to the So-and-So Theatre! Absolutely free of cost and no strings to the invitation! You will be our guest!

The shoes we offer are as follows: Description and price).

(Signature.)

Be sure to make it plain that these are good shoes, new and desirable. Detail the sizes and widths, the colors, leathers, lasts, heels, and all the other things that make it plain and understandable. You must not let the people come in to be disappointed. They should know beforehand whether or not they may find shoes to fit, or to suit them.

By purchasing a block of tickets at the theatre you may get a good, liberal reduction. Also the Cafe man may appreciate the ad. enough to give you a nice cut in the price of the meal tickets.

Is it worth trial? Do not condemn the idea without thinking it over.

You ned not cut thep rice on the shoes—decidedly. If you have, say, certain lines that have not cleaned up, or that seem to be moving slowly, and which you have been selling at $10 or $12 mark them at $9.85 or $11.90. It may be that you will want to include several numbers at various prices. Equalize the sales prices so that you will not be actually cutting deeply. It should not appear to the public that you are actually cutting prices, but simply making a special offer just to boost the "Guest Idea."

Would it not be a good plan to clean up some of those slow moving shoes at once rather than to carry them on and on hoping to sell them later? Is it not better to take a small loss quickly rather than a big one later? Why not get out of the habit of annual or simi-annual clearance sales?

The public is "Saled to Death." It is fed up on special sales and annual events. It has very little faith in sales any more. Do something out of the ordinary. Stir things up! Get out and be noticed!

The "Guest" sale idea may prove to be the biggest event you have ever pulled off. Think it over and try it.

1927 SHOE COLORS SELECTED

Seven shoe colors have been selected by the joint styles committee for the spring season of 1927. They will be known by the following names:

Pastel Parchment (pale parchment of a decided rosy tint).
Stone (a shade of the "Sand" group).
Rose Blush (a biege with decided rose tone).
Shell Grey (a light, clear pearl grey, warm in tone)
Stroller Tan (retained from Fall, 1926, card).
Hampstead Brown (retained from Fall, 1926, card)
Spanish Raisin (a dark wine shade, with a mauve base).

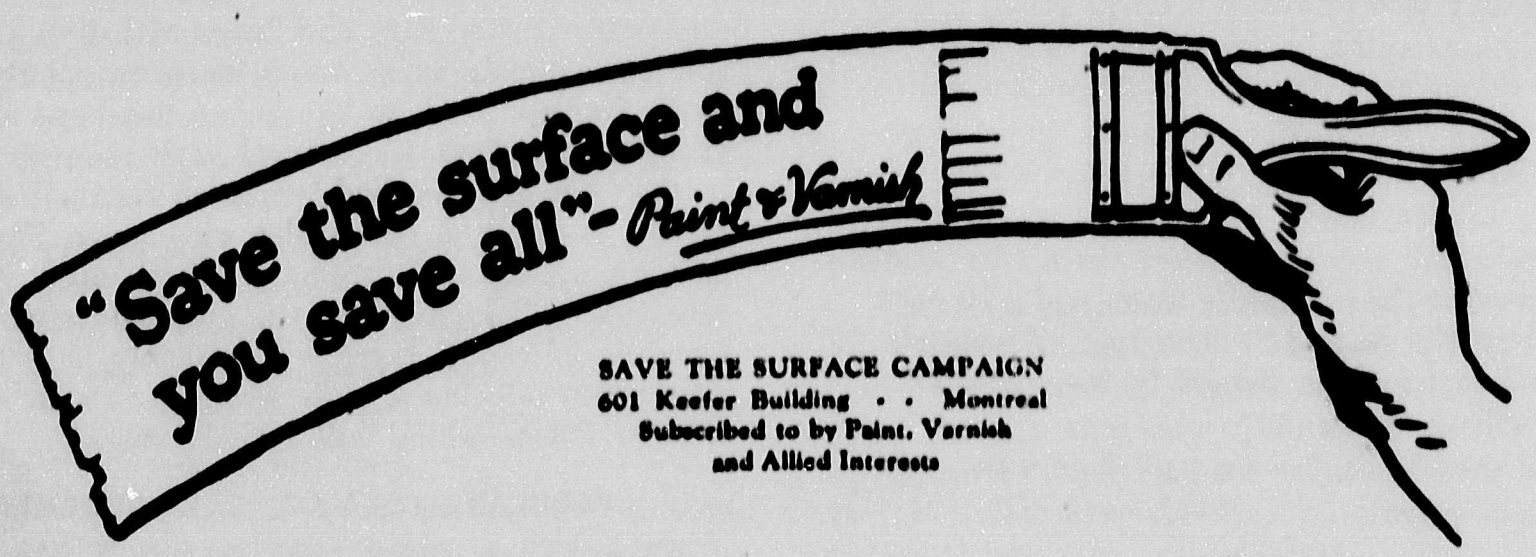
It is predicted that rosy tones of beiges and greys will predominate, beige being the more popular of the two. Neither of these two colors has been used long enough to outrun its natural style course. A new tendency is the so-called "Spanish Raisin" shades of orchid, mauve and dull violet wine tones. For brighter tone, orange and turquoise will be used. Although attention will be paid to the ensemble style idea of blending of colors ,there will probably be a tendency toward introducing a more striking note in small details of dress—which will include shoes.

POPULAR WITH VANCOUVER SHOEMEN.

"Zippers" the popular cloth footwear of the Canadian Gooderich Company, is being favorably commented upon by Vancouver's leading footwear dealers and the local branch of the company, 349 Homer Street, reports a very satisfactory sales volume for this well-known member of the "Hi-Press' family. This firm recently placed their 1927 canvas footwear for tennis on the market under the family name of "Zipps," which is also being well received by the trade.

Rural Reasoning

WHEN the farmer drives into town to-day it's usually behind horse power and not horses. You know by the purr of his six cylinder sedan that here comes a business man with his eyes open to opportunity. To sell him paint and varnish is to give him the advantage in a mutually profitable deal. ¶ His farm implements are ready for winter storage when painted; his barns are burdened with a valuable harvest that must be safeguarded from wind and storm; his home must be kept snug and warm. Paint saves even the wood he burns—because a well painted house best holds the heat. He will listen to you when you back your products with sound reasons to "paint this fall."



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

HARDWARE, OIL *and* PAINTS

While the cool, wet, spell has interfered somewhat with retail business in general lines, there has been good demand for house-warming equipment, and short stocks of such lines are now replenished.

The growing popularity of the electric range has occasioned a demand for kitchen warming apparatus, and sizeable sales are reported in garbage burners, and drum heaters.

Radio business is particularly brisk, and this journal predicts a record volume of sales for the season.

There have been very few price changes locally, with most lines selling evenly, at steady prices. All Fall lines, such as paints and varnishes, ammunition, and hunters' equipment, and sporting goods are enjoying brisk retail sales, and early enquiries are reported for winter sports equipment, such as skates, hockey sticks and pucks. Despite the withdrawal of professional hockey, business from amateur circles will keep sales to the average.

The situation in the iron and steel industry is very satisfactory, and production continues to show a gradual improvement month by month. The entire Dominion is now in line with the new sheet base and differentials schedule adopted by the United States September 1, and the trade as a whole are showing no hostility to the measure.

Wholesale houses are generally pleased with collections and are forecasting busy months ahead for the retail trade.

Electrical and Radio Merchandise.—No price changes. Demand increasing as dealers begin to stock for fall trade.

Copper Rivets and Burrs.—The demand is much better than during the summer months. Prices are unchanged.

Files.—Reports show a satisfactory volume of business and prices are firm.

Ice Skates.—Sales are good and on about same basis as at this time last year.

Sandpaper.—Call for sandpaper is fairly good. Inside finishing is being followed up by decorators while weather conditions prevent outside work. Stocks are well filled withp rices steady.

Rope.—Sales fair. Stocks are ample for the demand with prices unchanged.

Steel Game Traps.—Call at retail is still light with dealers ready for the demand. Prices show no change.

Pyrex Ovenware.—Sales are showing some increase as coolor weather approaches. Stocks are well filled.

Milk Cans.—Call is steady with stocks well filled. Prices show no change.

Field Fence.—Sales are steady with stocks well filled, and prices unchanged.

Batteries.—Radio batteries are in heavy demand at the moment. Jobbers report that the call has been so insistent that they have been forced to ask for rush shipments from factories.

Screws.—The screw market is firm with good demand. Stocks are generally adequate.

Automobile Accessories.—Orders for fall are coming in at a fair rate. Prices have been well sustained in all lines.

Bale Ties.— Demand is steady. Stocks are ample for the present call, with no change in price.

Carpet Sweepers.—Demand is even with stocks well assorted for the trade. Prices all steady and unaltered.

Coal Hods.—Retail call is still light. Dealers have their stocks at hand ready to supply the demand. Prices show no change.

Sash and Cord Market Active.—Sash cord continues in demand in the wholesale market. Prices are reported as firm.

Lanterns.—Shortening days and longer nights are finding reflection in a stronger demand for lanterns.

Galvanized Ware.— Condition in this commodity are considered satisfactory.

Lamps.—Calls for this item are coming in to local jobbers. Prices are steady.

Garage Sets.—Garage sets and door holders are continuing to move well according to local wholesalers. Prices are firm and stocks generally sufficient.

Snow Shovels.—Advance orders on snow shovels are continuing to accumulate in satisfactory volume in the wholesale market. Stocks are sufficent and prices firm.

Weatherstrip.— Weatherstrip is among the active items in the Vancouver market at the present time. Stocks are sufficient.

Raw and Boiled Oil.—A decline of three cents is now recored on linseed oil.

Steel Sheets.—Call is steady with no particular demand in any branch of the business. Stocks are well filled and prices firm.

Nails.—Demand is steady and fairly good, although building operations have been delayed by the weather. Prices are unchanged.

Builders' Hardware. — While weather conditions have retarded building to some extent, there is a fair demand for finishing hardware.

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.

CHRISTMAS

WRAPPING PAPERS HELP YOUR SALES

For Samples and Prices Write or Phone

GEO. McRAE
Wax Paper Specialist
1059 HAMILTON STREET
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Agent for Consolidated Sales Book and Wax Paper Co., Ltd.

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BRITISH COLUMBIA TELEPHONE COMPANY

J. A. TEPOORTEN
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WHOLESALE DRUGS

PATENT MEDICINES DRUGISTS' SUNDRIES
PHARMACEUTICAL PREPARATIONS

308 Water St. Vancouver, B. C.

YOU should be as careful in buying your bags, as in the selection of the products you sell. Unless the goods sold over your counter reach the home in perfect condition, there is not complete satisfaction to your customer.

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ATLAS & STAG Kraft Bags

are made of good quality Kraft, tough as leather, full size, full count, and meet every need as a safe container.

A TRIAL WILL CONVINCE YOU!

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THE CONTINENTAL PAPER PRODUCTS LIMITED

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Paper Specialties of every description; Fancy Embossed, Lined Tea and Coffee Bags (7 colors); Ice Cream Pails and Oyster Pails.

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VANCOUVER, VICTORIA, EDMONTON, CALGARY,

"Using a 'Continental Bag' is Bag Insurance"

RADIO SETS SHOW GREAT IMPROVEMENT

By ISRAEL KLEIN.

Radio has changed in the last year as much as the automobile did in ten.

Building a receiver, like building your own car, is already almost passe. Only the amateur and real dyed-in-the-wool fans—those who like to tinker with wires and such—will build their own sets.

For it doesn't pay. Nowadays the radio fan can buy a receiver of any kind for much less than it would cost to buy just the parts. The time and trouble in building the set, and the question whether it will work when finished, are additional.

Yet set building isn't all that is relegated to the earlier days of radio — although we're still in the early stage.

The manufactured product itself is quite a revelation. Even the receiver of last Fall is ancient compared to that of to-day.

No Wiring Shown.

Wires are being covered up. Even the tubes, condensers and other apparatus in the receicer are being arranged and boxed in shields of copper almost as much for appearance as for greater efficiency. The receiver within is a clean, finished product, as opposed to the jumbles of wire still in use through the country.

Outside the set, leading to the batteries, the charger, the aerial and the ground wires made a mess of a pretty living room corner. They still do to-day in many homes. But that's passing also.

Instead we're coming to loop receivers, eliminating the unsightly outside aerial and ground connections. Many loop sets are coming out this Fall, sets ranging from six to eight and nine tubes, much more powerful and effective than ever.

One Line to Batteries.

The unsightly storage battery and dry batteries too, are either being boxed into compact and attractive form, or are being eliminated. Only one trunk line, now, is required to lead from the receiver to the box that holds charger. A battery and B battery all in one. And there's another line from this box to the electric light plug. That's all.

Even here, elimination of one of these two lines is being sought in the design of a receiver getting its A and B battery power direct from the electric light line. This immense improvement has not been perfected.

The set itself, when finished, is an attractive piece of furniture, far superior to the ugly-dialed apparatus that is now on the decline. Leading cabinet makers are making the boxes and consoles for the receivers, so that they may be kept on a par with other furniture in a room.

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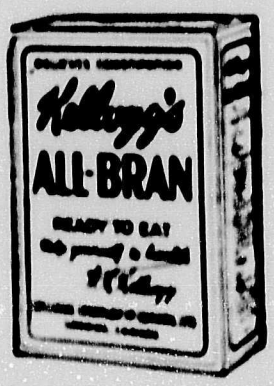

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