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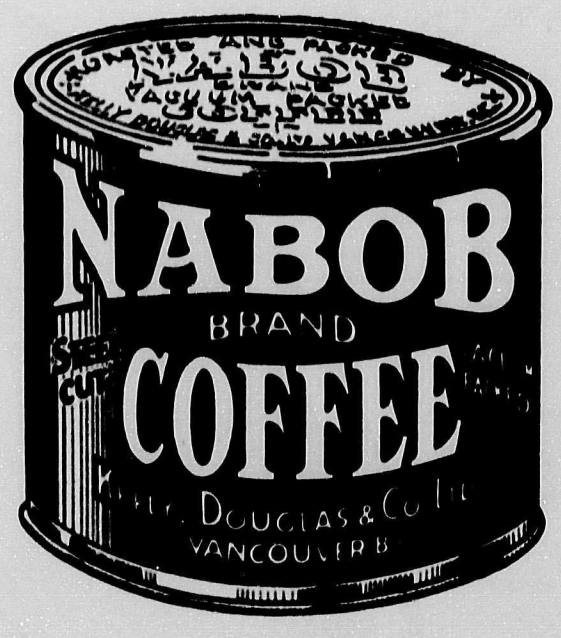

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Published 20th of every month. NINETEENTH YEAR

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Mail Order Business : Its Effect Upon Domestic Distribtion and Domestic Development

By N. B. Douglas, Secretary-Manager, Retail Merchants' Association of Canada, Inc.

Distribution of merchandise is one of the greatest factors of our economic life. It has changed a great deal from the times of "barter and exchange" to the present day of "money value" or "price." Many new plans and methods have been adopted within the more recent years, with the result that goods are now being distributed by not only the "individually owned and operated store," but by "departmental stores," "five and ten cent stores," "chain stores," "co-operative societies," "direct to consumer selling," "mail order houses," "unsolicited plans and customer chains of sale,' etc.

From an analysis made last year, we found that there were over sixty different classes of retailers in Canada selling exclusive lines of merchandise, and that altogether there were over 140,000 merchants or firms engaged in the retail business of this country, who distributed over $4,000,000,000 worth of merchandise, or an average of approximately $433 for every man, woman and child. By making a comparison of the value of our export and import trade which amounted to a little over $2,000,000,000 last year, we are able to get some idea of the importance of the domestic trade of this country, and yet when compared with some of the single line industries, such as agriculture, which last year produced approximately $1,712,000,000, forestry, $455,000,000, mining $232,500,000, we notice that even greater differences are apparent. These comparisons will give some idea of the importance of the domestic trade of Canada and the service rendered to the public of this country by the distributors.

The Status of the Retail Merchant.

The business of the merchant is to select merchandise and place it in stock to satisfy the requirements of the consumers in the various communities in which he is located. Large amounts have been invested in property and real estate suitable for the storing and displaying of these large stocks. It is estimated that the retailers, together with their employees, represent as much capital invested and pay as much taxes as any other class in the Dominion of Canada. They are large contributors to the development of the communities in which they are located, and are, in most instances, the promoters of community development. A large portion of the cost of maintaining schools, churches, hospitals, good roads, and other public utilities, as well as charitable institutions within the community is paid for and maintained by the merchants resident in those districts.

The towns and villages of our country can only be made attractive and business opportunities provided by the investment of money, and the re-investment of the earning power of that money within those commun-

ities. A dollar spent within the community is estimated to circulate fifteen times before its earning power has been used up. If you send that dollar out of the community, its usefulness is employed in the place to which it has been sent.

This introduces the subject of purchasing merchandise out of your community or through Mail Order Houses.

Growth Restricted.

This is a matter which is certainly engaging the earnest attention of the business people of Canada, who are interested in its future development. The cash sent out of the various communities to Mail Order Houses, to be employed by them in restricting the growth and prosperity of the smaller towns, villages and rural communities, by taking from those communities the opportunity of employing the operating costs of distribution and profits within their districts.

Towns or villages, through this lack of development, lose their prestige as live and attractive centres and property values, of not only the merchants and residents of these communities,but farmers as well tributary thereto, are much reduced in value. No one wants to live in a dead district. Of the dollar spent with the local merchants, the money is left in the community to help build up its social and economic life.

It would seem advisable that we should examine the conditions under which the local merchant operates and compare them with the operations of Mail Order Houses. The local retailer anticipates the requirements of the people tributary to his place of business, and places in it stock for the convenience and inspection of his customers. He expects to pay to the wholesaler or manufacturer the value of the goods, as he realizes that just as he is entitled to a living wage for the service which he renders, so the wholesaler or manufacturer is entitled to a remuneration for their contribution to production and distribution.

Compared with this method, however, I would like to present the following paragraphs from an article reported to have been written by Mr. Clarke E. Locke, former advertising manager of the Robert Simpson Company Limited.

> "The weapon of buying—an expressive phrase with a world of meaning. Money makes money, and with the unlimited credit at his back, a Department manager can buy on more favorable terms than the small merchant."
>
> "Sometimes this weapon is used with particular telling effect. Manufacturers often get into financial difficulties and then—ready cash means more than profits."
>
> "A Department manager can go to the manufacturer and offer him huge sums in cash, provided this purchase **can be effected at cost** price or less. The result—the manufacturer gets cash when he needs it most; the store gets an opportunity of selling goods **at a ridiculously low price** and yet of making money."

Catalogues and the Post Office.

Now that the purchases have been made by the local merchant and the goods taken into stock he advertises locally the goods which are seasonable, trusting that as a result of the advertisement the local consumer will come to his store to buy his merchandise. The Mail Order House,when the stock has been secured, undertakes the preparation of a catalogue which costs thousands of dollars, and which is distributed at the minimum cost to the public not only in the district in which they are doing business, but throughout the whole country. This catalogue is glowingly prepared and very attractive, and business is solicited on the motto "goods satisfactory or money refunded," and in order to make mail order purchases as convenient as possible, advertisements appear pertaining to a great quantity of the merchandise such as "we pay all transportation charges."

These catalogues are not sent out from the place of business in the ordinary way, but in most instances, are sent by freight or express to the village or town from which they wish to have them distributed, and placed in the Post Office there, thus reducing the cost of distribution by the reduced parcel post rate obtained when sent out within the twenty mile radius. The average catalogue weighs about three pounds, which if distributed within the twenty mile radius, costs 7c., whereas, if it is sent out beyond the twenty mile area, but within the province, the cost would be 20c., and if sent from one province to the adjoining province on either side, the cost would be 24c, and if sent to the second province on either side of the distributing province the charge would be 30c, and to any of the other provinces 36c.

As Mail Order Houses are doing business not only in the province in which they are located but in all the other provinces, this method of distributing their catalogues is reducing the cost by avoiding the regular use of the mails, while at the same time the Post Office Department has been losing large sums of money. Tremendous sums have been invested by the Post Office Department to take care of the parcel post system, and the Mail Order Houses are the chief users, yet when this system can be partly avoided by a cheaper method, the cheaper system is adopted and the Post Office Department lose the revenue. Just here I would like to ask the question. How can the Mail Order House take advantage of the parcel post rate for their catalogues which are printed material and not merchandise? Printed material is distributed at the rate of one cent. for two ounces; a catalogue weighing 3 lbs. would cost 24 cents, yet they are sent out within the twenty mile radius for seven cents. The weekly or monthly catalogues are distributed at the Printed Matter rate; why not the annual or semi-annual as well?

To give you some idea of the way in which these catalogues are distributed, in September, 1925, the local weekly in a small western town in Alberta, contained an editorial headed "The Mail Order Flood." "Three tons of mail order catalogues,—this is the quantity of catalogues from one mail order house that were unloaded here a few days ago for distribution from the ——— post office, all within the twenty mile ralius of ———"

——— is a town of some 2,400 population, and the chief reason of its existence, presumably, is that the farming population in the surrounding territory may have a market place where they may secure the various commodities they require at retail.

The local scribe continues: "The entire country is under a deluge of artistically illustrated well-printed books of 500 pages each, advertising the wares of one of Canada's greatest mail order concerns, and inviting even the most remote prairie settler to send his money away to Winnipeg for whatever he may require to eat or wear.

"No home is too luxurious for this emmissary of the mail order house to enter; no cottage is so humble that this printed salesman will pass it by.

"Three tons of catalogues? Yes, six thousand pounds of printed salesmen for this post office. Figure it out for yourself, and you will see that that one shipment equals the combined weight of thirty-five good husky salesmen of the human variety.

"A few quick passes of the pencil show us that there are exactly 2,400 catalogues, weighing 2½ lbs. each, in this one batch. One salesman (and one of proven producing ability), will be at work in every one of 2,400 houses in this district during the next six months. He will be constantly on the job, eager to display his goods, and ever ready to solicit an order for the mail order house. Two-thousand-four-hundred salesmen are now at work in the ——— district, selling goods for a Winnipeg mail order house."

——— is not the only town in Canada where there are loud complaints about the depredations of the mail order house.

Silent Salesmen.

The next step in the process of distribution of goods by the local merchant is to sell them to the customers who come into his store. He renders them a service by telling them the quality of goods, giving them an opportunity to inspect them, delivers them, if required, and in most instances extends credit if desired. The mail order houses, once they get their catalogues into the homes of the consumers, have a silent salesman in that home for 365 days in the year, soliciting an order, or in other words, these catalogues are really transient traders or silent peddlars. In order to obtain the merchandise it is necessary for the consumer to decide upon the class of goods which he requires, make out an order send the order through the Post Office, which of course must be accompanied by cash; the order is made up by mail order firm, delivered generally to the Post Office Department, and in due course arrives at the post office of the consumer, who in turn has to call for it and take it home.

This comparison of the conditions under which business is conducted by the local retailer and the mail order house shows clearly that the policy by which the mail order houses conduct their business is through the post offices, of which in the year 1924-25 there were 12,376 in urban and rural centres, and at the end of the calendar year 1924 there were 68,000 miles of rural mail routes, serving over 200,000 rural mail boxes. It is clearly evident that without the postal service and the parcel post rates which are considerably less than the express rates, that the mail order business could not be so advantageously conducted, and yet we find the postal clerks and postmen all over Canada protesting that they are under-paid. The Mail Order Houses, who depend on the postal employees for the operation of their business, could afford to pay well for this service rendered. Why have they all these advantages over the local merchant for the distribution of their merchandise?

On most parcels less than nine pounds in weight the postal rates are much less than the express rates, as, for instance, a parcel of five pounds can be delivered to any post office within the province for 30c., whereas the minimum express rate is 40c, and in a province such as Ontario the cost of sending a five

(Continued on page 31)

GOODWILL TOWARDS MEN.

Christmas, being the season of the year devoted to the expression of goodwill towards our fellow men, it is expedient that even those who, throughout the year have been our bitterest competitors be tendered this expression of cameraderie which, through the ages, has been uppermost in the minds of men at this, the annual commemoration of the most revered episode in the world's history.

Differences which have occurred during the past year between individuals, families and communities must be cemented, otherwise the Holy Day passes for them without significance.

It has been said that true sportsmanship among business interests is on the wane. An everlasting attempt to "get ahead of" the other fellow, with the almighty dollar as the goal, may not be altogether conducive to a full measure of forbearance twixt contending parties, but it must be borne in mind that ever since the birth which we annually commemorate, similar competitive conditions have prevailed, and the world still looks upon this celebration as the most important in the calendar.

Therefore it is reasonable to attribute a great measure of the progress of civilization, and the goodwill existing upon the earth today to the undiminished influence this event carries with it from year to year.

Christmas is a period distinctly devoted to the happiness of children, for the reason that they may be schooled to the significance of the holiday. The giving of gifts to the little folks encourages that spirit of goodwill which in the years to follow becomes established firmly in the minds of future generations.

When this paramount ideal is fostered at Christmas time, a sure foundation is laid in the small mind, which, as the years pass, results in an overwhelming desire to encourage peace on earth and goodwill towards men.

PROSPERITY'S MAGNETISM.

In the November issue of this publication, somewhat extensive mention was made of the sale of one of Canada's largest chocolate manufacturing plants to the old-established English firm of Rowntree & Company, of York, England. At this plant products of the company, commensurate with the growing demand, will be distributed to the Canadian trade.

Now comes the notification that yet another well-known English firm, Messrs. Crosse & Blackwell Limited, have decided to build a factory on the shores of Lake Ontario, which will cost a million dollars and give employment to some 1,500 persons.

In recent months, conditions beyond the control of English manufacturers doing extensive business with this country, have prevented shipments from overseas reaching consignees on the appointed date, and it is in part to successfully overcome such conditions that the expediency of erecting Canadian branch factories, has been recognized.

But also, were any indication of Canada's prosperous trade conditions lacking, it were surely evidenced in the faith of these men of vision, who trading for many years with this country, have seen the immense opportunity for expansion of sales on this continent.

In a young country such as this, manufacturers,

who, through lean and prosperous years have been building up their businesses, may perhaps be pardoned for looking with some measure of disfavor upon the intrusion of these highly capitalized concerns, into their fields of endeavor. But, even if at first sight competition with century-old established firms appears to be an unequal struggle, the realization that such competition is likely to have no other effect that to maintain the quality of Canadian-made products on the high level necessitated by such competition, will prove a benefit to manufacturers and the country in general.

Wholesaler's Attitude Toward Specialty Items and Their Sale

Defends Jobbers Who Feature Private Brands to Protect Independent Retailers Against Ruinous Competition by Chain Stores Which Sell Specialties at Cut Prices to Attract Business.

A sharp retort has been received to the address of Frank D. Bristley, president of the American Grocery Specialty Manufacturers' Association, and which appeared in the November issue of the "Retailer," by a well-known wholesale grocer, who contends that the independent grocers of this country made possible the sale of Nationally known and advertised products, but since the chain and department stores make a football of them, leaving no profit in their sale, the retailers are merely acting as slot machines when they encourage their sale.

He maintains that private brands are packed by responsible manufacturers, that they contain quality equal to specialty brands, and in addition can be owned cheaper by the retailer and sold at a more reasonable figure to the consumer.

With practically 90 per cent. of the distribution in the hands of the independent grocers, he asserts, "it is no credit to manufacturer or jobber to pass over the plums to the big buyers, and hand the pits to the submerged nine-tenths."

Entitled to Know Both Sides.

'Your columns recently contained an article on jobbers private brands, but therein only one side of the picture was presented.

"I herewith submit the private label jobbers' side of the controversy, which you are at liberty to use or reject as you deem best, but the independent retail grocer is entitled to know both sides of a much discussed question."

"In the majority of cases jobbers private brands are put up by experienced reputable and successful manufacturers—manufacturers who have equally as high ideals, and take the same pride in doing their alloted side as well as any other manufacturer.

"Now I submit the question to an impartial mind—Is there any reason why an experienced canner ,enjoying a low operating cost and packing good merchandise should injure that merchandise by putting a jobber's label on the can? By what sleight-of-hand is the quality of that merchandise altered by the acquisition of a jobber's trade-marked label? By what law is the price of that merchandise raised above other merchandise of equal merit?

Jobbers Are Not Foolish.

"I wonder if Mr. Bristley thinks that a jobber who has been in the food business for years is so foolish as to pack [illegible]or merchandise under his own label and expect to charge [illegible]tailer for it. In the first place, no jobber with an ounce [illegible]pride would put his name on inferior merchandise. And a jobber with ordinary intelligence knows that if he should put across shoddy merchandise at a higher price the reaction from the retailer and consumer would soon settle the question.

"It may be, of course, that here and there a jobber commits private brand suicide by permitting the trademarked label to go on shoddy merchandise. This error is a human error to which a jobber's label may be more susceptible than a manufacturer's label. The offender, however, inflicts his own penalty; in other words, he hangs himself.

"The retailer and jobber should be one entity. The jobber is in close personal contact with his retailer, helps finance him, helps work out his problems and is vitally interested in his success. His success is our and our is his. The manufacturer's contact is purely a sales contact because he collects from the jobber. Furthermore in some cases, it is a sales contact which is injurious to the retail merchant.

Jobber's Contact Far Reaching.

'Now, if the manufacturer's contact is admittedly a sales contact, and the jobber's contact is one of close co-operation in a financial, moral as well as a sales way, which contact is more healthy for the independent merchant? Quite true some of the manufacturers reach over the head of the jobbers and sell some of the larger retailers direct—those few who have the capital to store and purchase in jobbing quantities.

"We, as jobbers, are interested in the small and medium sized retailer who constitutes, I would guess, 90 per cent. of the distribution among the independents. It is no credit to manufacturer or jobber either, to pass over the plums to the big buyers and hand the pits to the submerged nine-tenths. The big buyer class embraces the cut price department stores, the corporation chains, the drug stores, the 10c and 25c stores.

"All of these and more may be brought in a group who are featuring well-known brands of groceries principally for advertising purposes.

Use Manufacturers' Brands as Bait.

"They are not interested from a profit standpoint—the profit comes out of their major line of merchandise. What they want is a convenient vehicle to persuade the consuming public to come into their places of business. Does it work? New avenues of distribution have been opened in the last few years. No doubt the volume is tremendous.

"We can take you to department stores who are using grocery commodities as advertising leaders who have standing lines on Saturday and you can't blame them—it's cheap advertising. But let us ask a pertinent question,—Why are the well-known brands 'good leaders'? Mr. Editor, they are good leaders because thousands of small and medium sized retail groceries for the last twenty years and more have been passing them out from behind the counter.

"They are good leaders because these merchants have recommended them, put their money into them and their sales effort back of them. They have worked day and night, year

in and year out with little compensation, slot machining these commodities out to the public.

Retailers Are Slot Machines.

"They have reared families, helped build communities, paid taxes and have contributed their full quota of the moral fibre and backbone to their respective communities. These 'good leaders' for which they have created a demand naturally would make 'good leaders' for the department store and corporation chains. How could it help but work.

"Could you advertise and sell Ford cars at half price. It would be easy, wouldn't it? Their marketability is beyond question. Likewise the marketability of food products is beyond question. We don't deny it. A can of tuna fish makes a 'good leader' for the cat but thrifty housewives are too intelligent to serve it. They know the penalty of extravagance.

"Similarly the retail grocer is becoming aware of the fact that he can't make a living slot-machining over the counter the chain and department stores' 'good leaders.' It shouldn't

A Ticklish Proposition.

be surprising therefore if jobbers' brands continue to filter in and supplant certain well-known specialty brands. It is a very natural reaction.

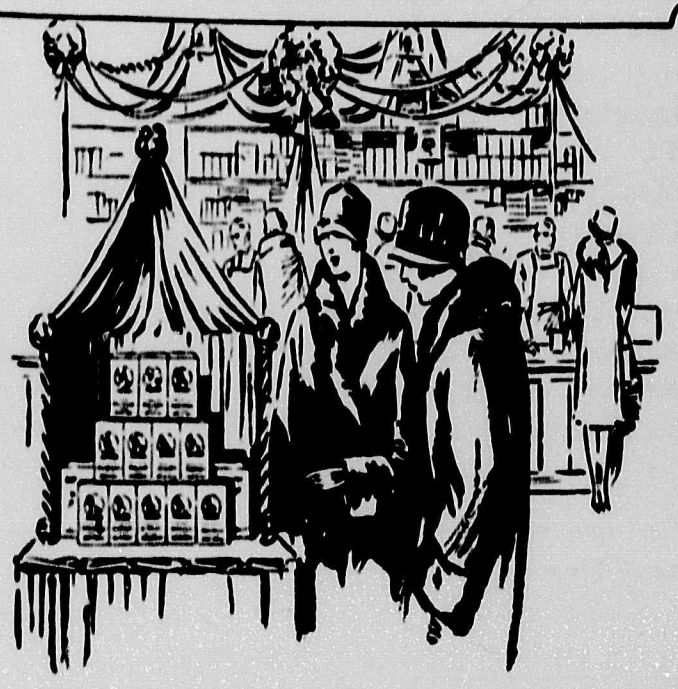
Retailer, Jobber Inter-Department.

"We have said before that the retailer's success is the jobber's success, and if the jobber can't give to his retail customer brands of merchandise that the illicit competitor can't get—this jobber shouldn't be in the wholesale grocery business, because he has no way of being of any constructive service to his retail distributors.

"It is a travesty on justice that the independent retail merchants are invited to continue to pay taxes, pay rent, pay salaries, buy a home, give their children a common school education on the profits from the sale of this 'good leader' class of merchandise—the kind that corporation chain and department stores are using as advertising bait.

"But this is not all. The jobber has extended the retailer credit. He wants his retail customers to sell goods at a profit. Now the retailer has three choices. If he cuts his prices he sacrifices his profit. If he maintains his prices and loses his volume he also loses his profit. Thirdly if he put in a protected line of jobbers' labels which assure him a reasonable profit he can swing his volume of sales into this profit merchandise.

Sunland wishes you for 1927 an even greater success than this year—and hopes to make raisins contribute to it



Give yourself some new steady customers for Christmas

You've seen how Christmas shoppers flock to the stores that glow with holiday atmosphere. This year, make your store Christmas food headquarters for blocks around.

You'll see new faces in the place if you dress it real Christmas-like. Fill the window, load the counters with the Yuletide foods that everyone loves and needs!

At the head of your list is Sun-Maid raisins—for the fruit cakes, plum puddings, cookies, raisin and mince pies. Displayed, Sun-Maid raisins lend a holiday touch that not only makes extra sales, but attracts new Christmas shoppers!

Sun-Maid Puffed, seeded raisins that aren't sticky; Sun-Maid Nectars, seedless raisins with the flavor and fragrance of the fresh grape—they will bring these customers back for more, help you to win these newcomers as steady customers!

SUN-MAID *Products*

Distributed by
SUNLAND SALES COOPERATIVE ASSOCIATION
Offices throughout the World

Chains Profit on Own Brands.

"If he does this he is doing exactly the same as the corporation chains are doing—namely, getting their sales into their own profit brands and using the well known brands as advertising leaders. The corporation chains are smart enough to know that if their stores can get 80 per cent. of their sales into their own profit brands they don't need to worry about the other 20 per cent. of the specialty brands sold at close to cost.

'And the manufacturers and jobbers of this country should realize that it is only a matter of time when the well known brands will be the brands that the retail distributors put across. The retail distributor should bear in mind that he cannot continue to eke out an existence in the sale of merchandise that is undersold by illicit competition for advertising purposes.

House Brands Protect Retailer.

"In other words, the retailer knows that he can enjoy the fruits of his own efforts in establishing these private brands. In fact, the protected private brand is doing more to promote the profit of the independent retailer than any other agency.

"The private brand jobber is also doing considerable to promote the interests and well being of hundreds of independent manufacturers. These manufacturers, some of the best known in their craft, are working hand in hand with the private label jobber in an effort to give the jobber an honest value at a reasonable price. Their co-operation is wholehearted and constructive. It is this kind of manufacturer-jobber co-operation that will improve and fortify the precarious position of the retail grocer today.

"Summarizing a few points we would like to stress again the following facts:

Summarizes His Points.

"1. That so-called private brands are packed by reputable manufacturers and the jobber is given a label allowance on his invoice, and that a value corresponding to the so-called nationally known brand can be owned cheaper and sold cheaper.

"2. That private brands are positively the only guarantee the jobber can give his retail trade of proper protection.

"3. That protected private brands give the independent retailer a chance to capitalize the profitable points of the cussessful chain stores.

"4. Cheap goods will hang themselves without reference to the label, and a jobber is going to be very particular what kind of merchandise he puts back of his name.

"5. The chain and department stores' good leaders were made good leaders by the independent retail grocer."

FLEISCHMANN COMPANY WINS JUDGMENT FOR $206,400.

A judgment for $206,400 has been rendered in favor of the Fleischmann Company as a result of a suit instituted by that company in the United States District Court at Cleveland against the Beyer Company a Cleveland concern, for infringement of patents covering the process of using yeast food, known as Arkady, in the manufacture of bread.

The United States District Court held that the patents had been infringed and the suit was taken on appeal by the Beyer Company to the Circuit Court of Appeals. This court confirmed the decision of the lower court.

Executives of the Fleischmann Company state that this suit is the first of series of similar actions that they intend to institute and vigorously prosecute against manufacturers of yeast food infringing the so-called Arkady patents.

At Christmas-time, 1926

Merchants Are Building Fast Turnover With

AYLMER

BRAND CANNED

Fruits and Vegetables

They are putting their 'Heart' in the sale of this well-known brand, because it pays dividends both ways, being Canadian made with Canadian Fruits and Vegetables—THE BEST EVER.

DOMINION CANNERS B.C. LIMITED . . VANCOUVER

GROCERIES & PROVISIONS

GENERAL.

Retail grocers report an exceedingly good Christmas business. Trade has been as good as expected, with every indication that seasonable lines will be well disposed of by the turn of the year. The larger stores have attractive, and tempting window displays, and have done much to promote the general spirit of Christmas. Christmas poultry is being featured by most retail grocers, with very good results. While this is not a permanent feature of the grocery trade it can be developed with profitable returns this season of the year. The aggressive merchants get their orders booked two or three weeks in advance, and need only to buy to cover their actual trade.

Sugar has advanced three times in the last month, making the present basis of granulated in 100 lb. sacks $6.95, or an advance of 55c. Curtailment of the Cuban crop and an estimated shorter production programme by the European nations has been responsible for the price changes. The raw market continues very firm, and we would not be at all surprised to see still further advances.

As we go to press advices have reached this office from Havana that President Machado had called a meeting of his Cabinet to receive the report of the advisory committee he had appointed to devise ways and means to accomplish restrictions of the new crop, serving much to confirm previous reports that the restriction decree is about to be signed. Because of the well known opposition of planters to the cutting down of the crop to 4,500,000 tons, which was understood to have been the original intention of the president, it is though not improbable that he may somewhat increase the quantity permitted to be made, possibly by 75,000 tons. Arguments advanced in favor of a less rigorous restrictive measure are smaller European crops than have been expected, shortages in other cane producing countries and the heavy cane crop in Cuba this year.

Jap Oranges.—The ever popular Japanese orange is with us again. Prices being somewhat higher than last year, namely $1.55 per bundle of two boxes. The produce dealers report that receipts to date have not been nearly large enough to take care of the heavy demand from B. C. and points east to Ontario.

Canned Fruit and Vegetables.— Market on these commodities remains steady with no price changes of note. New pack eastern corn due to arrive about January 1st will be $1.55 dozen, somewhat lower than former quotations. A shipment of Ontario canned pears, and plums arriving in January is also being offered at very attractive prices.

Dried Fruits.—New crop Hallowi dates are now available at 10c per lb. Shipment due about February 1st will be about one cent lower than these figures. California prunes in some sizes are slightly easier. Raisins are holding firm at present price levels. The few Australian raisins, both Valencias and Sultanas that reached this market this year met with very popular approval, and it is to be hoped next fall a much greater volume of these lines will be available for importation into Conada. White figs from California are holding steady, but the black variety are very weak. Smyrna cooking figs in mats are moving well. They are more desirable than the California products, owing to their distinctive flavor, and are no higher in price.

Muffets, the new whole wheat cereal. has been introduced to B. C. The sale of this product in the U. S. has been phenomenal, being introduced to the American public just a year ago. A big Canadian plant at St. Catherines Ontario, will be ready for operation about January 15th, which will take care of the Canadian and British market. Muffets are packed in cases of 24 pkgs., at $3.40 per case, and are at a maintained price of 18c to the consumer in Vancouver, Victoria, and New Westminster, and 20c per package at other outside centres.

Tomato Soup.—Campbell's tomato soup will advance on January 1st to $1.50 per dozen.

Marmalade.—New seasons marmalade will be available early in the new year. Advanced sugar prices make this line attractive bnying at present prices.

Cereals.— White beans at present prices are very good buying. Kotenashi and Lilloocts can be bought for 4½c. per lb., which is less than jobbers replacement cost today. Higher prices may be expected. Barley, sago, and tapioca are somewhat higher.

Rogers Syrup.—In conjunction with advances in sugar, the local refinery has advanced Rogers syrup all sizes 25c per case.

Rice.—There are rumours of comparatively large sales of this commodity to foreign markets, which, if proved correct, will considerably strengthen prices. Fair buying of spot parcels has been the rule recently, and the undertone of prices is generally considered firm. Seasonal sales are reaching a good volume.

Mexican Oranges.—The importation of this fruit into Canada, which formerly assumed large proportions, is again in evidence. Shipments are being made from the Montomorelos district of the state of Tamaulipas in refrigerated steamers entering Tampico. These will be shipped to New York, and thence in bond to Montreal, arriving December, January and February. It is anticipated that at least 3,000 boxes weekly will be available from Mexico.

Nuts.—Nuts furnish perhaps the most active field in the wholesale grocery line. Walnuts are selling freely under heavy demands. A check up on reserve stocks of walnuts after the Thanksgiving holiday demands discloses the smallest stocks in years. There is now an

(Continued on page 13)

Season's Greetings

To all our
RETAILER FRIENDS
we extend hearty
YULETIDE
GREETINGS
and our best wishes for the coming year.

Smith, Davidson & Wright, Ltd.
MANUFACTURERS AND WHOLESALE PAPER DEALERS
VANCOUVER VICTORIA

"Let the Clark Kitchens help you."

CLARK'S TOMATO KETCHUP
makes fish or meat more savory—

More and more people in Canada and abroad are being won over to Clark's Tomato Ketchup by the delicate fruity flavor of the "Northern" tomatoes which are produced from seeds and plants from the Clark Nurseries at St. Remi, P.Q., and Harrow, Ont.

It is one of the many Clark Prepared Foods which are making house keeping easier and are securing larger sales and more profits for dealers.

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

YOU CAN TELEPHONE
TO KAMLOOPS
NOW!

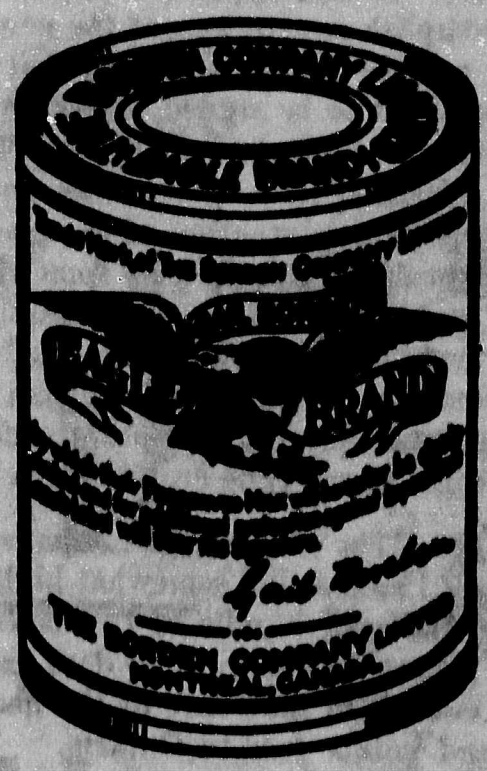
BRITISH COLUMBIA
TELEPHONE COMPANY

"I RECOMMEND YOUR YEAST TO MY CUSTOMERS"

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

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

FLEISCHMANN'S YEAST
The Fleischmann Company
SERVICE



Borden's
EAGLE BRAND
Since 1857 the *Safe* infant food. Sales greater than all others combined.

The Borden Co. Limited
Offices: Vancouver. Condensary, South Sumas

urgent demand for Christmas requirements and the shortage in walnuts is throwing the demand onto other nuts. Notwithstanding that this year's almond pack was almost twice that of the year before, buying has been going on at such a rapid rate that the Coast market is now reported to be nearly cleaned up. The market for almonds, filberts and Brazil nuts continues quite active. Most foreign nuts, especially almonds, rule firm as the crops abroad were smaller than was the case a year ago.

CROSSE & BLACKWELL TO ERECT MILLION DOLLAR PLANT IN TORONTO.

On the shores of Lake Ontario, three acres of land have been purchased by the old-established English firm of Crosse & Blackwell Limited, where a million dollar plant, capable of employing 1,500 people will be erected.

The products of Crosse & Blackwell, known all over the world, have enjoyed a large sale in this country, and are carried by leading wholesale grocers.

It is now five years since the formation of Crosse & Blackwell, Canada, Limited, when head offices were established in Toronto, with branches in Montreal, Winnipeg and Vancouver, under the direction of Howard Menzies.

The trade of this firm has made such rapid expansion on the North American continent, that plants will be erected both in Canada and the United States, according to a recent announcement by J. C. Goff, managing director and chairman of the board of the parent concern in England, who recently effected purchases of property for this purpose.

Mr. Goff, before sailing for England, stated that a full staff of expert chefs would be sent out from England, and that the quality of all C. & B. products would be of the same standard of perfection that has been maintained for the past two hundred years. It is also understood that many new lines, that can be made in Canada better than elsewhere, will be produced by Crosse & Blackwell's new plant for shipment to world ports.

The firm has already factories in Bermondsey and Silvertown in London, England, and other plants in Dundee, Cork, Dublin, Paris and Belgium.

DUTIES ON CANADIAN FLOUR

Canadian milling interests have been urging that efforts should be made by the Dominion Government to obtain more favorable entry for Canadian flour to countries which at present import Canadian wheat but impose serious discriminatory import duties on flour. In his address to the shareholders of the Ogilvie Flour Mills Company, Limited, Mr. W. A. Black, vice-president and managing director, said that although the flour milling industry was one of the greatest in Canada, and most deserving of support, it had not received the consideration due to it by the Government.

"For years past," he said, "it has allowed our wheat to be shipped to, and milled in, countries charging little or no duty on wheat and a very much higher duty on flour. A firm stand on the part of our government would force such countries as seriously discriminate against our flour to place both wheat and flour on a more equable basis, for there can be no doubt as to the necessity of their requiring our strong North-Western wheat in the milling of flour for bread-making."

Speed Your Sales of Palmolive Shaving Cream by displaying it prominently.

Here's the Reason Why.

Palmolive Shaving Cream displays tie up with Palmolive Shaving Cream advertising in magazines and newspapers. And it's a known fact that effective tie-ups produce sales.

Every Palmolive Shaving Cream ad. carries a coupon offering a generous trial supply gratis. Thousands accept this offer daily. The majority of them become steady users—some of them trade in YOUR store.

For men haven't the shopping instinct women have. They don't like to ask questions as to whether you keep an article in stock or not. They buy where they KNOW it's in stock—where they can pick it off the counter and hand to the clerk to be wrapped up.

Let the mknow then, that you handle Palmolive Shaving Cream by displaying it where it can be readily seen.

DISPLAY MATERIAL IS FREE

Palmolive Shaving Cream displays not only attract customers, but also brighten up your store or windows. Thus they are of additional benefit to you.

Write for display material today. Supplied free. Prove to yourself that sales increase with their use.

THE PALMOLIVE COMPANY OF CANADA, LIMITED

MONTREAL TORONTO WINNIPEG

3430C

SALMON PACKING INDUSTRY ENJOYING GOOD DEMAND AND PRICES.

"The year 1926 will rank as one of the best years in the history of the British Columbia salmon packing industry," declares Robert C. Gosse, president and managing director of the Gosse Packing Company, Ltd.

"There has been a good pack," states Mr. Gosse. "The demand from both export and domestic markets has been gratifying, and prices have been satisfactory.

"Up to the present time the Gosse Packing Company, Limited, has packed over 400,000 cases of salmon, as against a total of 308,000 cases during the entire season of 1925. In spite of the fact that the total pack of sockeye on the British Columbia coast is smaller than that of last year, the Gosse Packing Company's pack of sockeye this year is practically the same as its sockeye of last year, which exceeded 50,000 cases.

"The Gosse Packing Company is the largest producer of fish-oil and fish-meal in British Columbia. This branch of the business has also been very satisfactory this season. There is always a ready market for these products."

Mr. Gosse was questioned concerning the outlook for the British Columbia fish-packing industry generally in future years.

"The outlook is deciderly favorable," he replied. "The market for canned salmon has completely recovered from the conditions which resulted from the war. The demand for British Columbia salmon products throughout the world is steadily expanding. The countries of South America have developed a liking for British Columbia salmon products, and a steadily increasing demand from that quarter is one of the outstanding features of the present market.

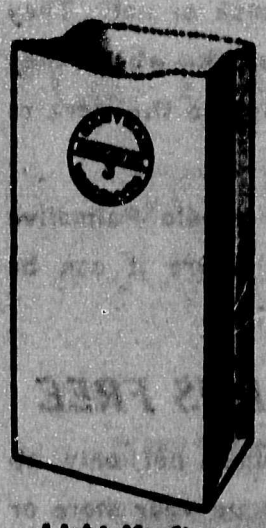
"The salmon-packing industry has an assured supply of raw material and an assured market for its finished products. Hence the industry resolves itself largely into a problem of operation—of economical and efficient methods of catching and canning the fish over a great and widely diversified length of coast-line."

DISLAYMEN'S CLUB ORGANIZED IN VANCOUVER.

At a banquet attended by over 40 displaymen from the various retail establishments, independent services and associated crafts of this city, the Vancouver Displaymen's Club was organized recently.

This club pledges its efforts to extend the great benefits to be derived from associated efforts to members of the profession in general, and all of those who may be interested in mercantile displays.

Officers were elected as folows: President, F. O. E. Heales, Hudson's Bay Co.; vice-president, Walter Rimes, Henry Birks & Sons; secretary, Les Osborne, Ingledew Shoe Co.; treasurer, Harold Sattock, Hudson's Bay Co.



PAPER BAGS

AN 100% B. C. PRODUCT.

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

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

Manufactured in British Columbia by

Bartram Paper Products Co. Ltd.
VANCOUVER, B. C.

Sole Agents for British Columbia:

The Norfolk Paper Co., Ltd.
136 WATER STREET VANCOUVER, B. C.
Phone Seymour 7366 and 7360

GROCERY PRICES CURRENT

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

E. W. GILLETT CO. LTD.

	Per case
Royal Yeast—	
3 doz. pkgs. in case	2.30
Pure Flake Lye—	
4 doz. in case	5.95
8 cases	5.90
10 cases, 4 doz. in case	5.85
Magic Baking Powder—	
4 oz. 4 doz.	5.10
6 oz. 4 doz.	7.75
8 oz. 4 doz.	9.20
12 oz. 4 doz.	12.50
5% 5 case lots.	
Magic Soda, Case No. 1—	
3 cases (20-lb. packages)	5.25
5 cases or more	5.15
Bi-Carbonate of Soda—	
112 lb. bags, per bag	1.10
400 lb. barrels, per barrel	23.00
Cerelia Soda (Granulated)—	Per lb.
25 lb. Canister (100 lbs. in case)	15½
100 lbs. iron drums	.13½
Cream of Tartar—	per doz.
¼ lb. paper pkgs. (6 doz. in case)	1.35
½ lb. paper pkgs. (4 doz. in case)	2.70
½ lb. cans with screw covers (4 doz. in case)	2.35
1 lb. cans screw covers (2 doz. in case	6.25
6 lb. square canisters, ½ doz. in case)	.54
30 lb. wooden cases	.41
25 lb. wooden pails	.41
100 lb. lined bags	.35
200 lb. lined barrels	.37

KELLY, DOUGLAS & CO., LTD.

Habob Products.

Allspice, No. 3, tins doz.	1.00
Baking Powder, 6f 12 oz., doz.	2.65
Baking Powder, 1f 2½s, doz.	5.30
Baking Powder, 6 5s, doz.	16.10
Borax, ½s., doz.	.75
Black Pepper, tins, doz.	1.10
Celery Salt, glass, doz.	.95
Habob Coffee, small tins, each	.31
Coffee, 1s lb.	.58
Coffee, 5s Habob lb.	.56
Custard Powder, doz.	.90
Quick Tapioca, doz	.90
Chocolate Pudding, doz.	.90
Chili Powder, small, doz.	1.60
Cinnamon, 3 oz. tins, doz.	1.20
Cayenne Pepper, 3 tins, doz.	1.20
Cloves, small, doz.	1.40
Curry Powder, 4 oz. glass, doz.	2.00
Cream of Tartar, 1,	5.85
Cream of Tartar, ½s, tins	2.85
Cream of Tartar ¼s,	1.20
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
Nutmegs, small, doz.	1.35
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.	6.50
Mustard, ½s, doz.	4.50
Mustard, ¼s doz.	2.40
Mustard, ⅛ doz.	1.40
Sulphur, ¼s, doz.	.65
Tea, Green Label, ½s. per lb.	.64
Tea, Green Label, 1s per lb.	.62
3 lb. tins	.67
3s lb. packages	.60
6 lb. packages	.59
Tea, de Luxe, Afternoon, 1 lb.	.78
Tea de Luxe, Afternoon ½s per lb.	.80
Tea de Luxe, ¼s per lb.	.82
Tea and Coffee Asst. 100 lb. lots, 1c per lb. less.	
Tea and Coffee Asst. 500 lb. lots, 2c per lb. less.	
Vinegar, doz.	2.75

P. BURNS & CO. LTD.

Shamrock Products.

Ayrshire colled shoulders, per lb.	.23
Bacon, Shamrock, 6-8 per lb.	.45
Baked Ham, with dressing, per lb.	.48
Shamrock Handy Pats, 1 lb. cartons	.42
Cheese, Canadian, large, per lb.	.28
Cheese, Canadian, twin, per lb.	.28½
Compound, Carnation, No. 5, 12 cases	16¾
Compound, Carnation, No. 3, 20 cases	.17
Cooked Ham, Shamrock, per lb.	.47
Dominion Hams, 12-16 lbs.	.32
Dominion Bacon, 10 lbs. per lb.	.37
Dominion Bacon, 12-12 lbs., per lb.	.36
Dominion shoulders, boned and rolled	.23
Dripping, beef, 4-lb bricks	.12
Hams, Shamrock, per lb.	.36
Hams, boned and rolled, per lb.	.39
Head Cheese, 5-lb tins each	.55
Cooked Tongues, per tin, 5 lb.	2.00
Lard, No. 5, 12 to case	.19¼
Lard, No. 3, 20 to case	.19½
Lard, cartons, 15 lbs.	.18
Lard, No. 1, cartons, 30 lbs.	.18
Mincemeat, kits, 25-lb., net, per lb	.12½
Meat Loaf, per lb.	.10
Pork pies, per doz.	.40
Pork, roast legs with dressing, per lb.	.48
Smoked fish, kippers, 20c, per lb.	.11
Smokes fish, kippered salmon, 10s and 20s, per lb.	.16
Smoked Cod, 30s per lb.	.16
Selected fowl, per lb. fresh	.24
Selected chicken, per lb. fresh killed	.34

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	6.85
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	3.95
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	4.95
Primrose (wrapped) box of 25	4.70
Royal Crown Lye, box of 48	5.25
Pendray's Powdered Ammonia, box 24	3.00
Special prices on 3, 10, 25 and 100 boxes.	
Pendray's Water Glass, Egg Preserver—	
Cases, 24 tins per case	4.00
Royal Laundry Flakes, 88%, in bbls.	10
(Special price on contract)	
Royal Crown Soap 6s 144s	5.45
Royal Crown Powder, box 24 only	5.50
Royal Crown Powder 1-lb. box of 50	4.00
Royal Crown Cleanser, 48 sifter tins	3.70
Royal Crown Powdered Ammonia, 1 lb.	3.85
White Wonder, box of 100	5.25
New White Swan Soap, 100	5.00
White Swan Naptha, box of 100	4.90
White Swan Washing Powder, box of 24	5.50

G. F. & J. GALT LIMITED

BLUE RIBBON GOODS

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

THE CANADA STARCH CO. LTD.

Laundry Starches—	
Canada Laundry Starch, 40-lb. box	.09
White Gloss, 1-lb. pkgs.	.09½
Acme Gloss, 1-lb. pkgs.	.09½
No. 1 White, 100-lb. kegs	.09½
Edwardsburg Silver Gloss, 1-lb. pkgs. 40-lb.	.11½
Edwardsburg Silver Gloss 3/3-fancy tin canisters, 48-lbs.	.13½
Edwardsburg Silver Gloss, 100-lb. kegs	.10½
Celluloid Starch (boxes of 45-pkgs per case)	4.00
Culinary Starches—	
Benson's Celebrated Prepared Corn 40-lb. boxes, per lb.	.11
Canada Corn Starch 40-lb. boxes, per lb.	9½
Challenge Corn Starch 40-lb boxes per lb.	.09½
Casco Potato Flour 40-lb. boxes, lb.	.16
Mazola Oil—	
Mazola Oil, 1s	7.95
" " 2s	7.45
" " 4s	13.60
" " 8s	13.85
Corn Syrups—	
Crown 2s, 24 to case	22.75
5s, 12 to case	4.10
10s 6 to case	3.70
20s, 3 to case	3.60
Lily 2s, 24 to case	24.05
5s, 12 to case	4.00
10s, 6 to case	4.20
Karo, 2s 24 to case	3.65
5s, 12 to case	4.10
10s, 6 to case	3.70

Peter Rabbit Peanut Butter

Costs No More But Sells Faster

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

Kelly Confection Co. Ltd.

1100 Mainland Street VANCOUVER, B. C.

GILLETT'S LYE
EATS DIRT

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

CONTINENTAL

WE again express our thanks to all Continental customers for their goodwill, without which our continued success would not be possible.

We hope they will abundantly share in the prosperity which Canada will enjoy in 1927.

THE CONTINENTAL PAPER PRODUCTS LIMITED

OTTAWA CANADA

Representatives:

SMITH, DAVIDSON & WRIGHT, LIMITED

VANCOUVER, VICTORIA, EDMONTON, CALGARY.

TRADE NOTES IN BRITISH COLUMBIA

Manly Hardware Company of Grand Forks, announce amalgamation with Miller, Gardner Company Ltd., under the style of Manly & Miller (not incor.)

E R. Davis, druggist, New Westminster, has moved to a new location at 701 Columbia Street.

L. Wrinkle's grocery at New Westminster, is reported sold to J. H. Draney.

The business of the Nanaimo Meat & Produce Company, Nanaimo, is reported closed, with mortgagee in possession.

J. T. Williams & Company of Nanaimo, general storekeepers at Nanaimo, have purchased the business of William Hoggan.

J. T. Williams has succeeded M. B. Williams, grocer, of Nanoose.

A new men's wear store has commenced business at Trail under the style "Mac & Mac."

Fletcher Brothers, old established musical instrument dealers of Granville Street, Vancouver, have advertised discontinuance of business, to take effect December 31st.

The Western Packing Corporation Limited, Vancouver, has taken over the business of Hedlund & Company of Canada, Limited.

Hutchison Brothers, grocers, are opening a branch at 1388 Kingsway, Vancouver.

A meeting of creditors of the King Beach (1920) Manufacturing Company was held November 26th.

The tanner yeperated at South Vancouver by Messrs. J. Leckie & Co., Ltd., Vancouver, was burnt out recently.

Pacific Auto Supply Company, Ltd., are reported in financial difficulties.

Roberts & Company, drygoods merchants of Vancouver, have incorporated.

J. W. Kelly Piano Company Limited, Vancouver and Victoria, are understood to be closing out their Victoria store December 31st.

J. McKay, produce dealer of Victoria, has incorporated as McKay Products Co. Ltd.

The hardware business of Graham & Moncrieff, at Courtenay, has changed hands. L. Picket is now operating.

It is reported that Harold Read drygoods merchant of Cumberland, is closing out his business and moving his stock to Vancouver.

It is understood that Keeler & Son are selling out their general store business at Keremeos.

There is a change of ownership reported in the general store business of Chas. Peterson & Co., at Ladysmith.

The Johnston Hardware Company at Penticton, are moving to new premises shortly.

It is reported that Bergman's Limited, furriers of Vancouver, have discontinued business and effected settlement with creditors.

Thos. S. Curtis has commenced a grocery business in Vancouver.

It is understood that Gebbies Limited, men's wear dealers, Vancouver, have sold stock and fixtures to Craft Clothing Company Limited.

Kantel's Limited, wholesale ivory, &c., Vancouver, are applying for a change of name to Kantel Armstrong Limited.

The Kingsway Meat Market, Vancouver, commenced operations November 18th.

The Modern Office Supply Company Limited, Vancouver, has assigned; creditors meeting held November 22nd.

L. R. Stevens has sold out his grocery business in Vancouver.

Robert Elliott of Victoria, has sold his butcher business to H. Connell.

For the Customer:

Quality and Satisfaction

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

For the Dealer:

Prompt Sale and Fair Profit

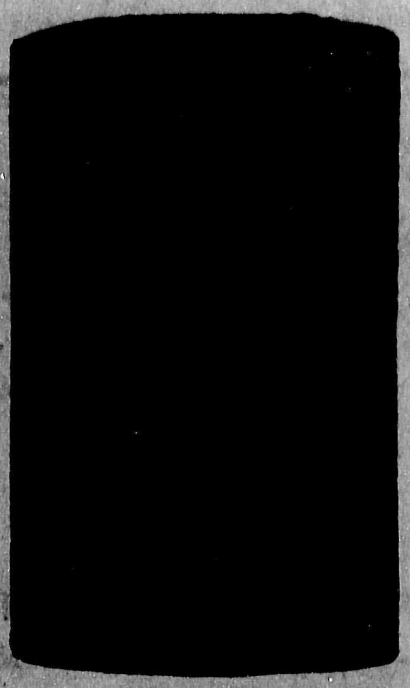
A Quality Product !

Dr. Middleton's IRONIZED GENUINE Whole Wheat FLOUR

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

The Dr. Middleton's Food Products Company Limited

Vancouver, B. C.



Chloride of Lime

New Style Waterproof Package

Supplied by All Wholesalers in British Columbia.

Manufactured by

CANADA COLORS AND CHEMICALS LIMITED

Toronto Winnipeg Vancouver

Agents:

STARK & STERLING

VANCOUVER, B. C.

To Our Friends in the Retail Trade

Christmas Greetings

LET US CO-OPERATE FOR BETTER BUSINESS IN 1927

Shelly's

VANCOUVER

VICTORIA NORTH VANCOUVER

NANAIMO NEW WESTMINSTER

"The Old Reliables"

FAVORITES IN WESTERN CANADA FOR NEARLY HALF A CENTURY

PAYING HIGHER PRICES WILL NOT GET YOU BETTER QUALITY

G. F. & J. GALT LIMITED

Importers and Manufacturers

TEAS, COFFEE AND BAKING POWDER

VANCOUVER, B.C.

With Other Good Things Include

EMPRESS

Pure Wholesome Jams

In Christmas Orders

ON ACCOUNT OF THE HIGHEST QUALITY RECOMMEND IT FOR THE CHILDREN AND THEY WILL RETURN FOR MORE.

EMPRESS MFG. CO. LTD.

VANCOUVER

Marshall Cash Store is the name of the new grocery and drygoods business recently started in New Westminster.

It is understood that H. J. Marshall has sold his interest in the Quality Meat Market, New Westminster.

Peter White has commenced a grocery business in New Westminster.

C.C.M.T.A. has been appointed trustee for the Venables Supply Company, North Vancouver.

A. S. Ritchie is the new proprietor of the general store at Proctor, formerly operated by G. A. Edgecumbe.

It is reported that W. Kelsey is negotiating for the sale of his general store at Sayward to Stanley Smith.

McDonald & Gum are reported to have commenced a men's wear store at Trail.

The B. C. Tent & Awning Company, Ltd., have amalgamated with C. H. Jones & Sons, Vancouver. The latter style will be adopted.

D. D. Campbell has sold his grocery business in Vancouver.

Tenders have been advertised for purchase of assets of Modern Office Supply Company, Ltd., Vancouver.

Walter S. Fraser & Co., Ltd., wholesale and retail hardware, Victoria, have been succeeded by W. S. Fraser Company, Ltd.

The balance of the stock of Frost & Frost, men's furnishings, Victoria, has been sold to Cummings & Co. and business discontinued.

It is reported that there is a "shortage in the visible supply of calves." Well, that probably depends on eyesight.

Merry Christmas

and a

Prosperous 1927

to you from all of us at

Vancouver Milling and Grain Co., Ltd.

VANCOUVER, B. C.

Makers of
ROYAL STANDARD FLOUR AND
WILD ROSE PASTRY FLOUR.

Howard Menzies, Managing Director of Crosse and Blackwell Limited,

who will have complete charge of the Crosse & Blackwell business in Canada. He has had extensive business experience in the Dominion, and is well known to the trade, especially in Western Canada, where after returning from London, England, in 1920, he established an office and organization in Winnipeg, for Crosse and Blackwell, to thoroughly develop their distribution in the West, which was very successful, and going to Toronto in 1925, took over the general management of the business at their head office. The decision to erect a million dollar factory in Ontario, is due to his successful management and the rapidly increasing demand for C. & B. products throughout Canada. Crosse and Blackwell are also building another large factory at Baltimore, Maryland, to supply their United States trade.

ALBERTA TRADE NOTES.

The Bordenave General Store, Bordenave, has been advertised for sale.

The grocery business of Neil Macfarlane, Lacombe, has been purchased by the Jenkins Groceteria at Calgary.

H. S. Peake has sold out his confectionery at Calgary.

The Vitomen Cereal of Vancouver has opened a branch at 314 Maclean Block, Calgary.

W. H. McLaughlin has taken over the drug business of E. R. Bannatyne at Cluny.

The Coronation Mercantile Company at Coronation has been restored to the register of companies.

Henry Rouilliard has discontined his confectionery business at Edmonton.

Vogue Ladies Wear at Edmonton has been closed out.

E. J. Hill & Company department store at Lethbridge has advertised closing out sale.

Harry Hunter has bought the general store business of A. J. Sovigny at Millicent.

R. E. Franklin has sold out his general store at Coronado.

It is understood that E. G. Wood is selling out his grocery business at Drumheller.

The grocery store of S. A. Williams at Edmonton has been sold.

W. D. Spence is reported to have sold out his general store business at Rosedale.

The C. C. M. T. A. has been appointed trustee of the general store business of Hugh Conn, Seba Beach.

The Banff Grocery at Banff is reported to have dissolved.

The general store formerly operated as Gordon & Gordon at Chipman, is now styled Henry Gordon.

The Eastern Hardware at Edmonton is advertised for sale.

The Management of

Rowntree & Co. [Canada] Limited

desire to express to you their hearty thanks and appreciation for the wonderful support and co-operation you have given this Company since its inception.

Wishing you a very profitable and successful season's business, a Merry Xmas and all Happiness and Prosperity during the coming New Year.

Toronto, Canada,
1926-1927.

A. NELSON,
Managing Director.

We extend to all our friends
Cordial Wishes for a Merry Christmas and a Prosperous New Year

VANCOUVER CREAMERY CO., LIMITED

15-23 ALEXANDER STREET J. M. LIVINGSTON, Manager VANCOUVER, B.C.

Christmas Greetings

At this Season of the Year we are prompted to wish our Customers and Friends

Happiness and Prosperity

STEVENSON BROTHERS LIMITED

Bakers to the Grocery Trade

805 17th AVENUE WEST VANCOUVER, B.C.

WE, THE MANAGEMENT AND STAFF

MAKERS OF RED ARROW, NATIONAL BISCUITS AND HAIDA CONFECTIONS

Take this opportunity to wish You and Yours

A Merry Christmas and a Happy New Year

VANCOUVER, B.C.

The Hesketh Mercantile Company, Kesketh, has been advertised for sale.

O. Kirkelund has sold out his grocery business at Medicine Hat.

La Canadienne Drug Company, Morinville, is advertised for sale.

Olaf C. Hansen has discontinued his general store at **Orion, and is locating at Benalto.**

C. G. Forryan, operating a general store at Chauvin, announces his intention to move to Landis Sask.

The Garneau Cash Grocery has sold out to W. H. Bedard, Edmonton.

The General Store business of F. A. Mathe, Hanna, is offered for sale.

TRADE MARK REPLACED.

The well-known Quaker head for so many years used by **the Dominion Canners, has been replaced by the "Aylmer"** triangle and figure, which appears in the advertisement in this issue. The plans are to merchandise canned foodstuffs under the "Aylmer" brand from coast to coast.

NATIONAL BUYING POOL OF JOBBERS IN U. S. COMMENCES BUSINESS IN TWELVE CITIES.

Although no formal public announcement has been vouchsafed of the fact, it is evident that the much discussed plan for a gigantic merger of American wholesale grocery houses from coast to coast has now blossomed out as a great pool of wholesale groceries, working somewhat on the buying exchange basis, but also co-ordinating with retailers in various localities along lines not unlike chain store systems.

The plan contemplates agreement by wholesalers to jointly purchase immense lots of groceries at favorable prices direct from manufacturers, and have the goods distributed pro rata among the wholesale members. Then the wholesaler—one in each place—organizes retail grocers into groups, working substantially under his banner, pushing his brands, co-operating in advertising, also in store decoration, display etc., and using the same name as though they were a regular chain of stores, but without losing the individual ownership benefit.

The movement is of national proportions, and is established in twelve principal cities, through the Marketing Specialists, Inc., Chicago. The Chicago company represents 400 wholesale grocers in various cities who will buy as one group. Their united purchasing power will be greater than that of any food group in existence.

A Prize-winning Window.

RAISIN CONSUMPTION.

Raisin consumption in the United States under co-operative guidance, over the past two years has reached the enormous total of 400,000,000 pounds annually, according to a Year Book released by Sunland Sales So-operative Association, selling agents for the Sun-Maid Raisin Growers of California, and the California Peach and Fig Growers Association. Exports of California raisins have almost doubled in the same period under Sunland Sales, having jumped from 77,000,000 pounds in 1923 to 125,922,000 pounds in 1925.

This rate of consumption of raisins is said to be sufficient to dispose of the crops grown under present plantings in California. The present selling year was undertaken by Sunland free from carried over crop of previous year. The introduction by the co-operative last year of Puffed Muscats, a seeded raisin that isn't sticky, created a demand which sold out all Muscats of the 1925 crop early this year.

The Year Book is a statement of the set-up and operation of Sunland Sales a development of the past three years in co-operative marketing. The purpose of Sunland Sales is summed up by Ralph P. Merritt, president and managing director, in a foreword as follows: "Widened markets at lowered costs through the co-operative merchandising of soundly related food products by a jointly used staff, responsive solely to the producers—all without sacrifice to the independent existence and control of the organization behind each product—is the purpose of Sunland Sales."

The Year Book is illustrated with photagraphs and charts which set forth vividly the progress and purpose of the organization.

AMERICAN CORN BELOW AVERAGE.

Only 72 Per Cent. of this Season's Crop Merchantable.

On the basis of its condition in November, the United States corn crop of 2,693,963,000 bushels is declared by the Crop Reporting Board of the U. S. Department of Agriculture to be of very low quality, adding that only 72.6 per cent. of the crop is of merchantable grade.

During the last ten years the percentage of the crop of merchantable quality has averaged 81.8 per cent. The low quality this year, the board declared, results chiefly from too much rain in some of the Corn Belt States, drouth in the Western portion, and some frost damage.

Below Five Year Average.

While the estimate of the crop, as given by the board, shows an increase of 14,000,000 bushels over the quantity estimated on the basis of the October 1 condition, it is 211,000,000 bushels, or 7 per cent. below the production of last year, and 155,000,000 bushels or 5 per cent. below the average production of the last five years.

PRIZE WINNERS IN COMPETITION

This interesting window display was awarded first prize by the W. H. Malkin Co., Ltd, Vancouver, B.C., in a window dressing competition during the recent National Canned Foods Week.

The window depicted is that of Bell's Grocery Ltd., 1602 Victoria Drive, Vancouver. It is full of human interest and attracted public attention both to the store and the goods displayed. It shows the good ship "Appetite" wrecked on the rocks of Monotonous Menus, regardless of the shining light of "Malkin's Best" products, which would have guided the Appetite into Channels of Appetizing Variety.

Other prizes in this competition were awarded as follows: Second prize, MacFarlane's Magee Grocery; third prize, Borthwick & Killick, 6313 Fraser Ave.; fourth prize, J. Harkness, 2492 Forty-first Avenue W.

MALKIN'S BEST

The Members *and* Staff of

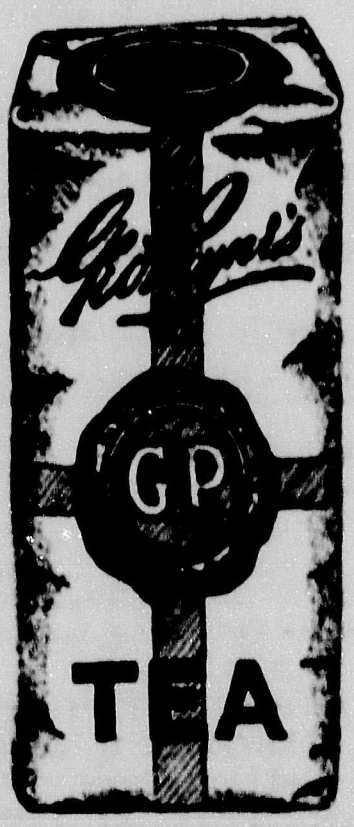
THE

W. H. MALKIN CO. LTD.

extend to their friends throughout
British Columbia and Alberta

The Compliments of the Season

Merry Christmas to all the Trade



AT THIS SEASON OUR THOUGHTS ARE FILLED ONLY WITH THE OCCASION OF THE CHRISTMAS HOLIDAYS, AND THAT IT BE A MERRY ONE TO ALL IS OUR SINCERE WISH.

Wholesale Distributors:

DICKSON IMPORTING CO., LTD.

Established 1897

317-321 Columbia Ave. Vancouver, B.C.

DEL MONTE SPINACH

—another popular staple with special advertising to speed its sales

The large volume of business enjoyed by retailers on DEL MONTE Spinach is the result of its uniform high quality and years of advertising, specifically on this product. Pages, like these shown here, are typical of the messages we are sending to the homes of your customers.

Our DEL MONTE Spinach advertising is entirely aside from our regular advertising on the whole line. It offers big possibilities for new business on this growing staple.

A Group of Policies Affecting Competition

H. R. Simpson.

I was "on the road" at the time, and had been looking forward to the Winnipeg stop for two weeks. Of all my friends in the trade, Will Stevenson (not his real name, but it will do) was the most congenial.

Will greeted me with manifest pleasure, and a look it struck me, though I could not understand, of great relief. Then he said, "Tonight, Harry, I have something important to tell you. Plan for a long evening at the house. Now, we'll talk business."

I smile today as I think of the worried look on Will Stevenson's face. He owns now various large enterprises in the country. A thousand is no bigger to him today than a few dollars were in those days. His whole career, as I look back on it, really began at that time, several years ago, when Will was so anxious to discuss a "dark matter" with me.

In an underground way, he had heard that at last his "easy picking" days were over. A company owning a large store in Eastern Canada had been scouting around with a local lease in view. Will had made money fast at Winnipeg, but had never been fat-headed about it.

He had always said he was a lucky boy. Yes, there were competitors in his territory, but none of them were of the live wire, capable type represented by Will. It was child's play for Will to get business and to keep it growing. As a matter of fact, every man in the trade in his territory was making money, and Will knew it. He appraised accurately, as a good business man, the importance to him of a favorable competitive situation.

Now, that long-dreaded "real stuff" competition was to appear. And what was he to do about it?

I can't say that I offered Will any advice of particular consequence. However, I marked the fact that the boy, learning of imminent competition, was not quiet. He was talking the situation over with every available person who could possibly help him.

Right here, it seems to me, is the first policy a dealer should have with regard to competition. If the present competitive line-up is about to be changed, the proper thing is not complacently to wait and see what happens. The proper thing is to investigate the situation in detail at once, analyze it, determine how serious the new competitor will be. That is what Will Stevenson did.

As a matter of fact, he much overestimated the competition of the new store. On the strength of it, he effected a consolidation with a competitor, figuring that the enlarged business could buy in larger quantities, sell more efficiently, and cut down overhead. He introduced a half-dozen efficiency ideas—new bookkeeping system, one or two new employees, secured at a rather high price, but of known value to his organization. He speeded up his advertising, doubling his expenditures.

The competitor came, but that year Stevenson made more money than he ever had before. Shown his personal powers, he began to look further afield. He took up a store fifty miles north, and had it operating successfully within a month. Right then it was apparent he could not be stopped. As I said in opening this, his interests now cover a large territory. And a great deal of the credit for the new order of things, I am convinced, goes back to that dread of competition. It stimulated him, jarred him out of a rut, it was a mighty good thing for him.

There is an old saying to the effect that competition is the life of trade. To the man being hurt by competition, who sees a competitor taking business rapidly away from him, that old adage has a vinegar taste. Still there is enormous truth in it—for the merchant who does not quit in the face of competition, who does not lay down, but who gets out, at the first warning, and works to beat the band. For such a merchant competition is a tonic. And—while the acute stage of competition eventually passes, the merchant and his store are left with a princely heritage in permanent greater efficiency.

The following are rules respecting competition which I have found outstandingly successful merchants follow:

1. Don't worry about threatened competition—when rumors come, investigate and either verify or prove their falsity. If competition is coming, plan just how you will meet it. Don't worry, but work.

2. Have toward competitors at all times a calm, impersonal attitude. One of the worst mistakes a boxer can make is to lose his temper. No matter what weapon a man contends with, or who his antagonist, he is most successful if he is cool—and the man who has lost his temper is not cool.

3. The Chinese have a proverb that two men in the same trade always hate each other. Modern businesses knows that two men in the same trade can have a sporting attitude toward each other. To insure the same attitude towards you, by competitors, be a good sport yourself.

When a merchant cherishes enmity against competitors, he is everlastingly doing things, or not doing them, not for sound business reasons, but because of his personal feeling. To handle competitive problems successfully, a merchant is best impersonal and a good sport.

4. Before making a competitive move, analyze what the competitor's reaction will be, and what the status of affairs will become if he meets your move. If one merchant makes a concession to customers which a competitor at once matches, they are in the same place relatively as before—and both selling on a narrower margin.

When making concessions, cutting prices, consider if you are doing something which both you and your competitor cannot safely do. To one time it is sound business to sell an article or service at a loss, there are a host of times when it is ruinous to. On the other hand, when a merchant is in an economic condition, because of the general efficiency of his business, to reduce prices, he cannot be severely criticized if he does so. He is still operating successfully, and perhaps his competitors, charging the higher prices, are asking too much. Generally speaking, however, it is better policy for a store which could reduce to maintain at the current trade level. It will prosper much more by doing so.

Sell the Underwear that is asked for by name

The line that nets you the biggest profits with least effort is the line which is so well known that your customers ask for it by name. There is no underwear sold in Canada to-day that is more generally popular than

"CEETEE"

UNSHRINKABLE UNDERWEAR

Materials and workmanship equal to the world's finest — intensively advertised from coast to coast—generous dealers' sales helps —"CEETEE" is a most attractive selling proposition. Follow the line of least resistance and keep your stock of "CEETEE" up-to-date.

Made in Canada by

THE C. TURNBULL CO. of GALT

Limited

Drygoods and Footwear

Clothiers Show Interest in Fall 1927 Goods

Many large manufacturers of men's clothing whose **lines were first to open, are already** beginning to give **serious consideration to the woollens** which they will **buy for the Fall of 1927, and within** the next week the **first of the buyers to leave for foreign** piece goods markets **will be on their way abroad** to make advance selections **for the heavyweight** lines for next Fall.

It is only the manufacturers who specialize in clothing **of the highest quality, and who** use a large proportion **of imported fabrics,** who begin so early to **prepare for the season ahead.**

Some of these houses use as high as 90 per cent. of **exclusive patterns confined** to themselves alone, of **which 75 per cent. are imported** from Great Britain **and the Continent.**

This necessarily means buying early to make sure **of satisfactory deliveries** and buying in large quantities **for the reason that** at least four pieces must be **bought from the mill in order** to have the pattern confined **exclusively to the buyer.**

Consequently, as a working basis, some of these **manufacturers figure on an early** purchase of around **70 per cent. of the corresponding** season's requirements **in the year preceding.** The remaining 30 per **cent. can then be bought** later, leaving an adequate **balance to cover special** requirements that may develop **during the season's selling.**

Problem of Selection.

Naturally, those purchased early will be those upon **which the manufacturers feel** they can figure with certainty **as colors and patterns** that will be in demand **when the merchants and the public are** ready to buy, **while the balance to be** covered by duplicate orders **placed later, will include** the more extreme style developments **that come into prominence** as the season draws nearer.

In considering the problem of colors, patterns, **types of fabrics, and the price** tendencies, buyers operating **in the foreign markets** must be guided very largely **by the orders placed by** retailers for the season just closing.

For example, the woollen buyers who will be busy **during this month and January** making their selections **for the fall season of 1927,** will have as their guide **carefully tabulated records** of what retailers have already **bought for the spring of** 1927, and will be kept **constantly informed of any new** developments at home. **Thus the spring buying of the** retailers from clothing **manufacturers furnishes** the cue by which the latter **will be guided in the purchase** of fall fabrics.

While prominent manufacturers speak in optimistic **terms of spring business** booked to date, and while it **is a fact that some of the factories** have started cutting **on a large scale, and are preparing** for a busy season, **there is a disposition among** certain other firms, including **some of the medium** and smaller factories, to complain of the reluctance of retailers to place advance orders for the coming season.

Influence of Bugetry System.

The fact that retail business was backward in many cities during recent weeks is thought to be largely responsible for this condition, although it is not surprising in any case, in view of the policy of the retail trade in practically all lines to regulate their buying on a hand-to-mouth basis, and in accordance with a predetermined budget.

Reports from retail centres indicate that fall trade has shewn more life and manufacturers feel that if retail activity is continued for any length of time, it will soon be reflected in a more favorable attitude on the part of the merchants towards their advance commitments for spring.

Tailors' Section R. M. A., Montreal, Urges Increase in Peddlers' Licence.—Woollen Mills to Seek Tariff Protection.—Yorkshire Weavers Settle in Perth, Ontario.

Montreal, Dec. 5, 1926.

Unanimous support was accorded a resolution, passed at a meeting of the merchant tailors' section of the Retail Merchants' Association of Canada, Montreal, recently to the effect that the city executive should be immediately petitioned to include in this year's list of suggested amendments to the charter one calling for the increase of the tax or lecense imposed upon peddlers who come to the city, take rooms at a hotel or elsewhere, and sell suits and other tailored garments.

A similar recommendation was made prior to the last session asking the council to raise the license, which was then $200, to $300, and this was done. Resolution calls for a further increase of $200, which will bring the license up to $500. Opinions expressed by members present were to the effect that a great loss was suffered by local retailers through the activities of these travelling salesmen, who had no city taxes to pay. It was stated that the petition to council would this year have the approval and endorsement of the Board of Trade and of the Chamber of Commerce.

A resolution was also passed asking for legislation against peddlers from door to door of cloth and suit lengths, and a petition will be sent to provincial and civic authorities asking that the law forbidding lotteries be enforced against clubs being formed by certain tailors who carry on a lottery to which the subscription is $1 a week and the winner of which each week receives a suit of clothes.

An application from Price, Paterson, Ltd., of Vancouver, for a reduction of the duty on "tops" is expected to start a campaign for a general overhauling of the many tariff items relating to woollen goods. The tariff on woollens has been a storm centre of the last two general elections, particularly in parts of eastern

Ontario and Quebec, where a number of woollen mills have been closed down. It is reported that the Tariff Advisory Board will soon have before it an application having to do with better protection for makers of woollens.

A score of Yorkshire weavers who sailed from Liverpool are the advance guard of a number of families from various Yorkshire towns, which are to operate looms in a large weaving shed which has been opened at erth, Ontario, by Arthur Moore, a woollen merchant of Huddersfield. The idea, it is stated, is to produce woollen materials suitable for ladies' clothing in Canada by British weavers and thus save the 25 per cent. duty on British woollens imported into the Dominion.

THE COTTON OUTLOOK.

Acreage Reduction in the United States and Egypt. Withdrawal of 4,000,000 Bales from Commerce Will Influence Price of Commodity.

A cotton carryover of 9,000,000 bales on July 31 next, in the event that the price for this season averages 13c., is the prediction of U. S. cotton experts There is considerable speculation as to the probable effect of the proposed acreage reduction, coupled with the withdrawal from commerce of 4,000,000 bales of this year's cotton crop.

Egyptian cotton planters have reduced their 1926-27 cotton acreages only 7 per cent. despite a law restricting acreage to one-third of the cultivatable land. Failure of the more complete operation of this law is said to be due to the fact that it was passed too late for planters to change their plans to sow cotton. The decree in question applied only to the 1926-27 season and the Egyptian Minister of Agriculture has recommended its renewal for the coming season.

Lands Becoming Exhausted.

The chief reason for issuing the decree is, of course, to raise the price which growers receive for cotton, but it is also argued on the ground that certain lands are becoming exhausted and crops are not sufficiently rotated.

The Egyptian report is of particular interest, it is said, in view of the campaign being conducted in America for a 33 1-3 per cent. reduction of cotton acreage.

The Egyptian Government to keep up the price of cotton produced in that country, in addition to restricting acreage, has also engaged in the purchase of raw cotton. The effectiveness of Government buying has varied in proportion to the amount bought. The Egyptian government seems to have studied to enter the market only when the price was so low that further decline was impossible and improvement fairly definitely in the offing. In every case following government intervention, except in 1925, there has been a certain rise in price, but it is not to be concluded that the improvement was entirely a result of intervention. In all cases there are, with the exception of the season of 1921, other good and sufficient reasons for such improvements.

It is impossible, of course, to tell what effect withdrawing a given quantity of cotton from the market will have upon price during a season. It is quite apparent that there is much more cotton available than is needed for spinning during the current year. The question may be asked whether, if cotton were withdrawn from the market and held in the hands of individuals without any guarantee as to when or how

Every Man Needs a

LIGHTHOUSE BRAND BUCKSKIN CLOTH SPORT JACKET

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

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

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

Rock Island Overall Co.
ROCK ISLAND, QUE.

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

it would be sold, the withdrawal of that amount would have as great an effect upon price as would the purchase of an equal amount by a single organization with a formal guarantee that it would not be sold until at least after the next crop has been harvested.

OPENING OF WOOL HOSIERY LINES DELAYED

Manufacturers of woollen hosiery lines are for the most part "marking time" on the matter of opening the 1927 season.

It is true that business has been booked for next year, included in this business being what are described as a number of good sized orders, but generally speaking, there will be no rush to operate on wool goods as a class.

Duplicate orders in satisfactory quantity are coming to selling agents right along and capable merchants in the primary markets feel that it is not good tactics to push next year's merchandise when the trade's interest is so obviously concerned on immediate requirements.

Regarding prices, there is no doubt that numbers containing a large percentage of cotton will show considerable reduction, but for better numbers it is not expected that any reduction worth talking about will eventuate. The recent strength of the raw wool market precludes any real reduction in lines made up wholly or in large part of wool.

The primary market is quieter than it has been for some months, but a very fair volume is being done from week to week. Representative mills deny any forecast reductions on women's rayon numbers, and full fashioned hosiery. Irregularities are admittedly not impossible in this latter field, on account of expanded output.

UNDERWEAR MARKET.

There is considerable uncertainty prevailing in the underwear market, and buying has declined to some extent latterly. There are persistent rumours that some of the smaller mills are shading prices on heavy weight lines for immediate delivery.

These cuts are said to apply both to combination and single garment suits, and it seems to be the general expectation throughout the market that heavy weight lines will show attractive reductions when opened next season.

Some sellers maintain that a fair volume of day-to-day business is being transacted owing to the fact that stocks in the hands of buyers are light, and additional merchandise is required for current needs.

It is generally agreed that more favorable weather would help the situation materially, as an active consumer demand might divert from the price issue.

Going Him One Better.

The haughty Englishman was endeavoring to impress the importance of his family upon his guide in the Scottish Highlands.

"My ancestors," he exclaimed, with a theatrical gesture, "have had the right to bear arms for the last three hundred years."

"Hoot, mon," cried the Scot, "my ancestors have had the right to bare legs for the last two thousand years."—London Tit-Bits.

JEANETTE In PARIS

Paris, November 17, 1926.

Textiles for spring sport clothes for the Riviera and California and Florida resorts are now being shown at the important Paris fabric houses. From the number of suiting fabrics shown there is no doubt that the tailleur will be increasingly popular, with the resultant demand for these materials and a new array of sport weaves has come to replace those of the past season.

Maison Rodier's new collection is predominantly materials for tailleurs and sport. The most striking novelty displayed by this house at this moment is Toile Buranic for sport. It is a fine wool fabric, bordered at each side with a contrasting color and is seen in all color combinations. It is interesting to note that one of the combinations is made with a light blue border, as this shade of blue is regarded as a sure favorite in the new season. Dressmakers are featuring it in their mid-season showings and Rodier has included it in every important line .

Buranic Jaspee is another good wool for sport and is shown in two shades, including blue.

Varied Tailleurs Featured.

A new material for coats, for sport and travelling, shown by Rodier, is Granic, which, while it looks like a heavy fabric, is really light weight and soft, and should prove popular with the active girl. It comes in a wide range of shades.

The fabric for tailleurs are varied to suit the most divergent tastes, from those who insist upon the garconne effect to the gentlewoman's travelling suit. Rodier has met this diversity of demand with an interesting collection of suitings. First, there is a smart gray mixture weave, striped with a narrow bright green line, spaced an inch apart. Another fabric which looks very much like men's suiting, but which would make up softer and more feminine than the one just described, is a material in two shades only, stone gray and tan, with so little mixture in it that the effect gained is almost a gold color.

For heavier suitings Rodier shows Diallic, which is surprisingly softer than it appears to be. A new novelty which this same house is featuring is Rezalga, a soft wool, rather loosely woven, stripe effect, which has the aspect of crochet work. It is made up in various one-tone delicate colors.

Crepes and Jerseys Retained.

Crepes are represented by Crepella, a thin white wool with irregular stripes of rayon which weave in and out and make the pattern, and Kasha Capella, an interwoven combination of kasha and crepe in a new warm nuance of beige.

Jerseys are still popular with Rodier. He is showing for winter sports Diersanege, a heavy mixed jersey flaked with white, as if snow had fallen on it. Les Travers jersakasha is an excellent jersey for sweaters and tailored blouses for sport for spring wear. A broad colored stripe runs across the fabric, the foundation of which is always natural or beige. The stripes

"No Rip, no Tear—You get the Wear"

RE-ORGANIZED AND THOROUGHLY UP-TO-THE-MINUTE IN MANUFACTURING

MEN'S WORK GLOVES and MITTS, Leather Vests, Coats, etc.

SOLD ON A WIDE OPEN GUARANTEE. SATISFACTION TO OUR CUSTOMER AND YOURS.

SERVICE, QUALITY AND AT A PRICE THAT GIVES YOU A BETTER PROFIT.

WRITE FOR PRICE LIST NOW.

SANDELL GLOVE Co., Ltd.

Granville and 64th Vancouver, B.C.

"PRIDE OF THE WEST"

LUMBER JACK SHIRTS

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

Made by

Mackay Smith, Blair & Co., Limited

VANCOUVER, B.C.

Wholesale Dry Goods, Men's Furnishings Notions.

ATLANTIC ~ IT LASTS

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

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

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

ATLANTIC
UNSHRINKABLE

vary in width in the different patterns, but are always wide and never vary in the same pattern. They are of every possible color, including light blue, magenta and white.

The tendency to be tailored is strongly evidenced in this season's mode. Straight-line models with long sleeves, either fitting snugly to the arm, or slightly full, are particularly appropriate for the street, and for informal afternoon wear. These dresses are very smart in silhouette when worn with the new high crown hats, so popular at the moment.

The really smart woman does not look for extremes in fashion. She does not jump abruptly from the exaggeratedly long skirt, to one equally short. And the Paris couturiers, those masters of feminine psychology, know this better than anyone else. This is why the smartest winter modes are not startingly different—the well dressed woman would not wear conspicuous clothes if they were presented to her—but they are the logical successors of the Fall collections, with slight changes in arrangements of plaits, the manner of wearing a belt, and all the other small, but important details. Conservatism appears to be the dominating note in this year's winter fashions. And this being the case, it follows that there is an immense variety, and latitude in what the smart woman may wear.

The silhoutte is in the main straight and slim, but its slimness conceals plaits that allow freedom of movement.

Skirts are short, but uneven hem lines that are lengthened at some point are used to advantage by some women who cannot wear the severe short cut of youth.

The waistline is of exceeding importance, and is shown in most frocks. It is usually found at the very top of the hip, attention being called to it by belts, girdles and blouses.

The appearance of extreme simplicity in the mode is very deceptive, for this much desired effect is achieved only through intricacy of cut, and skillful manipulation.

With trimmings restricted to the introduction of contrasting or self materials classic fur bandings, and straight fringes, whose function is to bring out lines, much attention is paid to detail, and fine workmanship is essential.

Jeanette

RETAIL MERCHANTS OF JAPAN.

In response to enquiry regarding retail merchandising in Japan, the following account has been forwarded by one of Tokyo's leading merchants to the "Retailer":—

The department store system of Japan has a history of only twenty years, but during this short period it has made such a remarkable development that at present several score of big department stores are to be counted in Tokyo, Osaka and a few other big cities, the representative lines in Osaka being the Mitsukoshi, Shirokiya, Takashimaya, Sogo, Daimaru, Matsusakaya, and Matsuya. Our department stores were formerly drygoods stores, and on this account a department store and a dry-goods store are considered as the same. The reason is that from feudal times these dry-goods stores have invested a large amount of capital, and it was not difficult for them to be converted to the department store system. The Shirokiya was the first to adopt the system, although it was a very imperfect one. In 1886 the Store started a foreign clothes department and in 1902 it started a department for miscellaneous goods, excluding toilet articles. However, the Mitsukoshi can claim the reputation of being the first department store in Japan in the true sense of the word. In 1903 it adopted the department system of the West after elaborate investigations and preparations. Of the seven principal department stores above mentioned the Mitsukoshi is the largest. The Mitsukoshi can be traced back to the drygoods store called the Echigoya which was opened at Nihonbashi, Ledo, (formerly Tokyo) two hundred and fifty years ago. The Echigoya was afterward called the Mitsui, and in 1904 it was made a joint stock concern. Having such an old history the store is regarded as the most representative store in Japan in every respect. Next comes the Shirokiya, which also has an old history as a drygoods store. The main feature of these stores are skilful decoration which gives agreeable feelings to the customers. The Takashimaya is noted for keeping drygoods of novel designs. The Matsusakaya attracts customers for goods of practical use. The Sogo try to attract people by constantly holding bargain days. The Daimaru is open day and night thus attracting the customers who are too busy to go marketing during the day. In all these stores the goods are classified and exhibited in such a manner as to be easily recognized by the visitors. Each store uses a peculiar art in the arrangements of the goods. The following are the chief goods: drygoods, Western dresses, miscellaneous goods, precious metals and stones, provisions, fine art goods, toys, furniture, drugs, musical instruments, sporting goods, books, etc. The greatest importance is placed on the drygoods and especially on all kinds of Japanese kimono. As to the designs of kimonos competent dyeing artists are always consulted, and elegant and novel designs are constantly being produced. These stores enjoy great popularity with the general public on account of the careful selection of the goods, both home and foreign products. They also endeavor to diffuse a knowledge of the various branches of science and learning among the general public by holding from time to time various kinds of exhibitions for children, women, and people of all classes. Thus the department stores have become very important organs in our daily life. They carry on very useful services for foreign visitors who go shopping. Foreign tourists can purchase the same kinds of goods when travelling as those they get in their own countries. Not only that, but they are able to get in a short time all kinds of souvenirs, such as kimono, porcelain and pottery, embroidery, lacquer-wares, which contain local color or Japan, or those toys which represent the tastes typical of the various ages of the past. A Japanese department store is just the combination of an American department store and the one price shop. By the side of precious stones and metals which cost two or three thousand yen, cheap articles of five or six sen each are sold.

THE CANADIAN SHOE INDUSTRY.

Statistics Show Increased Output for September

R. H. Coats, ominion Statisician, who analyses the the progress of the industry and furnishes comparative returns of production, supplies the following figures covering the output from 170 factories in Canada. Mr. Coats estimates the capital investment in thes hoe industry at $30,000,000, with 14,000 employees, and an annual payroll of $14,000,000.

The statistics of the present report are based on the returns of 167 factories out of a total of 170 factories in operation in Canada during the month of September. Two factories in Quebec and one in Ontario failed to make return. The quantities leather and felt footwear made during the month totalled 1,644,674 pairs, an increase over the preceding month of 113,45 pairs or 7 per cent. The quantity of boots and shoes with leather or fabric uppers increased by 127,415 pairs, or 9 per cent., while the quantity of felt footwear of all kinds and cloth slippers for house wear shows a decrease of 19,958 pairs, or 13 per cent.

The classification of boots and shoes with leather or fabric uppers according to kinds, viz.: Men's, boys' and youths; women's; misses' and children's; babies' and infants', shows increases for all of the items. The classification according to process shows increases for welts, McKays and all imitation welts and pegged, screw or wire fastened, while turns and stitchdowns show decreased production. The following table gives the total production of footwear for each of the months, January to September:

January	1,198,661	June	1,550,274
February	1,434,503	July	1,571,101
March	1,762,446	August	1,531,217
April	1,527,538	September	1,644,674
May	1,455,807		

The figures in the above table are exclusive of larrigans and shoepacks and Indian slippers and moccasins. It is proposed to include these items on the schedule of monthly production for 1927.

The cumulative production of leather and felt footwear for the nine months ending September 30, 1926, was 13,676,216 pairs, or an average monthly production of 1,519,580 pairs. The average production per month for the year 1924, the latest year for which complete statistics are available, was 1,420,896 pairs.

ATTENDS CONVENTION.

Harold S. Leckie, sales manager of J. Leckie & Company Limited, well-known Vancouver shoe manufacturers, has been busy attending conventions on this continent. On December 1st Mr. Leckie attended the convention of the Footwear Style Show at St. Louis Missouri, and on December 14th he was present at the convention of the Shoe Manufacturers at Montreal, afterwards visiting New York, Boston and Chicago.

SILK FROM CANADIAN TREES.

When we gaze on a great forest tree it is not easy to visualize it in the terms of rich cloth and silken raiment. And yet man, not content with silk, cotton, wool, linen, and a number of lesser sources of clothing material, now employs wood for the manufacture of the latest of the textiles—artificial silk, or rayon, as it is called by the trade. The basis of all artificial silk is cellulose, and cellulose is the principal constituent of wood.

As long ago as 1889 Count Hilaire de Chardonnet produced artificial silk commercially, but it has taken many years of incessant labor to bring the various processes to that stage of perfection which is essential to commercial success. That the industry has now become a great undertaking is shown by the fact that the world's production in tons has arisen from 7,500 in 1909, to an estimated 100,000 for this year.

The general principal underlying the manufacturing methods is the treatment of the cellulose with chemical re-agents to give a gelatinous solution which can be forced through a number of minute nozzles into a bath of solution (or in one process into air). This solution causes the congulation of the liquid emerging from the nozzles and thus creates the actual filaments of artificial silk, though the material has to pass through several other stages, varying with the process, before it finally emerges as that glistening transparent gossamer to which we are now so accustomed, but which would have amazed many a nineteenth-century grandmother.

The possibilities for rayon manufacture in Canada, with her vast pulpwood areas, are enormous. The countries which were first to develop the industry, however, were not those which possessed much raw material, but those which already had the organization, the equipment and the markets for a big textile industry. Thus, shortly before the war, France, already predominant in the manufacture of natural silk, took the lead, followed by Switzerland. Now the big producers and exporters are the United States, Great Britain and the countries of Central Europe that are prominent in the natural silk trade.

For a good many years Canada has supplied much of the sulphite pulp used for that purpose in these countries. In 1922 the Natural Resources Intelligence Branch of the Department of the Interior published a report drawing attention to the unusually favorable conditions for the development of artificial silk manufacturing in its entirety, within the Dominion. The following year Messrs. Courtaulds, Ltd., the largest rayon manufacturers in the United Kingdom, sent engineers to Canada to investigate these representations, with the result that a plant was established in Cornwall, Ontario, in 1924 at a cost of $2,500,000.

This would appear to be but the preliminary of many others. Canadian Celanese, Ltd., capitalized at $7,000,000, is now constructing a large plant at Drummondville, Quebec; and the Howard Smith Paper Mills have formed a subsidiary company called the Canadian Cellulose Company, which will also be operated at Cornwall. The British Columbia Pulp and Paper Company, operating pulp mills in British Columbia, has been carrying on chemical research for some time in the utilization of hemlock for the production of cellulose and certain results and conclusions have been reached which, it is stated, may determine the company to proceed with installation of a new plant for the manufacture of this sort of pulp. Many other companies, variously located, from the Maritime provinces to the Pacific Coast, are also taking steps or considering means to enter this field which is so profitable, so large and which Canadian resources, both of wood reserves and natural power supplies, are particularly adapted to support.

OBITUARY.

It the passing of Walter F. Ing, who for the past four and a half years has occupied, with a steadfast devotion to duty, the position of Provincial Secretary for the Retail Merchants' Association of Canada, merchants of British Columbia have lost a sincere friend, and one who was ever ready and able to straighten out their differences.

Tactful, and latterly, with an enormous power of endurance under ever-recurring periods of severe physical strain, Walter Ing possessed that characteristic, so essential for one filing such a position as he,—the ability to grasp a situation rapidly, and act without prejudice or fear.

The Late Walter F. Ing.

His opinions upon matters of importance, both civic and provincial, have oft-times been in request, and it was perhaps especially upon questions of taxation, that the late secretary's knowledge was pre-eminently valuable.

A native of Windsor, England, Mr. Ing came out to this country at a comparatively early age, and had spent many years in this province. He first became associated with R. M. A. affairs when appointed secretary of the New Westminster Branch of the organization, a position which he held successfully for seven years.

The departure of George S. Hougham from Vancouver to cover the Dominion as special representative for the Association, left vacant the post of Provincial Secretary, and the late Mr. Ing was immediately chosen for that position, and even those who may have differed from his administration, were unable to withhold their respect for his ability and personal magnetism.

Intimate association with Walter F. Ing urges this small tribute to so efficient an official of the R. M. A., and but voices the regard of all with whom he came in contact, either in a business or personal manner. Whoever his successor may be, his ability and secretarial knowledge must be of a high order to measure up to those from which the Retail Merchants' Association has suffered such untimely bereavement.

MAIL ORDER BUSINESS: ITS EFFECT UPON DOMESTIC DISTRIBUTION AND COMMUNITY DEVELOMENT.

(Continued from page 7)

pound parcel by express from Ottawa to Toronto would be 45c., and as far as Hamilton 55c., whereas if the parcel was going as far as Fort William the rate would be 75c. This difference in rates between two public utilities places them in open competition with one another for business, and as the parcel post rates are favorable for the Mail Order business assisting them in their open unfair competition with the local retailer.

The Mail Order Houses have not only the advantage of low rates on their parcels sent through the post office department, but have the advantage over local merchants of selling their merchandise in all the various communities without making any contribution in any way towards the maintenance and development of these communities. They pay no local taxes, they do not assist in the social life. They take away rather than add to the community.

We believe that Mail Order Houses serve a purpose, but if the local consumer would give the local merchant the same opportunity to secure the merchandise which cannot be purchased from the local store, as he gives to the Mail Order House, by purchasing from the catalogue of the local retailer, the community store would be able to supply all the requirements of the consumer in that locality and, in many instances, at a lesser price than is being paid the Mail Order House.

Tax Suggested.

The question was taken up with our solicitors, and we were of the opinion that the provinces would have the right to tax a Mail Order House for the privilege of doing business in that province, and an effort was made to introduce legislation in the province of New Brunswick, in March of this year, when a Bill was suggested entitled "An Act to Tax Mail Order Houses." A large delegation presented this Bill to the New Brunswick Legislature, and the Premier, Dr. Paxter, referred the constitutionality of the Bill to Mr. Nesbitt, K.C., of Toronto, who advised that, in his opinion, the Bill would be ultra vires of the Provincial Government.

The principle on which the suggestion was made that a tax could be placed by the Province was that the business is done within the Province as the offer is made by the Mail Order House whether located within or without the Province, to sell merchandise to the customer resident therein, and this offer is accepted and the contract concluded when the customer has placed his order, together with the post office order or the postal note, in the post office in the town in which he is resident, as the letter then becomes the property of the Mail Order House to which it is addressed, and it is thereby concluded that the sale is actually made within the Province.

The Provinces, under the British North America

(Continued on page 36)

The Open Door to 1,302,389 sources of Profit

Ice-O-Matic

$250.00

f. o. b. Walkerville, complete and ready to install in your present ice box.

Ice-O-Matic refrigeration opens the door of every electrically equipped home in Canada to Ice-O-Matic dealers.

What is your share of this market?

Electrical refrigeration is the next coming industry—get in on the ground floor with Ice-O-Matic—manufactured in Canada by a Canadian company, owned and operated by Canadians for Canada, the British Empire, and the export field.

Ice-O-Matic has many exclusive features, both in its product and merchandising line-up. Get in touch with us at once relative to territory—it is a money maker.

This unit can be put in the basement or any out of the way place.

ICE-O-MATIC REFRIGERATION CO., LIMITED
WALKERVILLE ONTARIO

HARDWARE, OIL *and* PAINTS

Hardware men all over the province have been busy during the past two weeks, with their attention fixed almost exclusively upon Christmas sales. Each year Christmas business in the hardware store is becoming more profitable, and the old idea that the hardware store was not a place for gift seekers is entirely exploded.

Popular gifts are to be had in vast variety, and with care in window display, the hardware merchant can reap a rich harvest at this season. Reports to hand indicate that sales are ahead of 1925, a tremendous volume of merchandise suitable for Christmas gifts, having passed over the retail hardware merchant's counter.

Primary markets are not showing much activity, and the prediction that all metal prices would advance, or show an upward tendency has not materialized.

Copper continues weak, lead and zinc prices are far from strong, and even the high price of tin is not holding as firm as was expected.

Any slight advances made during the past few months still hold, and in view of the fact that sheets are being booked for first quarter requirements at unchanged prices, does not indicate the possibility of any immediate advance at the present time.

Roofing materials have enjoyed an excellent volume of trade during the season, and there is no indication that prices on this commodity will show any weakness. Whatever change may occur in schedule will more likely affect general policy than quotations. It is generally noticed that if a change in quotations is anticipated, buyers will sit tight until the new prices are issued, in order that they may reap some benefit from the change. It augurs well for the stability of the roofing market that there has been no slackening off ,due apparently to confidence expressed in present quotations at a reasonable base.

There is still evidence that large consumers of linseed oil are hesitating in placing orders for spring requirements. The flaxseed market is far from steady. Both the United States and Canada produced less than last year, while the Argentine crop was very heavy. Freight rates will have a great deal to do with the future price of linseed oil and the situation in respect to fuel will, of course, have something to do with freight rates. While all these things must be considered it is well to note that present prices on flaxseed and on oil are lower than they were last year at this time. Further declines are possible, but not by any means a certainty. The market is worth watching, however.

Price quotations on turpentine in the south vary from day to day—up a cent or two or down the same amount, so that the future of this market remains quite uncertain. Large consumers show some inclination to buy for the future when a slight decline is announced, but before many large orders are booked the price stiffens again and sales drop off considerably. Locally the sale of turpentine continues very fair and a great deal of interior work seems likely, that will help to keep this commodity moving very well through the winter months. While the future of this market is uncertain it does seem that present prices are quite low, if crop reports from the south are an indication of supplies in reserve.

HARDWARE MARKETS AT A GLANCE.

Heating Accessories.—Very satisfactory business is reported in the various items under this heading.

Cutlery.—So far this holiday season all kinds of cutlery have sold in larger volume than most jobbers anticipated.

Building Paper.—Plain building declines seven cents a roll, while the tarred declines six cents a roll.

Weather Strip.—Demand for weather strip holds strong.

Gloves.—Orders for cotton gloves continue to reach jobbing houses in fair volume.

Vacuum Bottles.—This line is reflecting stronger interest on account of the approach of Christmas.

Carving Sets.—The approach of Christmas finds some reflection in the demand for carving sets.

Electric Goods.—The holiday demand for percolators, table stoves, toasters and waffle irons is heavier than usual.

Galvanized Ware.—Very strong demand is reported here for this line, with prices well maintained.

Automobile Accessories—Sales are normally good with a very satisfactory demand for winter items.

Chains.—Prices are unchanged and tie chains especially are in active demand.

Ice Skates.—Sales are extremely good as the holiday season approaches.

Turpentine.—Sales of turpentine at the present are not heavy, although there are seasonably good. With lower demand and smaler sales prices have declined fifteen cents a gallon.

Linseed Oil.—Linseed oil prices decline ten cents a gallon. There is a slight falling off in the sales of linseed oil, but volume is considered satisfactory.

Nails.—Dealers throughout the district have enjoyed a good sale of nails during the fall season, and considerable ne wwork in hand still keeps the movement of this commodity at a fair volume. Prices on nails remained unchanged.

Harvest and Barn Tools.—Prices have just been announced on the new line of steel garden, harvest and farm tools for 1927, spring delivery. Dealers stocks of garden and harvest tools are low following an ex-

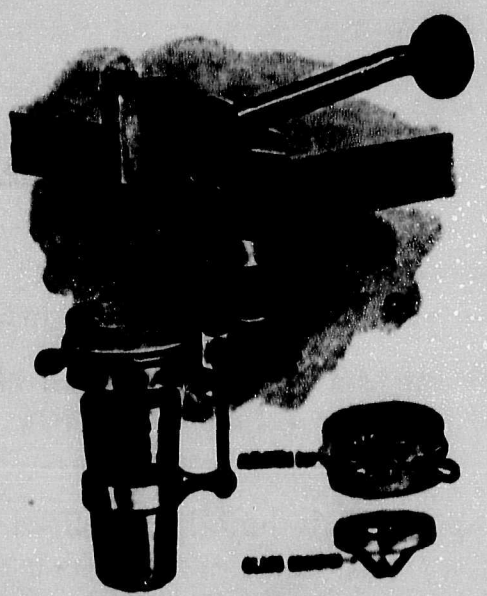
cellent season, and orders for these are being placed in good volume.

Window Glass.—This fall has been an exceptionally good one in respect to sales of window glass. Present quotations are quite firm.

ROTARY LEMON SQUEEZER.

"Gilchrist."

Squeezes lemons of all sizes quickly and efficiently; operator does not need to touch squeezed lemon with his hands. Lemon while being squeezed is automatically rotated against the ribs of the perforated cast aluminum cup. The strained juice is delivered into the glass conveyor which discharges it



into the tumbler. Operating mechanism is composed of a cut worm and a cut gear, insuring smooth operation. Metal parts coming in contact with the lemon are made of cast aluminum; frame and handle nickel plated and highly polished.

Length of squeezer proper 9 inches, length with tumbler fully extended 15 inches; width 4½x7 inches at widest point; weight each 8½ lbs.

Discharge This Hindrance

It's surprising what a difference in sales the lighting of your display windows will actually make.

The poorly illuminated window — perhaps underlighted; perhaps too full of displeasing glare—is as much of a hindrance to the growth of your business as the blustering, inefficient sales clerk. You know how long you'd retain his services. For the very same reason you'll find it will pay you handsomely to replace your out-of-date lighting fixtures with modern concealed window lighting units.

We'll be glad to send our window lighting engineers to investigate your display lighting problem—without obligation, of course.

Call **Seymour 5000**, Light and Power Dept.

BRITISH COLUMBIA ELECTRIC RAILWAY CO.

OUR WISH TO YOU!

A Right Merry Christmas and a Happy and Prosperous New Year

CANADA ROOF PRODUCTS, LIMITED

2627 ARBUTUS STREET VANCOUVER, B.C.

Yuletide Greetings

That there may be a joyous "ripple finish" to your Xmas festivities; that the "bond" of true friendship may ever endure, "blotting" out all bad luck; that your "stock" may go up, your "ledger-sheet" show profits, your pathway be smoothly "coated" and that health and happiness be yours in 1927 is the hearty wish of

COLUMBIA PAPER COMPANY, LIMITED

of VANCOUVER and VICTORIA

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	44.00
Imperial.	
12 G x 26 x 1⅛ ch	37.00
28 x 26 x 1⅛ ch	39.00
American.	
U M C Nitro Club 12 G x 26 x 1⅛ ch	32.85
Peters High Gun	32.85
U M C Arrow 12 G x 26 x 1⅛ ch	29.25
Peters Premier	29.25

Metallic Ammunition.

Dominion	
22 short Smokeless	4.50
22 long Smokeless	6.75
22 L. Rifle Smokeless	7.90
22 L. Rifle Leesnok	6.30
American.	
22 Short Smokeless	3.10
22 Long Smokeless	3.15
22L. Rifle Smokeless	7.00
22 L. Rifle Leesnok	5.10

ANVILS—Peter Wright, 50lbs to 139 lbs. 9c; over 139 lbs. 8½c.

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, $14.20 to $15.00 doz.

BARS—Crow, $11.00 per 100 lbs.

BELTING—Lace, rawhide sides, $1.45, cut 3/16 at $2.65 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 30 off list. Note new list prices in effect.

BOLTS, MACHINE—⅜ and smaller up to 6-in long, less 45 off list; over 6-in. less 35 off list; ⅜ 17½ and ½ less, 30 off list. Note new list prices in effect.

BOLTS, STOVE—Less 35 off list.

BOLTS, TIRE—Less 30 add 10% on all bolts for broken packages.

BOARD, Beaver—Per 1,000 to 5,000 feet, $61.00 per 1,000 feet.

BUILDERS RANGES—30-gals. $11.52 each.

BUILDING PAPER—Tarred, $1.42 to $1.85 per roll, according to quality; plain $1.26 to 43c per roll.

BUTTS—Plated, 241, antique copper and dull brass finish 2½ x 2½ per pair 35c; 3½ x 3½ per pair 52c; 4½ x 4½ per pair 67c.

BUTTS—Wrought steel No 501 2½x2½ $1.45 per doz.; 3½ x 3½ $2.35 per doz.; 4½ x 4½, $4.00 per doz.

CARPET FELT—16 oz. 50-ft. $2.75 roll.

CATCHER, CUPBOARD—Old copper and dull brass finish, $10 per thousand.

CHAIN—Coil B, electric weld, ¼-in. $13.50 per 100 lbs; ⅝, $18.40 per 100 lbs. ⅜-in. $15.50 per 100 lbs.

CHAIN—Logging, ⅝-in x 14, $2.00 each; ¾ x 14, $2.75 each.

CHOPPERS FOOD—Universal No. 0, $22.20 doz.; Universal No. 1, $27.60 doz.; Universal No. 2, $32.60 doz.; Universal No. 3, $43.50 doz. Home, No. 55, $2.20 each; Home, No. 65, $2.75 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. 14½c.

CLOTHES LINE WIRE—50c a hundred feet.

DRILLS—Bit stock 25/3 off new list; blacksmith ½-in. 35/3 off new list.

RAVETROUGH—Per 100 feet, 5-in. $5.75; 10-in. $6.65; 12-in., $7.85.

FILES—Great Western, 55% off list; Black Diamond 60% off list.

GARDEN HOSE—In 50 ft. lengths uncoupled—Terminal City ½-in. x 3 ply, $9.50; ¾-in x 3 ply, $12.00; Wire bound, ½-in x 4 ply, $15.00; ¾-in. x 4 ply, $16.50; corrugated, ½-in x 3 ply, $12.00; ¾-in. x 3 ply, $14.00; ¾-in. x 3 ply, $16.00.

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

GAME TRAPS—Victor, per doz. No 0, $1.80; 1, $2.40; 1½, $4.20; 2, $5.40; 3, $9.00.

H & N—Doz. No 0, $6.30; 1, $5.00; 1½, $7.60; 2, $10.60; 3, $14.40.

Jump—No. 1, per doz. $3.10; 1½, $4.50; 2, $7.20; 3, $9.60.

HINGES—Per doz. pairs—Heavy strap 4 in. $2.25; 5-in. $2.70; 6-in. $3.00; 8-in. $4.75.

CORRUGATED TEE—Per dozen pairs—4-in. $2.50; 6-in. $2.80; 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.—4 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 $5.20; 24 guage $5.75; 18-20 guage, $5.50; 25 guage, $6.00.

IRON, GALVANIZED SHEET—Per 100 lbs —28 gauge American or English, $7.25; 24 gauge $6.75; 18-20 gauge, $6.55.

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, $14.80 doz. Japanned, $15.40.

LAWN MOWERS—

Empress 12x5 blade, $13.70; 14 x 5 blade, $14.25; 16x5 blade, $15.10; 18x5 blade, $15.75; 20 x 5 blade $16.00.

STAR—9-in wheel, 3 knives, each, 12-in $4.00; 14-in $5.22; 16-in., $5.50; 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, $3.25 f.o.b. Vancouver. Cut base $3.50 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 61c; No 8 assorted coppered burrs and burrs 31c per lb. No 8 coppered burrs 37c per lb.; Coppered rivets 26c per lb. Copper rivets burrs 37c per lb.

ROPE BASE—British manila base, 24c; pure manila base, 27c.

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 $13.70 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, 50c per lb; less, 55c per lb.

SPIKES PRESSED—Per 100 lbs—¼ inch, $7.55; 5/16 $8.95; ⅜-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 $2.15; 4-point hog, 80 rods, $3.65.

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

WIRE—O & A—Per 100 lbs. No. 10, $4.45; No 11 $4.55; No 12, $4.65.

WRINGERS — Eze, $32.25 doz.; Oxford, $109.50 doz.; Bicycle, $56.10 doz.; Ajax,0 $102.50 doz.

IRRIGATION PIPE—Trimo less 50 off list; Genuine Stalson less 45 per cent off list.

WIRE CLOTH—Out of stock Vancouver, 32 per 100 sq. ft.; Galvanized out of stock. Vancouver, $4.00 per 100 sq. ft.

WASHING MACHINES—Velox water power, $32.75 each; Seafoam Electric, $76.00 each; Snowball, $17.95 each; Patriot, $19.00 each.

VISES—O'Leary Solid Box, 50 lbs., $12.00 each; 70 lbs, $15.00 each; 100 lbs. $23.00.

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	$1.85
Greens and Greys, in 4 gal. cans	2.00
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	$4.40
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	4.40
Sherwin Williams, porch	4.20
Sherwin Williams, floor	4.15

PUTTY—	Per 100 lbs.
Bulk, barrels, 800 lbs.	$4.20
Bulk, irons, 100 lbs.	4.73
Bulk, irons, 25 lbs.	5.78
Tins, 5 lbs.	8.40
Tins, 1 lb.	10.50
LINSEED OIL—	Gallon
Raw, 1 to 2 barrels	$1.02
Boiled, 1 to 2 barrels	1.05
LEAD, WHITE IN OIL—	Per 100 lbs.
1,000 lbs. to 1 ton	$14.35
Less	14.73
Brandram's Genuine	14.00
TURPENTINE—	Gallon
1 barrel lots ½½	$1.55
VARNISHES—	Gallon
Elastic, No. 1	$ 8.30
Elastic, No. 2	7.40
IV Linoleum	6.80
IV Marine Spar	7.10
IV Furniture	3.65
IV Pale Hard Oil	4.65

Less 33 1-3 per cent.

ROGERS BRUSHING LACJUER.—1 gal., $9.85; ½ gal., $5.18; ¼ gal., $2.71; ⅛ gal., $1.48; 1-16th gal., 87c.; 1-32nd gal., 57c. 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 13c each; Cap screws 38c each; Set screws 30c each; Machine screw 75c each; Machine nut 75c each.

BATTERIES—Hot Shot $2.96 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, ⅛ lb Wonder Worker $5.40 doz.

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

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

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

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

DEFLECTORS—Wind adjustable $15.20 pair.

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

HORNS—Electric $5.75 each.

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

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

MIRRORS—Rear view $3.00 each.

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

PATCHES, BLOW OUT—Lockette No. 2 $9.00 doz; No. 3 $4.00 doz; No. 6, $2.00 doz.

PLATES—Step $2.00 each.

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

MAIL ORDER BUSINESS.

(Continued from page 31)

Act, have the right to control property and civil rights, and have the right to tax the local merchants for the right to do business within the privonce, which right is delegated to the various municipalities n which these merchants are located, and the merchants are certainly taxed and taxed heavily, yet the Mail Order Houses who are doing millions of dollars worth of business within these provinces are not paying any taxes to the municipalities in which they are doing business by mail order. The local merchants being taxed, and although the Mail Order Houses, in some instances, are doi :g as much business in these municipalities as the local merchants yet they make no contribution either to the municipality of the province for that privilege. This indeed is very unfair and tends to place the local dealer in a disadvantageous competitive position.

Equal Basis Demanded.

We are all of the opinion that there must be a certain amount of competition in business and freedom of action, but there are two kinds of freedom, one is false where a man is free to do what he likes, and the other is true where a man is free to do what he ought. The Mail Order House appear to be doing what they like irrespective of the consequences to the communities in which they are doing business or to Canada as a whole. They are building up individual businesses and at the same time we know that it is impossible for the business of this country to be conducted altogether by Mail Order Houses. If this is true, and the local merchant is a necessity and is rendering a service to the community in which he is resident, then he is entitled to be placed on a fair competitive basis with other firms doing business in the district in which he s located, and the Mail Order House should not be free from taxes any more than the local merchant, and should not be able to do what it liked, taking advantage of the free privilege of doing business and the advantage of parcel post rates to carry on its business, but should be placed in a position where it should be free to do what ought to be done for the benefit of the communities and of Canada as a whole.

We must not look at this problem from a selfish point of view, but rather from the general development of Canada.

Failures Recorded.

When we realize that in 1924 there were 1,720 retailers failed in Canada with liabilities of 21,324,089, and at the same time there were 625 manufacturers with liabilities of $36,542,658, the failure of whom to a great extent is caused by the failure of the retailers to pay them the amounts which they are owing, or a total failure of traders and retailers amounting to 2,345, with $57,866,747 worth of losses, and when we are advised that of these losses only some one-quarter to one-third can be attributed to incapables, we must conclude that business conditions are not just right in Canada when these conditions exist.

The Retail Merchants' Association have not only been advocacting that a tax should be placed on Mail Order business which is having a detrimental effect on the general retail business of Canada, but that a Retail epartment should be established within the Department of Trade and Commerce, to make an investigation of the domestic distribution business of this country, as we feel quite certain that if a complete investigation was made, that the Department of Trade and Commerce would undertake to see that some of the unfair methods by which goods are being distributed were discontinued, and that every merchant should not only be given an equal opportunity of fair competition with his fellow merchant, but that these losses which are not only serious for those who have failed, but reflect back upon the community and in turn are reflected in the price of goods generally would be reduced. Such a Department within the Department of Trade and Commerce would have a tendency to stabilize business conditions in this country and would, we are certain as a result of the investigation and the reports which would be submitted thereon, not only show conclusively that Mail Order Houses are keeping back the proper development of community life, but that they should be placed on a fair competitive basis and should be required to pay for the privilege of doing business in these various communities in proportion to the average legitimate operating costs of the merchants located there.

A WELCOME GIFT.

British Columbia motorists would appreciate the Christmas gift presented Ontario car owners. The reduction of $5 in the license fee for pleasure cars will aggregate about $1,700,000. The saving represents many gallons of gasoline

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.

SOME NATIONAL ADVERTISERS WHO HAVE USED THE "RETAILER" THIS YEAR.

Anglo B. C. Packing Co., Ltd.
American Can Co., Ltd.
Atlantic Underwear Limited.
Barnes Scale Co.
B. C. Sugar Refining Co., Ltd.
B. C. Fish Packing Co., Ltd.
Borden Milk Co., Ltd.
P. Burns Co., Ltd.
Canadian Salt Co., Ltd.
Canada Starch Co., Ltd.
California Packing Corpn.
Canadian Toledo Scale Co., Ltd.
Canadian Paint, Oil & Varnish Manufacturers' Association.
Chipman Holton Knitting Co.
Canada Colors & Chimicals Co., Ltd.
Connors Bros., Limited
W. Clark, Ltd.
Continental Paper Products, Ltd.
Dominion Canners B. C. Ltd.
Dominion Oilcloth & Linoleum Co., Ltd.
Dominion Glass Co., Ltd.
Empress Manufacturing Co. Ltd.
Flint Paint & Varnish Co., Ltd. (Duco)
Fleischmann Co., Ltd.
Galt Knitting Co., Ltd.
G. F. & J. Galt, Limited
E. W. Gillett Co., Ltd.
Hudson's Bay Company
International Business Machines Co., Ltd.
Interlake Tissue Mills Co., Ltd.
Ice-O-Matic Manufacturing Co., Ltd.
Kelly Douglas (Nabob) Co., Ltd.
Kellogg Corn Flake Co. of Canada, Ltd.
Lake of the Woods Milling Co., Ltd.
W. H. Malkin Co., Ltd.
Minard's Liniment Co., Ltd.
Monarch Knitting Co., Ltd.
National Biscuit (Red Arrow)
North Western Mutual Fire Insurance Co.
Nonsuch Manufacturing Co., Ltd.
Palmolive Co. of Canada, Ltd.
Penman's Ltd.
Quaker Oats Co., Ltd.
Rowntree Co., Ltd.
Remington Arms Co.
Rock Island Overall Co., Ltd.
Royal Crown Soaps Ltd.
Royal Baking Powder Co.
Sun Maid Raisin Co.
Save the Surface Association
Swift Canadian Co., Ltd.
C. Turnbull Co., Ltd.
Wabasso Cotton Co., Ltd.
J. C. Wilson, Ltd.
Western Packing Corpn.

THE SMALLER THE BIGGER.

A Tale With a Moral.

Seated in the rotunda of a large hostelry in the city, sat two travellers conversing.

The one, elderly, prosperous and of vast experience, radiated amusement at the optimism, and self-satisfaction of his younger confrere.

This latter was telling of a killing which he had made that morning at "the great big store over the way," where he had landed a five thousand dollar order—his quota for the territory. "All from under one roof, mind you, watunobouthat?"

The elder of the twain continued to smile, remembering his experience of ten years ago, when he obtained a similar order from that great big store. For three years he had continued this "single-roof" killing, but his price was forced closer and closer to manufacturing cost until the fourth season, when his firm wrote him as follows: "Hold off this one-store stuf — no money in it. Go after the smaller fellows, who sell on a quality basis, not on a price basis—they are the salesman you want."

And now these salesmen merchants, as he calls them, comprise his steadily growing list of loyal customers.

Musing thus, he glances over his order total. It stands at 7,862.57 for this particular territory—away ahead of that one-call $5,000 order of ten years ago. He gives no exclusive gants, and has fifty or more good friends upon whom he makes regular calls.

What of his fellow traveller? Has he the friends he needs in case———. No, he has but one in the territory. In four years time will be have any? History repeats itself. Do your own figuring.

The experienced traveller realizes that the big fellows do not hold the high percentage of the annual turnover in the larger cities as is popularly supposed.

Less than 30 per cent. is computed to be their share, and not 70 per cent. or 80 per cent., as some suggest.

What steps are travellers taking to obtain the goodwill of the smaller stores doing probably 70 per cent. of the cities annual merchandising turnover?

Moral.

"Place not each and every egg into one container, nor yet sell all thy line to a single house."

ALBERTA SUGAR BEET CROP TOTALS 40,000 TONS.

After what is considered a satisfactory run the sugar beet factory at Raymond, Alberta, concluded operations for the season November 6th last.

Beet tonnage was somewhat less than 40,000 tons and was disappointing, but the sugar content was well over 16 per cent., or 2 per cent. higher than last year. The net result is that about 20 per cent. more sugar was extracted than a year ago. Growers this year have been given a guaranteed price of $6.25 per ton. The 1927 contract calls for a guarantee of $7 pr ton, with an objective of 9,000 acres.

Tough On the Pedestrian.

"One moment, sir, before I fill in your application," the life insurance agent said, "What make of car do you drive?"

"I don't drive any; I hate them," the prospective client said.

"Sorry, sir, but our company no longer insures pedestrians." The agent regretfully turned away.

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is making new friends regularly with
GLASS OF QUALITY
POLISHED PLATE GLASS
MIRRORS :: WINDOW GLASS
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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.

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

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Harry Peck & Co. Ltd (Meat Pastes)
Crestena 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)
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198 Hastings W. Sey. 1008

SERVICE TO OUT OF TOWN SUBSCRIBERS.

"The 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. A. Sime, 318 Homer 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, 1403 Hamilton Street. Sey. 6195.

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

Canadian Postum Cereal Co. Ltd., ...ery s Ltd., 739 Hastings West. Sey. 9337.

W. Clark Ltd., Montreal, Que.—C. P. Stark, 423 Hamilton St. Sey. 2040.

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

...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.

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

Palmolive Company of Canada Ltd., Toronto, Ont.—Dean Armstrong, 1834 Larch Street. Bay. 5011.

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., 1250 Homer Street.—Norfolk Paper Co. Ltd., 136 Water Street. Sey. 7865 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.

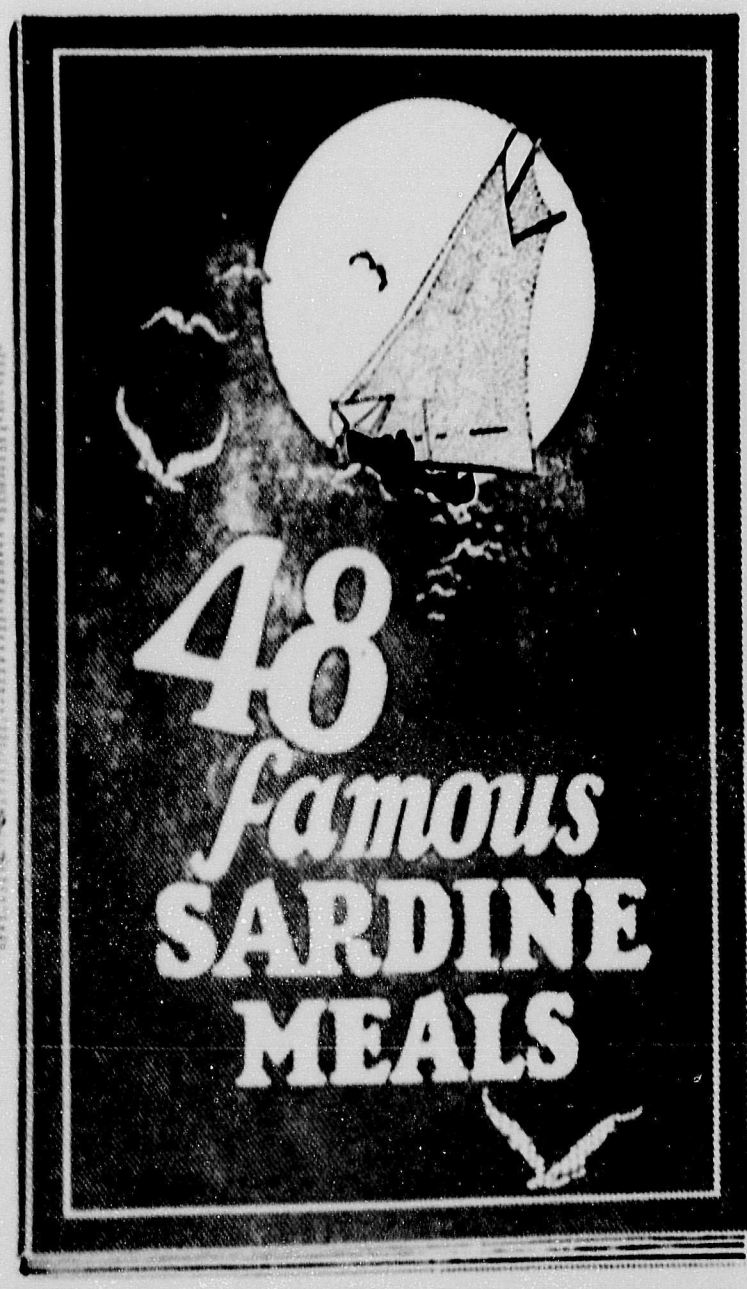
Geo. McRae. — Waxed Paper and Counter Sales Books. 1059 Hamilton Street. Sey. 3112.

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. Sey. 131.



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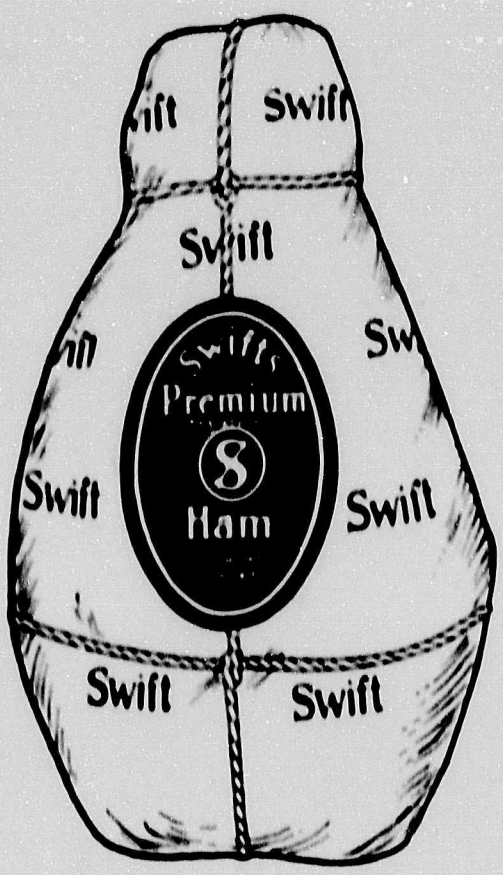

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