The AUGUST

RETAILER

BRITISH COLUMBIA, ALBERTA, YUKON

VOL. XVIII., No. 12 VANCOUVER, B.C. AUGUST, 1926

THE SEPTEMBER ISSUE

— OF —

THE RETAILER

is the

Annual Fall Number

NEW FEATURES, UP-TO-THE-MINUTE ARTICLES, AUTHENTIC INFORMATION OF VALUE TO THE RETAIL TRADE.

CONVENTION NUMBER

Owing to the important nature of matters discussed at the Dominion Convention R. M. A. held at Fort William, July 12-16, we have devoted the majority of our space in this issue to reports of this Convention for the benefit of the retail trade in British Columbia and Alberta.

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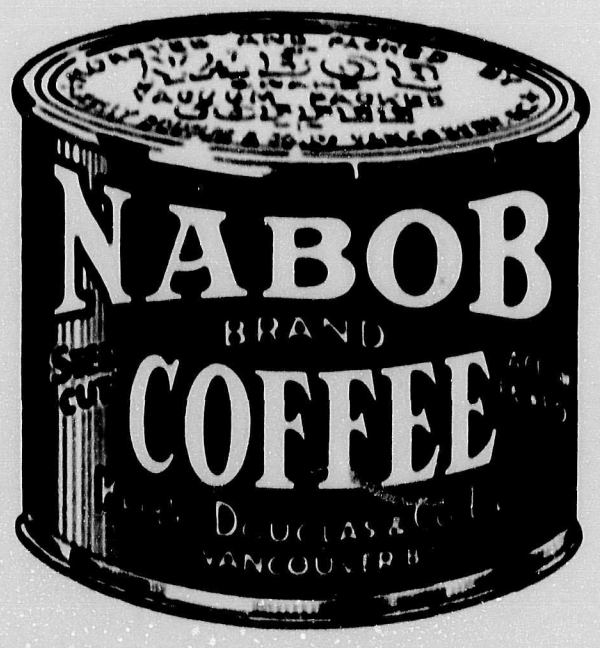

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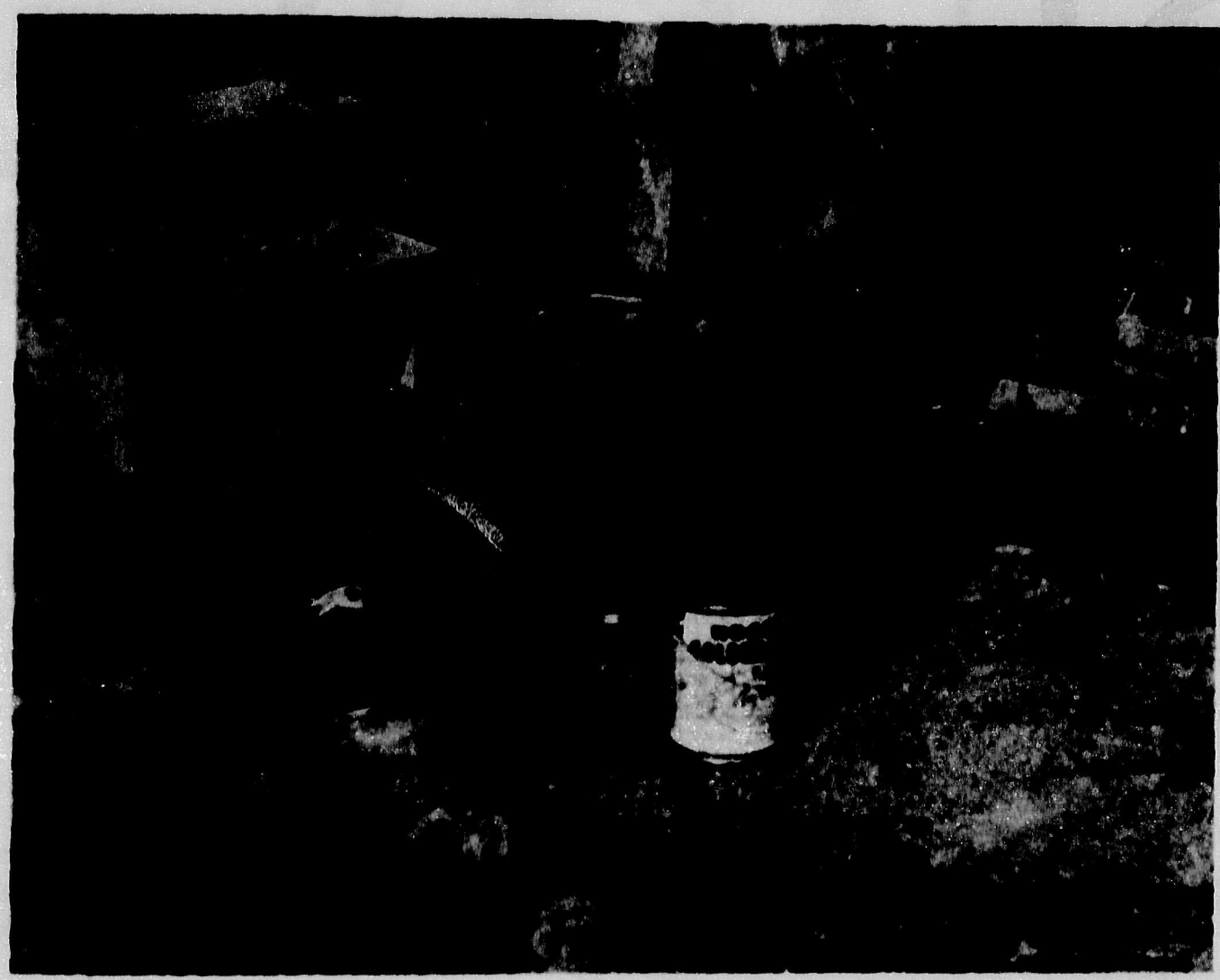

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¶Put up in all sizes of packages to suit your customers' requirements.

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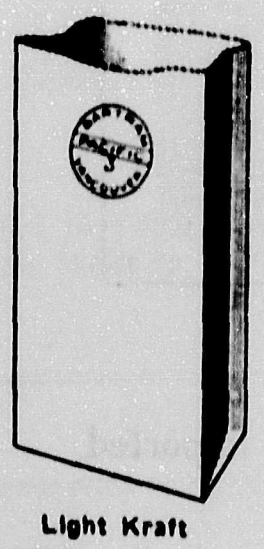
Light Kraft

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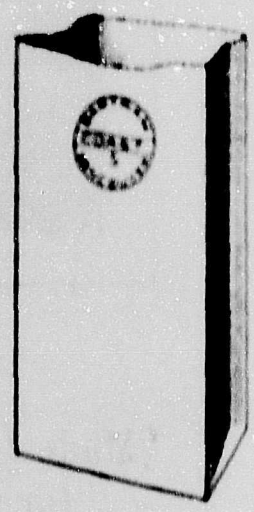
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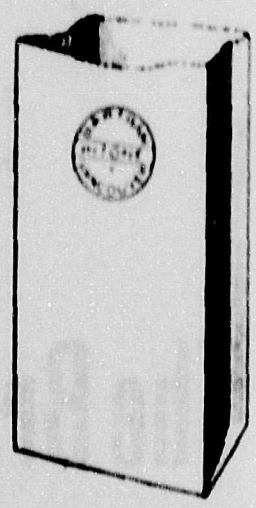
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The following represent R. M. A. Branches in the Province of British Columbia:—

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Cranbrook..... C. J. Lewis, Sec.
Fernie ..... Norman Suddaby, Pres.
Kamloops..... A. C. Taylor, Pres.
Kelowna ..... Andrew Fraser, Sec.
Lytton..... B. Rebagliati, Sec.
Nanaimo..... N. Wright, Sec.
Nelson..... E. F. Gigot ,Sec.
New Westminster..... and Fraser Valley...D. Stuart, Sec.
Revelstoke..... W. A. Sturdy, Sec.
Vancouver..... W. F. Ing, Sec.

VOL. XVIII., No. 12 VANCOUVER, B.C. AUGUST, 1926

Proceedings at Annual Convention Retail Merchants' Association of Canada Inc., Fort William, July 12-13-14-15.

Twenty-first Annual Convention Attended by Delegates from All Provinces—Matters of Vital Import to the Retail Trade Freely Discussed—Important Resolutions Passed in Endeavour to Improve General Trading Conditions—J. A. Banfield Elected President for 1926-7

It was fully evident at this, the twenty-first annual convention of the Retail Merchants' Association of Canada, that after a year of determined effort on the part of all executive officers, the working organism of the Association has assumed a more stable condition. The policies and resolutions outlined last year at Vancouver have been acted upon by Dominion executive officers in a degree reflected in the closer co-operation between the head office and the various branches.

What has practically amounted to a complete reorganization has taken place, and it is evident from the treasurer's report, that financial circumstances are in a much improved condition.

With the resumption of better business conditions among some sections of the retail trade, a more optimistic outlook is evidenced, but there are nevertheless problems continually arising which call for the immediate attention of the Retail Merchants' Association.

Among many of these which were discussed, importance was perhaps more strongly attached to Mail Order House competition, the need of a Dominion-wide Credit-Reporting System, abolition of the income tax, the Canadian Fair Trade League, and the suggestion that territory covered by the Association be so divided that the overhead expense for organization and administration is reduced. In this latter connection it was suggested that the Maritime Provinces form one division and that the Ottawa region be administered and organized from Dominion headquarters. The advisability of the prairie provinces forming one division instead of three as at present was also discussed. A determined stand was taken to ensure the continuance of the Commission appointed by the late government to fully enquire into the smuggling evil, in order that the enormous losses suffered by the retail trade may be checked.

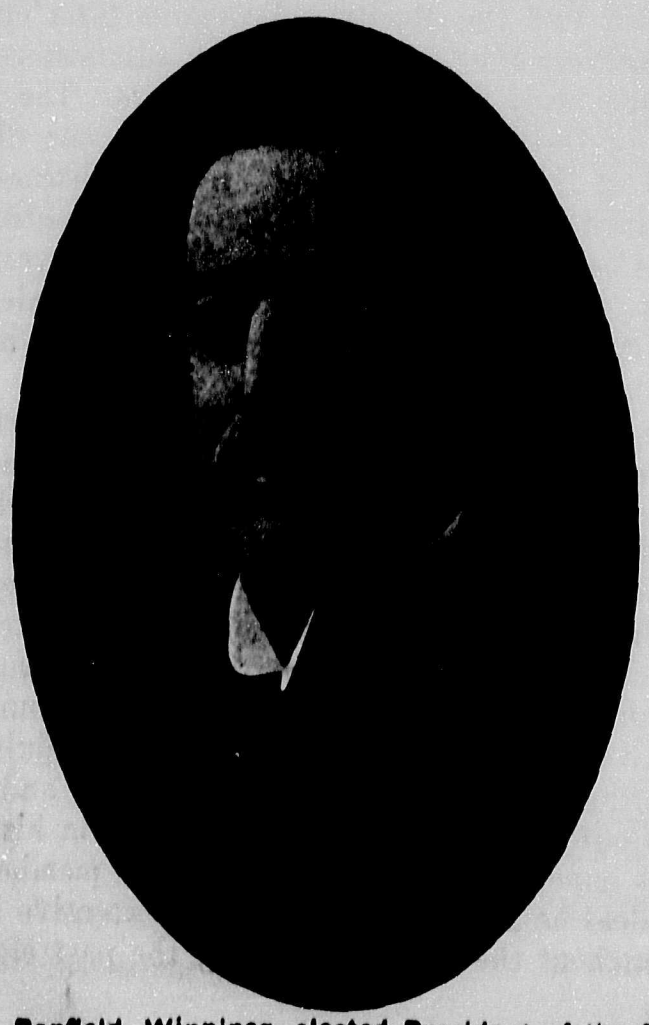
After being welcomed by the Mayor of Fort William, the delegates assembled in the City Hall, and perhaps at no previous meeting has there been such concentration upon business in hand, sessions in many instances reaching into the small hours of the morning. Such strenuous labor was not resultant upon excessive time devoted to entertainment and sightseeing, the programme outlined proving altogether too voluminous to permit of much in the way of pleasurable indulgence.

Retiring President Crowder in a snappy and brief address outlined a skeleton plan of what, in his opinion, was imperative for the benefit of the membership. These ideas he had gained during his extensive itineries throughout the Dominion during the past eighteen months.

It will be seen from the programme outlined at this Convention, what a vast amount of work is entailed for the incoming president, and his initiative and executive ability will be strained to the utmost if the resolutions resulting from the labors of his worthy predecessor are to be carried through to a successful conclusion.

It was only after a very strenuous and heated contest that the vote for president was determined. By one vote, Mr. J. A. Banfield, a former president of the Association, received the nomination, and upon him falls the by no means easy task of seeing that the numerous important measures adopted at this Convention for improving conditions for the retail trade of Canada are satisfactorily dealt with.

J. T. Crowder ,president of the Canadian Fair Trade League, who retires from the presidency of the Retail Merchants' Association of Canada.



J. A. Banfield, Winnipeg, elected President of the R.M.A.

Provincial Secretaries Present.

The following provincial secretaries were present at the convention:—B. R. Holman, Charlottetown, P. E. I.; George S. Hougham, Edmonton, Alta.; G. Cuthbertson Doyle, Halifax, N.S.; M. Lapointe, Montreal; W. C. Miller, Toronto; W. L. McQuarrie, Saskatoon, Sask.; W. F. Ling, Vancouver, B.C.; J. H. Curle, Winnipeg, Man.

The list of delegates registered is as follows.—J. T. Crowder, Vancouver, president; J. E. Sanregret, Montreal, first vice-president; W. T. McCully, Stratford, Ont.; D. W. Clark, Toronto; Will Tapp, Halifax; C. F. McArthur, Russell, Ont.; W. G. Grass, St. John, N.B.; A. J. Reid, Shubenacadie, N.S.; J. L. Rochester, Ottawa; George Matthews, Calgary; D. A. Thomson, Coronation, Alta.; W. T. Coote, Leduc, Alta.; Joseph Elie, Montreal; Edgar Roberts, Winnipeg; Dennis Mahoney, Saskatoon, Sask.; W. M. Atkin, Gull Lake, Sask.; Daryl H. Kent, Vancouver; James Harkness, Vancouver; C. C. Falconer, Winnipeg. The only woman delegate to the convention is Miss F. P. Aylward, of St. John, N.B.

Although Norman B. Douglas, secretary-manager of the Association has been a comparatively short time in office, his report covering the year's work deals with fifty-three separate items covered during that period.

The Secretary's report in part follows:

The Secretary's Report.

Gentlemen,—It is indeed a great pleasure for me at this the second meeting which I have attended, to have the privilege of bringing before you for your attention and consideration, the twenty-first annual report of the work and activities of the Dominion Executive Council, the Representative Committee, and the Dominion Board, which has been accomplished during the year 1925-6, and since the time of last annual meeting.

The work of administering the affairs of your Dominion office during the past year has been very interesting on account of the many accomplishments, which are further milestones in the successes of your Association, and are the direct result of co-operative and organized effort. The results obtained have been a compensation for the many difficulties which we have had to contend with, particularly providing revenue to take care of even the reduced operating costs, which were reported to you last year.

Mr. Douglas stated that since the beginning of May last conditions had been much better, and the general improvement was doubtless due to the more favorable trend of business creating a better feeling among the merchants, which had resulted in an increased membership, and better returns to the provincial boards. Dealing with the question of finances, the Dominion secretary was of the opinion that the coming year would see a vast improvement in the monetary affairs of the Association.

Mr. Douglas touched briefly upon the action taken in connection with resolutions passed at the last Dominion Convention, which took place in Vancouver last July. Commencing with amendments to the Constitution and By-laws, Mr. Douglas pointed out that the number of members of the Dominion Executive Council had been increased from nine to ten, and the election of the president by a majority vote of the Dominion Board were now embodied in the Constitution and By-laws.

Cartage Charges.—No action had been taken in this regard owing to the apparent lack of interest taken by the Provincial Boards, who were requested to get specific information as to the wholesalers and manufacturers who are making a charge either for boxes or for cartage from their

warehouse to the warehouse of the common carrier. A copy of resolution has ben forwarded to the Canadian Manufacturers' Association advising that in the opinion of the R. M. A. charges of this kind should be assumed by the wholesaler or manufacturer as part of their operating cost, and not charged directly to the retailer as a separate item from the value of merchandise.

Excise Taxes.—The Dominion secretary pointed out that as a direct result of the Association's representations, stamps have been removed from receipts, and the saving to the trade will approximate $750,000. The government could not consider the removal of excise taxes from cheques, notes and drafts at this time, as it would possibly open up another avenue for the evasion of the tax.

Income Tax.—In this connection representations were made to the givernment that the falling off in the income

Daryl H. Kent, Dominion Representative R. M. A., for the Province of British Columbia.

tax returns during a period of better business conditions was due to ways and means having been discovered to evade the tax. It was also pointed out that the tax was discriminatory and therefore unfair, by having a tendency to increase the cost of living, and thus creating a prejudice between buyer and seller. The secretary was pleased to report that this year's budget made provision for the increase in the exemptions of $500 for unmarried persons, and $1,000 for married persons, with a reduction of the tax from 4 per cent. to 2 per cent. on incomes up to $6,000, and with further reductions on incomes greater than this amount.

Stamp Tax on Receipts.—At last meeting it was reported that the Association had been successful in obtaining the removal of the Stamp Tax from statements showing a credit of $10 or over where a receipt had been issued for that amount. It was later discovered that no provision had been made for credits on statements for goods returned. This matter was taken up with the department, and a regulation was issued that where credits were given on statements representing the value of the goods returned, no stamps need be affixed.

Stamp Tax on Grain Tickets.—At the last session of parliament an Act was passed defining a grain ticket as a cheque. When the grain crop was being marketed last Fall it was discovered that the grain companies were issuing these grain tickets without placing stamps on them, with the result that as they were considered as cheques on presentation for payment, merchants were in a worse position than previously, when they were considered as receipts. This question was taken up with the Department and a regulation issued that if merchants would present the tickets to the bank for acceptance to have the stamps attached thereto, and then present them for payment, no prosecutions would result. This was of particular benefit to merchants of the prairie provinces.

Mail Order Houses.—Following out a resolution passed at the last annual meeting, a Bill providing for a tax on the business done by mail order houses was prepared and submitted to the Association solicitor, Mr. Beement, who considered it feasible that legislation could be introduced, and passed by the several provincial houses. A delegation waited upon the New Brunswick Legislature asking that same should become law. Although the Premier, Hon. Dr. Baxter, was sympathetic, the matter was referred to Mr. Nesbitt of Toronto, one of the best constitutional lawyers in the country, who gave it as his opinion that an Act of this kind would be ultra vires of the British North America Act. A suggestion was made to the premier and his cabinet, and subsequently to the leader of the Opposition and his associates, but it was too late in the session to take further action at this time. In his report, Mr. Douglas stated "If it is still your wish that an effort be made to obtain legislation of this kind, a great deal of educational work should be done throughout 1926-27 in order to show to the consuming public and to the legislators of our country the necessity of equal taxation for the privilege of doing business, if our rural communities, our villages, towns and cities are to be maintained."

Distribution of Catalogues by Mail Order Houses and Post Office Department.—This question had been referred to the Post Office Department, and representations made that Mail Order firms were using the parcel post system as a method by which their business was being conducted, and that it was unfair that special privileges and exceptionally low rates should be given by the Department to the advantage of the Mail Order Houses, which increased the facilities for these firms to do business in unfair competition with the local taxpaying merchant. After pointing out that parcel post rates were decreased during the year, and the confusion which resulted, Mr. Douglas stated that "it would seem that if the mail order houses are using this method of distribution to their advantage, and the disadvantage of the local retailer, that where two public utilities, such as the express companies and the Post Office Department, come into competition with one another, that their rates should be so standardized that unfair discrimination should not be given to any particular class of trade. If greater service is given by parcel post distribution than by express companies, then the Post Office Department should not distribute merchandise, except such as is considered mail matter, at less than express rates. If rates of this kind were introduced, at least one factor which is helping to contribute to the unfair competition of the Mail Order Houses, by reducing their operating costs, would be eliminated."

As a result of further representations letters addressed to householders are now being distributed at ½c rate in place of the former 1c rate.

The question of distribution of mail matter and advertising material by firms conducting the distribution of merchandise by the Customer Chain Sale process was also taken up with the Department, when it was pointed out that the public are the ultimate sufferers, and that these firms should be denied the use of the mails. This matter is being carefully considered by the Inspection Department.

Return of Penny Postage.—Mr. Douglas in commenting on the satisfaction generally expressed in the reduction in the postage rate, stated that this was the direct result of an address delivered by the treasurer of the Association, Mr. McClenagan, in the House of Commons, when he suggested that legislation to this effect should be introduced.

Preservatives in Meat.—The question of using preservatives in meat was taken up with the several provinces, but the results were so unsatisfactory that it was found impossible for the Dominion office to make any direct representation expressing the views of all the butchers in Canada. This question was, however, taken up with the Department, and a full report on all the preservatives which might be used was submitted to the Provincial Board of British Columbia, where particular interest was manifest in this connection.

Inspection of Weights and Measures.—This resolution dealing with the question as to whether the cost of government inspection of weights and measures be borne by the merchant or paid from the public revenue of the country was taken up with the Department, who pointed out that if the cost of inspecting these units amounting to some $300,000 were paid out of the public revenue, it would also entail the cost of inspecting meters, which amounted to practically

the same sum, and that at the present time on account of the need of revenue, the Department was not able to grant the request. The question was later taken up in the House of Commons by Mr. McClenagan, when the estimates for this Department were brought down, but the item was voted in spite of protests.

Amendments to Sections 236 and 335, Criminal Code.—Following last years Convention, a selling method known as the Customer Chain Sales was promoted in Canada. This question after being referred to the Association solicitor was taken to the Crown Attorney, but it was found that nothing could be done to prevent this method of sale. The resoluion passed at last year's convention was taken up with the Premier and his cabinet and the Minister of Justice, with a request that in view of the many schemes and plans which had been adopted for the sale and distribution of merchandise, that amendments should be made to those sections of the Criminal Code mentioned in the resolution. Amendments were prepared which would make it an offence to distribute merchandise by any game or mode of chance, or mixed chance and skill, or skill, by any person who is a retailer, and which would prevent the sale of merchandise by the Customer Chain of Sale. No amendments are being made by the government to the Criminal Code this year, but the recommendations of the Association will be reviewed between now and the next session, along with other proposals of a similar nature.

Smuggling.—During the last session of parliament a Committee of the House of Parliament was appointed to investigate the Customs' Department and the smuggling of goods into Canada, and no doubt you have all followed with a great deal of interest the result of that investigation and the report of the committee to parliament. A number of cases of smuggling were brought to our attention and were taken up directly with the Customs' Department, but were referred to the Committee of Enquiry, as it was considered that possibly by some means, particularly during the first part of the enquiry, the Association as a result of any representations which might be made might be drawn into politics, and this we wished to avaid. The resolution passed at your last meeting was presented to the Premier and his cabinet, and to the leader of the Opposition and his associates, and a copy was also presented to the Customs Enquiry Committee, and a letter from the Association to Mr. Sparks, of the Protective Association, who was to a considerable extent responsible for the enquiries which were made.

Reciprocal Transfer Judgments.—Legislation has been introduced making possible the transfer of judgments by reciprical agreement on an order from the Lieutenant-Governor in the Provinces of British Columbia, Alberta, Saskatchewan and New Brunswick. This arrangement has actually been put into practice between the three first mentioned provinces, and an effort is being made to extend the agreement to New Brunswick. It is hoped to extend this reciprocal agreement to all parts of the Domnion.

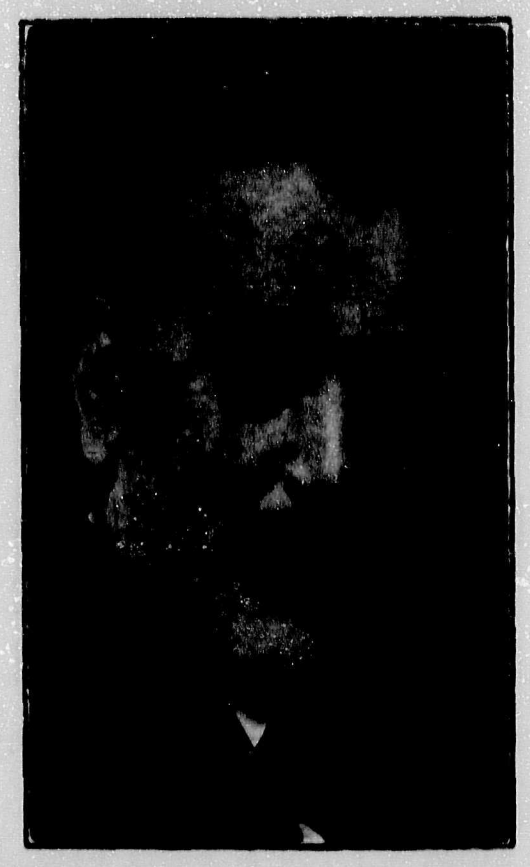
Sales Tax: Confectioners and Printers.—Representations have been made to the government and the Department of Customs and Excise that confectioners who are selling exclusively by retail should be exempt from the payment of the Sales Tax, but so far we have not been successful in this direction. Similar efforts have been made as regards printers, and we have ponted out that at the present time it is discriminatory that printers doing exclusive retail business amounting to over $10,000 per annum, should be requred to pay a tax, whereas a printer doing business under that amount is exempt.

Automotve Luxury Tax Refund.—The agreement between Mr. Dixon and the Advisory Section, R. M. A., had not produced the co-operation there should be from the point of view of a trade section working with or through the general Association, and information requested had not been forthcoming. The government at the last session voted automobile dealers $1,600,000, which includes interest to date. This is one more proof of co-operative effort on the part of the Association, showing the successful results of five and one-half years' work, emphasizing that what could not be accomplished by individual dealers who made claims shortly after the tax was repealed, was finally effected by the Association.

Pattern Contracts.—This question was taken up with several companies operating in Canada, but the replies, with the excepton of that from the Ideal Pattern Company, were very unsatisfactory. They not only show their unwillingness to accept the suggestion that these contracts be plased on an agency basis, but declared that action would be taken if their business was in any way injured as a result of our representations to the trade. At the present time the Ideal Pattern Company of Toronto, are selling pattern contracts on an agency basis, and after having made enquiries as to the status of this company, we are advised by our provincial office in Ontario that we might recommend this firm to any of our members desiring to make a change. A report has been requested from the Ideal Pattern Company as to whether representations made by the Association through the various bulletins published in the several provinces has been of any assistance in building up the pattern business in Canada.

Freight Classification Committee.—When Supplement No. 1 was proposed to Canadian Freight Classification No. 17, a brief was presented to the Railway Commission in reference to certain proposed changes, and the opportunity was taken to suggest to the Commission that in future all changes in tariff or in classification of merchandise should be considered, not only with the shipper and the transportation companies, but also with the representatives of retailers, as they were standing between the shipper and the consuming public.

The question of the railway tariffs is a big problem, and it is very difficult for any one to deal with these matters



James Harkness, President British Columbia Branch R.M.A.

intelligently before a Freight Classification Committee without making a complete study of the whole tariff. Under present conditions in the Dominion office this is practically impossible.

Publicity Department.—Finances do not at present allow for this department being set up in the office, but during the year a number of bulletns have been prepared and distributed to the Provincial Secretaries on Dominion Association work. An article was written pointing out the importance of retail distribution as compared with some other classes of trade in this country, and this was published in a number of trade magazines, and also referred to in a number of addresses which have been made, and recorded in "Hansard" in an address given by Mr. Clenagan. When we have been able to establish the importance of the internal distribution of the country, and have convinced the legislators and the public of its importance, greater consideration will be given to the representations which are made not only to improve conditions for the trade, but to remove some of the difficulties which the merchants have to contend with at the present time.

Egg Grading.—After holding a meeting at which a number of retailers were present from rural and country points, a brief was prepared and presented to representatives of the Poultry Division of the Department of Agriculture, who were attendng the meeting. A representative of the Produce Dealers was appointed to discuss the egg grading regulations with the Department at which your secretary was present. After considering the proposed additions and amendments to the regulatons, the Minister of Agriculture states that no changes would be made in the regulations this year. The question of egg grading came up in the House of Com-

mons and was referred to the Agricultural Committee, where a suggestion was made that farmers selling eggs on the open market should not be required to grade their eggs whereas merchants selling eggs would be requred to grade them. As a result of the representaton made this suggestion was not accepted by the Agricultural Commttee, and the egg regulations will remain for this year as they are at present.

N. S. F. Cheques.—This question was taken up with the Inspector of Banks and the Department of Justice, suggesting that owing to the prevalence of the issuing of these bills of exchange where funds are not provided, resulting in losses, not only to the merchants but to the public generally, something should be done to further restrict their issue, and a suggestion was made that in place of it being necessary for the party to whom the cheque is issued to prove that the party who issued the cheque had not sufficient funds, and did not intend to provide funds to take care of the cheque on its presentation, that the onus of proof, should be placed on the party who issued the cheque, in which case he would be guilty of an offence until such time as he should prove his innocence to the court. Ths matter is being referred to the Chairman of the Bankers' Association, and prior to preparing this report, the Inspector advised that as soon as the matter has been considered by the Bankers' Association, he would be glad to take up the matter along the lines suggested. A step has already been taken in this directon by the Clearing House in Toronto, where N. S. F. cheques which have been presented, are refused clearing on a second presentation, unless they have been accepted by the bank upon which they are drawn.

Emblem.—The question of adopting an emblem has been under consideration for some time. The fact that the present design might conflict with the emblem used by the Rotary Club, was taken up with the District Governor of the Rotary Club, and he has advised that in his opinion, the emblem as presented at your last meeting, would not in any way conflict with that of the Rotary Club, and it would seem that the question of using this emblem should be considered at this time.

Copyright Act.—This Bill was introduced at the last session of Parliment which if it had become law would have limited the use of music to those public performers who obtained a licence from the legal representative of an author or composer which was extended to include an authorized attorney. At the present time there is in Canada the Canadian Performing Rights Society, who are undertaking to get control of all copyright publications, which would mean that if these are to be used, a licence would have to be obtained from some such society. This directly would restrict the sale of music and musical records in Canada, and would mean a heavy tax on the motion picture houses of Canada, who while not distributing merchandise are included in the sections of retail distribution, as they are selling their films to the public from the screen. As a result of representations the objectionable features of this Bill have been withdrawn, at the same time preserving the rights of authors and producers.

Reduced Tariff on Automobiles.—Previous to the Budget it was suggested that the tariff on motor vehicles might be withdrawn, thereby benefitting the consuming public, and increase the cost of cars in Canada. In order to discover what effect this would have upon the dealers who had paid this tariff, the matter was taken up with the Finance Department. In order to help out Canadian dealers and decrease the cost of cars, the government removed the luxury tax of five per cent. on cars valued at under $1,200 when forty per cent. of the car imported from those countries enjoying the British Preferential Agreement is manufactured in Canada, or when the complete car is manufactured in this country, providing for a refund of the Sales tax paid on cars in the possession of dealers as on the 8th of June, 1926.

Hawkers and Peddlers.—The question of the legislation pertaining in each of the provinces in reference to hawkers and peddlers was taken up with the provincial boards, and as the Province of Ontario was drawing a new Bill to be presented to the provincial government there, the Acts in the various provinces were closely studied and a proposed Bill was prepared based on the best points which could be obtained from the various Acts.

Credit Reporting.—This question has not been extensively taken up this year except with the Lakehead branch, when the constitution and by-laws of the Credit Reporting Bureau from this district was submitted to the Associaion, which was in turn referred to our solicitor for advice as to whether or not the Association was in a position to extend to other than members, the rights granted under the charter to distribute credit reports. It would seem that here is here a splendid opporunity for the Association to increase its service to the membership in proportion to the revenue received.

Implement Section.—A questionnaire was forwarded to the provincial secretaries in order to get all information possible in reference to this particular line of retail sale. It would appear that the only provinces which are interested are the provincesof Manitoba, Saskatchewan and Alberta, and it is suggested that some arrangement may be made to have a committee if implement dealers from these provinces consider the problem pertaining to this particular line of trade.

Unsolicited Merchandise.—The question of distribution of unsolicited merchandise through the mails with request to forward amount stipulated as the value of merchandise, was taken up with the post office. The provincial secretaries were advised that any person receiving this merchandise unsolicited through the mails, and who did not use the merchandise, was not responsible for the amount claimed, nor was it necessary for the party to whom this merchandise was distributed to go to the trouble of returning it, but if they wished to get it back, must send a represenative to collect it. The Post Office state no assistance will be given from that quarter in proving the delivery of such merchandise The suggestion was made that a penalty should be placed upon the parties forwarding unsolicited merchandise where payment was requested, and that if a few of these parties or firms were prosecuted there was no doubt but that there would be a discontinuance of this method of distribution.

Succession Duties.—This question was carefully taken up by the solicitor for the Saskatchewan Board at their annual Convention, and owing to the fact that where the deceased had property in more than one province, a duplication of the tax takes place in many instances, and owing to the increased rates on the estate of the deceased according to the valuation and the variable method of collecting these succession duties in the different provinces, it has been suggested that this question should be taken up at this meeting. We have secured as much information as possible in reference to the differences which exist in a number of provinces at the present time.

Delegation of Retail Merchants.— That the resolutions passed at the last annual convention should be brought to the attention of the government and the members of the Opposition, a representative body of retail merchants presented a brief relating to the importance of retail trading conditions in Canada, and a resume made of the various resolutions passed at the last meeting, which were to be presented to the Dominion Parliament. The Prime Minister after greeting the delegates cordially stated that these various problems should be referred to the Ministers of the several departments and then considered in council. The Opposition promised that if suggestions presented were introduced into parliament, they would receive their most favorable consideration.

Member of Parliament.—At the last session of parliament there were twenty-eight merchant members to whom letters were written congratulating them upon their election to parliament, and suggesting that their careful consideration and attention should be given to all matters pertaining to the retail trade. An invitation was extended to these merchant members to attend the first meeting held by your President, Mr. Crowder, in Ottawa, to discuss Price Maintenance. A number of the members accepted the invitation.

A Bill Respecting the Sale and Possession of Weapons.—A Bill was introduced at the previous session of parliament making it necessary for every merchant in Canada to obtain a license from the Minister of Justice, or his authorized agent, to sell a rifle, shot gun or sheath knife, and would have made it necessary for him to make certain that the party to whom he sold any of these articles had a permit to purchase, in default of which, the party guilty of an offence under the Act would be subject to a fine of $1,000, or imprisonment for two years. This Bill was objected to by the Retail Merchants' Association before the Private Committee of the Senate, with the result that objectionable features were

(Continue don page 20.)

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.

Its Good Policy Selling

WILD ROSE PASTRY FLOUR

The satisfaction it gives builds steady business

Milled in Vancouver by

Vancouver Milling and Grain Co.

LIMITED

Head Office and Mills: VANCOUVER, B. C.

Say "LILY"

when ordering Paper Drinking Cups, and you will receive the best.

Made of strong white paper and having an exterior coating of 100% pure wax, they are the acme of purity and the standard of comparison.

Distributors:

Smith, Davidson & Wright, Ltd.

MANUFACTURERS AND WHOLESALE PAPER DEALERS

VANCOUVER VICTORIA

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.

GROCERIES & PROVISIONS

Grocery Market Report

Vancouver, August 13, 1926.

Notwithstanding the usual slackness in the retail grocery business during the summer months, sales during the past thirty days have held up exceedingly well. The next two weeks will see the return to the city of vacationists and those who have been sojourning with their families at the many popular summer resorts along the coast and on Vancouver Island. This will mean better business for the retail grocer in the cities, and conditions will get into their normal stride for Fall. Indications point to exceedingly good business during the Fall and Winter months. The population of the entire province has increased considerably this year, which fact in itself means more dollars to the grocer's till. General grocery commodities show little change in prices to those of a month ago, the majority of lines maintaining strong positions.

Sugar.—The market on this commodity remains steady with no price changes locally since our last issue. The present quotation on 100 bags of granulated remains at $6.30 per cwt. Large dealers of sugar in the Eastern States predict a steady price until October or November with a strong tendency to advance then. In view of the heavy demand at present for preserving needs retailers should keep sufficient stock on hand for about two or three weeks requirements. Cuban sugar continues to be a disturbing factor in the trade here, particularly for manufacturing purposes.

The outturn of the next Cuban crop is of the utmost importance to the world's sugar market. Present estimates indicate a carryover in Cuba on January 1, 1927, of about 200,000 tons. If the coming Cuba crop is going to be as large as that of 1926, there is absolutely no doubt that there will be at the end of next year another year of poor prices. Had there not been a curtailment of the Cuban crop authorized by the Cuban Congress last April, this crop would have exceeded that of 1924-25 and prices would have declined below the present level. Judging from the condition of cane fields in Cuba at this time and prevailing favorable weather for the growing crop, it seems more than likely that there will be enough cane to make a record crop next year. The question before President Machada is not whether a particulr colono or a particular planter is going to be a heavy loser, but whether Cuba as a whole is better off by producing 5,500,000 tons of sugar and selling it at a loss, or producing 4,500,000 tons at a profit with resulting benefit to the Island. An unbiased study by the individual planter or colono would conclusively prove that Cuba as a whole will be much better off in every way by realizing that a production of more than 4,500,000 tons means greater distress."

Shelled Walnuts.—Those in a position to know, predict 50 cent walnuts for the Xmas trade. The market on this commodity has become acute. Stocks in the Orient and in Canada are not nearly as large as anticipated. This combined with reports that the European crop will not be more than one third of normal has caused a flurry of buying everywhere. Local jobbers have already advanced their prices to 40 cents per lb for No. 1 quality halves.

Raisins. — The Sunmaid Association have named prices on 1926 pack raisins. These are slightly higher than the opening prices of last year, but not any higher than present figures. On last year's crop puffed seeded in packages which have been short for the past two months, will sell at 15¾c per package. Stock, however, will not be available until early October. Opening prices have also been named on new crop table raisins and are as follows: 3 crown clusters, 20/1 pkg., $5.50 case; 5 crown clusters 20/1 pkg., $7.25; 6 crown clusters, 20/1 $7.90; 7 crown clusters, 20/1, $8.25. Other lines of dried fruit remain steady, with but only a limited demand for apricots and peaches owing to the high prices on new crop goods.

Canned Goods.—The tomato pack in B.C. is showing good prospect. Tomatoes are ripening fast and the pack should be a big one, with reasonable prices, although the situation in the Eastern States and Canada, where the pack is indicated as being very short, may have some bearing on the opening pries for B.C. pack.

Corn.—On account of the cold spring and the extremely hot weather the pack in Eastern Canada will be short and of poor quality.

Peas.—The local pea pack is just about completed, the quality this year is exceedingly fine, although the number of cases packed will not be quite up to normal.

Canned Salmon.—Opening price on 1926 pack salmon have been named by the packers, and as predicted in a previous issue, are considerably higher than 1925 pack, except pink, which are 25 cents per case lower on talls and 75 cents per case lower on halves. Sockeye shows an advance of $1.00 per case on both sizes, while cohoes are up $2.75 per case on talls and $2.50 per case on halves.

Salt.—The Canadian Salt Co., manufacturers of the well-known Windsor and Royal brands, are introducing a new product which is a boon to the farmer and stockman. Homestead Fly Salt is packed in 100 lb. bags at $65 per ton. It is guaranteed to keep flies from horses and cattle through a process of secretion through the pores of the hide. The benefits are derived in increased milk production and more weight on more than 4,500,000 tons means greater distress.

Soup.—Jobbers are offering new pack Campbell's tomato soup for delivery on October 1st at the very attractive price of $1.25 dozen. No change in other varieties.

LOCAL PAPER COMPANY'S BUSINESS EXPANDS

Officials of Norfolk Paper Company, Ltd., Justified in Their Faith in British Columbia's Development

Commencing active operations in 1921, the Norfolk Paper Company's business has shown a steady growth, and plans for expansion to keep pace with the consistent demand for the products of the company are being considered.

W. E. Lambert

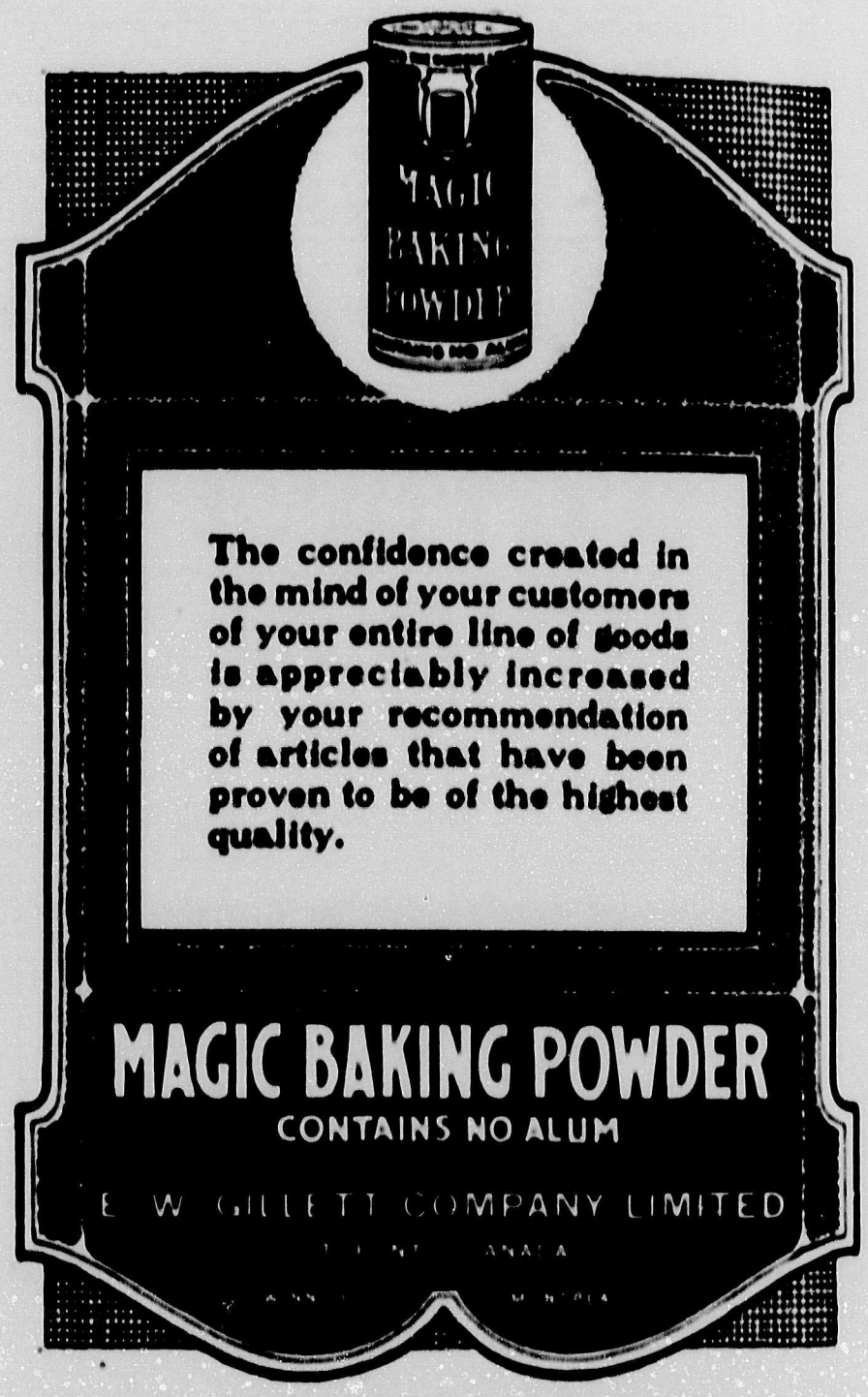
Mr. W. E. Lambert, managing director of the company since 1923, to which position he was appointed after being a salesman with the Norfolk Paper Company since its inception, is today proud of the fact that fully 80 per cent of the products sold by the company, consisting of paper bags, wrapping paper, toilet paper, and boxes, is 100 per cent. British Columbian, and merits the patronage of the trade as first quality merchandise. Upon his appointment to the position of managing director, Mr. Lambert states that he was determined B. C. products should be given preference to the fullest extent by his company, because his 18 years experience in this province has convinced him that B. C. material measures up to standard.

With all his enthusiasm for the paper business, Mr. Lambert is a keen golfer, and can be seen taking his recreation at week ends playing on the golf links located near the Fraser River.

DUTY VALUES ANNOUNCED ON FRUIT AND VEGETABLES ENTERING FROM THE UNITED STATES.

The Acting Minister of Customs and Excise has placed the following values for duty purposes on the undermentioned fruit and vegetable products per pound net when imported from the United States:—Tomatoes, 5c; cucumbers, 3c; cabbage, 1¼c; celery, 2c; onions, 1¾c; potatoes, 2c; asparagus, 10c; carrots, 1½c; beets, 2c; lettuce, 3c; spinach, 3c; cauliflower, 2½c; peaches, 4c; raspberries, 17c; plums and prunes, 3c; pears (fancy), 3¼c; pears (choice), 2¾; canteloupes, 5c.

These values shall be held to be the fair market value thereof for purposes of application of ad valorem rates of duty and special duty.



QUAKER
Puffed Rice
Puffed Wheat

Your customers will appreciate your suggesting these easily digested, nourishing cereals. Toasty grains that appeal to every member of the family. This is the time to display Puffed Rice and Puffed Wheat in your windows and counters.

The Quaker Oats Company
Saskatoon Peterborough

SUN-MAID NECTAR RAISINS A NEW PACK.

Superior Type of Seedless Now on the Market.

The announcement of raisin prices by the Sunland Sales Co-operative Association was overshadowed by the news that the Sun-Maid Raisin Growers' Association has available for prompt Coast shipment a new type of seedless raisin known as Sun-Maid Nectar seedless. The new pack is in 15-ounce cartons of 45 to the case and it is offered at 9½c. Coast.

The familiar red carton is used, but the minute a case is opened one realizes that a new product is on the market. The nectar raisin has a strong fresh grape juice aroma not to be found in other raisins. The pack is enticingly fragrant.

Other advantages claimed for nectar raisins are that the fruit keeps longer, looks different, has a stronger grape taste and nectars keep softer for a longer period than other packs. The berries are tender and plump and show a remarkable improvement in color. The danger of infection has been lessened in the new pack.

Sun-Maid has patented the process under which nectar raisins are made and the name has been registered for the protection of the organization and the distributing trade. Last year puffed seeded muscats were introduced and now a revolutionary innovation has been made in seedless raisins.

"I'm a little stiff from Tennis," explained the new employee in the shirt factory. "I don't care where you're from" growled Otto, "Get to work."

The real grape taste captured in Sun-Maid Nectars. Plumper and more tender, too!

ANNOUNCING—

Sun-Maid Nectars

Like no other raisins you've ever sold

What a hit they'll make with your customers—these new seedless raisins Sun-Maid has just perfected!

Sun-Maid Nectars look different. Not shrivelled or dry like ordinary seedless raisins; but plump and tender!

Smell them. The natural fragrance of the grape, unmistakable. Then taste them—the real grape flavor, too. Seedless raisins were never like these!

Customers will be asking for Sun-Maid Nectars

Advertising—a nation-wide campaign in magazines, in street cars, and on posters, reaching practically every customer of yours—assures a demand for Sun-Maid Nectars.

Once a woman tries them, no other kind of seedless raisins will satisfy her. Only one brand of seedless to stock!

You'll sell more carton seedless now

Women will use more Sun-Maid Nectars, just as they now use more Sun-Maid Puffed than they ever did the old, sticky seeded raisins.

Better order them right away. Don't let a neighboring grocer offer them first, and thus lure away some of your customers!

SUN-MAID *Products*

Distributed by
SUNLAND SALES COOPERATIVE ASSOCIATION
Offices throughout the World

Like Having Fresh Fruit & Vegetables all Winter!

Beauty

Service and Safety

In offering to your customers Hazel Atlas E-Z Preserving Jars and Jelly Glasses, you combine BEAUTY SAFETY and SERVICE.

For 15 years sold by the Wholesale and Retail trade in B. C.

AGENTS:

Campbell Brokerage Co.

VANCOUVER, B.C.

Lake of the Woods Milling Company

LIMITED

Makers of

FIVE ROSES • FLOUR •

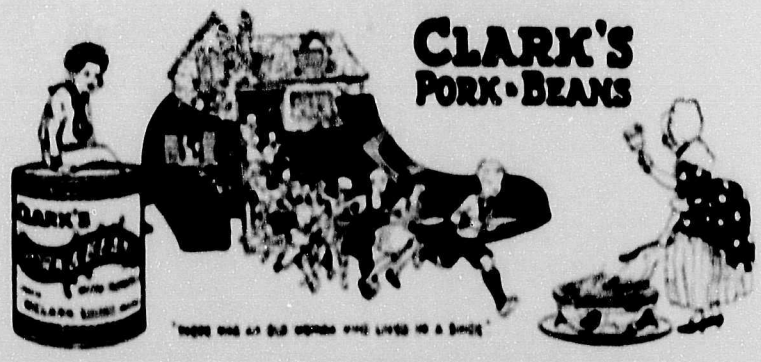
The World's Best

Daily Capacity 14,200 Bbls.

B.C. Offices and Warehouses:

1300 Richards Street — VANCOUVER

1614 Store Street — VICTORIA



You Are Sure of Satisfied Customers When You Sell Clark Tomato Products

Have you ever heard of Clark's Specially Developed "Northern" Tomato?

For years we have been working in our nurseries at St. Remi, P.Q., and Harrow, Ont., to produce a tasty tomato—one which would ripen in good season, but not too fast, so as to assure a well flavored meaty fruit.

In 1925 the crop was wonderful. 1926 promises well.

You probably noticed the flavory appeal of all "Clark" tomato products, ketchup, soups, etc.; well, this modest, unheralded "Northern" tomato is at the root of this super excellence.

Let the Clark Kitchens help you to larger sales and more profits.

W. CLARK Limited, Montreal

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

What a Speedway!

Slender copper wires are strung across the countryside. They are highways ready to carry your words at a speed of thousands of miles per second. For business or social calls —the long-distance telephone.

BRITISH COLUMBIA TELEPHONE COMPANY

Watch 4X Advertising

In every industry one Progressive Company forges ahead and sets the pace in quality, sales, production, methods and retail co-operation.

The fact that in fourteen years Shelly's have risen to the position of the largest bread manufacturers in Western Canada, demonstrates the quality of their products and the efficiency of their sales and advertising methods.

You can benefit by linking up with Shelly's advertising and featuring 4X Service in your store.

SHELLY'S LIMITED

A COMPLETE BAKERY SERVICE

VANCOUVER

VICTORIA — NORTH VANCOUVER

NANAIMO — NEW WESTMINSTER

THE IMPORTANCE OF FLEISCHMANN'S YEAST TO THE GROCER

1. It enables a grocer to render a service to his customers.
2. It makes regular and frequent customers.
3. It makes healthy customers who buy more goods.

"No wonder we grocers are such boosters for Fleischmann's Yeast."—Mr. W. Harry Knox, Poughkeepsie, N. Y.

FLEISCHMANN'S YEAST

The Fleischmann Company

SERVICE

GROCERY PRICES CURRENT

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

E. W. GILLETT CO. LTD.

Royal Yeast— Per case
3 doz. pkgs. in case 2.30

Pure Flake Lye—
4 doz. in case 5.95
5 cases 5.85
10 cases, 4 doz. in case 5.80

Magic Baking Powder—
4 oz. 4 doz. 5.85
6 oz. 4 doz. 7.75
8 oz. 4 doz. 9.25
12 oz. 4 doz. 12.50
6% 5 case lots.

Magic Soda, Case No. 1—
1 case (60 -lb. packages) 5.50
5 cases or more 5.40

Bi-Carbonate of Soda—
112 lb. kegs, per keg 7.35
400 lb. barrels, per barrel 23.70

Caustic Soda (Granulated)— Per lb.
10 lb. Canister (100 lbs. in case) ..... .15¼
100 lbs. iron drums ..... .12¼

Cream of Tartar— per doz.
¼ lb. paper pkgs. (4 doz. in case) 1.35
½ lb. paper pkgs. (4 doz. in case) 2.60
½ lb. cans with screw covers (4 doz. in case) 3.50
1 lb. cans screw covers (3 doz. in case 6.25
5 lb. square canisters, ½ doz. in case) ..... .53½
10 lb. wooden cases ..... .40
25 lb. wooden pails ..... .40
100 lb. lined kegs ..... .38½
360 lb. lined barrels ..... .37

KELLY, DOUGLAS & O., LTD.

Nabob Products.

Allspice, No. 2, tins doz. 1.00
Baking Powder, 48 12 oz., doz. 2.65
Baking Powder, 12 2½s, doz. 8.30
Baking Powder, 6 5s, doz. 15.10
Baking Soda, 60 1s. case 5.30
Baking Soda, 24 ½s(doz. ..... .60
Borax, ¼s., doz. ..... .75
Black Pepper, tins, doz. 1.10
Celery Salt, glass, doz. ..... .95
Nabob Coffee, small tins, each ..... .33
Coffee, 1s lb. ..... .63
Coffee, 5s Nabob lb. ..... .61
Custard Powder, doz. ..... .90
Quick Tapioca, doz ..... .90
Chocolate Pudding, doz. ..... .90
Chili Powder, small, doz. 1.60
Cinnamon, 2 oz. tins, doz. 1.20
Cayenne Pepper, 2 tins, doz. 1.20
Cloves, small, doz. 1.40
Curry Powder, 4 oz. glass, doz. 2.00
Cream of Tartar, 1, ... 3.85
Cream of Tartar, ½s, tins 2.55
Cream of Tartar ¼s, ... 1.30
Ginger, small, doz. 1.20
Extracts, 1½ oz., doz. 2.35
Extracts, 2 oz. doz. 2.75
Extracts, 4 oz. doz. 5.25
Extracts, 8 oz. doz 9.50
Extracts, 16 oz. doz. 17.50
Mace, small, doz. 1.85
Nutmeg, small, doz. 1.25
Paprika, small, doz. 1.35
Pastry Spice, 3 tins, doz. 1.10
Poultry Dressing, Sage, Savory, Thyme, Tumeric, tins, doz. 1.15
Pickling Spice, doz. No. 3 ..... .95
Marjarom, Mint, Parsley 1.15
White Pepper, tins, doz. 1.30
Castor Oil, 2 oz. doz. 1.35
Castor Oil, 4 oz. doz. 2.20
Epsom Salts, ¼s. doz. ..... .60
Fruit Colors, 2 oz. doz. 1.75
Icings (hocolate, Rose, Pink, Lemon Vanila, White, Almond, Orange) doz. 1.15
Jelly Powder, doz. ..... .80
Lemonare Powder, doz. 2.25
Mustard, 1s doz. 8.50
Mustard, ½s, doz. 4.50
Mustard, ¼s doz. 2.40
Mustard, ⅛ doz. 1.40
Sulphur, ⅛s, doz. ..... .65
Tea, Green Label, ½s, per lb. ..... .71
Tea, Green Label, 1c per lb ..... .69
3 lb. tins, ... .69
3s, lb. packages ..... .66
5 lb. packages ..... .65
Tea, de Luxe, Afternoon, 1 lb. ..... .85
Tea de Luxe, Afternoon ½s per lb. ..... .87
Tea de Luxe, ¼s per lb. ..... .93
Vinegar, doz. 2.40

P. BURNS & CO. LTD.

Shamrock Products.

Ayrshire rolled shoulders, per lb. ..... .27
Bacon Shamrock, 6-8 per lb. ..... .50
Baked Ham, with dressing, per lb. ..... .53
Shamrock Handy Pats, 1 lb. cartons ..... .39
Cheese, Canadian, large, per lb ..... .23
Cheese, Canadian, twin, per lb ..... .23½
Compound, Carnation, No. 5, 12 cases 18¾
Compound, Carnation No. 3, 20 cases .19
Cooked Ham, Shamrock, pe lb ..... .52
Dominion Hams, 12-16 lbs ..... .39
Dolinion Bacon, 8-10 lbs, per lb. ..... .43
Dominion Bacon, 10-12 lbs. per lb. ..... .42
Dominion shoulders, boned and rolled .29
Dripping, beef, 4-lb. bricks ..... .14
Hams, Shamrock, per lb. ..... .40
Hams, boned and rolled, per lb ..... .44
Head Cheese, 5-lb tins each ..... .55
Jellied Tongue, per lb. 2.00
Lard, No. 5, 12 to case ..... .23¾
Lard, No. 3, 20 to case ..... .24
Lard, cartons, 15 lbs ..... .23½
Lard, No. 1, cartons 30 lbs ..... .23½
Mincemeat, kits, 25-lb., net, per lb .12½
Meat Loaf, per lb. 19
Pork pies, per doz. ..... .40
Pork, roast legs with dressing, per lb. .50
Smoked fish, kippers, 20s, per lb 10½
Smokes fish, kippered salmon, 10s and 20s, per lb. ..... .16
Smoked Cod, 30s per lb ..... .16
Selected fowl, per lb., fresh ..... .24
Selected chicken, per lb. fresh frozen 37

THE ROYAL CROWN SOAPS LTD.

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

Terms Nett 30 Days.

"Apex" Soap Flakes 24 1 lb. pkts box 4.70
"Apex" Soap Flakes, 12 1lb. pkts, box 2.40
A La Francaise Castile, box of 25 ..... 4.40
Blue Mottled, box of 20 ..... 6.35
Crown Oatmeal, 24 6s box of 144 ..... 4.90
Klondyke (wrapped) box of 25 ..... 6.10
Klondyke (unwrapped(box of 25 ..... 5.95
Klero Glycerine, box of 144 ..... 5.75
Linen (unwrapped) box of 100 ..... 3.85
Liquid Ammonia, 2 doz. qts. box of 24 4.00
Liquid Blue, 2 doz. qts. box of 24 ..... 4.00
Mechanic's Pine Tar, box of 100 ..... 5.45
Mechanic's Pine Tar, box of 50 ..... 2.75
Olive Castile, cakes, box of 200 ..... 4.65
Primrose (wrapped) box of 25 ..... 4.70
Royal Crown Lye, box of 48 ..... 5.25
Pendray's Powdered Ammonia, box 24 3.85
Special prices on 5, 10, 25 and 100 boxes.

Pendray's Water Glass, Egg Preserver—
Cases, 24 tins per case 4.60
Royal Laundry Flakes, 88%, in bbls. 10
(Special price on contract)
Royal Crown Soap 6s 144s 5.45
Royal Crown Powder, box 24 only 5.50
Royal Crown Powder 1-lb. box of 60 ..... 4.00
Royal Crown Cleanser, 48 sifter tins 3.70
Royal Crown Powdered Ammonia, 1 lb. 3.85
White Wonder, box of 100 ..... 5.35
New White Swan Soap, 100 ..... 5.00
White Swan Naptha, box of 100 ..... 4.90
White Swan Washing Powder, box of 24 5.50

THE CANADA STARCH CO. LTD.

Laundry Starches—
Canada Laundry Starch, 40-lb. box .09
White Gloss, 1-lb. pkgs. 9¼
Acme Gloss, 1-lb. pkgs. 9¼
No. 1 White, 100-lb. kegs 9½
Edwardsburg Silver Gloss, 1-lb. pkgs. 40-lb. ..... .11¼
Edwardsburg Silver Gloss 8/6-fancy tin canisters, 48-lbs. ..... .13½
Edwardsburg Silver Gloss, 100-lb. kegs ..... .10¼
Celluloid Starch (boxes of 45-pkgs per case) 4.60

Culinary Starches—
Benson's Celebrated Prepared Corn 40-lb. boxes, per lb. ..... .11
Canada Corn Starch 40-lb. boxes, per lb. 9¼
Challenge Corn Starch 40-lb boxes per lb. 9¼
Casco Potato Flour 40-lb. boxes, lb. .13

Mazola Oil—
Mazola Oil, 1s 7.95
" " 2s 7.45
" " 4s 13.60
" " 8s 12.85

Corn Syrups—
Crown 2s, 24 to case $3.55
5s, 12 to case 4.10
10s 6 to case 3.70
20s, 3 to case 3.60
Lily 2s, 24 to case $4.05
5s, 12 to case 4.60
10s, 6 to case 4.20
Karo, 2s 24 to case 3.55
5s, 12 to case 4.10
10s, 6 to case 3.70

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.

CONTINENTAL

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!

Manufactured by

THE CONTINENTAL PAPER PRODUCTS LIMITED

OTTAWA CANADA

Also Manufacturers of

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

Representatives:

SMITH, DAVIDSON & WRIGHT, LIMITED

VANCOUVER, VICTORIA, EDMONTON, CALGARY,

"Using a 'Continental Bag' is Bag Insurance"

Traditional Leaders

EMPRESS

FINE, FULL-FLAVORED

JAMS and MARMALADES

Locaq Products with a National Reputation

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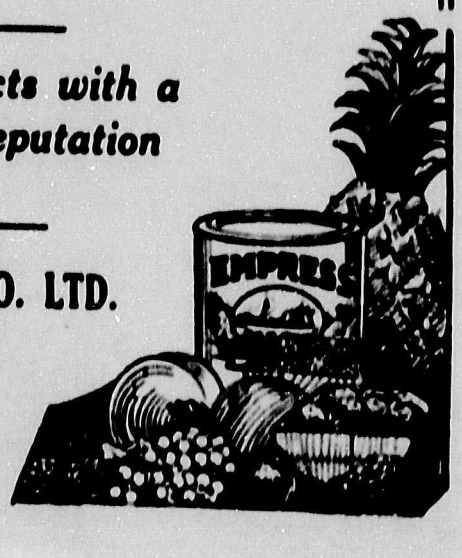


Peter Rabbit Peanut Butter

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.

Parochial Propaganda

A Growing Menace to National Prosperity.

By W. F. Ralph.

While the following article deals in a common-sense manner with a controversial subject, we suggest that after a trip to British Columbia, Mr. Ralph would modify his opinion regarding the nationality of inhabitants of Western Canada—Editor.

It has often been said by pessimistic observers that the obstacle of her geography stands in the way of Canada's development into a great nation. When you look at the map and see the long, narrow fringe of occupied land stretching across the continent from Halifax to Vancouver, with the almost unoccupied gap between the Sault and Kenora, the weight of this obstacle forces itself upon your attention. Can it be overcome? Can this attenuated string of communities ever be welded into a cohesive whole, with the people at both ends of the string in harmony not only politically and sentimentally, but also economically, with the people in the middle?

The secession movement which flourished some time ago, and whose promoters openly urged absorption of Canada by the United States, has passed into the limbo of forgotten things. But not completely. Murmurs are still heard. In the far East, down by the Atlantic, an incipient agitation along somewhat similar lines, has commenced, led by persons who feel that inclusion in the Canadian confederation places their section of the country at a distinct disadvantage.

Added to the difficulties presented by geography is the difference of race and language of the two principal groups which make up our population. And added to this is the diversity of races and languages which are characteristic of the prairie provinces. A very large portion of the population from Winnipeg westward are newcomers from other lands, who have yet no feeling of sentiment for the country of their adoption and to whom, it may be surmised, it is immaterial whether they are citizens of Canada or of the United States so long as they are no longer subject to the conditions of the countries from which they have emigrated.

These obstacles to national unity, reinforced by the apparently conflicting interests of the manufacturing East with the agricultural West, are now in process of being still further aggravated by a sort of spoon fed parochialism in certain sections of the country. In Quebec, of recent years, propaganda has been initiated to persuade the residents of that province, particularly those who use the French language, to refuse to buy goods made in other provinces if they can possibly get similar goods that have been made in Quebec. Some of the propaganda has even gone to the length of alluding to goods manufactured in Ontario as "foreign." In other words, the promoters of this "Buy Quebec-made Goods" movement have deliberately set out to destroy, if possible, whatever sense of nationality the broad-minded and far-sighted leaders of political opinion have laboriously built up.

And now certain interests in Manitoba have commenced the same kind of propaganda.

Recently the writer read a circular which contained no imprint to show who caused it to be circulated, the theme of which is: "Buy 'Made-in-Manitoba' Products."

"Stop and think," says this circular, "what the result would be if every resident of Manitoba went out of Manitoba for what he had to buy. When we buy outside we get the goods, but the outsider (mark that word "outsider," first cousin to the Quebec "foreigner") gets both the employment and the money."

'Stop and think," one might reply, "what the result would be for the Manitoba farmer were there no communities 'outside' which, because engaged largely by non-agricultural activities, desire to buy products produced by the Manitoba farmer."

If the "Buy-only-goods-made-in-our-province" idea were to become universal throughout the Dominion, it would most certainly be, so to speak, the last straw, and the Confederation of British Colonies at present known as Canada would split up into nine—or possibly more—pieces, each one of which would be possessed with a deadly antagonism toward all the others.

Not a very pleasing prospect, is it?

The idea might even be extended still further and propaganda commenced along the lines of "Buy-only-goods-made-in-our-city, town, village." Then this Dominion would resolve itself into a welter of struggling little communities until such time as it dawned upon the inhabitants thereof that, as no man can hoist himself into the air by his bootstraps, no producer can make a living without a buyer.

Of course things can never come to such a pass. As Lincoln is reported to have said: "You can fool some of the people all of the time; you can fool all of the people most of the time; but you can't fool all of the people all of the time."

There is nothing to prevent any man from going into Quebec or Manitoba and there commencing to manufacture goods of any sort he pleases. If he can succeed in manufacturing an article that meets a local need he will be able to sell it. Later on, when his producton is greater than local demand can absorb, he may sell his goods in other localities and, perhaps, in the long run, sell them nationally. That is his undoubted right. It is a matter between himself and his customers, wherever located. But the moment he attempts to persuade his local customers that it is an act of patriotism and self-protection to buy his goods in preference to goods of the same kind made elsewhere in Canada, for the reason of local manufacture alone, he places himself in a false position and descends to the level of parochial propagandist whose efforts can only be successful at the expense of national development.

In the long run buyers will always buy where they find they can get most for their money, irrespective of any considerations as to place of production.

Surely if Canada ever hopes to develop into a nation the "Buy-at-Home" sentiment might well be restricted to Canadian products irrespective of where produced in Canada. The point to keep ever before us is that, in Canada, we are trustees apponted to preserve for the benefit of ourselves and our posterity, those British institutions which assure the greatest possible freedom of individual action consistent with full justice for all individuals who comprise the state.

PROCEEDINGS AT ANNUAL CONVENTION, RETAIL MERCHANTS' ASSOCIATION OF CANADA, INC.

(Continued from page 11)

withdrawn, but when the Bill was forwarded to the House of Commons, additional clauses had been included which made the Bill even worse than it originally stood, owing to the fact that the sale and possession of ammunition was permitted only to those who had licenses and permits. When the Bill came for a third reading in the House, sufficient members were posted, and the Bill was referred to the Private Bills Committee. At an ensuing meeting, the Association was represented, but as a quorum could not be obtained, the Bill died a natural death. Much credit is due to Mr. McClenagan, who on behalf of the Association pointed out the objectionable features of the Bill.

Price Maintenance.—In connection with this movement, your secretary attended the Convention of Representative Tire Dealers in Toronto last January, and subsequently further meetings of representative retail grocers from the various provinces, who met in conference representatives from wholesale firms in Canada, and also manufacturers. A great deal of discussion took place resulting in the unanimous decision of the retail grocers and wholesalers that a maintained price should be established on identified merchandise. The meeting was also unanimous regarding the relations which should exist between the various factors established for the distribution of this merchandise.

Your secretary also attended the annual conventions of the Association in New Brunswick, Nova Scotia, Prince Edward Island, Quebec, Saskatchewan, and Eastern Ontario, and Ottawa districts, and the grocers' section in Ontario, where he made addresses showing the Association's activities at these various meetings.

In addition, a large volume of work in connection with individual complaints regarding the collection of the sales tax and income tax, correspondence and interviews in connection with Association work, has been attended to by your secretary since last meeting.

A great deal of new ground had to be broken this year owing to the unofficial standing which it was found your Association had with the various Government Departments at Ottawa, but I feel certain that as a resul of the work which was done last year and the knowledge that the Association is an organization which is trying to improve conditions not only in the retail trade, but in the interest of the people of Canada generally, it is today respectfully regarded by the legislators of the country, and it is now up to the merchants themselves to show by their enthusiasm, and co-operation with their various executives, that they are willing and interested in supporting an organization which is improving conditions not only for themselves, but is trying to remove many of the difficulties experienced by the trade at the present time, in the hope that the operating costs can be reduced, thus reducing the price of goods to the consuming public.

The following resolutions were presented to the delegates in convention:

Resolution No. 1.

Whereas merchandising problems are growing more important as distinct from legislative issues;

And Whereas the Retail Merchants' Association of Canada should give more consideration to these problems in the various lines of trade;

Therefore Be It Resolved, that the policy of the Dominion Board and the Dominion Executive Council should be to concentrate the attention of the Board upon the creation and development of Dominion-wide Trade Sections, in order that a greater stimulus may be given to membership production by an appeal for membership directed to retailers to join a specific rather than a general organization.—Withdrawn.

Resolution No. 2.

Whereas there has been created and developed in Canada an organization known as the Canadian Fair Trade League;

And Whereas the conditions under which this organization has been created and developed have demonstrated that the cause of Price Maintenance is closely identified with the future of the Retail Merchants' Association of Canada;

Therefore Be It Resolved that arrangements should be made to consolidate the head offices of the Dominion Board of the Retail Merchants' Association of Canada and the Canadian Fair Trade League at the earliest possible moment.—Withdrawn.

Resolution No. 3.

Whereas the conditions under which the creation and development of the Canadian Fair Trade League have been closely associated with the Retail Merchants' Association of Canada;

And Whereas the Retail Merchants' Association of Canada is interested in the development and promotion of conditions which will tend to stabilize business in this country;

And Whereas membership in the Canadian Fair Trade League is not dependent on and coincident with membership in the Retail Merchants' Association of Canada;

And Whereas the Canadian Fair Trade League has been organized for the promotion and development of a maintained price on identified merchandise, through the cooperation of the manufacturer, the wholesaler and the retailer;

Therefore Be It Resolved, that a plan be adopted by the Dominion Convention which would make membership in the Retail Merchants' Association of Canada, in those sections affected by the principle of Price Maintenance, include membership in the Retail Section of the Canadian Fair Trade League.—Carried.

Resolution No. 4.

Whereas the limitation placed upon the period within which a liability incurred under a contract is collectable is determined by the Provincial Governments;

And Whereas the laws in relation to the Statutory limitation of liability is variable in the different Provinces;

And Whereas debtors and creditors are moving from province to province;

And Whereas debtors and creditors frequently change their place of residence by moving from the United States into Canada, or from Canada into the United States on account of our close proximity;

And Whereas a great number of losses are incurred by creditors on account of the differences in the laws in reference to the collection of these liabilities;

Therefore be it Resolved, that a study of these conditions should be referred to the Dominion Executive Council of the Association, and that representation should be made through the Executives of the Provincial Boards, by the Dominion Executive Council to introduce into the different Provincial Governments a uniform system of statutory limitation of liability, and that a similar uniform system should be introduced between Canada and the United States on contrcts similar in form in both countries.—Carried

Resolution No. 5.

Whereas succession duties are collected by the Provincial Governments on the estate of a deceased person;

And Whereas the rates of duties collected are determined by the Provincial Governments;

And Whereas the deceased, in many instances, has property in more than the province in which he was resident at the time of his decease;

And Whereas succession duties are collected by the Province on the property located within the Province at the time of the death;

And Whereas the collection of these duties by the Provinces, other than the Province in which the deceased resided, as well as the Province in which the deceased was resident, creates a duplication of the charge against the estate;

And Whereas the succession duties vary in proportion to the value of the estate;

And Whereas the estates seldom have sufficient liquid assets to pay these succession duties;

And Whereas, in many instances, a considerable portion of the estate must be sacrificed or sold at less than its real valuation in order to raise sufficient money to pay these succession duties.

And Whereas the duplicate payment of these succession duties and excessive succession duties on large estates have a tendency to discourage ambition for the accumulation of property.

Therefore Be It Resolved, that the Retail Merchants' Association of Canada protest against the collection of the duplicate succession duties ,and that we also object to the high succession duties charged on large estates which, in many

instances, almost means a confiscation of the whole property, believing that in the abolition of double succession duties and the reduction of these duties, that greater encouragement will be given to the employment of capital for the promotion of industry and the development of the natural resources of our country.—Carried.

Resolution No. 6.

Whereas Canada is one of the greatest producing countries per capita in the world;

And Whereas our exports and imports per capita are as large as any other country;

And Whereas we have large natural resources in Canada yet to be developed;

And Whereas there is an opportunity for a large increase in our population;

And Whereas the success of our country depends upon maximum efficiency in all the factors of our production and distribution system;

And Whereas the time is now opportune that we should establish a prpper relationship between all classes in Canada making up the social, moral and economic fabric of our country;

Therefore Be It Resolved, that an Economic Conference should be held at some central point in Canada, where leading representatives of the various classes of the people of Canada should be present to discuss and present the difficulties and suggestions which their particular class has to make to the other classes to improve conditions not only for themselves, but for all the people in Canada, and that this Economic Conference should determine some general and uniform policies which would improve and better conditions for the farmer, the labourer, the manufacturer, the professional men, financiers,distributors, and other classes, and that a uniform educational programme should be prepared which would suggest greater co-operation between these classes of our community life, in an effort to break down some of the prejudice and opposition which exist today. —No action taken; laid over.

Resolution No. 7.

Whereas the Government require revenue to maintain public utilities and pay off public liabilities;

And Whereas the War Revenue Act under which a sales tax is collected on the value of merchandise manufactured or imported into Canada was passed as a means whereby part of the revenue required might be raised;

And Whereas this sales tax increases the cost of living;

And Whereas the Sales Tax while paid by the manufacturer at the source of supply is paid by the retail merchants in the value of the merchandise which they have in stock;

And Whereas the retail merchants have paid millions of dollars sales tax in this way for which they are not reimbursed by the parties whom it is the intention of the government should pay this tax until the goods have been sold;

And Whereas we are of the opinion that it is the intention of the government to remove the sales tax as soon as possible;

Therefore Be It Resolved, that representations should be made to the Dominion Parliament that the sales tax should be removed as soon as possible in order to reduce the cost of living to the consumer, but that such reduction should take place gradually at not in excess of one-half of one per cent. each six months, in order that the merchants might not have too great a loss by the time the sales tax is finally removed.—Carried.

Resolution No. .

Whereas we appreciate the action of the government in reducing the Income Tax, the abolition of the Excise Stamp on Receipts, the Reduction in Sales Tax, and the return to Penny Postage;

And Whereas representations were made that the Excise Tax should be removed from notes and drafts, or that some arrangements should be made to avoid the duplication of the tax;

And Whereas we believe that the government were not in a position to further reducethe amount of revenue required by further cuts in taxation this year;

Therefore Be It Resolved, that a special effort should be made to have the excise taxes on notes and drafts removed at the Session of Parliament in 1927, and that if they cannot be removed in their entirety on account of the revenue required, we would suggest that the tax should be reduced

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

A Quality Product !

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

The Dr. Middleton's Food Products

Company Limited

Vancouver, B. C.

not to exceed more than 2c for every $100 in place of 2c for every $50 as at present.—Carried with amendment by B. C. Board that maximum amount of tax on notes and drafts should not exceed the sum of one dollar, or the same ruling which applies to bank cheques.

Resolution No. 9.

Whereas membership fees vary in the different Provinces;

And Whereas membership fees vary in proportion to the volume of business which is being done by the members; and whereas the constitution and by-laws of the Retail Merchants' Association provide for a per capita tax of $2.00 to be paid to the Dominion office out of every membership fee which is collected;

And Whereas we are of the opinion that the per capita tax should be placed on a percentage basis;

Therefore Be It Resolved, that the constitution and by-laws of the Association should be amended to provide for a per capita tax of 12 per cent. of the membership fee in place of $2.00, as at present.—Not carried.

Resolution No. 10.

Whereas there are many failures in Canada every year;

And Whereas an Act entitled the Bankruptcy Act makes provision whereby a person or firm may assign his or its business when the business is in such a financial position, that it is no longer advisable to have it continued;

And Whereas the said Bankruptcy Act makes provision for a creditor to file notice of bankruptcy where the person or firm is in arrears of payment to the creditor to the extent of$500;

And Whereas the assets of the estate either on assignment or on notice of bankruptcy are placed in the possession of an authorized trustee;

And Whereas, we are of the opinion that in many instances unnecessary losses occur in the handling of the estate of the assignee or the bankrupt;

And Whereas no provision is made in the Bankruptcy Act for the apointment of any person to represent the interest of the assignee or bankrupt;

Therefore be it Resolved, that we request the Dominion Executive Council to make a complete and thorough study of the Bankruptcy Act, with a view to making provisions for the handling of assigned or bankrupt estates with the least possible loss to the debtor, as well as the creditor, and particularly that the government should be requested to revise the Bankruptcy Act permitting the assignor to appoint a person or persons to represent his interests, who would act with the creditor's representatives in an advisory capacity. —Carried.

Resolution No. 11.

Whereas a great quantity of merchandse is shipped by express;

And Whereas receipts are issued in payment of express charges for the amount paid;

And Whereas no information is provided as to how the amount paid has been computed;

Therefore Be It Resolved, that the Association should ask the Express Companies to revise the receipts issued for payment of charges in such a way that they will show the weight of the parcel, the rate for the class of merchandse mentioned and the full amount of the charges.—Carried.

Resolution No. 12.

Whereas we appreciate very much the regulations issued by the Post Office Department for the distribution of circulars at a half cent rate;

And Whereas no provision is made for the issue of a half cent stamp, but payment is made from the Post Office from which the circulars are distributed for the number which are mailed;

And Whereas part of the benefits of advertising are lost from the fact that without stamps on the envelopes, the letter, in many instances, is not even carried home;

Therefore Be It Resolved, that we request the Post Office Department to make available the purchase of half cent stamps, to further improve the use of the half cent circular rate.—Carried.

DEL MONTE *Crushed* PINEAPPLE

Special Summer Advertising Now Running

We are now running more DEL MONTE Crushed Pineapple advertising than ever before. It is appearing in a big list of United States women's magazines and The Saturday Evening Post—with a total circulation in Canada of over 625,000 each month.

This is entirely distinct from our regular advertising on DEL MONTE fruits. It is also in addition to the strong campaign of the Association of Hawaiian Pineapple Canerrs—which in itself through United States magazines is educating hundreds of thousands of Canadian homes to the many uses of this product.

Already DEL MONTE Crushed Pineapple has the largest sale of any single brand of crushed pineapple on the market. Why not take advantage of the quick turnover it offers? Concentrate on DeL MONTE—and get the full selling force back of this popular brand.

CALIFORNIA PACKING CORPORATION
San Francisco, California.

Resolution No. 12.

Whereas some manufacturers advertise premiums which can be obtained with the purchase of their merchandise;

And Whereas these premiums cannot be given away without including their value in the value of the merchandise sold;

And Whereas the premiums offered are, in many instances, sold by the regular lines of trade other than the trade section selling the class of merchandise with which the premium was given away;

And Whereas the giving of premiums is not of benefit to the public if they are paid for in the price of the goods;

And Whereas the handling of these premiums is a nuisance and vexacious to the trade;

And Whereas it unfairly interferes with the distribution of merchandise similar in quality sold by other lines of legitimate trade;

Therefore Be It Resolved, that we are opposed to the principle of giving premiums with merchandise or in packages, and that we suggest that the Association should take this matter up with the manufacurers who are distributing premiums with their merchandise, in an effort to try to have this practise discontinued.—Carried as amended; Criminal Code be made to apply to manufacturers the same as now applied to retailers.

Resolution No. 14.

Whereas the existence of two five-cent pieces in Canadian money, one in nickel and one in silver, is very annoying to the trade, and it is preferable that one should be abolished;

Be It Resolved, that representations be made the Dominion Government asking that no more five-cent pieces in nickel be put into circulation.—Carried.

Resolution No. 15.

Whereas the Federal Government at the last session amended to a certain extent the income tax;

Whereas, considering the cost of collecting this tax, and the great number of people who never pay it;

Be It Resolved, that our Dominion office take up this question at the first opportunity with he Dominion Governmen and that strong pressure be brought to bear for is cancellaion.—Carried.

Resolution No. 16.

Whereas the Federal Government established a committee to study the question of tariffs;

Whereas the question of other taxes is also of great importance;

Be It Resolved, that the Association, through its Dominion office, ask the government to appoint a committee to study the existing system of taxation and the way that the retail merchants are affected by same, and that retailers should be appointed on this committee.—Carried.

Resolution No. 17.

Whereas the Post Office Department have been preparing and supplying lists of the names of persons calling for mail in the various post offices in Canada;

And Whereas these lists are useful to persons or firms carrying on a Mail Order business in the districts represented by the lists;

And Whereas these persons or firms carrying on this mail order business make no contribution in the districts in which they do their business;

And Whereas the local merchants pay taxes for the privilege of doing business;

Therefore Be It Resolved, that we consider that the Post Office Department should not assist persons or firms to introduce unfair competition for the sale of merchandise by the preparation and distribution of these lists, and that a request be made that this policy of he Post Office Department be discontinued.—Carried.

Resolution No. 18.

Whereas large quantities of unsolicited merchandise are being distributed through the mails;

And Whereas the parties distributing this merchandise make no contribution in taxes or in any other way to the districts in which the merchandise is shipped;

And Whereas the merchandise has been found to be no better than similar merchandise which can be secured from the local stores;

And Whereas the distribution of this merchandise directly into the home of the consumer creates unfair competition with the local taxpaying merchant;

And Whereas the receipt of this merchandise with the request that it be paid for or returned, with the following collection letters is very annoying and vexatious;

Therefore Be It Resolved, that a request be made to the Post Office Department that regulations be issued preventing thedistribution of unsolicited merchandise where the merchandise is being distributed with the request that it be purchased by the party to whom it is addressed.—Carried.

Resolution No. 20.

Whereas the internal distribution business of Canada is one of the largest factors of our commercial life;

And Whereas a great loss to the consuming public and to the merchants is incurred by discriminatory legislation unfair methods of competition, and illegitmmate methods of distribution;

And Whereas Departments have been established in our Dominion Government to investigate and suggest methods for improving our export and import trade, our labour problem, our agricultural conditions, our mining and fishing industries, our forestry production, our railways, our banks, our insurance companies, and other industrial enterprises;

And Whereas representations have been made that a Department should be established within the Department of Trade and Commerce to investigate and suggest methods for improving the internal distribution of merchandise in the interests of the public and the distributors.

And Whereas if such a department were established the Minister of Trade and Commerce would be the representative of the Internal Distribution business of Canada in the Dominion House of Parliament.

Therefore Be It Resolved, that these representations be renewed, and that a special effort be made to have such a department established.—Carried.

Resolution No. 21.

Whereas many forms of taxation are placed upon the merchants of Canada by the municipalities under the powers granted to them by the Provindial Government;

And Whereas these taxes increase the cost of living;

And whereas in many instances these forms of taxation are discriminatory;

Therefore Be It Resolved, that while we realize the necessity of raising taxes to maintain public utilities and pay off liabilities, yet we would instruct the Provincial Boards to make a thorough study of the Municipal Acts in their provinces with a view to removing such forms of taxation as are not in the best interests of community development.—Carried.

TEES & PERSSE OPEN VANCOUVER BRANCH

Tees & Persse, Ltd., manufacturers' agents with head office at Winnipeg, and branches in Fort William, Regina, Moose Jaw, Saskatoon, Calgary and Edmonton, announce the opening of their seventh branch office in Vancouver, to take care of Pacific Coast business. The general improvement in Western business conditions and particularly in British Columbia, together with the splendid prospect for future business and the company's unbounded faith in Western Canada prompted them to widen their business activities still further by opening this Pacific Coast branch.

The Vancouver branch operates under the name of Tees & Persse (B.C.) Ltd., with James Wood, prominently known in the Western brokerage field, as manager.

LARGE SALE OF FIXTURES.

It is reported that J. S. Maxwell & Co., handling the well-known line of Clatworthy & Son Ltd., has obtained a contract for store fixtures for the Wm. Dick Ltd. new store. Mr. Maxwell has his show room and offire at 318 Homer Street, Phone Sey. 1533.

DOMINION
LINOLEUM PRODUCTS
- FOR -
BIG FALL BUSINESS

Get ready for the rush of Fall trade that always follows when vacation days finish and folks prepare to settle for the winter. Homes must be brightened up. New floors are in demand—particularly bright, cheerful Dominion Floors that add beauty to every room they are laid in.

Every home in your neighborhood is a prospect for one or more of the Dominion Products listed on the left. Make this business YOUR business by going after it with a definitely planned campaign.

First, check over your stock, and send an order to your jobber. Then look to your floor and window displays and map out your local advertising. Tell people you have the goods they want, and your sales will just naturally mount.

Dominion Oilcloth & Linoleum
Company Limited
MONTREAL
Makers of Floor Coverings for Over 50 Years.

DOMINION

Inlaid Linoleum
Jaspe Linoleum
Granite Linoleum
Printed Linoleum
Battleship Linoleum
Linoleum Rugs
Passage Linoleum
Floor Oilcloth
Oilcloth Rugs
Stair Oilcloth
Cork Bath Mats
Feltol
Table Oilcloth
Shelf Oilcloth
Enamelled Oilcloth
Brocade Covers
Sanitile
Decorative Wall Burlap

Free Dominion Dealer Helps

Dominion window and floor display material is yours for the asking, FREE of all charge. There is our special panel, artistic show cards, posters, lantern slides, patterns reproduced on paper for making up into dummy rolls, swatches, etc., attractive folders in colours for mailing to your customers, newspaper electros in double and single column for advertising, and many other helps. Make full use of this FREE service. Check over your present supply then write today for what you need.

Drygoods and Clothing

Outfitting the Boys for School

Plans Should now Be Made to Secure Extra Business for the Boys' Department in Late August—Factors That Have Contributed to the Success of Stores Catering to Boys—Emphasize the Pleasant Side of School Life in Displays.

In a little under a month from now schools all over the country will be re-opening their doors, and during the latter part of August mothers will be looking around for suitable clothing for their boys. Many of them in the towns and country districts will instinctively turn to the mail order catalogue, for that is their first thought when making almost any purchase, and in the cities a great many will think immediately of the boys' department in their favorite department store, and make a mental note that they must call in there at the first opportunity. Stores having a good boys' department can be reasonably certain that they will receive calls from their regular customers, but if they want to increase the amount of business they do in this department this fall, they must figure on ways and means of getting business that is now going to the mail order houses and department stores.

After the long summer holidays the active school boy is usually in need of a complete new outfit. He needs a cap and a suit, stockings, of course, and shoes, shirts and blouses; a sweater coat or a jersey are also wanted, and even if the boy has a suit that is good enough for school wear, he still needs other articles of apparel in order that he may start out spick and span on the first day of school.

If You Want More Boys' Trade.

If the clothier is to get some of the boys' trade that now goes to the mail order houses or the department stores, he must first do something to make the patrons of these institutions thoroughly aware of the fact that he sells boys' apparel, and also that they can obtain just a little better satisfaction through dealing at his store than they can elsewhere.

In looking over the records of clothing stores that have had successful boys' departments, two or three things stand out as big contributing factors to their success. One of these is that they have featured just a little smarter styles than their competitors; people who bought boys' clothing there knew that they were getting the very latest styles and that they could absolutely depend on the quality. Another factor in securing the boys' trade and holding it has been the fact that these stores have made a strong play to secure the favor of the boys themselves. A great many plans have been followed to do this, but the one that appeared to be most universally followed has been that of presenting some small souvenir to boy purchasers. One firm has found that on presenting little wooden whistles to all small children who came to the store with their parents, and to older children who call at the store by themselves, they have made the store a prime favorite with the children of the neighborhood. The individual whistle costs practically nothing, but it makes that store the most talked-of business house in the district. Other stores hold prize contests and numerous other plans of interesting the boys, which have frequently been recounted in these pages.

Window Display Important.

Another big factor in the success of the boys' department is in giving it adequate window display attention. Some stores have at all times a window devoted to boys' clothing, and this is frequently given over to novel trims which the boys talk about among themselves and tell their parents about what they have seen. Another, and one of the biggest factors in the success of boys' departments is the care taken by the merchants and the sales force to see that when a mother brings her boys in for clothing that she feels quite free to wander around and leisurely decide what she wants. She also likes to feel that if the garment prove unsatisfactory when she gets it home, that she can return it and exchange it for something else without feeling that she is asking for some unusual favor.

These, of course, are general principles with regard to the conduct of the boys' department. For the opening of the fall season, we can be a little more specific. The merchant should use every means at his disposal for bringing his department to the attention of parents of boys of school age. Where he uses newspaper advertising he should devote a generous portion of it during the last weeks of August to featuring all manner of apparel for boys, and even if he does use newspaper advertising he should also send out some form of direct-by-mail matter to the boys' homes. Lists for this purpose can be obtained from school lists, church organizations and from the dealer's lists of adult customers, where he knows there are boys in the family.

Then of course there are the display windows. Some merchants go to a great deal of trouble fixing up displays that suggest school opening, but there are others who doubt the effectiveness of these displays, particularly while the holidays are still in progress. They reason that one of their most effective selling devices is to obtain the goodwill and friendship of the boys and that it does not please the boys at all to be reminded that school will soon be re-opened. The boys are doing their best to forget that they have only a week or so more holidays and consequently when they see school books, slates, or a setting suggesting a school room in the store window, they are not inclined to stand before it and admire it, nor to go home and tell their parents about it. Quite frequently they fear, and with good reason, that the parents will suggest that they devote an hour or so each day to brushing up what

they had learned during the previous school term. This may be so and it may be that these merchants have got the right slant on the situation. But this is no reason why effective wndow dsiplays should not be put in: displays that will appeal to the boys and at the same time suggest to the parents that it is time to purchase a new outfit for the boy in anticipation of the school opening.

SMUGGLED GOODS HITTING NECKWEAR MANUFACTURERS.

Canadian neckwear manufacturers are fighting the smuggling activities of certain sales organizations, and are bitter in their accusations of the laxity of Federal customs department in permitting the continuance of a situation that has aroused threatening proportions.

Just who these smuggling organizations are seems common knowledge to everyone in the trade, though apparently not to those who should be most interested—the customs service. Suffice to say they are distributing their merchandise throughout the high spots of the country at prices that cannot be met by manufacturers forced to import their goods through regular channels, and subject to the proper customs appraisal and levy. The names of these firms are hard to furnish. Here today and gone to-morrow, they are continually coming to the trade in a new guise, but that the same salesmen move from one firm to another is an indication that the heads of the different houses are identically the same.

Smuggling has hit the neckwear trade a body blow. To many neckwear manufacturers an even more serious matter has been the existence of customs appraisals methods, that have favored the manufacture of neckwear in the United States rather than in Canada, and that have made many manufacturers study seriously the question of establishing branch plants across the line.

Smuggling, at first, was chiefly in piece goods; in the bolts of silk from which neckwear is made. As smuggling operations increased, and, without apparent increase in protective measures, the smugglers became more bold and began to smuggle over completed ties, mufflers, etc.

Evidence of this smuggling has faced Canadian manufacturers on every hand. One Canadian manufacturer, who had the exclusive Canadian rights to the distinctive silk patterns of an American house, found ties made up of the same material and in the same patented styles, underselling his own on the Canadian market. One line, which he was offering to the wholesale trade at $5.20 a dozen, and which was offered to the retail trade at $7.50 a dozen, was freely offered to Canadian merchants at $4.80, and some retail stores offered it at two for $1.25. Inquiry revealed that the goods did not come from his factory, nor had they been sold by the American house to any supposedly American firms.

BRITISH COLUMBIA'S FUR CATCH.

From May 15 to June 15 is the busy period at those outposts of civilization in British Columbia to which the trappers come from distant creeks scattered throughout the north country. There is every indication that this year's catch will be one of the largest

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

MANUFACTURERS

SHIRTS MACKINAWS
PANTS OVERALLS

Water-Repellant Clothing

"RAIN-TITE"
BRAND

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

Canadian Export & Import Co., Limited

"TORII" LINE OF GIFT AND ART GOODS
CARNIVAL NOVELTIES AND TOYS

REAR OF 408 CORDOVA STREET WEST . . VANCOUVER, B.C.

on record in this province, despite a scarcity of some varieties of fur.

London, of course, is the chief buying centre of the fur trade, and prices there regulate the price paid to the trappers—Indians and whites—in the far north. Fashion experts, 6,000 miles away decide the value of the trappers' catch. Just now the chief fur coming out of northern British Columbia is the beaver. To a score of trading posts scattered across the breadth of the province, hundreds of beaver skins in prime condition have been coming. Early in May the price paid for them at the northern trading posts was from $28 to $30. As the season progressed the price dropped to $25 for a first-grade pelt. Marten fetches $15, mink $10, fisher $30, and the humble muskrat $1.35.

As an illustration of the great variation in pelt prices, due to the fickleness of fashion, one may cite the case of fishers. Not many years ago a prime fisher pelt fetched as high as $125. Then the price dropped to $80; now it is down to $30. Ermine (weasel) a year or two ago could be bought for 25c a skin; marten, sometimes much sought after, is now down in price ,and, incidentally is scarce in British Columbia.

BROWN TONES A FEATURE IN MEN'S FALL CLOTHING.

Reddish browns are said to be taking their place as the dominant color in men's clothing of the finer grades for the fall season, and browns generally are leading both in the top and medum price ranges. Grays and blues are reported to be holding their own, and blue heavy weight overcoats are selling in good volume along with the lighter colors in spite of the collapse of the blue topcoat business for spring.

The trade feels that the error in judgment with regard to blues was in the expectation that they would be in demand for spring wear, when the average man has been educated to look for lighter colors. It is still believed, however, that blues will be good for fall.

Manufacturers have nothing to say as yet regarding colors or fabrics for the spring season, declaring it is too early to form an idea, although several houses have sent their buyers abroad to look over the lines in London. One manufacturer declared emphatically, however, that he could see little chance that the trade will accept the yellow colorings which are being suggested for spring for the reason that they are not practical for a great many men, whose complexions make yellow impossible.

OUTLOOK IN TEXTILE MANUFACTURE

That the Canadian cotton textile manufacturing industry had not been able to operate its plants to capacity for any extended period during the past year, or to obtain equitable prices for any length of time because of the unsatisfactory state of the textile trade in Great Britain and competition from mills in the Southern States, was declaredby Mr. F. G. Daniels, managing director of the Dominion Textile Co., Limited at the annual general meeting of that company.

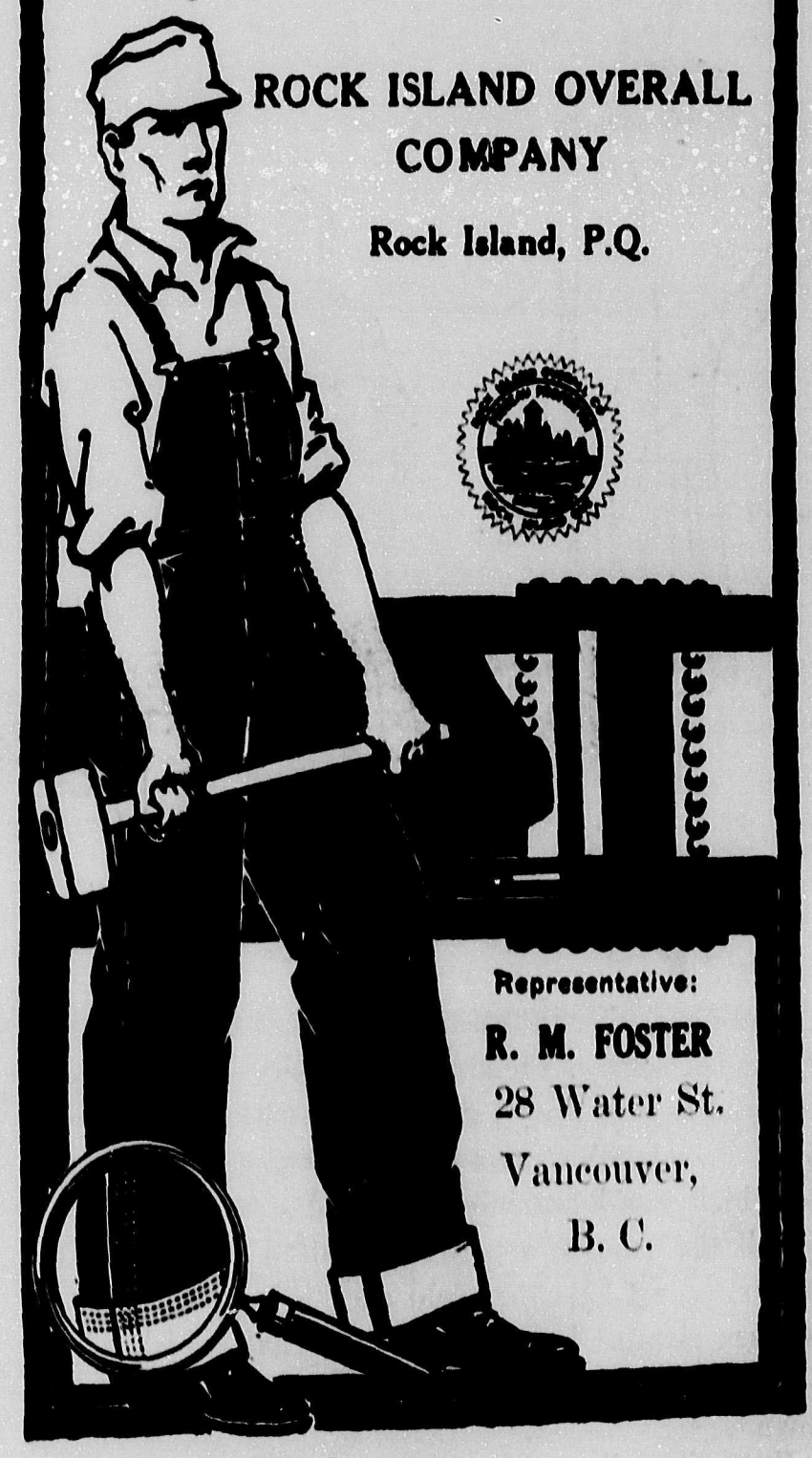
Mr. Daniels stated that approximately 50 per cent. of the manufactured cotton goods imported into the Dominion could be replaced by Canadian goods if the company had an opportunity of working under an equitable tariff. He objected particularly to the low rate of 2½ per cent. on grey cotton fabrics and 15 per cent. on white cotton fabrics from the United Kingdom. The 50 per cent. of imports which, in Mr. Daniels' opinion, could be eliminated and the demand supplied by Canadian mills, represents a business of at least $10,000,000 annually. At the annual meeting of Canadian Cottons, Limited, Mr. A. O. Dawson, vice-president, stated that the outlook for the cotton textile industry at the present time was not as favorable as that of a year ago.

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.



"THE MODE" As Seen By Jeanette

It is very noticeable that even with the tremendous vogue for frocks of silk, many of the prettiest summer dresses are made of cotton fabrics, the sheer voiles and organdies taking the lead. Many of the smartly dressed women at the resorts are wearing the exquisite dainty voiles smocked in Hungarian fashion. These latter dresses are delightful in white with the colorful threads of red and blue carrying out the elaborate design. Voiles of pastel hues are trimmed in lace and many are cleverly tucked.

The little folks and the young girls who go in for the latest fads are wearing cretonne dresses, selecting designs as near as possible to the patterns seen in their gay and colorful parasols; the effect is novel and most charming.

There are other interesting features of the late summer modes, such as the straw ensemble—parasol, shoes and hand bag all woven grasses gay with flower decorations in colored straws—an interesting fad, though one which could scarcely be called practical. "Ecossais" is the name of a new soft plaited straw used for the very smart hats that fold carelessly at the crown; they are rivalled by the ballibuntle hat, which wears the owner's monogram painted on the side of the crown.

But, after all, nothing quite takes the place of the pretty white sports hat of felt at this time of the year. This hat comes in styles and shapes suitable for every woman, from the trim, rather wide-brimmed and large-crowned hat for the mature woman to the bit rakish vagabond style affected by the girl who follows the latest mode.

Wherever an evening frock is seen the flower decking the left shoulder is seen also, and the woman of discriminating taste selects her shoulder corsage with care. Her first choice is usually a big handsome flower of chiffon. When she wears black—which is often, for black is smart this season—the flower is usually a gay tint, though a black flower may be selected to give just the right note to a frock of colored fabric.

Stay-at-home folks have their own fashions in apron frocks. They are using striped rayon and printed percales, sometimes finding a design that is an exact reproduction of one used in a printed silk that is most effective. The house dresses are made up for the most part with elbow sleeves; they are cool and out of the way, and yet not so extreme as the sleeveless dress of last year.

The semi-made dresses, those printed with a border at the hem and the pretty design about the neck and edges of the kimono sleeves, make up most attractively and they will be a real joy to the woman who finds sewing difficult.

Advance Tips on Fall Styles.

And, while you have a few lazy moments on the porch, it's well to be thinking over the fall needs and planning just what you and the family will wear when the weather grows chilly; so, of course, you will like a few tips as to the latest modes.

As to lines, much is heard of the raised waistline, and the bloused waist is a silhouette all by itself. It is used both in sports and dress clothes and it is seen in the latest importations, sometimes as a mere loosening of the blouse above the hips, where the fabric is fitted smoothly and snugly, to the other extreme, where the bodice is full and extends over the belt about the entire waist.

There is much talk of the dolman wrap, a graceful and easy-to-wear garment; let us hope it is successful in making itself popular. There is talk, too, of the continued popularity of the cape coat, and the earliest showing of furs includes some smart models of flat caracul made with graceful cape sleeves.

Jeanette

The Supersalesman.

"Did you ever have any real experience?" a travelling salesman was asked.

"About twenty years aga," he replied, "I was ordered out of Wyoming by a notorious two-gun man who didn't like the cut of my clothes.'

"Well, I suppose youl ost no time in getting away?"

"No, sir, I bought him a couple of drinks and sold him the suit."

British Market Reports

COTTON.

Manchester, August 2, 1926.

Efforts to bring about sales at a fixed price are continuous, but hitherto unsuccessful. The latest project is an American Yarn Association. Owners of 20,000,000 spindles engaged on American cotton, about one-half of the whole, have had six meetings in order to devise a scheme under which minimum yarn prices showing a profit shall be established, below which no member of the combination may sell without making himself liable to heavy penalties.

The main consideration which the promoters put forward in recommending the scheme is that under it no firm shall benefit individually. The chief consideration will be general all-round benefit. Owing to its constitution the Federation of Master Cotton Spinners cannot formally join the proposed new association, but they give it words of counsel and encouragement.

Those who are engaged in the export trade in piecegoods would be glad if they, too, could follow this example. At the present time they are fighting severe adverse conditions. In the first half of this year the export of cotton yarns was down 9.3 per cent. and the export of cotton piecegoods was down 10.7 per cent., compared with 1925, which itself was a very bad year. That is not the worst of the story; not only did trade diminish, but much of it was conducted at a loss.

In other words, in order to maintain their footing in the markets of the world, a footing which has been established by long years of active and, on the whole, profitable trading, exporters for the time being have been prepared to engage in unprofitable transactions.

CLOTHING.

Except for special orders and sale lines men's clothing manufacturers have finished the summer trade and are engaged on winter overcoats. More of this business passes each season from the retail bespoke tailors to the wholesale clothiers, and the same may also be said of the trade in evening dress wear. Double-breasted Chesterfield coats are strongly featured for the coming season, principally in smooth-finished materials, endeavors to restore to favor the rougher-finished fabrics having proved unsuccessful. For boys' wear double-breasted coats easily outnumber the single-breasted styles, while for all ages double-breasted suits gain ground.

The National Association of Outfitters continues to press for the standardization of the measurements of men's underwear. Already a number of suppliers have agreed to dispense with the old markings of S.M., M., and O.S., (small men's, men's, and outsize) and to mark underwear in inches. This does not ,however, satisfy the retailers, who complain that sleeve length to chest measure and leg length to waist measure vary with individual manufacturers. It is, therefore, sought to establish an agreed scale of measures, to which all producers will conform.

Garment manufacturers announce that not a few of their retail clients expect price reductions on autumn and winter merchandise ,and suggest that in consequence of the lessened demand due to the effects of the coal dispute makers-up should be willing to accept lower rates in order to secure business. It is pointed out that instead of values declining they are more likely to advance, the reduced production in cloth mill and clothing factory having exactly the opposite effect to that anticipated by such buyers, as overhead expenses must be spread over a smaller output.

BOOTS AND SHOES.

Northampton, August 1st.

The boot trade is still short of orders, and although the position does not appear to have grown worse during the last week, such requests as are coming to hand are nearly all for small parcels required for the holiday trade, which, in the nature of things, cannot go on indefinitely. A rather disturbing factor in a decline in inquiries for medium class production, an indication that the effect of the general industrial depression is becoming more widespread. In ordinary circumstances there is a rush, during the weeks preceding the August holidays, for production in this quality, but this year the rush has not come, and in some factories there were, at the end of last week, practically no orders, with the result that operatives in some departments had to take an enforced rest.

Manufacturers of the highest grade of men's boots are more happily placed, and the demand for fancy shoes for women is good. A difficulty which may arise here is the shortage of material, the supply for some of the more expensive kinds of shoes being very limited. The oft-changing demands in styles and colors in women's footwear have long been a source of embarrassment to both manufacturers and retailers, and last week the matter was discussed by the National Association of Shoe Retailers. It was recognized that nowadays shoes are as important as hats in the dress scheme of the modern woman, and there was equal realization of the impossibility of foretelling the future trend of fashion, with the result that retailers often sustain serious loss by having socks left on their hands. An endeavor is to be made to draw up a scheme of co-operation between the various branches of the trade with a view to minimizing the difficulties and inconveniences that have been experienced in the past .

CANADIAN CELANESE CONTRACT AWARDED

Construction Work on $7,000,000 Plant to Begin Shortly

Everything is now set for the commencement o fconstruction work on the huge plant of Canadian Celanese, Limited, at Drummondville, Quebec, the general contract having been awarded to Foundation Company of Canada, Limited. The cost when completed and equipped is estimated to be around $7,000,000.

The contract which has been awarded embraces seven buildings, railway sidings, roads, walks, sewers and tunnels. Some of the buildings will be of reinforced concrete, while others will be steel and brick.

Canadian Celanese owns the sole rights for Canada and its dependencies to manufacture cellulose acetate and articles produced therefrom under the Dreyfus patents and processes, including the manufacture of artificial silk, non-inflammable celluloid, non-inflammable photographic and cinematographic films, non-inflammable transparent paper, artificial wool and in the form of dope and varnishes for the impregnation of textiles and the dressing of woods, leather, etc.

AN IMPORTANT DECISION HANDED OUT BY THE HIGH COURT OF CANADA.

This case has been before the courts of Canada for nearly two years, and is in reference to the manufacture of Paris Garters in Canada. The Dominion Suspender Company, Ltd., Niagara Falls, have been making Paris Garters in Canada for over fifteen years. Some two years ago A. Stein & Company commenced making the same garters in Tornnto, and the Dominion Suspender Co., Ltd., Niagara Falls, brought action to stop them.

The case was tried before Mr. Justice Kelly, who handed out the following decision.

The plaintiff, the Dominion Suspender Co., Ltd., will, therefore, have judgment with costs for an injunction and damages, with reference to the matter to ascertain the amount thereof; and the counter claims of both defendants will be dismissed with costs. Further directions and further costs reserved until after the Master's report.

FOR SALE.

Store and Dwelling House, 76 x 36, on Waterfront, with Warehouse on Beach 14 x 20, including Float and Shed; Gas Tank about to be erected. The Stock of General Merchandise is valued at $4,600. Price for Store, Dwelling, 140 acres land going for $10,000. For further information apply E. Thompson, Church House, B. C.

ALBERTA CROP CONDITIONS

Edmonton, August, 1926.

Alberta's crop for 1926 will be fully 10 per cent. in advance of the average yield for the past few years, in the opinion of W. J. Garland, formerly manager of the grain department of the United Grain Growers' branch here and now in charge of supplies for this company in Calgary.

Crops throughout the province, states Mr. Garland, are exceptionally good with the exception of the area along the Taber line and the Manyberries line, and in a limited territory northeast of Edmonton. Cutting has started in the south and some very satisfactory yields are reported.

Mr. Garland who is in a good position to estimate the crop which will be harvested, reports that there is a considerably increased demand for binder twine this season, and that sales of farm machinery have been very satisfactory. There is every evidence, he believes, following inspection of a large part of the province, that this crop will be one of the best to be harvested in the past several years. Cutting which has commenced in the south, it is stated, has advanced northward possibly twenty miles a day, and is general over the central part of the province.

CANADIAN FAIR TRADE LEAGUE TO ASSIST FRUIT GROWERS.

The following representatives of the Associated Growers are co-operating with J. T. Crowder, manager of the Canadian Fair Trade League, in an effort to arrive at a satisfactory working basis for the distribution of B. C. fruit in the prairie provinces this Fall: G. H. Florence, Winnipeg; H. J. McRae, Moose Jaw; F. Thompson, Saskatoon; J. B. Dickie, Calgary. Conferences will be held in the near future at strategic prairie points.

NEW DEPARTMENT STORE FOR EDMONTON

A contract has been let to Messrs. Carter, Halls Aldinger Co., Ltd., of Winnipeg and Vancouver, for the erection of a large department store for Messrs. Woodwards' Limited, pioneer merchants of Vancouver. The store will be located on First Street, Edmonton, and when completed will equal in equipment any store building now being constructed in Canada.

CANADIAN FAIR TRADE LEAGUE.

J. T. Crowder, president of the Canadian Fair Trade League is again covering the west, expounding the principle of Price Maintenance to manufacturers, wholesalers and retailers.

Well attended meetings are reported from Manitoba during the week August 1-7; Saskatchewan, August 9-14, and Alberta August 16-21.

Mr. Crowder is now in British Columbia, and will terminate his itinary August 29.

"Where is the car?" demanded Mrs. Diggs.

"Dear me6" ejaculated Professor Diggs. "Did I take the car out?"

"You certainly did. You drove it to town."

How odd! I remember now that after I got out I turned around to thank the gentleman who gave me the lift and wondered where he had gone."—American Legion Weekly.

ALBERTA TRADE NOTES.

Mrs. E. Dyson is opening a branch of her women's wear store in the Arcade, Calgary.

John D. Ivey Company, Limited, have closed their wholesale millinery store in Calgary.

It is reported that the drug business of A. E. Pepper, Calgary, has been sold.

John Flath has commenced a grocery store at Elkwater Lake.

Norman Dixon is reported to have sold out his grocery store at Medicine Hat.

Davey Brothers are operating a general store business at Olds.

The Drygoods and Clothing store of Fraser & Company, Wainwright, has been bought by J. Patterson.

It is reported from Edmonton that Messrs. Tees & Persse, of Alberta Limited, grocery brokers, are re-organizing their business.

W. Morton, of Clive, Alta., has been succeeded by O. B. Sannis in his general store there.

Hudson & Willett are advertising for sale their drygoods business in Edmonton.

J. H. Linos, Edmonton, has sold his drug business to F. C. Long.

The Pioneer Store ,Edmonton (men's wear), is closed out.

William Martin is reported to have opened a branch of his general store at Enchant.

E. L. Jarvis has discontinued his grocery store at Lethbridge.

The Thaell Tailoring Company are no longer in business at Lethbridge.

H. A. Watt has sold out his general store at Lisburn.

J. E. Lambert of St. Albert, has opened a branch of his general store at Villeneuve.

The general store of Vickery & Co. are reported to have opened a store at Taber.

It is understood that H. Collins is discontinuing his general store at Tilley.

F. C. Long of Vermilion, is operating a branch drug store at Edmonton.

In addition to groceries and mens' furnishings, H. I. Southwell has now a replete stock of implements in his store at Vilna.

J. M. Maloney has commenced business at Iron Springs, where, in addition to a general stock, he is carrying a line of implements.

P. A. St. Armour has commenced a general store at Brant.

A general store is now operating at Bruce under the management of Mrs. John Halter.

N. S. Barr is now operating a general store at Islay.

It is reported that Thomas Angus of Medicine Hat, has purchased the grocery business of Norman Dixon.

Freedman's Grocerteria at Medicine Hat ,has been purchased by W. Webber, grocer of Leader, Sask.

Yes—It Has Happened

The golfer gazed at his caddie indignantly. "A driver for this hole? Only 160 yards? Why, it's only a mashie and a put for me!"

Confidently he stepped up to the ball, mashie in hand. "Chug!" The ball dribbled off the tee amid an eruption of clods. There was an instant's silence broken by the murmur of the caddie:

"Now for a helluva long put."

A FEW CONVENTION REFLECTIONS

By

Provincial Secretary Walter F. Ing

Impressions of any convention are apt to be biased depending on the questions and issues dealt with.

We have been asked to give a few of our impressions of the Dominion Convention of the Retail Merchants' Association of Canada Inc., held at Fort William, on July 12-16.

Walter F. Ing, British Columbia Provincial Secretary.

The most outstanding thing as far as attendance at this convention was concerned, was the scope of its representation. Every one of the nine provinces in the Dominion having from one to five or six representatives present. So that the discussions could be truthfully be said to have been national in their character.

The seriousness in the discussions on the various resolutions and the intentness with which every issue was debated would have surprised any visitor had he dropped in.

The strict parliamentary procedure followed by the Chairman throughout the convention, impressed every delegate present who had not seen this particular chairman in action before.

A summary of the resolutions dealt with are given elsewhere in this issue, from which it will be seen that some of the outstanding problems affecting the retail trade of Canada were taken up, and the necessary action taken to apply the remedy wherever it might be necessary.

The British Columbia delegates were successful in having several resolutions passed directly affecting the interests of the retailers in this province, benefits from which will be seen as soon as the necessary action has been taken to put them into effect.

The splendid hospitality of the Fort William officials and citizens could not help but make the delegates realize that it was no empty phrase with him, when his Worship the Mayor, offered them "The keys of the city."

The convention was notable for the very short time allowed the delegates for entertainment purposes, only three functions during the entire six days were permitted to interfere (if the term can be used) with the business of the convention, which held three sittings every day during the entire week.

The versatility of some of the delegates at meal times and as after-dinner speakers was quite impressive, and while some of them may have said they were "embarrassed" each delegate called upon to say something for his own province did remarkably well.

The election of the President for the coming year was, of course, an important part of the convention programme. As reported in the press, this resulted in the election of Mr. J. A. Banfield, Winnipeg, to be presidency for the coming year. In view of the exceptional services rendered by the ex-president, Mr. J. T. Crowder, we do not envy the task of the newly elected President of following in the footsteps of his predecessor.

A great many of the delegates were evidently of the same opinion, judging from their remarks overheard when the result of the election was announced.

The official endorsation of the Canadian Fair Trade League was one of the most important things accomplished by this convention. Altogether ,this convention in the writer's humble opinion was the most outstanding gathering the retail trade of Canada has ever held, and the decisions arrived at are going to have a very far-reaching effect on the retail trade of Canada.

Time, too, is the only element which will be able to prove whether the choice of the delegates in their leader for the coming year was well taken.

The trip around the harbour arranged by the merchants of Fort William was greatly enjoyed, as a short respite from the strenuous convention sessions. The forty-seven huge elevators that surround the head of the lakes was a real eye-opener. We could imagine Vancouver with just half that number. Well! Why not?

The invitation of St. John, N.B., after two years effort on their part, was accepted for the next convention. That is a long way from British Columbia. It would simplify matters if some plan could be evolved for pooling the expenses of the delegates to these annual conventions.

WARNING! ! !

A number of enquiries have been received at the Provincial office of the Association in regard to certain Veteran Associations, whose representatives are canvassing the retail trade for subscriptions to carry on their work, and requesting information regarding bona-fides of this organization.

All merchants who are approached should make it a point of getting in touch with the Provincial Office of the Retail Merchants' Association before handing over any monies to these or any other kind of canvasser for subscriptions.

Information is on file at the Provincial Office regarding all organizations of this nature.

HARDWARE PRICES CURRENT

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

AMMUNITION.

Loaded Shot Shells.

	M
Dominion:	
Canuck.	
12 G x 26 x 1⅛ ch.	$45.00
12 G x 28 x 1⅛ ch.	46.00
Imperial.	
12 G x 26 x 1⅛ ch.	57.00
22 x 28 x 1⅛ ch.	59.40
American.	
U.M.C. Nitro Club 12 G x 26 x 1⅛ ch.	52.85
Peters High Gun	52.85
U.M.C. Arrow 12 G x 28 x 1⅛ ch.	59.25
Peters Premier	59.25

Metallic Ammunition.

Dominion	
22 short Smokeless	4.50
22 long Smokeless	6.75
22 L. Rifle Smokeless	7.90
22 L. Rifle Lesmok	6.30
American.	
22 Short Smokeless	5.10
22 Long Smokeless	5.50
22L Rifle Smokeless	7.00
22 L. Rifle Lesmok	7.10

ANVILS—Peter Wright, 80lbs. to 139 lbs., 26c; over 139 lbs, 23c.

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

BARS—Crow, $11.00 per 100 lbs.

BELTING—Lace, rawhide sides, $1.45; cut 5/16 at $2.45 per 100 feet; ⅜ at $3.10 per 100 feet; ½ at $4.50 per 100 feet.

BOLTS, CARRIAGE—(in full packages). ⅜ and smaller up to 6-in. long, less 33 1/3 off list; over 6½ in. 27½ off list. Note new larger, all lengths, less 20 off list. Note new list prices in effect.

BOLTS, MACHINE— ⅜ and smaller up to 4-in long, less 45 off list; over 4-in. less 35 off list; ⅝ 17½ and ¾ less, 30 off list. Note new list prices in effect.

BOLTS, STOVE—Less 55 off list.

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

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

BOILERS, RANGES—30-gals. $11.55 each.

BUILDING PAPER—Tarred, 93c to $1.20 per roll, according to quality; plain 78c to 90c per roll.

BUTTS—Plated, 241, antique copper and dull brass finish 2½ x 3½ per pair 34c; 3½ x3½ per pair 37c; 4½ x 4½ per pair 88c.

BUTTS—Wrought steel, No. 804, 2½x2½. $1.45 per doz.; 3½ x 3½ $2.85 per doz.; 4½ x 4½, $4.00 per doz.

CARPET FELT—16 oz. 50-lb $3.75 roll.

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

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

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

CHOPPERS FOOD—Universal No. 0, $22.20 doz.; Universal No. 1, $27.00 doz.; Universal No. 2, $36.60 doz.; Universal No. 3, $43.80 doz. Home, No. 55, $2.80 each; Home, No. 65, $3.75 each.

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

CLEVIS, MALLEABLE—Per lb. 16½c.

CLOTHES LINE, WIRE—Per each, 50 ft., $2.15 doz.; 100 ft $6.25.

DRILLS—Bit stock 35/5 off new list; blacksmith ½-in. 35/5 off new list.

EAVETROUGH—Per 100 feet, 8-in. $5.79 10-in., $6.46; 12-in., $7.88.

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

GARDEN HOSE—In 50 ft. lengths, uncoupled—Terminal City, ½-in. x 3 ply, $11.50. ¾-in. x 3 ply, $15.00; Wire bound, ½-in x 4 ply, $17.25; ¾-in. x 4 ply, $21.50; corrugated, ½-in. x 3 ply, $14.00; ⅝-in. x 3 ply, $15.25; ¾ in x 3 ply, $17.00.

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

GAME TRAPS—Victor, per doz. No. 0, $1.80; 1, $3.40; 1½ $4.20; 2, $5.40; 3, $9.00.

H & N.—doz. No. 0, $4.20; 1, $5.00; 1½, $7.60; 2, $10.60; 3, $14.40.

Jump—No. 1, per doz. $3.10; 1½, $4.50; 2, $7.90; 3, $9.90.

HINGES—Per doz. pairs—Heavy strap, 4 in. $2.35; 5-in. $2.70; 6-in. $3.00; 8-in. $4.75.

CORRUGATED TEE—Per dozen pairs—4-in. $3.50; 6-in. $2.30; 8-in $6.00; 12-in $12.55.

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

IRONS, SAD, COMMON—Per 100 lbs.—6 lbs. and over 20c; 3, 4, and 5 lbs. 23c.

IRON BAND—Per 100-lbs.—1½-in. $4.00. 1¼-in $4.00; 1-in. $4.00.

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

IRON, GALVANIZED SHEET—Per 100 lbs—28 gauge American or English, $7.30; 24 gauge, $6.90; 18-20 gauge, $6.70.

KNOBS, RIM DOOR—Japanned, $3.25 per doz.

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

LANTERNS—Short or long globe, plain, $14.10 doz.; Japanned, $14.65 doz.

LAWN MOWERS—

Empress 12x5 blade, $13.70; 14 x 5 blade, $14.35; 16x5 blade, $15.10; 18x5 blade, $15.75; 20 x 5 blade $16.00.

STAR—9-in wheel, 3 knives, each, 12-in $8.00; 14-in. $8.32; 16-in., $8.50; 4 knives, 12-in $9.70; 14-in. $10.35; 16-in., $11.00.

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

NAILS, WIRE—Base, $3.85 f.o.b. Vancouver; Cut, base $7.50 f.o.b. Vancouver.

PICKS—Clay, 6-7 lbs. $8.40 doz.

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

PLASTER OF PARIS—$1.60 per 100 lbs.

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

ROPE BASE—British manila, base, 24½c; pure manila base, 28c.

RADIO RECEIVING SETS — The new Thermiodyne TF5, $135.00 less 30 per cent.; the New Thermiodyne TF6, $215.00 less 30 percent.; Algonquin, $95.00 less 33 1-3; Trans Atlantic, $72.50 less 33 1-3; Premier Ensemble, $45 less 33 1-3.

LOUD SPEAKERS—Cone type Jewett, $20 less 30 per cent.; Super Speaker Console, $42.50 less 30; Home, $12 less 30.

BATTERIES—No. 765, $1.45 each; No. 767, $4.10 each.

HEAD PHONES — Brandes Superior, $7, less 30 per cent.; Marconi, $6 less 30.

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

SCREWS—Bright flat head 70/10 off list; bright round head, 67 /2/10 off list; brass flat head 65/10 off list; brass round head 60/10 off list.

SCREW CAPS—60 off list.

SCREWS, SET—60 off list.

SHOVELS AND SPADES—Olds or Fox, $11.50 per doz. ⅝ Jones or Bulldog $12.70 per doz.

SCOOPS—Moose No. 4 $16.60 doz.; No. 6, $17.30 doz.; No. 8, $18.00 doz.; No. 10, $18.70. All above in black finish.

SOLDER—½ x ½, case lots, 47c per lb; less 52c per lb.

SPIKES, PRESSED—Per 100 lbs.—¼ inch, $7.65; 5/16 $8.95; ½-in. $6.45.

STAPLES—Galvanized fence, $6.50 per 100 lbs. in full kegs; galvanized poultry netting, $10.00 per 100 lbs. in full kegs.

TACKS—Carpet, 70c off new list.

TENNIS BALLS — (Prosser's Cemented) per dozen, $5.25; Club adoption, $6; Retail, $7.20. Slazengers $6.75 doz.

WIRE, BARBED—Per roll—4 point, cattle, 80 rod, $3.90; 4-point hog, 80 rods, $4.40.

WIRE, PLAIN GALVANIZED—Per 100 lb. No. 9, $4.00; No. 12, $4.25.

WIRE—O & A—Per 100 lbs. No. 10, $4.60; No. 11, $4.70; No. 12, $4.80.

WRINGERS — Eze, $33.25 doz.; Oxford, $102.50; doz.; Bicycle, $86.10 doz.; Ajax, $198.50 doz.

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

WIRE CLOTH—Out of stock, Vancouver, $3 per 100 sq. ft.; Galvanized out of stock, Vancouver, $4.00 per 100 sq. ft.

WASHING MACHINES—Veloz water power, $88.75 each; Seafoam Electric, $76.00 each; Snowball, $17.85 each; Patriot, $19.00 each.

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

PAINTS AND OILS.

Brandram-Henderson

	Per Gallon
B-H "English" ordinary colors	$4.25
B-H "English" white	4.60
B-H Exterior Oil Shingle Stain—	
Ordinary colors, in 4 gal. cans	$1.0[illegible]
Greens and Greys, in 4 gal. cans	3.00
B-H Anchor Shingle Stain—	
Ordinary colors, in 4 gal cans	1.35
Grrens and Greys, in 4 gal. cans	1.50

PAINTS

	Gallon
Ordinary colors, in 1 gal. cans	$4.60
Martin Senour porch paint	4.40
Martin Senour Neutone white	3.75
Martin Senour Neutone color	3.75
Martin Senour floor paint	4.15
Sherwin Williams, white	4.75
Sherwin Williams, color	4.60
Sherwin Williams, porch	4.50
Sherwin Williams, floor	4.15

PUTTY—	Per 100 lbs
Bulk, barrels 300lbs.	$4.60
Bulk, irons 100 lbs.	7.15
Bulk, irons 25 lbs	8.10
Tins, 5 lbs. per lb	9½
Tins, 1lb.	12½
LINSEED OIL—	Gallon
Raw, 1 to 2 barrels	$1.24
Boiled, 1 to 2 barrels	1.29
LEAD, WHITE IN OIL—	Per 100 lbs
1,000 lbs. to 1 ton	$14.25
Less	14.75
Brandram's Genuine	14.00
TURPENTINE—	Gallon
1 barrel lots	$1.00
VARNISHES—	Gallon
Elastic, No. 1	$ 6.50
Elastic, No. 2	7.40
IV Linoleum	6.90
IV Marine Spar	7.10
IV Furniture	3.65
IV Pale Hard Oil	4.00

Less 33 1-3 per cent.

ROGERS BRUSHING LACQUER 1 gal. $9.85; ½ gal., $5.16; ¼ gal., $2.71; ⅛ gal. $1.48; 1-16th gal., 87c; 1-32nd gal. 50c.

Less 40 per cent.

Automotive Price List

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

ACCELERATORS FOOT—Wireless Ford at $1.75 each.

ASSORTMENTS—Cotter pin 12c each; Cap screws 25c each; Set screws 20c each; Machine screw 75c each; Machine nut 75c each.

BATTERIES—Hot Shot $2.95 each.

BOOTS—Tire 4-in. $1.25 each.

BUMPERS—Hoover Twinbar, $10.60 each.

CAPS—Radiator, $1.00 each.

CARBORUNCLUM—Valve grinding 6-oz $4 doz.

CARRIES—Luggage, collapsible $2.25 each.

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

CHAINS—Weed 30x3½ $6.25 each; 32x3½ $7.00 each; 31x4 $7.70 each; 33x4 $8.20 each; 34x4 $9.00 each. Less 30%.

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

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

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

DEFLECTORS—Wind adjustable $15.20 pair.

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

HORNS—Electric $5.75 each.

JACKS—No. 200 $2.00 each; No. 4 $2.50 each; No. 41 $6.00 each.

LOCKS, MOTOMETER—No. 290 $2.45 each; No. 291 $3.00 each; No. 292 $7.50 each.

MIRRORS—Rear view $3.00 each.

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

PATCHES BLOW OUT—Lockfite No 3 $9.00 doz; No. 3 $4.00 doz; No. 6, $2.00 doz.

PLATES—Step $2.00 each.

PLUGS—Spark Champion 68c each; A C Titan 63c each; Hel-Fi, 50c each.

HARDWARE, OIL *and* PAINTS

CONDITIONS UNDER WHICH MANY LINES OF HARDWARE ARE EXEMPT FROM SALES TAX

Exemptions Apply When Entering Into Cost of Manufacture or Production of Goods.

There has been a good deal of discussion as to the application of the Customs regulation made effective from April 16th last, concerning the exemption from sales tax of articles and materials, not to include permanent equipment, which enter onto the cost of manufacture of goods manufactured or produced by a licensed manufacturer or producer. In order to indicate more clearly the extent of this regulation, a C.M.A. bulletin states that under rulings from the Department of Customs and Excise, the following goods will be exempt under the provisions referred to WHEN THEY ENTER INTO THE COST OF MANUFACTURE OR PRODUCTION OF GOODS MANUFACTURED OR PRODUCED BY A SALES TAX LICENSEE.

Small tools—such as taps, dies, cutters, reamers, drills, files, jigs, saws and wrenches.

Small tools—e.g., hammers, chisels, planes, drawknives, brace and bit.

Small tools—such as bits, knives (planer and moider, jointer).

Patterns from which castings are made.

Buffing wheels, polishing wheels and emery wheels.

Sandpaper, including flint paper garnet paper, emery cloth and other abrasives.

Glue and emery used in building up polishing wheels and belts.

Sandpaper for either hand or machine use.

Pumice stone for rubbing articles.

Electrotypes, die board and cutting rule—used in the manufacture of labels and cartons.

Rubber stamps, steel and brass stamps and stencils—used for printing and marking on containers and for stamping on boxes, barrels and bags.

Engraved steel dies used in the production of greeting cards.

Engraved steel dies used in embossing French ivory.

Dies used in the manufacture of brass products.

Dies used in the manufacture of metal name plates.

Steel dies used in the manufacture of curtain rods.

Cotton waste and wiping cloths.

Wipers, cheesecloth and waste—used for wiping stain and polishing articles.

Libricating oils and greases, machine oils, and boiler compound.

Grinding plates and balls used in the manufacture of cement.

Brushes used in printing and varnishing products ,as well as for cleaning turnings off machines.

Color brushes used in the manufacture of shade cloth.

Sponges used to wash bottles.

Lead used in the manufacture of files for hardening purposes.

Hammer heads and rammer heads for use in pneumatic hammers—the head only being exempt—the pneumatic tools being regarded as permanent equipment.

Fish flakes made of galvanized wire used in fish canneries.

Rolls used in rolling mills.

Ingot moulds.

Galvanizing pots and annealing pots.

Fire sand—consumed in heating furnices, and hot metal ladles.

Firebrick, crucibles, fire clay, buffing material, cutting compound, belt dressings, wood for patterns.

Packing for machinery.

Saws and babbit metal used in sawmills.

Oxygen and acetylene for welding.

Mallets used by tinsmiths.

Test billets used by manufacturers of tools.

Copper.

There is a better feeling evident in the copper market, and the trend appears at the present time to be slightly upward. It is, however, not considered likely that there will be any changes in the Canadian market unless an advance of from 50c to $1 per hundred should materialize in the American market.

Rubber.

Following the recent reduction in tires and rubber goods in general, there is considerable speculation as to what future the market holds. Those who are keeping in close touch with the situation are of the opinion that some effort will be made by planters to force prices of crude to the 35c mark, when under the Stevenson Act ,a 25c surcharge automatically goes into effect, bringing the price back to about 60c. In view of this situation, it is felt that manufacturers will not make another cut, even though crude rubber should weaken further. The good weather coupled with the recent reduction has stimulated buying considerably, which makes it all the more unlikely thatlower prices will be seen.

HARDWARE MARKETS AT A GLANCE

Eaves Trough Conductor Pipe and Elbows.—Demand is normal for this time of the year. Stocks are well filled with prices steady.

Fishing Tackle.—Sales of all kinds of fishing tackle are increasing to a remarkable extent, due to vacation period.

Solder.—The price has risen sharply on account of the strong market in the component metal, with half and half solder now priced at 47c a pound.

Lawn Mowers.—Sales are good with stocks still well assorted; prices have not changed.

Galvanized Ware.—Sprinkling cans have been selling well, also pails. Stocks are well filled with prices steady.

Ice Cream Freezers.—Sales have mounted rapidly in this line. Stocks are ample to take care of business, with prices steady and firm.

Wire.—Sales are steady for fence wire, with stocks in good condition. Smooth wire is selling at a steady though not heavy rate. Stocks are still well filled with prices unchanged.

Nails.—Demand for nails is steady. Building is good. Dealers are keeping up their stocks. Prices show no change.

Builders' Hardware.—Building is going forward at a good pace. Small home building is still very good in the suburbs of the city and smaller trade centres, with a large amount of commercial and other building in progress. A medium grade of finishing hardware is in good demand.

Automobile Accessories—Business is holding well The warm weather has brought out a better trade in tires, tubes and spark plugs. Prices are unchanged.

Baseball Goods.—The end of the selling season on baseball goods is approaching, but retailers are still placing small orders for immediate shipment. Prices are steady.

Steel Sheets.—Sales are fair with ample stocks to meet the demand. Prices have not changed.

Tin.—Call is steady and fair, stocks are well filled and prices steady.

Paints and White Lead.—Paint sales have been very good for the past few weeks. Stocks are being kept up to meet the demand, but are being watched carefully by the dealers. Prices have not changed.

Rope.—Demand for rope is good among certain lines of trade. Haying rope is selling well. Stocks are well filled, with prices slightly revised.

Garden Hose.—With the continued warm weather in this territory the sale of rubber garden hose has been quite active. Contractors and home owners are both buying actively.

Staple Lines.—Staple lines such as bolts, nuts and screws are having a fair sale at this time. Prices have not been changed, and quotations reported in various sections are uniform. Stocks generally are ample.

CANADA PRODUCED $5,548,659 WORTH OF RADIO APPARATUS IN 1925

Production in Canada of radio apparatus including sets, parts and batteries reached a total value of $5,548,659 in 1925 according to a statement issued by the Domnon Bureau of Statistics at Ottawa. Six plants in Canada were engaged solely in the manufacture of radio sets or parts, nine other concerns made sets and parts in conjunction with the manufacture of other electrical apparatus, and 12 of the manufacturers of batteries in Canada reported an output for radio purposes.

Statictis for 1925 show a substantial growth in the radio industry during that year, and also reveal a tendency toward thep roduction of complete sets rather than in the manufacture of separate parts. In 1925, the number of complete sets manufactured by these companies was 48,498, and the selling value f.o.b. was given as $2,196,024. Production of vacuum tubes amounted in value to $1,299,684, and was double that of the previous year; output values of all other parts were lower than in 1924.

The total Canadian production was as follows: The item of aerial material has not been included, as the majority of firms report their production or aerial wire under the term "Copper Wire and Cable."

	No.	Value
Condensers	——	$ 41,626
Coils and Couplers	——	1,017
Panels and Parts (Switches, Dials, Binding Posts, Keys, Sockets	——	88,103
Telephones (head sets, loud speakers, microphones)	——	412,556
Transformers	——	36,816
Vacuum Tubes	940,498	1,299,684
Complete Tadio Receiving Sets	48,498	2,196,024
Aparatus and Parts not elsewhere reported, including complete transmitting sets	——	249,709
Radio Batteries	——	1,223,124
Total		$5,548,659

ICE-O-MATIC REFRIGERATION COMPANY, LIMITED, ORGANIZED WITH HEADQUARTERS IN WALKERVILLE

Will Manufacture Ice-less Refrigerating Units for Sale in the Dominion, British Empire and the Export Feld.

A new electrical refrigeration company, capitalized at $500,000, which wil manufacture a new electrical ice-less refrigerating unit in Canada, for Canada, Great Britain and her colonies, and the export trade known as the Ice-O-Matic Refrigeration Company, Limited, has been established with a factory and general offices licoted in Walkerville, Ontario.

The company will manufacture machines embodying principles of construction covered by the Stitt patents, which are the result of experiments carried on since 1914.

The company also has the right to use exclusively in the countries where they operate the Stitt Refrigerant gas known as "Alcoid" which is used exclusively in Ice-O-Matic machines. This new gas is covered by Canadian patents, and so far as is known, is the only patented refrigerant. In addition to its efficiency as a refrigerant, it has no obnoxious odor, is absolutely non-injurious, non-poisonous, non-explosive, and has a perfect affinity for lubricating oil.

The company will sell Ice-O-Matic machines made in Canada, in the Dominion of Canada, Great Britain and Ireland, Australia, New Zealand, India, and Burma; Union of South Africa, Kenya, Tanganyika, Gold Coast and Nigeria; Norway, Sweden and Denmark; Spain and Brazil; Holland and the Dutch Eat Indies; Newfoundland and all other British Dominions, Crown Colonies, Protectorates and Mandates.

When the company is under way in good shape on Ice-O-Matic Refrigerating machines, it will manufacture other electrical appliances, such as oil burners, computing scales, electric coffee mills and choppers—in fact a complete line of electrically operated appliances for household and commercial use.

This company is equipped with thoroughly experienced management from the outset in the persons of Mr. W. F. Morgan-Dean and Mr. H. S. Pritchard, both of whom are vice-presidents of the company.

Mr. Morgan-Dean has been for the past five years managing Director of the Canadian Toledo Scale Co., Ltd. He will be in charge of manufacturing, purchasing, accounting and similar phases of the company's activities.

Mr. Pritchard was formerly connected, for twelve years, with the sales organiation of the Ford Motor Company of Canada, Ltd., and during the past four years has held the position of General Sales Manager, in which capacity he was in charge of the sale of their product in Canada and overseas. He will be in charge of Ice-O-Matic sales, service and advertising, both domestic and export.

Directors include Mr. R. A. Stappells, formerly president of Toronto Board of Trade and now president of Stappells-Fletcher, Limited, or Toronto; Mr. Frank E. Mauleon, vice-president of Irish and Maulson, Limited, and director of Eastern Theatres, Ltd., of Toronto; Mr. George M. Duck, director and general manager of Canadian Salt Co., Ltd., Windsor, Ontario; Mr. W. C. Hegge, secretary-treasurer of Sievers and Erdman Co., director of Standard Computing Scale Co., Inc., and director of Sunny Line Appliances, Inc., of Detroit; A. R. Stitt, director, Still Refrigeration Company, Detroit, and Mr. Pritchard and Mr. Morgan-Dean.

GROCERS PICNIC

Annual Outing Sponsored by the Great Vancouver Section R. M. A. Proves One of the Most Successful of These Popular Events.

Over one thousand persons embarked for Bowen Island on the occasion of the annual basket picnic given under the auspices of the Grocers Section (Greater Vancouver Branch) Retail Merchants' Association. The day was perfect from every point of view, the sports programme being keenly contested and all arrangements carried out without a hitch. The general committee in charge of arrangements wish to take this opportunity of expressing their sincere appreciation for the generous support which was received from all groups, including manufacturers, wholesalers and retailers. A large measure of the success of the picnic was due to the generous way in which all sections co-operated with the grocers on this occasion. The following is a list of firms contributing to the success of this annual outing:

Empress Manufacturing Co. Ltd.
Wholesale Grocery Trade
The Master Bakers
B. C. Sugar Refinery Co., Ltd.
Fleischmann Company, Ltd.
Royal Crown Soap Works, Ltd.
Crown Broom Works, Ltd.
Gault Bros., Ltd.
J. C. Wilson & Co., Ltd.
Livingstone & Duncan
Parsons Haddock
Dominion Canners B. C., Ltd.
Oppenheimer Bros., Ltd.
Wilson Bros., Ltd.
Donald H. Bain, Ltd.
Mitchell Bros.
Alex. Marshall
W. L. McKenzie Co.
Shalcross Macaulay Co.
McLellan & McCarter Ltd.
W. K. Kellogg Ltd.
Mason-Hickey
Ormond's Biscuit Co.
Wm. Wrigley, jr.
Crystal White Co.
Gibson Patterson
Supreme Polish Co.
Vancouver Creamery Co.
California Fruit Growers
Coca-Cola Co.
Welch's Grape Juice
Heintz & Co., Ltd.
Quaker Oats Co., Ltd.
Knowler & Macaulay
Libby, McNeill & Libby
Stower's Lime Juice.
Lowney's Chocolates
Northwest Biscuit Co.
Ramsay Bros., Ltd.
Robin Hood Flour
Canada Starch Co., Ltd.
F. R. Stewart & Co., Ltd.
Thorpe & Co.
McNeeley's Limited
Orange Crush Bottling Co., Ltd.
Hedley Shaw Milling Co., Ltd.
Urquhart & Co., Ltd.
Flytox
Rowntree & Co., Ltd.
M. Dougherty
Mrs. Haine's Marmalade
Pacific Milk Co., Ltd.
Disher & Markle, Ltd.
Imperial Grain & Milling Co., Ltd.
Novelty Mills Co.
The Borden Co., Ltd.
A. P. Slade & Co.
Walter Baker & Co.
Chess Bros., Ltd.
Wm. Clarke & Co., Ltd.
Vancouver Pickle Co., Ltd.
Braid, Tuck & Co., Ltd.
Brackman-Ker Milling Co.
Crosse & Blackwell (Canada) Ltd.
Cross & Co., Ltd.
Oscar Brown & Co., Ltd.
Gainers Limited
Union Packing Co. Ltd.
Kelly Confectionery Co., Ltd.
National Canners Ltd.
Hedlund Mfg. Co., Ltd.
Proctor & Gamble, Ltd.
Bullen Bros.
Lake of the Woods Milling Co.
Westgate Fruit Co.
Ridgeway's Teas Ltd.
Western Broom Works
C. F. & J. Galt
Geo. McRae Wax Paper Co.
Columbia Paper Co.
Luxura Polish
Stanley's Pure Preserves Co.
Ed. Hickman, Earl's Road
Broder Canning Co. Ltd.
National Biscuit Co. Ltd.
McLaren's Jelly Powders
McCormick's Ltd.
Fletcher & Son
Vancouver Milling & Grain Co. Ltd.
Norfolk Paper Co., Ltd.
Fraser Valley Milk Association.
Millar Bros.
Ice Delivery Co., Ltd.
Smith, Davidson & Wright, Ltd.
Central Creameries of B. C. Ltd.
Royal Dairy
Gillett & Co., Ltd.

The rope for the tug-of-war was kindly lent by the City Police Department.

PRICE MAINTENANCE CORRESPONDENCE

BRITISH COLUMBIA STILL LEADS THE WAY.

Saskatoon, Sask.
August 3rd, 1926.

Mr. W. F. Ing,
Secretary, B. C. Board,
Retail Merchants' Association,
Vancouver, B. C.

Dear Sir,—Thanks very much for your letter of July 3rd, we wish there were more people like the Broder Canning Company. We will certainly carry out your wishes to give these people the greatest publicity that can be given to our limited sphere, and we will reproduce this letter in the "Western Retailer,' with our comments thereon.

Evidently you folks in B. C. have the right brand of enthusiam in regard to the Canadian Fair Trade League, and any time we can be of any assistance to you in furthering the objects of the League, please let us know. We are doing our best in Saskatchewan and, hope to be able to create the same enthusiasm that prevails in the Pacific Province.

Yours very truly,
(Signed) J. W. HARRIS,
Assistant Secretary, Retail Merchants Ass'n.

ENGLISH FIRM MAY ESTABLISH CANADIAN BRANCH

Rowntree & Co. York, England, manufacturers of candies, are contemplating the establishment of a branch factory in Canada, according to a statement made by A. Nelson, head of the Rowntree Canadian agency. Mr. Nelson has made a special report to the company as to the advisability of establishing a factory in this country and as to the most suitable location for such a plant. If Rowntree & Co. decide to manufacture in Canada it will probably be a year before a site is chosen and the plant put in operation.

TAXING THE MAIL ORDER HOUSES

Secretary-Manager Dominion Board R.M.A., takes up the question with the Premiers of the several Provinces. The following is a copy of the correspondence to Hon. John Oliver, Premier of British Columbia.

Honourable John Oliver,
Premier of British olumbia,
Victoria, B. C.

Dear Sir:—

You might be glad to know that the Union Municipalities of Eastern Ontario and Ottawa District, at a convention held in Belleville, unanimously passed a resolution to the effect that, in order to protect the local tax-paying merchants in the various communities located in the municipalities, an effort will be made to secure a tax on all business done by mail order within those municipalities.

The internal distribution business of our country is one of the large problems which is of importance not only to the meschants who are entitled to a fair remuneration for the service which they render, but to the consuming public generally, as community development directly depends upon an opportunity being provided for all classes resident within the community, to get a wage proportionate to the service rendered, out of which each individual is expected to make a fair contribution towards the maintenance of those utilities necessary for the satisfaction of desires and tastes, created out of modern methods of living. It does indeed seem very unfair that certain methods of business have been devised which do provide a means of securing at least a portion of the necessities required within these various communities, without making a contribution to the maintenance of those communities in which the business is being done, in proportion to the average legitimate operating costs or contributions made by the local merchants.

This system of merchandising is carried on by hawkers, peddlars, transient traders and mail order houses, and if persisted in will ultimately drive the local merchants out of business, with a reaction on the community itself, and where previously thrived villages, towns and districts, these places will become recognized as nothing more than Post Offices, with the population moved into the larger centres.

One of the means by which this difficulty can be solved is to require the hawkers and peddlars to pay a license fee in proportion to the business taxes paid by the local merchants, and to require the Mail Order House to pay a tax for the business done in proportion to the average legitimate operating costs of the merchants doing business in the communities into which the Mail Order goods are being shipped.

There is a controversy at the present time as to whether this tax can be placed by the Provinces or should be a Dominion tax. Our solicitors are of the opinion that as the catalogue is distributed within the Provinces that it acts as salesman for three hundred and sixty-five days in the year, through which an offer is made to purchase, and a contract is concluded and the business done at the post office in which the purchaser mails his letter to the Mail Order firm, whether this firm is located within or without the province, and that if the contract is made within the Provinces under the British North America Act, the Provinces have a right to levy a tax on the business done, whether operated from Mail Order houses located within or without the provinces.

This question was submitted by Premier Baxter of New Brunswick to Mr. Nesbitt, K.C., of Toronto, who, in his opinion, stated that such a tax would be ultra vires of the Provinces, as it would interfere with inter-provincial trading and would be an indirect tax.

You will therefore realize that the lawyers at the present time are in controversy as to where this tax should be placed. We would suggest that possibly Mr. Nesbitt is not fully familiar with the actual conditions under which this business is being conducted, otherwise his opinion might have been extended to the possibility of such legislation being intra vires of the provinces.

If any of the Provinces, in the interests of their communities, wish to determine where this tax should be placed, it could easily be ascertained by introducing the legislation, when, no doubt, an action would be taken to determine the constitutionality of the Act. There is no doubt but that the Dominion Parliament have the hight to pass such legislation, but if it could be passed by the provinces, the cost of collecting the tax and administrating the Act would be much less, but if it once has been definitely decided that the provinces have not the right to pass such legislation, then we would hope that in a movement to obtain a Federal Tax, all the Provincial Governments in Canada would be behind the movement.

Would it be possible to get an expression of your views or the views of your Finance Minister in reference to this question, particularly referring to the necessity of some equality in competitive methods for the better stabilization of business conditions in the interest of public life and community welfare?

Hoping to hear from you at an early date, we remain, yours very truly,

THE RETAIL MERCHANTS' ASSOCIATION OF CANADA
Per Norman B. Douglas,
Secretary-Manager.

CANADIAN FAIR TRADE LEAGUE

Progress Report.

Toronto, July 15th, 1926

To All Members:

Accompanied by a number of manufacturer members, Mr. Crowder on June 29th completed a series of meetings of retail and wholesale grocers in Western Ontario, having visited Sarnia, Windsor, Wallaceburg, Chatham, London, St. Thomas, Stratford, Galt, Kitrhener, Simcoe, Brantford, Gleiph, Hamilton, Welland, St. Catharines, Niagara Falls and Toronto.

The trade of Western Ontario as a whole is with the movement, but some places are taking more serious interest than others. The great obstacle is to get everything thoroughly explained and get everyone at work on the same general plan. Slow though it will be, ultimate success is certain.

On this tour Messrs. Crowder, Lawrason and Muir interviewed Messrs. Carr and Hammil of the Shredded Wheat Co., Niagara Falls, N.Y. Mr. Carr states that their lawyer has advised against them joining the League, and so far they have followed that advice.

Messrs. Crowder and Younge interviewed Mr. Frank Gordon of Kelloggs in London. Mr. Gordon's attitude is the most satisfactory of any breakfast food manufacturer.

A very encouraging communication has been received from Mr. G. H. MacFarlane, President of the E. W. Gillett Company.

The attitude of the Procter & Gamble Company summed up in a few words is that they will co-operate with us when we have an organization "with the support of asufficient number of retail and wholesale grocers to be really effective."

A large number of our members seem to think that the succes sof this movement depends mostly upon the attitude of the manufacturers. Nothing could be more wrong. The success of this movement depends, almost entirely, upon the retailers and wholesalers—more especially the retailers—joining in sufficient numbers to represent the bulk of the trade—otherwise we could not hope to succeed, no matter what the manufacturers were willing to do.

As an instance of retailer co-operation, the following is quoted from a Vancouver manufacturers' letter:

"We secured displays during the week of June 21-26th in over 90 per cent. drug stores in Greater Vancouver."

The retailers of London and other Western Ontario centres are also devoting their windows to the goods produced by our manufacturer members. These retailers are making Price Maintenance a success right now.

Protests have been received from British Columbia, Alberta, Saskatchewan and Ontario against the demoralizing practice of some manufacturers featuring "deals" and "free goods' whereby the retail grocer is called upon to give away dish pans, sauce pans, and other items of kitchen hardware with so many cakes of soap.

The simplest way to remove that evil from the grocery trade would be for the wholesale and retail trade to refrain from handling these "deals." If the policy continues the grocers must expect other line retailers to retaliate in kind. In fact, quite recently a large furniture store in Toronto offered free groceries with a certain kind of kitchen furniture.

Since our last report the following manufacturers have applied for membership:

Messrs Gorman, Eckert & Co., Ltd., London, Ontario.
Messrs. Arva Flour Mills, London, Ontario.
Messrs. Silverwoods, Limited, London, Ontario.

CORRECTION.

An unfortunate error occurred in the advertisement of the Canadian Export and Import Company, which appeared in the July issue of this publication. This progressive firm carry the well-known line of "TORII" gift and art goods, and in addition a large assortment of carnival novelties and toys. Instead of using the word "Carnival," "Canadian" was substituted, which although not belittling the quality of the novelties, did not convey the meaning of our advertiser, and we exceedingly regret the error.

• • •

In a recent issue of this publication there was listed among the manufacturer members of the Canadian Fair Trade League, the Monarch Manufacturing Company. There is no such firm interested in the movement, to our knowledge, and it was very obviously a misprint for the NONSUCH Manufacturing Company, who have championed the movement since its inception.

TRADE NOTES

R. Bowie has commenced an auto garage at Courtenay.

The Royal Candy Company, at Cumberland, is reported to have been sold out to Walter Hudson, jr.

The Mission Motors Limited, Mission, B. C., is now under the management of Griffiths and Carter.

The Westminster Paper Mills, New Westminster, have been incorporated.

Mrs. Thomas Gaffney has sold her general store at Qualicum Beach to J. T. Dudley.

Charles E. Bevan has commenced a retail butcher shop in Vancouver.

The confectionery and tobacco business of Roy H. Campbell is reported to be in the possession of the mortgagee.

It is understood that the Consolidated Garments Limited have acquired certain assets of the Consolidated Mercantile Company, and have commenced manufacturing in Vancouver.

Gillespie and Ault, Limited, have discontinued their men's furnishings busines sin Vancouver.

It is reported that Reid Bros. retail butchers, &c., Vancouver, are seeking extension after a recent creditors' meeting.

Venus Fishing and Canning Company Limited, have acquired property in New Westminster and will establish a plant at the foot of Sixth Street, where salmon and herring will be canned.

J. W. Buckler is commencing a grocery business in Victoria.

The Oak Bay Garage, operated by Thomas Plimley Limited, together with contents, has been sold out.

The general sore of N. S. Barr, Hudson Hope, B. C., has been sold out.

H. H. Edmonds has commenced a bakery at Moyie, B. C.

Gilbert McIntosh has succeeded R. N. Harriman in his grocery business in Vancouver.

The Terminal Merchandisers Limited have commenced business in New Westminster (ladies wear).

Bell & Company have acquired the stock of D. W. Brown and commenced a grocery business in Vancouver.

Betty Blue Shop under the management of Misses Bramwell have commenced business in Vancouver.

Charles E. Larsen, grocer of Vancouver ,is reported to be in financial difficulties.

A bailiff's sale has been held in connection with the disposal of stock and fixtures of "Sunset Orange Crush," Vancouver.

It is reported that J. S. Smith has sold the New Westminster branch of his business to Terminal Merchandisers Limited (drygoods, &c.)

The stock of T. J. Adeney, Victoria, comprising stationery, Chinaware, &c., was sold by auction last month.

DOMINION INLAID LINOLEUM MAKES TREMENDOUS HEADWAY WITH CANADIAN TRADE.

It is just about a year ago that the Dominion Oilcloth & Linoleum Company Limited offered to the trade, the first Made-in-Canada Inlaid Linoleum. Previous to that, all goods of that type had to be imported.

The success of Dominion Inlaid Linoleum, as with all products that meet a specific need, was instantaneous—this largely due to the fact that the makers had made a thorough sudy of the market before entering it.

Quality, the first essential, was assured. Popular and attractive designs were developed. An adequate output was planned for and secured .

Thus, when the trade was approached, it was with a thorported goods prohibitive.
the full.

Dominion Inlaid Linoleum is a product that more than holds its own with the very best of imported grades. Made in Canada, it is priced within comfortable reach of a wide range of consumers who heretofore had found the cost of imported goodsp rohibitive.

Best of all, from the dealer's standpoint, Dominion Inlaid Linoleum ended delivery difficulties. Orders can be placed with the jobber, and immediate shipment assured. There need never be a shortage of a popular number and a consequent loss of sales.

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

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

Use WESTERN GLASS
For SERVICE
YOU CAN GET IT
PHONE SEY. 8687
or write to
158 Cordova St. West, Vancouver

For POLISHED PLATE GLASS
MIRRORS :: WINDOW GLASS

Western Glass Co., Ltd.

B. C. Distributors of
Messrs. T. H. Prosser & Sons Ltd.
London.
Manufacturers of Prossers' Celebrated Line of TENNIS and CRICKET Supplies.

Associated Agencies LTD.
78 Arcade Bldg., Vancouver.
Phone: Sey. 131

Fancy Silk Hose for Men at the "Right Price."
Write for samples.
R. A. SIME, B.C. Distributer
THE BLACK MANUFACTURING CO.
318 Homer St. Vancouver, B.C.

Dominion Sales Company
433 RICHARDS ST, VANCOUVER
Distributors for:
Fairy Dyes Ltd.....(Fairy Dye)
Harry Peck & Co. Ltd (Meat Pastes)
Crestona Ltd. .....(Lemon Curd)
Plaistowe & Co ....(Confectionery)
O-Pee-Chee & Co. (Popcorn & Wintees)
Robert Watson ....(Confectionery)
National Chicle Co. (Count lines)
Hunts Ltd.....(Funny Faces)
Martha Jane Products .....(Bars)
Nicholsons Ltd. (Blueing and Polishes)
Phone Sey. 7121
VANCOUVER

T. D. STARK Telephone
F. W. STERLING Sey. 6195
STARK & STERLING
MANUFACTURERS' AGENTS
1043 Hamilton Street.
VANCOUVER, B. C.

Scales, Slicers, Cutters and Cabinets—New, Rebuilt and Second Hand. Cash or Terms.
THE SCALE SHOP LTD.
Sey. 2881
365 Cordova St. W., facing Homer.

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IDEAL CONE COMPANY
Manufacturers of
ICE CREAM CONES
Purest Made Cost Less
335 PRINCESS AVE.
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Addressing
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Handled Efficiently
Wrigley Directories, Ltd.
198 Hastings W Sey. 2876

SERVICE TO OUT OF TOWN SUBSCRIBERS.

The British Columbia Retailer will be pleased to furnish subscribers the names and addresses of representatives or agents of eastern manufacturers in Vancouver. We will also advise where their commodities can be purchased.

Manufacturers' Agents

(Vancouver, unless otherwise stated).

(Insertions under this heading are charged at the rate of $1.20 a line, for six months, payable in advance).

DRYGOODS

Atlantic Underwear Ltd., Moncton, N.B.—E. H. Welch & Co. Ltd., 318 Homer Street. Sey. 8587.

The Black Mfg. Co., Seattle.—R. A. Sime, 318 Homer Street. Sey. 1533.

Chipman-Holton Knitting Co. Ltd., Hamilton, Ont.—E. H. Walsh & Co. Ltd., 318 Homer Street. Sey. 8587.

The Galt Knitting Co. Ltd., Galt, Ont.—J. J. MacKay, 804 Bower Bldg. Sey. 3091.

Monarch Knitting Co. Ltd., 318 Homer Street—S. D. Stewart & Co. Ltd. Phone Sey. 7525.

Penmans Ltd., Paris, Ont.—J. J. Thompson, 615 Hastings West. Sey. 7377.

Rock Island Overall Co., Rock Island, Que.—R. M. Foster, 28 Water St.

C. Turnbull Co. Ltd., Galt, Ont.—S. D. Stewart & Co. Ltd., 318 Homer Street. Sey. 7525.

GROCERIES.

Borden Milk Co. Ltd. — Montreal Que.—Local Office, 332 Water Stret. Sey. 6823. J. W. Nunn, Manager.

Canada Colors and Chemicals Ltd., Toronto—Stark & Sterling, 1043 Hamilton Street. Sey. 6195.

Canada Starch Co. Ltd., Montreal. —E. H. Rowntree, 207 Hastings W. Sey. 59.

Canadian Postum Cereal Co. Ltd., Toronto—McNeely's Ltd., 739 Hastings West. Sey. 9337.

W. Clark Ltd., Montreal, Que.—C. P. Stark, 423 Hamilton St. Sey. 2940.

E. W. Gillett Mfg. Co., Ltd.—L. McFarlane, 500 Beatty St. Sey. 1398.

Griggs Co. of Canada Ltd., London, Ont.—L. P. Mason & Co., 510 Hastings West. Sey. 2908.

Lake of the Woods Milling Co. Ltd. —1300 Richards Street. Sey. 2826. W. H. D'Arcy, jr., manager.

McCormick Mfg. Co. Ltd., London, Ont. Local office, 1150 Hamilton St. Sey. 3412. C. H. Kenny, Manager.

Palmolive Company of Canada Ltd. Toronto, Ont.—Dean Armstrong, 1831 Larch Street. Bay. 5011L.

The Quaker Oats Company—Local office, 525, 510 Hastings West. G. S. Thompson, Sales Manager.

Rowntree & Co. (Canada) Ltd. Toronto. W. R. Beatty & Co., Ltd. 325 Howe Street, Vancouver.

STORE EQUIPMENT & SUPPLIES.

Bartram Paper Products Co., Ltd. 1280 Homer Street.—Norfolk Paper Co. Ltd., 136 Water Street. Sey. 7868 and 7869.

Canadian Toledo Scales Co. Ltd.—Windsor, Ont.—E. S. Chambers, 508 Smythe Street. Sey. 3911.

Continental Paper Products, Ltd., Ottawa, Ont.—Smith, Davidson & Wright. Sey. 9565.

Geo. McRae. — Waxed Paper and Counter Sales Books. 1059 Hamilton Street. Sey. 3112.

International Business Machines Co. Ltd., Toronto.—Local office, 668 Seymour St. Sey. 283.

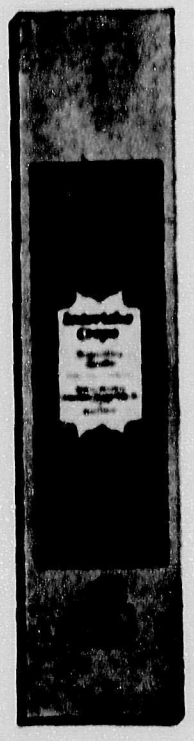
J. C. Wilson, Ltd., Lachute, Que.—Local office, 1060 Homer St. Sey. 781. W. T. Rae, Manager.

SPORTING GOODS.

Prosser, T. H. & Sons Ltd., London Eng.—Associated Agencies, 615 Pender St. W. Sey. 131.

Interlake

Show Your Customers the Easy Way To Make Decorations of All Kinds



Creating the prettiest color effects is no trick at all if Interlake Superfine Crepe Paper is used.

Interlake Superfine Crepe is sold in a cardboard folder upon which are printed measuring rules and a few simple directions. There are 37 shades of Interlake Crepe. It stretches its own length.

Stock this superior decorative material. Repeat orders are sure to follow. Ask your wholesaler or write direct to us for this Canadian-made product.

Interlake Tissue Mills Co.
Limited

54-56 University Avenue, Toronto 2, Canada

Mills at Merriton, Ont.

All our Products are Government Inspected

Do You Like Doughnuts, Cakes, Cookies, Pies, all kinds of good things to eat?

Swift's "Silverleaf" Brand Pure Lard

is unequalled for frying, baking and shortening.

SWIFT CANADIAN COMPANY LIMITED

Longer Wear for Youngsters Repeat Sales for You!

ROCK RIB and Hercules Stockings for boys are noted for the wear they give, no matter how hard the service they encounter. This is the reason—and a mighty good selling point to use with mothers:

Rock Rib and Hercules Stockings are knit especially for boys who are "hard" on stockings. The strongest yarn is used—they are knitted with two-ply legs and three-ply heels and toes. They make fewer visits to the mending basket.

Stock this profitable line. Sizes 5 to 10½—boxed in dozens. Order from your wholesaler.

Chipman-Holton Knitting Company, Limited—Hamilton, Ont.

Mills at Hamilton and Welland

Princess Stockings are good sellers for girls. Made from two-ply silk lisle yarn. Sizes 4½ to 10. Boxed in dozens.

ROCK RIB · HERCULES

Hosiery for Boys

SUNSHINE HOSIERY REGISTERED