THE FEBRUARY

RETAILER

BRITISH COLUMBIA, ALBERTA, YUKON

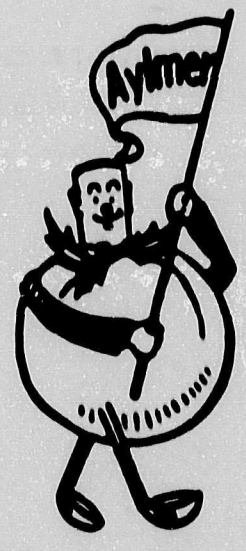
VOL. XIX., No. 6 VANCOUVER, B.C. FEBRUARY, 1927

All Grocers are Stocking and Selling with Enthusiasm

CANADA'S PREMIER LABEL

AYLMER

Fruits and Vegetables
Pork and Beans



Jams, Marmalades
and Soups

Inform customers that AYLMER on the can means no duty to pay and all the money's worth in the can

Success is following the Dominion-wide advertising campaign in the press, and customers are interested in saving the AYLMER SOUP Labels

PACKED NOW BY

DOMINION CANNERS B.C. LIMITED - - VANCOUVER

Nineteenth Year. 10c per copy; $1.00 per year

PAPER BAGS

One of the things that help to make up good store service is the strength and appearance of paper bags

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

"STANDARD" **"MANILLA"**
"BUCKSKIN" **"LIGHT KRAFT"**
"HEAVY KRAFT"

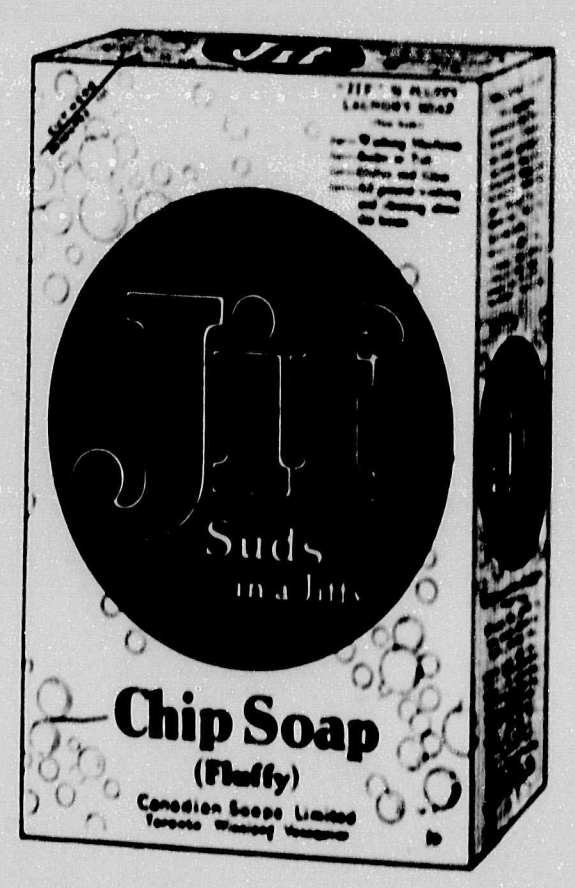
"BUILT UP TO A STANDARD—ALWAYS"

J. C. WILSON, LIMITED

Manufacturers of
PAPER BAGS. WRAPPING, TISSUE AND TOILET PAPERS.
for Wholesalers and Retailers.
1068 HOMER STREET, VANCOUVER, B. C.
Phone: Seymour 781

The New Concentrated SOAP

A Million Bubbles In Every Package



- 24 - Large Packages to the Case

Single Cases	$4.80 per case
5 Case Lots	$4.75 per case
10 Case Lots	$4.65 per case
25 Case Lots	$4.55 per case

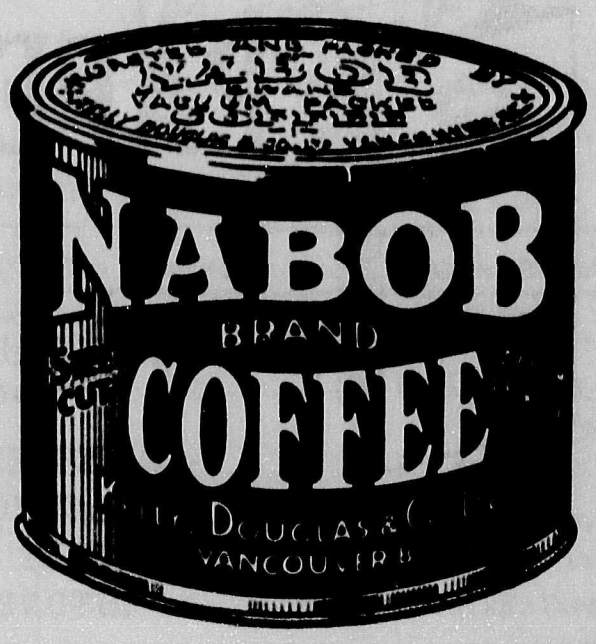
May be Purchased with other Royal Crown lines to make up quantity prices.

A BRITISH COLUMBIA PRODUCT

THE ROYAL CROWN SOAPS, LTD.

DISTRIBUTORS FOR B. C.

NABOB



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

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

WILSON BROTHERS

Established 1890

Our Motto is "SERVICE"

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

ECONOMY

to deal with us

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

SHAMROCK BRAND

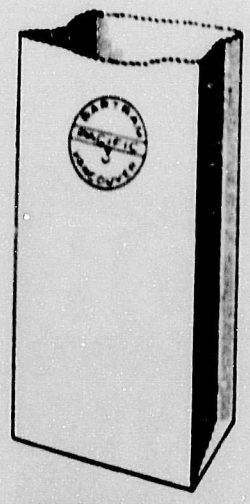
HAM, BACON, BUTTER, LARD, SAUSAGE, etc.

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

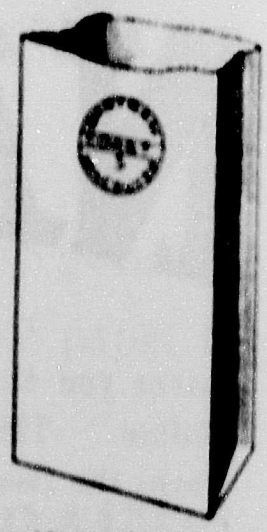
YOU CAN RECOMMEND SHAMROCK BRAND.

P. Burns & Company, Limited

VANCOUVER CALGARY EDMONTON


Light Kraft

PAPER BAGS


Heavy Kraft

AN 100% B. C. PRODUCT.

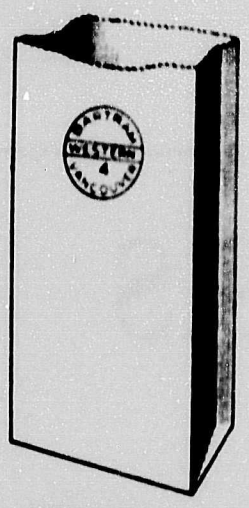
Now that the Highest Grades of Paper Bags are being made in B. C. be careful to always specify the B. C. Brands.

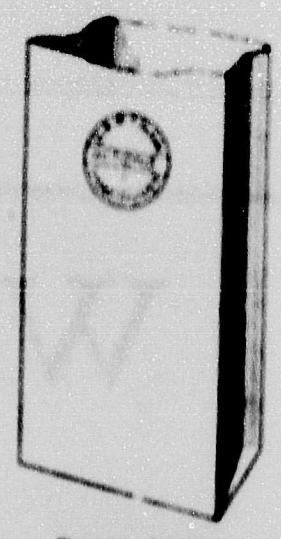
"**WESTERN**" Manilla Quality.
"**PACIFIC**"—Light Kraft Quality.
"**COAST**"—Heavy Kraft Quality.
"**HITONE**"—White Sulphite Quality.

Manufactured in British Columbia by

Bartram Paper Products Co. Ltd.

VANCOUVER, B. C.


Light Manila


Broad Stripe
White Sulphite

Sole Agents for British Columbia:

The Norfolk Paper Co., Ltd.

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

Phone Seymour 7868 and 7869

Increase Your Profits from Profitable Customers

WHO are your most profitable customers? Usually those who buy nothing but the best—those who prefer nationally known merchandise. Stocking and selling national leaders such as Carnation Milk—the world's largest-selling brand of evaporated milk—is one sure way of cultivating profitable business from these customers.

Fifty-two weeks in the year your customers are being persuaded by powerful advertising messages that Carnation is greater value when used in place of market milk or expensive cream.

The Label is Red and White
Two Sizes:
Tall and Small

Order Carnation from Your Jobber

Carnation Milk Products Co. Limited
Aylmer **Ontario**

Carnation Milk

"From Contented Cows"

PRODUCED IN CANADA

The RETAILER

"The Paper the Retailer Reads"

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

ublished 20th of every month. NINETEENTH YEAR

NERAL MERCHANDISE.
ROCERIES, DRYGOODS,
ARDWARE, FOOTWEAR,

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RETAIL MERCHANTS'
ASSOCIATION OF CANADA.

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

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OL. XIX., No. 3 VANCOUVER, B. C. FEBRUARY, 1927

Merchandising Expert Explodes Claim of Chain Store Advantage

Declares Theory of Chain Stores is Wrong — Broadcasts of Big Savings Cannot be Substantiated.

WHILE there have been attempts to minimise claims of the chain store companies regarding the big savings possible through their system f merchandising, no serious attack has yet been made n the soundness of the economic theory upon which hey are based. This has been taken more or less for ranted, and independent grocers have been content to entre their attack upon the claims made by that sys- em of the large savings obtainable.

Now comes an expert merchandising counsellor, ho attacks the very foundation of chain store meth- ds, and shows that they are built upon sand.

Chain stores, according to him, do not play the part economic life of the country that is generally sup- osed. For this, he says, there are several reasons. One that the basic theory of the chain store is wrong. his theory is, according to our correspondent, that by ring up a number of stores together, both the buying nd selling costs are lower, and that therefore, the con- mer gets the benefit of two savings. Even if there ere such savings it is unlikely that the consumer ould get them. Chain stores, he says, are not built r the public benefit.

Public Is Only Buying Power.

"Analyze the claim of "our enormous buying pow- ," continues this expert. "In the first place, the ly buying power there is is the public buying power. he advent of the chain store has not increased this one penny. The chain store system having a thousand stores naturally buys more than a single small town merchant, but it does not buy any more than a thousand such merchants.

"Ask any wholesaler or manufacturer whether he prefers a thousand accounts of $1,000 dollars each, which is a million dollars, or one account of a million dollars. He will tell you that he prefers the thousand accounts, for the simple reason that it is safer to have them."

The lure of the big order is not as great as it is professed to be, and the bargaining of the chain store usually ends in securing a slightly smaller package or a slightly lower grade of merchandise.

There are always opportunities in trade to take advantage of distress conditions to secure price concessions. As a steady diet, however, no manufacturer or wholesaler is going to sell merchandise without a normal profit. Grouping together a number of orders does not actually increase the volume of business and it does not effect any economies in distribution.

Whatever of such costs the chain store saves the wholesaler, it must in turn expend in distributing to its various warehouses and stores.

Chain stores do sometimes secure secret or camouflaged price concessions, but they secure them by devious methods instead of by effecting some economic saving. Consequently, their efforts sooner or later meet

with resistance from those who have been despoiled of legitimate profits.

If there were really any economic advantage in sending to a wholesaler or manufacturer the order of a thousand stores on one sheet of paper instead of on a thousand different sheets of paper, there would be nothing to prevent a thousand home store merchants in as many cities from so combining their orders and thus creating an "enormous buying power."

Chain Only Individual Unit.

"Let us see how the magic in being one of a chain enables a store to sell at lower costs. No one store can do the work of another. So, for all practical purposes, the chain store is an individual unit when it comes to selling, and it has the same costs for whatever service it renders. By reading its advertising it is found to profess to save by selling only for cash, by making no deliveries, and, in some cases even requiring self-service.

"But is it necessary for 'big business' to impose these limitations upon the consumer? Cannot any individual home store merchant impose those same rules if they work for the benefit of the customer? He can, but he won't. He shouldn't. The chain store must ,and that is its limitation. It has to do business through a hired manager with people who are utter strangers to it. Hence it adopts the cash policy.

"Next it tries to make a virtue of necessity by advertising that credit produces great losses, and that the city is infested with dishonest people, who impose burdens upon their honest neighbors through the credit system.

Big Business Not More Scientific.

"'Big business' is supposed to be more scientific than 'Little business,' but it has not proved to be so in retailing. Without any pretense of science the individual retailer is more economically correct than the "see-how-big-we-are fellows." He no doubt got there by merely doing what the home folks wanted him to do—by being accommodating.

Though the popular impression is to the contrary, it is a fact that the customer who puts herself to the least inconvenience is the most economical to serve. A woman may, without dressing for the street, telephone for merchandise, have it charged and sent, and she will be less expense to the merchant than the one who takes up time in the store selecting her purchase, pays cash and then waits to have her parcel wrapped to carry away. The customer cannot help in the process of service because she is not expert and is not subject to discipline. Consequently she does pretty well what she pleases and when she pleases. Hence she is a hindrance rather than a help. It must must not be overlooked that the most economical method of life is to work intensively in our chosen vocation in the service of our fellow man, and accept the fullest measure of service from him and his. Intensive specialization is the secret of progress in the development of wealth. The chain store is trying to reverse this principle.

Mail Order House Competition

Country Gradually Taking Cognizance of Injury Consequent Upon Uneconomical Method of Trading

Considerable comment has been aroused by the publication, in the December issue of this periodical of a cleverly prepared article by the secretary-manager of the Retail Merchants' Association, dealing with the unfair competition of Mail Order Houses.

Numerous instances have come to our notice where the retail merchant is using every means to combat this difficult situation, realizing as he does, that not only is the menace undermining his own business, but the country as a whole is suffering from the high-handed methods of obtaining patronage adopted by the Mail Order House.

Eventually the business, civic and banking interests of the country will fully realize the injury, that is if they are interested in the welfare of the numerous towns in Canada which are being milked of their natural resources. Just when this will come about is problematical, and largely contingent upon the severity of the damage caused.

Already there is a smoldering sentiment that all is not well, despite the general prosperity which is supposed to prevail, and does exist as regards a large number of concerns, exclusive of many single store dealers and farmers.

There is no doubt that mail order houses and chain stores of all kinds are taking a sizeable percentage of the business of the country, thus relieving small trading centres of practically that much money for circulation, and there appears no possibility of these centres recovering so long as this sapping is allowed to continue unchecked.

Not only will the banks feel the sting of these withdrawals in increasing proportions, but wholesalers in all lines, dependent upon the independent merchant for their outlet, will experience a decline in business, which the chain store and mail order houses are monopolizing.

The wealth of the smaller cities is gradually reaching the larger money centres which are waxing fat at the expense of the rest of the country, but such prosperity must of necessity be short-lived since the larger cities are dependent upon the smaller communities for their progress.

There is thus a limit beyond which mail order houses cannot draw from the resources of the numerous towns without entirely bankrupting them, and a reversion of sentiment against concerns responsible for crippling communities and destroying local business independence, so necessary if these smaller centres, banks and populations are to grow, is already manifest.

It is evident that at present their status is on the down grade, and since all avenues will be affected, we say that the time when civic, commercial and banking leaders become fully aroused, is based upon that time when they are convinced of the serious nature of this menace.

(A letter written by a prominent Saskatchewan merchant, laying his cards on the table, will be found on page 38).

NKING PRIVILEGES ACCORDED RAILROAD OFFICIALS ABUSED

tail Merchants' Association Take Action Against Practice.

The courtesy extended by the railroad companies of ada to their officers in the issuance of express nks intended only to cover occasional personal ship- nts on the railroad has in some instances been abus- o an extent where the Retail Merchants' Association e felt impelled to remonstrate. A complaint that cials of one of the railroads were abusing this priv- e by not only bringing in goods for themselves, but o for their friends was investigated and the follow- letter has been received by the Secretary-Manager the R. M. A. from the general manager of the said npany:

. N. B. Douglas, Secretary-Manager,
Retail Merchants' Association of Canada,
Ottawa, Ont.

Dear Sir,—Referring to your letter of Oct ber 2nd, closing copy of complaint from the merchants locat- at ———.

From an analysis which we have had made as to number of shipments received under express anks by various officers of the railways located at ——, there would seem to be on the face of it some tification for the complaint.

Express Franks are issued to the officers of the npany as a matter of courtesy, and are intended to er only occasional personal shipments, and it is not intent that they sh uld be applied for free trans- rtation of monthly household supplies which can be tained locally in the town where the officer is locat- .

As a result of complaint, we have taken the matter with the various Frank holders located at ———, d I think that we can offer you the assurance that practice will from now on be discontinued. It is r intention to keep a close check on the use of ranks made at ——— from now on, and should you any time receive further complaint from that point shall be glad if you will advise me further.

Yours truly,

General Manager

INGRATITUDE.

The entry of Ford into the retail grocery and meat usiness is rather unfortunate for him and the dealers etroit, Mich., whom he is displacing because of his hilanthrophic ideas of giving the pe ple of that city ood at wholesale cost and without any desire of pro- t.

It is unfortunate for him, as it is going to cost him ore money than it will the grocers, whom he succeeds n driving out of business in the motor city. Self pre ervation is the first law of nature, and since Ford has pened the fight by endeavouring to ruin the business f his best customers, it is but natural the latter will dopt some means of retaliation.

Retail grocers, as a class, are larger buyers of Ford ars and trucks than any other. They have been buy- ng these machines in large quantities to render service o the people, which service, Mr. Ford's spokesman ays, is responsible for high prices which he hopes t liminate by running stores of his own.

(Continued on page 29)

Giving your customers a new idea for breakfast

so you can make 2 sales for 1 before

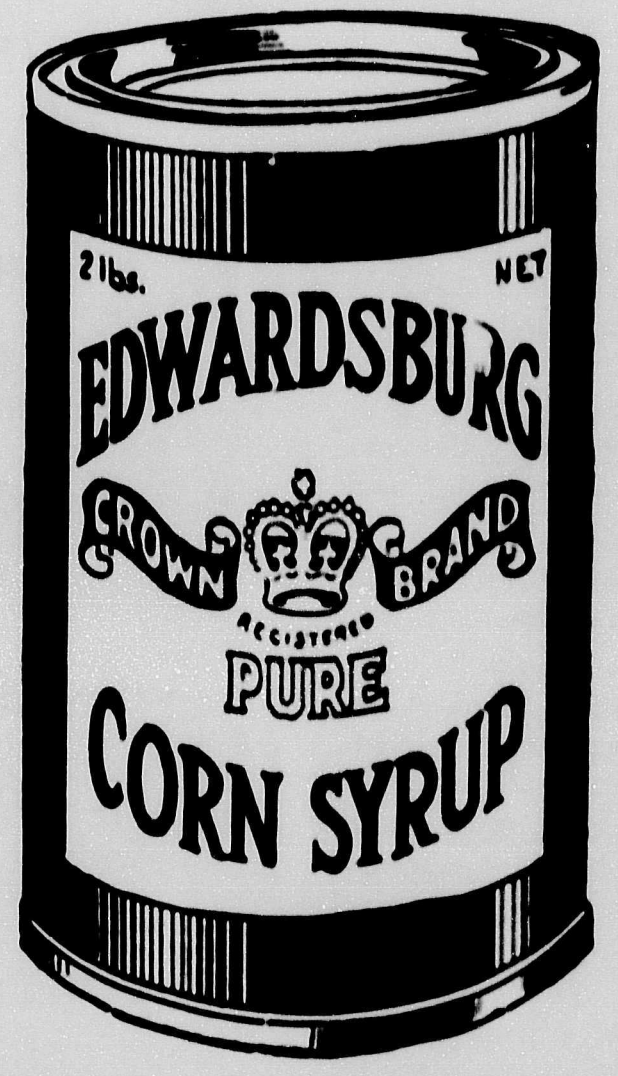
Stir a handful of raisins into the morning cereal—what a breakfast treat it makes! Many a family in your neighborhood will be wanting to try this tasty combination now.

For Sunland advertising features raisins in cereals—in all the great women's magazines, in the street cars, and on 3-sheet posters. Blanketing the nation, this advertising day after day will reach and tempt the people in your city—your own customers—to try Sun-Maid raisins and cereals together.

So then, whenever a customer asks for cereals, remind her of Sun-Maid raisins. Surprisingly often it will mean two sales instead of one. And don't forget, windows and counters can do a lot of reminding, too!

SUN-MAID *Products*

Distributed by
SUNLAND SALES COOPERATIVE ASSOCIATION
Offices throughout the World



The Housewife's Choice

WHEN you order a supply of CROWN BRAND you know it is practically sold before placing the order—because every Canadian housewife knows that no other Corn Syrup can compare with it in wholesomeness and delicious flavor.

CROWN BRAND is Canada's Purest and Best Corn Syrup.

Keep it Always on Display

EDWARDSBURG

CROWN BRAND CORN SYRUP

Manufactured by

The CANADA STARCH CO., LIMITED

MONTREAL

GROCERIES & PROVISIONS

MOOTED PRIVATE-LABEL COMBINE.

Information has leaked out that a number of wholesale grocers, who, working together, aim to establish certain common private brands upon which all jobbers in the movement are to concentrate.

We doubt if this plan will work out as successfully as its promoters anticipate. The idea is possibly in order where the intention is to avoid coming in contact with manufacturers' brands, and thus, as is claimed, sell such merchandise without profit.

Embodied in the scheme is the noble purpose of improving the grocers' status. This is entirely creditable, but the main idea in mind indicates a fight between jobbers in the plan and the specialty manufacturers. There will, of course, be jobbers who remain on the outside, and they will be antagonistic.

They and the specialty manufacturers can easily get together and work against the plans of the private brand jobbers. The upshot would be two contending forces, with the retail grocer as the prey of each. Both have their friends among the retail trade, and the result will be stalemate—neither will get anywhere.

The better plan by far is to have wholesaler and specialty manufacturer working together in a common cause. Whatever interferes between amicable and profitable relationship should be ironed out through arbitration, presentation to a commissioner for decision, or in any way that is satisfactory. If a fight of this kind materializes it is going to cost both sides money, and it is doubtful if either faction would benefit in the long run. If wrongs exist, both sides ought to be big enough to adjust them.

THE ONE PRICE BASIS.

One of the troubles of the grocery business is that too few people realize that anything done that adversely affects some will eventually affect their own business.

Most of the industries in this country that have really made money in the last few years have worked pretty close together. You don't hear of many automobile people consigning cars to dealers; practically all automobiles are sold on a one-price basis f.o.b. factory.

You don't find different makes of automobiles sold at a sacrifice price in one territory and at a profit in another. The steel people stick together and have made money.

One For All and All For One.

If all retail grocers and all wholesale grocers and all cereal manufacturers, before they start some new scheme they think might mean an immediate profit to them, would stop and consider how it will affect their particular industry as a whole before it gets through—would all run their business on the same basis they would like to see all their competitors run theirs—this year in the grocery business would be one of joy.

One thing can be said for retail grocers, and that is that they are all on a one-price basis so far as their own customers are concerned. We can all remember when this was not a fact—when selling at retail was practically a horse-trading proposition.

Value of Standard Price.

Today a child can go into most any retail store and buy merchandise at as low a price as the shrewdest buyer; in fact, most of us would hesitate to ask any retailer to cut his price. This condition has been brought about in the last fifteen or twenty years by real merchants in the retail business, who priced their merchandise on a reasonable profit basis and stuck to it.

If all manufacturers and all wholesalers were today on as near a one-price basis to all their own customers as the average retailer is, there certainly wouldn't be the chaotic condition in the grocery business that there is.

ADJUSTING SUGAR SUPPLY TO DEMAND.

Commodity Has Been Depressed in Price for Two Years.

After two years of severe depression from low prices caused by overproduction, the sugar industry appears to be on the road to recovery through natural and artificial adjustments more in accordance with supply and demand.

Primarily due to the effects of two crop restrictions in Cuba, world production for 1927 is estimated at 23,217,000, or 1,167,810 long tons less than last year. This is the first decrease since 1919. World consumption is estimated at 25,000,000, or 1,782,000 more than world production. This does not indicate, however, that there will be a shortage during 1927, because world stocks January 1 will approximate 4,000,000, leaving world supplies in excess of world consumption of 2,217,000, compared with 4,833,653 in 1926.

Owing to low prices European beet production has declined 500,000. For Czecho-Slovakia, principal producing and exporting country, the decline has been 488,000. For the same reasons beet sugar production has been virtually abandoned in Sweden, being estimated at 25,000, compared with 204,000 last year.

Cuban production will be 384,000 less, as her crop has been restricted to 4,500,000 compared with 4,884,000 last year. Of this, 3,500,000 will be required by the United States and 150,000 for local consumption, leaving 850,000 for export to other countries. To date 250,000 of the new crop have been sold in these countries. Last year the Far East absorbed this amount, and her demand is expected to increase. The United Kingdom, Canada and other countries acquired 815,000. On account of this decline in European beet production more

SEALRIGHT CONTAINERS

Made of specially prepared board, have the strength of spruce, and being fitted with a patented double bottom to prevent leaking, are the ideal container for moist and liquid foods.

You can sell more Oysters, Salads, Olives, Peanut Butter, Cottage Cheese, Buttermilk, Ice Cream, Pickles, Vinegar, Lard, Honey, Syrup, Jellies, etc., etc., if you will use Sealright Containers.

Ask our Traveller to show you samples, or quote prices. A trial order will make you a regular user.

Smith, Davidson & Wright, Ltd.

MANUFACTURERS AND WHOLESALE PAPER DEALERS

VANCOUVER VICTORIA

CLARK'S OX-TONGUES

IN TINS OR "INGLASS"

We are able to fill orders at once for both Ox Tongues, in tins or "Inglass," and Lunch Tongues.

Both of these are eagerly sought after and as our supply is of necessity limited, we suggest immediate orders through the usual channels.

W. CLARK Limited, Montreal

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

ACTION!

The long-distance telephone will help you get things done. Capable courteous operators are at your service. They will work hard to complete your calls.

BRITISH COLUMBIA TELEPHONE COMPANY

Six Reasons for Selling Fleischmann's Yeast

(1). It banishes constipation; (2) relieves indigestion; (3) clears the skin—this means better health.

(4) It turns chance customers into regular buyers; (5) Makes healthy customers who buy more groceries; (6) Enables a grocer to render a service to his customers—this means better business.

Ask the Fleischmann man.

FLEISCHMANN'S YEAST

The Fleischmann Company

SERVICE

Lake of the Woods Milling Company

LIMITED

Makers of

FIVE ROSES • FLOUR •

The World's Best

Daily Capacity 14,200 Bbls.

B. C. Offices and Warehouses:

1300 Richards Street VANCOUVER

1614 Store Street VICTORIA

active competition is anticipated from these sources. This will enable Cuba to dispose of her limited surplus at remunerative instead of sacrifice prices.

Grocery Market Report

Vancouver, Feb. 12, 1927.

Shelled Walnuts.—Merchants who study market conditions will anticipate their requirements for shelled walnuts. The failure of the French crop last year resulted in the local market being obliged to look to China for her total requirements the past season. The present outlook in China has a strong tendency to complicate matters in this regard, and in all probability make it very difficult to get shipments through for several months to come, thus forcing prices skyward.

Importers have started to realize that a real shortage of shelled walnuts is in the making, and that within another sixty days it will be definitely brought home to the trade. Shelled almonds are also especially firm. Farmers in Italy and France, it appears, are still holding on to their nut crops and are loath to sell excepting at full prices. This with the constant demand which is mostly in small lots and the firmness in the Italian and the Spanish rates of exchange has tended to stabilize the price of shelled almonds in all principal markets. The large sizes are reported as exceedingly scarce and are held for higher prices. The stocks of almonds are probably now the smallest in a good many seasons past. The same low condition of stocks is reported from London.

Cocoa.—Bulk cocoa has been advancing steadily for the past year. Car lots by the bbl. quoted a year ago at about 7c f.o.b. Vancouver is now being quoted at from 12 to 13 cents per pound. Already several of the popular lines of packages have been advanced and indications are that further advances may be looked for within the next few weeks.

Spinach.—The increasing demand for canned spinach has been so great during the past season that indications point toward a regular clean up this season. Stocks in the hands of the wholesalers are reported very low.

Salt Fish.—A shipment of Nova Scotia cod in the following popular varieties arrived in the city on the 13th, and is now freely distributed and should find a ready sale.

Arcadia, 12/2 wood, $4.35.
Nova Scotia Turkey, 36 lb. bricks, 10½c.
Cod strips, boneless, 30c., packed 1s and 2s.
Whole cod med., 50c.
Whole cod, large, $1.
Herrings in brine, ½ barrels, $8.50.
Herrings in brine, 20 lb. pails, $2.00.
Mackerel in brine, ½ barrels, $3.50.
Mackerel in brine, 20 lb. pails, $2.
Digby chicks, 22c box.

Corn Flakes. — The following manufacturers announce a reduction of 25c per case in corn flakes, ef-

(Continued on page 14)

Use a Big Gun for Big Game

USE AMMUNITION IF YOU WANT RESULTS

Don't be a pop-gun dealer—there's no meat on a sparrow.

Use the big automatic REPEATER rifle * * * Palmolive advertising * * * to bring home the game.

The Palmolive REPEATER is a good example of turnover. And in frequent turnover lie the profits.

Your AMMUNITION is the sales help constantly at your call. Our attractive displays for your store. Use them to make sure of the profits, IN YOUR STORE, that our national advertising assures * * *

Keep Palmolive 'Up Front'

Your customers depend on trade-marked, nationally advertised goods. There's usually a leader in every field. They wouldn't be leaders if the millions didn't prefer them.

Then why waste time and money on less productive, unknown and unwanted articles?

If the public BELIEVED in them—would spend their money on them—THEY would be leaders.

If their makers BELIEVED in them, they would put ADVERTISING back of them to show their confidence, to increase their sales.

Make Turnover Pay the Rent

An article that sells once or twice a year costs more in shelf space and money-tied-up than it earns.

Palmolive turns over, many tell us, as high as 17 times a year. That's real business.

Assure frequent turnover for Palmolive in your store by continuous display. Use the material we provide. Write for it now.

THE PALMOLIVE COMPANY OF CANADA,
LIMITED
MONTREAL TORONTO WINNIPEG
Made in Canada. 3472C

Don't let your Customers go elsewhere

Place the china from Quick Quaker alongside the china from any other oat packages and you'll know why your customers prefer Quaker china.

Many of them are collecting **sets** of china from the Quick Quaker packages now. If you do not supply them they will go elsewhere.

Only in the Quick Quaker package will you find the delicate white china with the beautiful decoration of blue and gold. There is no substitute, any more than there is a substitute for Quick Quaker itself.

Some of the Products in the Quaker Line

Quaker Oats
Quick Quaker
Aunt Jemina
prepared
Pancake Flour
Aunt Jemina
Buckwheat Flour
Quaker Corn Flakes
Quaker Puffed Rice
Quaker Puffed Wheat
Tillson's *natural* Bran
Quaker Best Cornmeal

Quick Quaker

with

CHINAWARE

In dailies, weekly papers and farm papers across Canada, the Quaker Oats advertising campaign is going full blast —Speeding turnover and making **more** profits for all merchants who carry the full Quaker line.

The Quaker Oats Company

SASKATOON PETERBOROUGH

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.

yal Yeast—	**Per case**
doz. pkgs. in case	2.30
re Flake Lye—	
doz. in case	5.95
cases	5.90
cases, 4 doz. in case	5.85
gic Baking Powder—	
oz. 4 doz.	5.70
oz. 4 doz.	7.65
oz. 4 doz.	9.20
12 oz. 4 doz.	12.50
½lb. 1 doz.	9.65
lb., ½ doz.	5.95
% 5 case lots.	
gic Soda, Case No. 1—	
case (60-lb. packages)	5.25
cases or more	5.15
-Carbonate of Soda—	
112 lb. kegs, per keg	7.10
00 lb. barrels, per barrel	23.00
ustic Soda (Granulated)—	**Per lb.**
0 lb. Canister (100 lbs. in case)	15½
100 lbs. iron drums	.12½
ream of Tartar—	**per doz.**
lb. paper pkgs. (4 doz. in case)	1.35
½ lb. paper pkgs. (4 doz. in case)	2.70
½ lb. cans with screw covers (4 doz. in case)	3.55
1 lb. cans screw covers (2 doz. in case	6.25
5 lb. square canisters, ½ doz. in case)	.54
10 lb. wooden cases	.41
25 lb. wooden pails	.41
0 lb. lined kegs	.38
240 lb. lined barrels	.37

KELLY, DOUGLAS & O., LTD.

Nabob Products.

lispice, No. 2, tins doz.	1.00
aking Powder, 48 12 oz., doz.	2.65
aking Powder, 12 2½s, doz.	8.30
aking Powder, 6 5s, doz.	15.10
orax, ½s., doz.	.75
lack Pepper, tins, doz.	1.10
elery Salt, glass, doz.	.95
abob Coffee, small tins, each	.31
offee, 1s lb.	.58
offee, 5s Nabob lb.	.56
ustard Powder, doz.	.90
uick Tapioca, doz.	.90
hocolate Pudding, doz.	.90
hili Powder, small, doz.	1.60
innamon, 2 oz. tins, doz.	1.20
ayenne Pepper, 2 tins, doz.	1.20
loves, small, doz.	1.40
urry Powder, 4 oz. glass, doz.	2.00
ream of Tartar, 1.	3.85
ream of Tartar, ½s, tins	2.55
ream of Tartar ¼s,	1.30
inger, small, doz.	1.20
xtracts, 1½ oz., doz.	2.35
xtracts, 2 oz. doz.	2.75
xtracts, 4 oz. doz.	5.25
xtracts, 8 oz. doz.	9.50
xtracts, 16 oz. doz.	17.50
ace, small, doz.	1.35
utmeg, small, doz.	1.35
aprika, small, doz.	1.35
Pastry Spice, 2 tins, doz.	1.10
Poultry Dressing, Sage, Savory, Thyme, Tumeric, tins, doz.	1.15
Pickling Spice, doz. No. 3	.95
Marjarom, Mint, Parsley	1.15
White Pepper, tins, doz.	1.30
Castor Oil, 2 oz. doz.	1.35
Castor Oil, 4 oz. doz.	2.20
Epsom Salts, ¼s. doz.	.60
Fruit Colors, 2 oz. doz.	1.75
Icings (hocolate, Rose, Pink, Lemon Vanila, White, Almond, Orange) doz.	1.15
Jelly Powder, doz.	.80
Lemonare Powder, doz.	2.25
Mustard, 1s doz.	8.50
Mustard, ½s, doz.	4.50
Mustard, ¼s doz.	2.40
Mustard, ⅙ 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
5 lb. packages	.59
Tea, de Luxe, Afternoon, 1 lb.	.78
Tea de Luxe, Afternoon ½s per lb.	.80
Tea de Luxe, ¼s per lb.	.82
Tea or Coffee, not Asst., 100 lbs. 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 Rolled shoulders, per lb.	.22
Bacon, Shamrock, 6-8 per lb.	44
Baked Ham, with dressing, per lb.	.46
Shamrock Handy Pats, 1 lb. cartons	.44
Cheese, Canadian, large, per lb.	.24
Cheese, Canadian, twin, per lb.	.24½
Shortening Carnation, No. 5, 12 cases	16¾
Shortening Carnation, No. 3, 20 cases	.17
Cooked Ham, Shamrock, per lb	.45
Dominion Hams, 12-16 lbs.	.32
Dominion Bacon, 10 lbs., per lb.	.33
Dominion Bacon, 12-14 lbs. per lb.	32
Dominion shoulders, boned and rolled	.23
Dripping, beef, 4-lb bricks	.12
Hams, Shamrock, per lb.	.35
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.	.19
Pork pies, per doz.	.40
Pork, roast legs with dressing, per lb.	.46
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 frozen	.27
Selected Chicken, per lb., fresh frozen	.38

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 1 lb. pkts. box	2.40
Crown Oatmeal, 24 6s box of 144	4.80
Klondyke (wrapped), box of 25	6.10
Klondyke (unwrapped), box of 25	5.95
English Blue Mottled, box of 20	6.00
Linen (unwrapped), box of 100	3.50
Liquid Abbonia, 2 doz. qts., box of 24	4.00
Mechanic's Pine Tar, box of 100	5.45
Mechanic's Pine Tar, box of 50	2.75
Olive Castile, cakes, box of 200	4.65
Primrose (wrapped), box of 25	4.70
Royal Crown Lye, box of 48	5.25
Pendray's Powdered Amonia, box 24	3.85
Special prices on 5, 10, 25 and 100 boxes	
Pendray's Water Glass, Egg Preserve:— Cases, 24 tons per case	4.60
Royal Laundry Flakes, in bbls.	.11
(Special price on contract)	
Royal Crown Soap, 6s 144s	5.45
Royal Crown Powder, box 24 only	5.50
Royal Crown Powder, 1lb. box of 50	4.00
Royal Crown Cleanser, 48 sifter tins	3.70
Royal Crown Powdered Ammonia, 1 lb	3.85
White Wonder, box of 100	5.35
White Swan Soap, 100	4.00
White Swan Naptha, box of 100	5.90
White Swan Washing Powder, box 24	5.50
"Jif" Suds in a Jiffy, box of 24	4.80

G. F. & J. GALT LIMITED

BLUE RIBBON GOODS

Coffee (Vacuum Pack)—	
1 lb. Tins, per lb.	.60
Tea (Red Label)—	
1 lb. packages, per lb.	.60
½ lb. packages, per lb.	.6[illegible]
2½ lb. packages, per lb.	.56
5 lb. packages, per lb.	.57
Tea (Japan)—	
1 lb. packages, per lb	.60
½ lb. packages, per lb.	61
2½ lb. packages, per lb.	.58
Baking Powder—	
12 oz. Tins, 4 doz. case	10.00
16 oz. Tins, 4 doz. case	11,20
3 lb. Tins, 1 doz. case	7.45
5 lb. Tins, 1 doz. case	11.90

THE CANADA STARCH CO. LTD.

Laundry Starches—	
Canada Laundry Starch, 40-lb. box	.09
White Gloss, 1-lb. pkgs.	.9¼
Acme Gloss, 1-lb. pkgs.	.9¼
No. 1 White, 100-lb. kegs	.9¼
Edwardsburg Silver Gloss, 1-lb. pkgs. 40-lb.	.11¼
Edwardsburg Silver Gloss 3/6-fancy tin canisters, 48-lbs.	.13½
Edwardsburg Silver Gloss, 100-lb. kegs	.10¼
Celluloid Starch (boxes of 45-pkgs per case)	4.60
Culinary Starches—	
Benson's Celebrated Prepared Corn 40-lb. boxes, per lb.	.11
Canada Corn Starch 40-lb. boxes, per lb.	9¼
Challenge Corn Starch 40-lb boxes per lb.	.9¼
Casco Potato Flour 40-lb. boxes, lb.	.13
Mazola Oil—	
Mazola Oil, 1s	7.95
" " 2s	7.45
" " 4s	16.60
" " 8s	12.85
Corn Syrups—	
Crown 2s, 24 to case	$3.55
5s, 12 to case	4.10
10s 6 to case	2.70
20s, 3 to case	2.60
Lily 2s, 24 to case	$4.05
5s, 12 to case	4.60
10s, 6 to case	4.20
Karo, 2s 24 to case	3.35
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.

(Continued from page 11).

fective at once: W. K. Wellogg Co., Quaker Oats Co. and Postum Cereal Co.

Dates.—New shipment of Hallowi dates recently arrived in the city and is quoted at 10¼c per lb., a slight advance over previous arrivals.

Aylmer Canned Chicken and Aylmer Chicken Soup.—Retailers will be glad to learn that supplies of the above are now available on wholesale row. Chicken is quoted at 24/1s at $4.25 per doz. Chicken Soup pure 24/1s at $3.10 per doz.

Gem Lye.—Manufacturers announce a special discount of 25c per case applicable until April 2nd, bringing today's price down to $4.65 per case nett.

Toilet Papers show a decline in price due principally to the keen competition between the wholesale grocers and the paper houses.

Sharpe's Toffee.—The manufacturers of Sharpe's toffee have recently appointed an agent in the city to carry a stock of all the popular lines. Already a very good distribution has been made, and the fact established that a quality line always sells. The packages are very attractive and can be purchased in several sizes.

Lobster.—Retailers will recall the fact that last year the local market was bare before the new season's pack arrived, which usually is in August or possibly September. Conditions promise to be even worse this year as stocks now are much lower than at that time last February.

Whiz.—A new fly fume, manufactured by the R. M. Hollingshead Co. of Canada Ltd., Bowmanville, Ontario. It has just reached this market and promises to be a big factor in the extermination of flies, mosquitos, ants, roaches, moths, etc. It is the most modern insecticide on the market, embodying all the outstanding qualities already proven in other insecticides and many others established through recent research. It is put up in the following sizes:

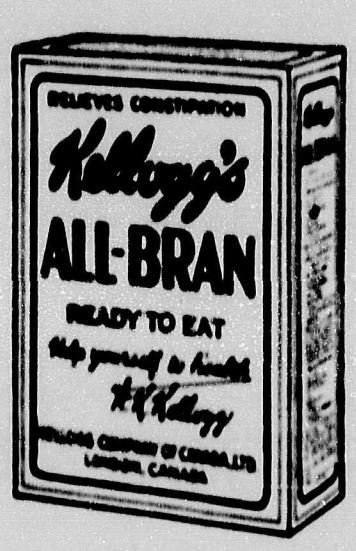
24/8 oz. bottles at $3.35 per doz.; retail 40c each
24/16 oz. bottles at $5.45 per doz.; retail 40c each
24/8 oz. tins at $3.35 per doz.; retail 65c each.
24/16 oz. tons at $5.45 per doz.; retail at 65c each
12/32 oz. bottles at $8.40 per doz.; retail at $1 each
6 gal tins at $26.85 per doz.; retail at $3.20 each
Whiz. Fly Fume hand sprays, 12 to carton, at $3.15 each.

CANADA RE-VALUES EGGS TO FIX IMPORT DUTY.

New valuations on imported eggs have been established for duty purposes by the Canadian Minister of Customs. Applying to importations shipped from places of export after January 10, a valuation of 45 cents per dozen is assessed when imported direct from production markets or originating territory, and 48 cents per dozen when imported from intermediate distributing or border points.

The specific duty of 3 cents per dozen on eggs from the United States remains in force, and if the invoice value of shipments is more than 5 per cent. lower than the established valuation, such shipments are subject to dumping duty on the difference between the invoice and the duty valuation.

"---and include a package of Kellogg's ALL-BRAN



Grocers are hearing that order with ever-increasing frequency from thousands of homes in every part of Canada. Consistent and intensive sales work throughout the country has made ALL-BRAN a national staple.

There is no "off-season" for Kellogg's ALL-BRAN. A customer once, is a customer always —for Kellogg's gives satisfaction. IT'S 100% BRAN—THAT'S WHY.

Newspapers and magazines right across Canada are carrying the Kellogg message of health, and this intensive advertising is being backed up by the most energetic sales and promotion work ever placed behind a food product.

Make sure of having a stock on hand. Display ALL-BRAN in your window and on the counter.

Window and counter displays will be supplied on request from Kellogg Company of Canada, Limited, London, Ont.

Kellogg's ALL-BRAN

Don't risk

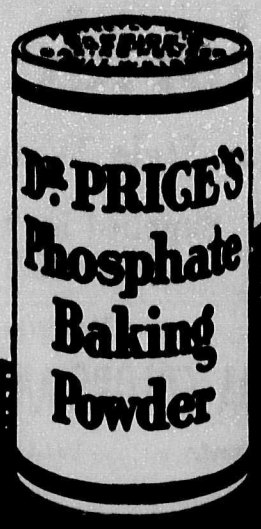
a customer's confidence

SHE may want something inexpensive but *it must give full satisfaction*—or her confidence in you—your most valuable asset—is gone.

For economy recommend Dr. Price's Phosphate Baking Powder—wholesome—reliable.

Only the reliable product is economical

Made and guaranteed by the Royal Baking Powder Company



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.

Feature—

4X BAKERY PRODUCTS

in your store

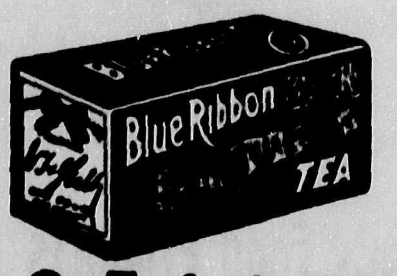
—satisfaction for the customer

—steady profits for you.

BREADS COOKIES
CAKES MACAROONS

SHELLY'S 4X BAKERY PLANT

CANADIAN BAKERIES LIMITED



"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.

Jams and Marmalades Made to Give the Surest Guarantee of Customer Satisfaction

QUALITY
PURITY
NATURAL FLAVOR

Appeals to the Grown-ups—
And Good for the Children Too

EMPRESS

MANUFACTURING CO., LIMITED

VANCOUVER, B. C.

Is the Customer Always Right?

Policy of Granting Immediate Adjustments Discussed—Unmerited Rectification Encourages Fraudulent Complaints.

SHALL we adapt unqualifiedly the famous policy, "The customer is always right," and have no misgivings, because we know we are right, when we adjust to the satisfaction of a customer we know is wrong?

Probably every merchant has mental inward struggle over this question, sooner or later in his commercial life. And we think these merchants who temper policy to the individual situation are right. Let's go into the matter further.

Figures were shown us recently on a methodical lengthy, expert investigation of customers' complaints, judged by ethical motives. The investigator began with the fact, well known, that some complaints are honest and some are not. He went much farther, however.

Roughly, sixty per cent. of complaints were classified as essentially honest. About a third of these were thoroughly honest. About forty per cent. were found to be hasty complaints. Before thoroughly versing themselves in what was involved, the customers "kicked." About fifty per cent were attributed to downright "ornery" customers — men who would rather kick than not. Such do exist. Every business man is familiar with the type.

Finally, about twenty-five per cent were complaints having basis in dead beat or stalling motives. The customer was poor pay. To get more time, he made complaints which operated to lengthen out the detail of final payment.

The proportion of complaints which, on no ethical ground, deserve to be adjusted is found high, but still less than half. It is about forty per cent.

Investigation brings out a point which has not, probably, received half the emphasis in the past which it should. That is the necessity of developing skill in recognizing the individual case, and handling it in the most efficient manner. Some suggestions, out of the experience of merchants we have interviewed, are given here.

Feeling the customer is wrong, cultivate ability to explain the error in a way to retain good-will. Now, many people (some say that women are especially so inclined) dislike to be corrected. An untactful person can easily stimulate a customer into a stubborn, ill-willed defense of a position known, probably wrong.

A pschological principle here is to admit the possibility of an office or other error. "It sure looks as if a mistake had been made!" the employee begins apologetically. "We'll be very glad to investigate it We're mighty sorry if a blunder has been made."

"Let me see, when did you order this?" And then come other questions, as diplomatically he gets at the facts. A skillful man can manoeuvre matters to cause the customer to be the first to see no error was made and to acknoweldge the fact freely. Grant the possibility of an error freely. That proves your sense of fairness and desire to do the right thing—something which stimulates the customer to be fair, too, finding that no error was made after all.

"The particular customer effects the situation enormously," remarked one merchant to us. "For example, I sometimes, knowing we are right, pull off a statement to this effect, explaining an error might have occurred, and we'll be glad to look into it. To a certain type of customer, I don't hesitate to suggest the possibility that the store was right after all. This is getting the customer ready, as it were, for the actual news.

"On the other hand, I have certain customers, highly desirable, with whom any sort of a discussion would invite possibilities for dispute and resentment that, rather than incur the danger, I'll admit practically any mistake alleged has been made. Smilingly, without investingation, I take the customer's word for it, and make the adjustment. These, of course, are customers worth a great deal to us."

How shall merchants handle a complaint of "ornery" customers? Here, again, circumstances alter cases, as the famous Sam Slick declared. If it is a trivial matter, and the customer is wrong, it may be best policy to make the requested adjustment without any formality whatever—a free, generous hand. Very small matters simply cannot be dignified by lengthy discussion and explanation. If the customer's mistake is easily shown, however, the best course probably will be pleasantly to point it out.

Always the importance of the customer to the store comes in. Certainly, the poor pay customer can be talked to much more positively and frankly, when he complains, than can other customers. He is worth far less to the store, yet is under greater obligations to it. Probably a definite stand, getting across the idea that the store may be wise to his dominant motive, is the best.

Only one reason is ever advanced for proceeding on the theory, "The customer is always right," and that is that it pays. The business, that is, gains more than it loses by following the policy. Probably where a certain type of transaction is mainly involved, and certain classes of customers, this is true.Applied to the average business, and many different kinds of customers and transactions, the policy will not hold water.

It loses money directly, in unmerited adjustments. Further, it breeds a parasitic group of customers who make fraudulent complaints because they have found they can "get away with it."

A well managed policy of rectification where it is merited, and tactful refusal—best so to handle things that the customer withdraws the request—is easily the most profitable policy for the average merchant.

And when you do have genuine errors to rectify, do it the right way—which means freely, generously. Correcting statements are worse, from the store's standpoint, than none at all. The customer feels the house adjusted unwillingly; that he obtained justice only because he insisted vigorously. Resentment is felt at the store's seeming displeasure at the close of the incident.

So, make settlements with logical skill. That means sincere ,heartfelt apology (not thrown on too much) —a single word or two may get the thought over. Some go out of their way to thank the customer for the moderation of his complaint—his consideration is

appreciated and will be reciprocated when opportunity affords. This is good psychology, too.

When you adjust in part only, explain first why you cannot adjust in full. Then do what you can do. This is, psychologically, the proper technic. All adjustment experts using letters practice it, and it applies thoroughly to the adjustment in person.

Every commercial organization should find out, experimentally, the best qualified member for adjustment work. Of three partners, frequently only one will be a capable adjustor.

Take one complaint, where one man will continually get into personal "messes" with customers, another, possessing qualities of tact and judgment, will steer that skillful course which will maintain the store in its just deserts, and hold the customers—making, naturally, rectification when deserved.

Minister of Finance Receives R.M.A. Delegation

Recommendations Made at Ottawa in the Interests of Retail Trade Devised to Improve General Trading Conditions.

A delegation from the Dominion office of the Retail Merchants' Association appeared before the Cabinet at Ottawa on Tuesday, February 1, and presented a memorandum covering a number of requests and recommendations.

The Minister of Finance was favorably impressed, and appreciative of the manner in which the memorandum was presented, promising to take the points raised therein into full consideration.

Brief Presented to the House of Commons by Dominion Executive Council, R.M.A.

To the Honourable W. L. Mackenzie King, Prime Minister and President of the Privy Council, and Honourable Members of the Dominion Cabinet, Ottawa.

Dear Sirs,—Before presenting our suggestions and recommendations, we wish to take this opportunity to congratulate you and the members of your government upon your re-election as the government of our great Dominion.

We also wish to express our appreciation of the reductions in taxation which were made at the last session of parliament by your government in the income tax, removal of stamp on receipts, and the return to penny postage; for the return of the luxury tax to the automobile dealers; for the introduction of the half cent circular rate on local advertising to householders; for the re-introduction of the parcel post rates as of October 1st, 1926, with corresponding increase on parcels from nine to fifteen pounds, but we regret very much the recently introduced parcel post rates on parcels from ten to fifteen pounds, which are all for the benefit of the mail order houses and to the further disadvantage of the local merchant; for the cooperation received from the Department of Agriculture in connection with the grading of eggs and the distribution of Canadian fruits; for the recommendations from the Private Bills Committee in reference to the Bill introduced repecting the sale and possession of Fire-arms and weapons, and in general for the courtesy extended by the Ministers of the various departments of your government and their officials to the representatives of the Retail Merchants' Association of Canada at all times in discussing questions of interest to the merchants of this country.

We also wish to express to you our appreciation for the opportunity which you have given our delegation to again present to you the more recently expressed views of the retail merchants. These views have been advocated by these business men through their district and provincial offices of the Retail Merchants' Association of Canada from coast to coast, and after very careful consideration have been placed in the form of resolutions as passed by the Dominion Board of the Association at their last annual meeting.

Last year at this time, we pointed out the importance of the retail merchants in the development of community life in Canada, and without going into detail again we would simply make the statement "that the domestic and internal distribution business of this country is the largest factor in our commercial life and the retail merchants of this country are the men through whom this business is carried on." They are the pioneers who lay the foundations for our villages, towns and cities. To carry on their business they occupy some of the most highly assessed properties in the places in which they are located, and are large contributors to the taxes collected and to all charitable and non-profit sharing organizations within their community. Through their energy and their endeavours to render service to the purchasing public, they are important factors in developing and increasing the consumptive power of the general public and thereby the internal trade of this country.

It is our desire that conditions for trading should be based on fairness and equity. While it is true that competition is the life of trade, which should be as free as possible, yet 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 to do.

Many destructive systems of distribution based on false freedom of competition have been and are being introduced in Canada, where the promoters appear to be doing what they like, irrespective of the harmful results to the public or to their fellow competitors. It is in the interest of the legitimate merchants who are trying to conduct their businesses on a fair and truly competitive basis, which is in the best interests of the public, that several of the following recommendations are made, in the hope that the government will undertake to assist in the promotion of the best methods of

distribution in this country, and help to prevent and stamp out those which are injurious and harmful not only to the trade but to the public as well.

Other recommendations deal with suggestions whereby the merchants believe that the internal trade of this country can be improved, increased, and at the same time stabilized by government co-operation.

Still other recommendations are a request for relief from certain inequitable and vexatious methods of taxation.

It is clearly evident that the internal distribution business of this country is not in as healthy a condition as it ought to be, when we find that in 1924 there were 1,720 merchants failed in Canada with liabilities of $21,324,089, and at the same time there were 625 manufacturers failed with liabilities of $36,542,658 (the failure of whom to a great extent is caused by the failure of the retailers to pay the amounts which they are owing), or total failures of manufacturers and retailers numbering 2,345 with liabilities of $57,866,747.

The failures in 1925, while we have not been able to obtain the number in the several classes were, we believe, about the same for both merchants and manufacturers, with a decrease in losses of approximately $8,000,00. The decrease in liabilities in 1925 compared with 1924 to a great degree is accounted for by the generally improved conditions throughout the country, resulting from greater returns and increased production in our basic industries.

By improving the conditions for distribution and giving relief from various forms of taxation, the operating expenses of the merchants are reduced, which reduces the cost of goods to the consumer, increases the purchasing power of the general public, decreases the cost of production and thereby reduces the cost of living.

We respectfully offer our recommendations and suggestions to your government in the belief that when put into effect they will improve the conditions under which merchandise is being distrubuted in this country, and in doing so the merchants will be better able to render the service which is expected from them by the purchasing public.

The recommendations were as follows:

The removal of stamp taxes on notes, drafts and cheques. The abolition of the income tax because it cannot be equitably applied (only 231,000 persons paid last year).

The removal of the sales tax, because it increased the cost of living.

The issuing of half cent stamps to increase the use of the half cent circular rate.

The Post Offices should be forbidden to prepare lists of persons calling for mail, as this aided mail order businesses as opposed to retail business.

There should be legislation to prohibit the distribution of unsolicited merchandise.

There should be a criminal code amendment applying to the distribution of premiums by manufacturers as well as retailers.

A revision of the Bankruptcy Act to provide for the least possible loss to the debtor.

Either the five cent piece or the large nickel should be abolished, as the circulation of both is confusing.

The mail order business was objected to on the grounds that it was untaxed, competing unfairly with the heavily taxed retailer.

Merchants should be enabled to become qualified egg graders. The cost of weights and measure inspection should be borne by the Dominion Government in the interest of the public.

Government assistance was asked in the endeavor to stabilize prices "in the interests of the general distribution business."

An internal distribution department should be established within the Department of Trade and Commerce to deal with retail problems. "It would have a wonderful tendency to stabilize the distribution business and promote better methods of trading which would be beneficial to all classes in Canada.

The deputation was headed by Alfred Goulet, M.P. for Russell, vice-president of the Eastern Ontario District of the association, and N. B. Douglas, secretary-manager.

ALBERTA TRADE NOTES

The Ladies Wear Store and Vogue Limited, Edmonton, have been closed.

Fire recently destroyed the butcher store of Louis Hallett at Hardisty.

A Johnson has sold out his tobacco business at Oyen.

The following firms suffered fire loss at Oyen recently: City Cafe, S. A. Miller, General Store, Oyen Hardware Company, Ltd., and J. J. Purcell.

The Ponoka Drug Store at Ponoka has sold out.

McPherson & Co. recently advertised a closing out sale of their general store at Alliance.

A change in ownership is reported in the South Side Grocery Store, Calgary.

The assets of the East End Hardware Store at Edmonton are offered for sale.

K. Lopatinski has discontinued his general store at Radway Centre.

J. W. Cameron, operating a general store and trading post at Wabiska, has assigned to R. P. Wallace.

The general store of G. H. Hasmer Limited, Bashaw, has been burnt out.

The Blue Bird Grocerteria at Edmonton advertises a closing out sale.

The "Just-Rite" Grocery and Drygoods store at Edmonton has assigned to R. P. Wallace.

The drygoods business operated by A. Wyatt, Edson, is reported to have been discontinued.

R. E. Lewin has sold his bakery and confectionery business at Brooks.

Larsen Brothers have discontinued their hardware business at Burdett and purchased the business of Mangin & Eagn at Werner.

Thos. Little has sold out his general store at Nanton.

St. Paul Trading Co., at St. Paul de Metis, has been destroyed by fire.

ACQUIRES PLANT.

The business of the Northwest Mill and Feed Company (a subsidiary of the Northwest Biscuit Company Ltd., Edmonton), has been acquired by the Canada Biscuit Company, Ltd.

National Cash Registers meet your needs

More than 500 different types and sizes to choose from

Low Price

Easy Terms

Liberal trade-in allowances

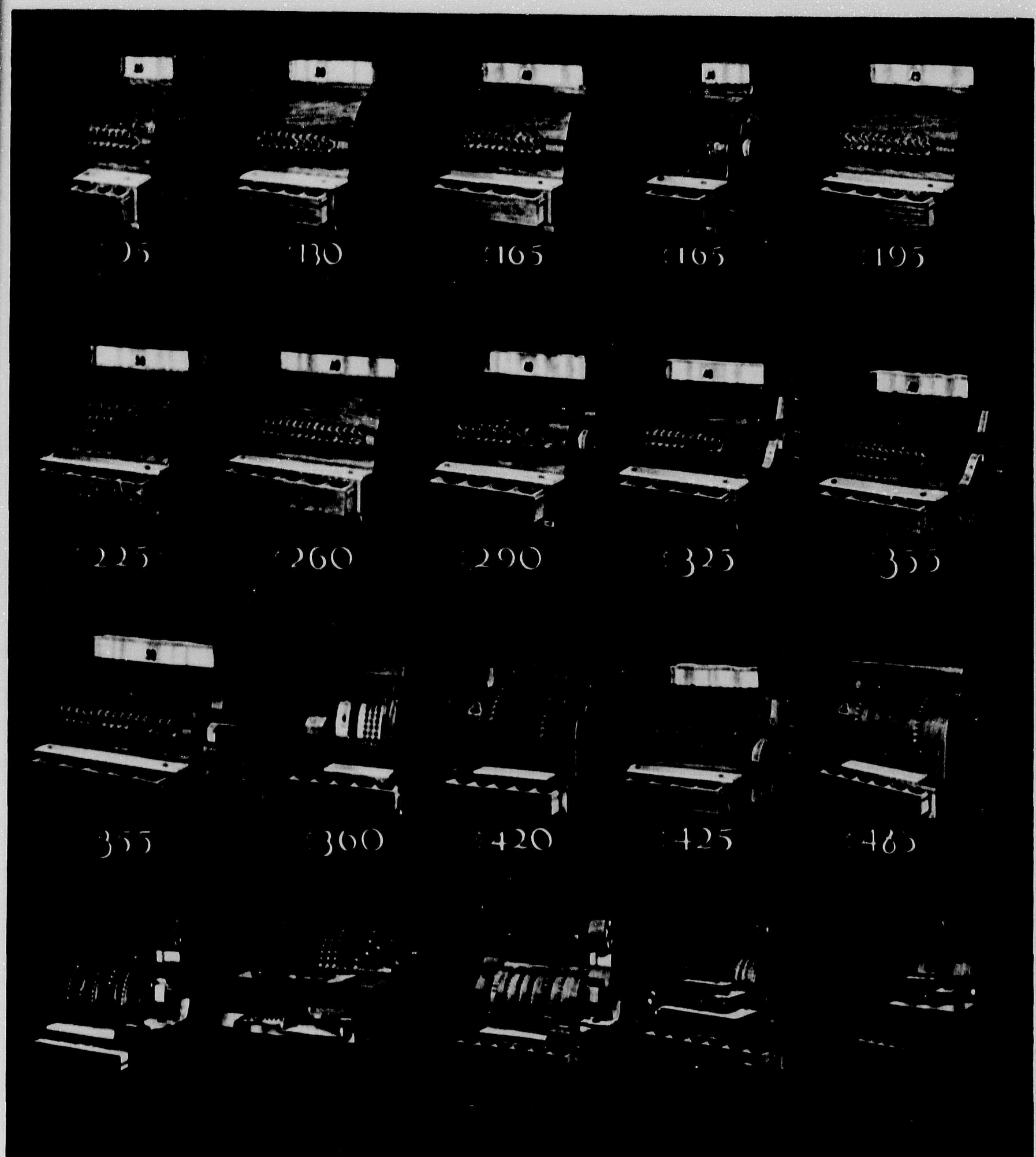
Service everywhere

The National Cash Register Co.
of Canada, Limited
Toronto, Ont.

Offices in all principal Cities of the World

National Cash Registers meet your price

$95, $130, $165, $195 and up



Provincial Manufacturers Benefit Through Efforts of Products Bureau

Manufacturers Pay Tribute to Work of Board at Sixth Annual Dinner—Manager Milledge Surveys Activities of 1926—A. C. Foreman Elected Chairman for Present Year.

Reports presented at the sixth annual dinner of the British Columbia Products Bureau held recently showed an energetic campaign carried through 1926, Chairman R. H. Arnott expressing the conviction that public sentiment in favor of provincial-made goods had increased materially during that period.

Guests of honor at the banquet, in the David Spencer dining room, included Acting Mayor Ald. F. E. Woodside, Mayor A. Wells Gray, of New Westminster; R. E. Jamieson, vice-chairman of Canadian Manufacturers' Association; James Harkness, president Retail Merchants' Association of B. C.; O. B. Hembling, vice-president Associated Growers of B. C. Ltd., and Robert McKee, vice-president Vancouver Board of Trade.

Tribute Paid to Loyalty of Citizens

A tribute was paid by Chairman Arnott to the loyalty of the progressive citizens and companies whose efforts, he said, gave Vancouver a new record for the year in building permits, wherever possible specifying B. C. products. He also touched on the success of the kitchen pantry work at the exhibition. For the coming year, Mr. Arnott said, the organiation would be even more closely linked with the Women's Institutes throughout the province.

The chairman reported that 44 members had pledged $4,250 for 1927, without solicitation, assuring the successful carrying on of the campaign.

Financial Standing.

In his statement of the bureau's financial standing, E. G. Baynes, chairman of the finance committee, showed a cash balance of $354.12 included in assets valued at $1,206.26. Expenditures for the year amounted to $7,948.63, receipts being $8,302.75. Publicity and advertising cost the bureau $1,864.74, while $705.65 was spent on B. C. Week.

A detailed statement of the activities of the bureau along educational, advertising and industrial lines, was given by Arthur A. Milledge, manager, who described the "Buy B. C. Products Campaign" as the greatest co-operative movement in the province, and additional support of 24 firms, chiefly from Victoria, increased the effectiveness of the work very largely.

Much of the work lies in efficient advertising, according to the manager, who gave an outline of what had been done by means of newspaper and outdoor advertising, display cards, circulars and publicity. B. C. Products Week, from May 10 to 17, necessitated much work along this line, one item being the distribution of 25,000 booklets, giving brands and trade names of B. C. goods.

Advantage Stressed.

The advantage of giving preference to British Columbia farm produce was stressed by the bureau, and widely advertised during 1926. Mr. Milledge said that the policy was beginning to show effect by marked decrease in the importation of competitive farm produce. Strenuous efforts were made to remedy certain conditions which existed in various branches of agriculture and in these the bureau took an active part. This work extended to the poultry and fruit industry, and included an active part in the organization of National Apple Week.

That the majority of public bodies and institutions are now giving a decided preference to B. C. products was the statement of Mr. Milledge, who went on to say that buyers and purchasing agents of many large concerns show their belief in the sound business principles of the campaign in no uncertain manner. He is convinced that this line of activity can be developed to a very large extent, and that the bureau can be of enormous value to the individual subscriber by establishing closer and friendlier contacts between seller and buyer.

Artistes who contributed a musical programme were Harry Sims, Thos. Godfrey and Wm. Tweedie and his orchestra.

Announcement was made to the effect that the amendment provided for increased license fees on manufacturers, strongly opposed by the bureau, had been turned down by the legislature in Victoria.

The report of the nominating committee was adopted, making A. C. Foreman of Vancouver Milling and Grain Company, Ltd., chairman, and the following executive of the bureau for 1927.

E. G. Terry, Vivian Gas Engine Works; Fred Smith, Smith, Davidson & Wright; R. F. Arnett, Westminster Paper Co., Ltd.; S. J. Drake, Albion Stove Works Ltd., Victoria; Colin Dingwall, Canadian Bag Co., Ltd.; J. E. Stinson, Royal Crown Soap Co., Ltd.; Paul Murphy, Murphy & Chapman; S. J. Hammitt, Morrison Steel & Wire Co., Ltd.; J. E. W. Thompson, Restmore Mfg. Co.; J. W. Morris, Associated Growers of B. C. Ltd.; A. C. Cohen, Universal Knitting Co. Ltd.; J. W. Gehrke, Gahrke's Ltd.; J. C. Polson, Dr. Middleton's Food Products Co. Ltd.; Russell Barker, National Paper Box & Carton Co. Ltd.; Blake Wilson, jr., P. Burns Co. Ltd.; Ross McKinnon, Dominion Canners Ltd.; J. C. Nicholson, Nicholson Ltd.; H. J. Price, Fraser Valley Milk Producers' Association.

POTENTIAL CANNED FRUIT PRODUCTION IN THE UNITED KINGDOM.

Potential competition for American exporters of canned fruits and vegetables is seen in the activity of the National Food Canning Council, which is promoting the extension of canning in the British Isles, according to a report for Nov. 1926. At a recent meeting of the council, satisfactory progress was reported, and it was predicted that a great industry was in process of formation in the United Kingdom. It was pointed out at the meeting that in 1925 Great Britain imported about $33,000,000 worth of canned fruit, of which $20,000,000 worth came from the United States.

APPOINTED AGENTS

Messrs. Tees and Persse have been appointed agents for the Canadian Canners, Limited Hamilton, Ontario, and Dominion Canners, B.C., Limited, Vancouver. This firm also announces having received the agency for Molasses Crispette Co. of Montreal.

TRADE NOTES IN BRITISH COLUMBIA

Gordon Robb of Burns Lake, has sold his hardware business to Lowe & &Brown.

The general store of J. H. Richmond at Hope, has been burnt out.

Butcher & Company have commenced a grocery business in New Westminster.

Edwards & Walsh have succeeded J. A. McGrath in the confectionery business in Vancouver.

D. McGregor, grocer, Vancouver, has sold his business to Bishop & Kent.

T. B. & L. Snashall have sold out their grocery business at Abbotsford to J. S. Daly, of County Line.

Lynn Brothers, Hollyburn, have sold their grocery business to Hooper & Son.

Sherman & Son have commenced a gun business in Prince George.

R. W. Abraham has sold out his butchery business in Vancouver.

Book-Russell Limited have discontinued business (men's furnishings), Vancouver, and has been disposed of.

Dall Real Lace Co. Ltd., Vancouver, are applying for change of name to Dall's Ltd.

It is reported that A. S. Haddad Ltd., are moving their stock of silks, hosiery, &c., to Powell River.

The Owl Drug Co. Ltd., are opening a new branch at the corner of Granville and Robson Streets, Vancouver.

Acme Garments, Limited, have taken over the stock of the Royal Cloak & Suit Company, Vancouver.

G. S. Brandon has resumed in the grocery business at 408 Superior Street, Victoria, having purchased the stock of Keneth McLean.

W. G. Morrison has sold his general store at Glen Valley to K. McClary.

It is understood that Harpers Limited, Powell River, have sold out their men's furnishings stock.

W. W. Wrathall, formerly operating a stationery store at Prince Rupert, has assigned; C. C. M. T. A. Limited are custodians.

Tenders have been advertised for the purchase of stock of M. Roger (men's and women's furnishings, etc.), Revelstoke.

M. W. Craig has commenced a grocery business in Vancouver.

R. N. Harriman is reported to have sold out his grocery business in Vancouver.

James Lauder has sold his confectionery business in Vancouver to Bert Smith.

Richard Moore, operating a drygoods business in Vancouver is reported to be offering compromise.

The Royal Bank of Canada has opened a branch at Hastings and Nanaimo Streets.

It is reported that the assets of the Sterling Candy Company have been sold to the National Biscuit Company Ltd.

C. C. M. T. A. have been appointed trustees for Isaac Wolman (men's furnishings), Vancouver.

Stoneberg & Company have comemnced a grocery and meats business at Yahk.

Hall & Co., have discintinued their drug business in Victoria.

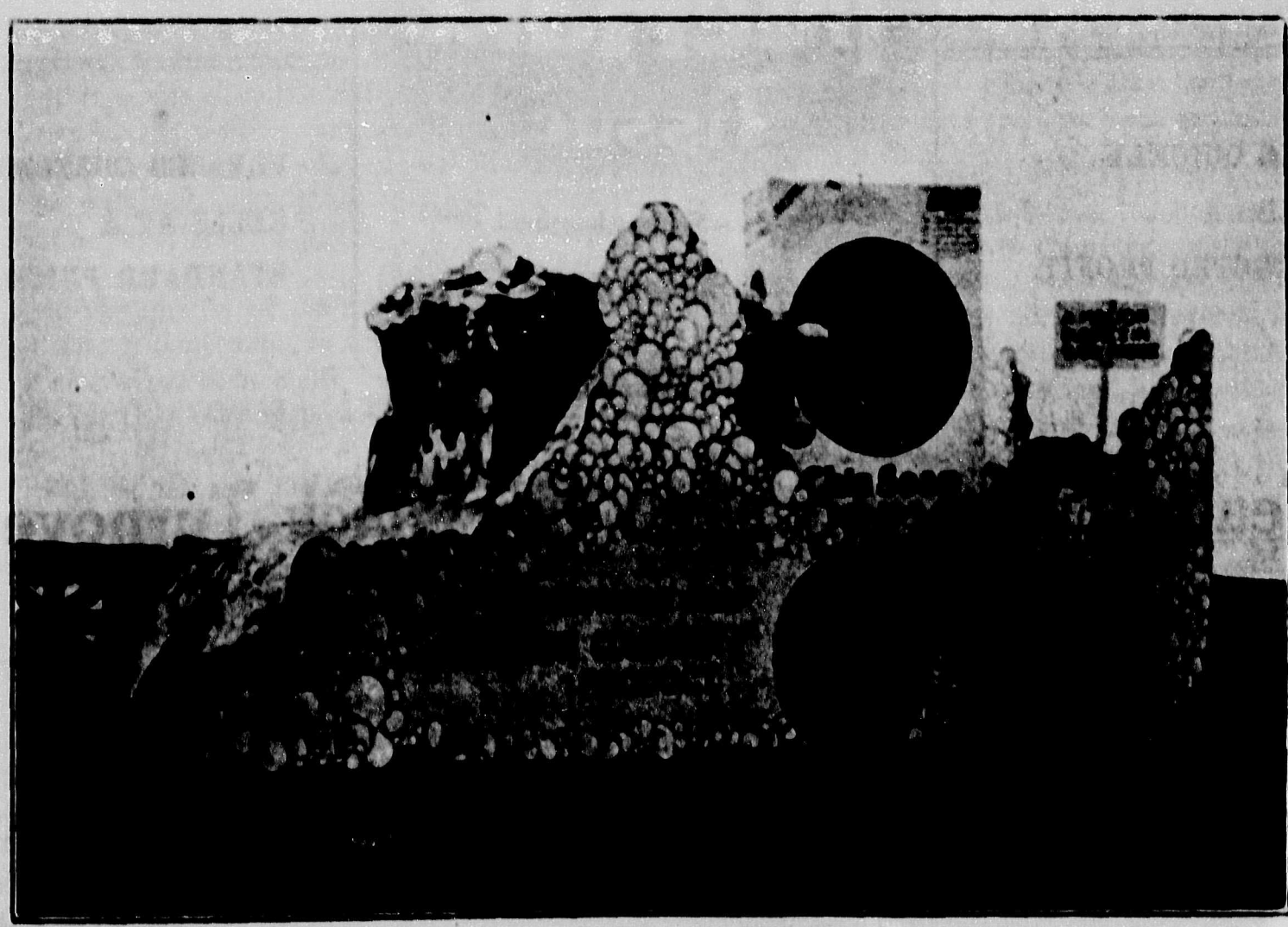
Junction Drug Store (Wm. H. Shepperd) has discontinued business in Victoria.

"JIFF" CHIP SOAP—A BRITISH COLUMBIA PRODUCT.

New Concentrated Soap Distributed by Royal Crown Soaps Limited Finding Ready Sales with B. C. Grocers.

During the past several months there has been keen competition between makers of soap flakes and soap chips so generally used by the modern housewife, and it is interesting to note that a product of this description, made in the province, is in the ring ready to meet all comers.

"Jiff," the chip soap now being distributed by the Royal Crown Soaps Limited, differs somewhat from other well known makes in that through high-powered



Jiff Float which received high commendation in Vancouver

compression, all moisture is taken from the material before processing into the finished state.

Attractively packed, and with a special introductory selling appeal of hand painted chinaware, housewives are finding that the contents actually do produce "suds in a jiffy," and fill the most exacting requirements of culinary cleanliness.

Reports from Vancouver's leading grocery establishments show that "Jiff" is a very satisfactory commodity to handle.

ON HUMILITY OF RETAIL SALESMEN.

Watching the drama at the counter, we held our breath—for a moment.

The store visitor—a shopper—had, in an offensive manner, disagreed with the salesman's statement. She must, she added with acidity, consult someone of more experience and intelligence.

Her manner was insulting—no less. The salesman, though feeling the words—the flooding color in his face showed that—politely showed the way to the door, opened it, and with a mighty good makeshift of a smile, invited the lady to call again.

"They don't make a door mat like that of me" exclaimed a salesman at the next counter.

The personal equation here shown in this store happening, is one which, eventually, every retail salesman must fight out with himself—and win, if he is to maintain greatest personal progress. Subjected to the sarcastic attack of a customer, human reaction is the same in everyone; to make answer, or, at least, present at once a cold, offended exterior. Instinctive reactions are, however, frequently destructive. For the moment, in expression, they experience a measure of relief. This can readily, however, be purchased at a terrible price.

All retail salesmen should school themselves in humility. The inheritance of the meek is a topic of well known Biblical statement. One of the greatest of modern psychologists, G. K. Chesterton, has written a famous essay on humility. Humility, for from what it first seems, is a token, not of smallness, but of bigness. And, in a serious manner, it rewards the person who practices it.

Have self-respect—but be humble. You will succeed in salesmanship not as you exalt yourself, but as you permit the customer to throw himself. When to nurse wounded pride may give, for the moment craved-for relief—grip yourself, and be humble. Walk with the offensive customer to the door, and, with a smile, courteously say farewell.

Such are modern exigencies of the one, practically always in the weak position, when buyer and seller meet. Always ours is a buyer's market. There may be trifling objections—trifling in the correct word.

Humility with self respect, is the ordained attitude of retail salesman. The customer is in command—the salesman is a servant.

Be a good servant, respectful. Cater to the vagaries and idiosyncrasies of willful customers, and have a generous serving spirit underneath. You need not fear. Among the virtues, humility is usually given a humble place. Undeservedly, though, the humble triumph always in the end, whether salesmen or kings.

SELLS QUICKLY
YIELDS A
PROTECTED PROFIT.

PLEASES CUSTOMERS
SELLS AT A
STANDARD PRICE

Feature Interlake For Quick Turnover

Interlake Toilet Tissue sells quickly because it gives your customers quantity and quality at the lowest cost. Each Interlake roll contains 700 sheets of soft, absorbent paper.

The **Interlake** roll always yields a fair margin of profit because it sells everywhere at a standard price—10c a roll.

Interlake Tissue Mills Co.
Limited

Head Office:
54 University Avenue
Toronto 2, Ont.

Mills:
Merriton, Ontario.

Sales Branch:
602 McGill Building
Montreal, P.Q.

Drygoods and Footwear

Spring Fashions

Tailor-made Costumes Again in Vogue—Straight Lines Will Prevail With Pouch Back Introduced for Formal Occasions—Mannish Semi-sporting Costumes With Knee-length Skirt for Day-wear—Small Hat Continues Popular with Tendency to Wider Brims.

The spring of 1927 will see the tailormade suit definitely return to favor. Fashion does not change over night as is sometimes supposed. For example, the indications have been very clear for nearly a year that the two-piece suit was losing its appeal and being replaced by the tailor-made.

Fashion as regards a major garment is created gradually. A fact in support of this is that the wardrobe of the well-dressed woman—who must have something different—has included a tailor-made suit since the early spring of 1926, and there is no garment which will so perfectly fit into the picture of today.

The neat figure, the straight line, shingled hair, short skirt, and light stockings all of which are accepted as correct at the moment, will make a perfect setting for the rather severe tailor-made suit.

The change in fashion will be welcomed by both the public and ladies' outfitters. From the retailer's point of view the suit is the creator of business in many other departments.

The spring of 1927 will be a critical period for both the manufacturer and distributor to the public of ready-for-service suits, because the large percentage of well-dressed women believe that the suit they require can be produced only by the bespoke tailor, and they have in their minds the "cut."

While admitting that perfect cut is essential, the most important point to the majority of experts is tailoring. Good or bad tailoring will make or mar a garment, and it is this all-important point that has been fully realized by the leading manufacturers; the suits of today are the work of the highest skilled craftsmen that can be obtained—who build up their garments, guided by the experience of years to a highly organized system .

Again, in the quality of materials, the past is left far behind, and it is perhaps, in this direction that the greatest strides have been made. All the best materials suitable for the tailormade will be very prominent this spring.

There will be no very noticeable change in line, which will be straight as in the previous season, showing a very slight depression at the waist. An effort is being made to introduce the pouchback effect into dressier garments, but there is no indication that the line will be broken for some considerable time.

In all cases coats and skirts will be short. The most popular styles will be distinctly mannish, varied by patch, and fancy pockets and the introduction of neat half belts in front. There appears a certain leaning toward the short double-breasted jacket.

Materials for spring will not differ much in texture, and the most popular for tailor-mades will be those in vogue last season, and two-color effects will be greatly explointed. Self-color or plain mixtures will be used for the coat, while the same material but in check or stripe designs in colors to tone, will be used for the skirt, and for decorative purposes on the coat.

Day Clothes to be Semi-Sporting.

The tendency towards serviceable clothes of the semi-sports type for day wear cannot be too strongly stressed. Coats will be usually hip-length and cut on the same lines as a mans'. There may be a link fastening, or they may be double-breasted with two buttons or again some coats may have five butttons, or more to fasten.

Skirts will be slim and just over the knees. Pleats will continue. The wrap skirt will appear again, but pleats will be introduced also.

Pockets, real or imitation, may appear lengthwise at each side of the skirt or again, there may be two small slit pockets in front. Among the most favored colors are beige and fawn tones, rubric and blue.

Moire is used a great deal, and will continue for early spring, and also there is much velvet to be seen. Crepe materials too, are favored.

Never have flowers been so much worn. Some years since these were the most favored adornment for hats, but nowadays they are worn anywhere but on the hat. They appear on the corsage, the skirt, the ceinture, at the neck opening, on the wrist, on the shoulder, under the chin, at the top of the collar, or round the hem of the skirt. Flowers also fashioned into necklaces, and bracelets are even seen around the ankle.

Gloves.

Chamois is largely taking the place of fur as a lining for gloves. Apart from the somewhat clumsy appearance, many women have objected to fur as a lining on account of its tendency to over-heat the hands. Gloves lined with chamois are fashioned so that they are really not much thicker to handle than unlined gloves. Cape, mocha, antelope and gazelle are now lined with chamois.

Millinery.

Fashionable hats for spring will be bangkoks, ballibuntals, hemps and plain viscas. Knitted viscas will be more or less popular for the early part of the spring season.

There is a tendency toward wider brims, drooped in front, but turned up at the back. Crowns will continue high with folds and pleats, and beret effects will again appear. Dome and sectional crowns are again appearing, and there are also bulbous crowns.

There is a great deal of hand work on the hats, reminiscent of the days when crewel work was the craze. Another revival, and one more or less new for

hats, is faggot stitching forming a band round the crown falling deeper in the front. Soutache braid and chenille are further novel trimmings, while many of the floral trimmings are in taffeta. Flattened floral decorations, adorning the side of a hat are often in crepe de chine.

For the early spring hats are not very large. Small droopy brims cut away at the back will be particularly popular. The vagabond brim in faille, taffeta and felt hats is also in favor.

Some of the brims are scalloped, featuring hand work, while others have finely stitched brims. Honeycombing has been revived also, and appears on brims. Underlinings play a very important part, also bows and ends, the bows being frequently across the back, with hanging ends, and a rather quaint effect is given by a bow being upright.

EASTERN CLOTHIER MEMBERS R. M. A. ADVOCATE REPEAL OF SALES TAX.

The Ontario Clothiers branch of the Retail Merchants' Association have gone on record as being strenuously opposed to the Sales Tax, and representations are to be made to the Federal Government to have this much maligned form of taxation removed.

The general opinion expressed is that the tax is detrimental to business and its removal will ensure the public buying more clothes, which will not only be beneficial to Canadian consumers but to the great Canadian wearing apparel industry.

Retailers are a unit in desiring the tax removed, but there are some who believe that gradual abolishment would be preferable. These latter agree that immediate removal will mean a depreciation of the retailers' stocks; goods in stock have the tax, 4½ per cent. paid on them, and this amount must be written off; if the removal was gradual one such loss may be spread over a number of seasons.

Such contention is correct on the face of it, but in all haberdashery lines the removal of the tax will only mean that better values can be secured for the price paid. Where prices are established they will prevail, the change will be in new lines, and the public will get better value for their money.

In clothing, retailers will not be forced to reduce prices on goods they have in stock on account of the removal of the sales tax.

If goods are saleable the merchant gets his price, including the tax paid on them; if they are not saleable—no matter what happens in regard the tax—he would have to dispose of them at a price that may show an actual loss.

The arguments favoring the total abolishment of the tax on wearing apparel are those which will most strongly impress the government, and it is necessary that when representations are made in reference to the tax, the entire trade, both retail and wholesale, should be behind these representations, backing them up and bringing the whole weight of their influence to bear upon the question.

LINOLEUM DESIGNS IN NEW NECKTIES

'Some of the patterns in your magazine advertisements seem particularly good for neckwear," writes a well-known firm of necktie manufacturers to a linoleum producer. "May we reproduce these patterns—if we instruct our salesmen to "mention that they are exclusive designs of your company?"

Every Man Needs a

LIGHTHOUSE BRAND BUCKSKIN CLOTH SPORT JACKET

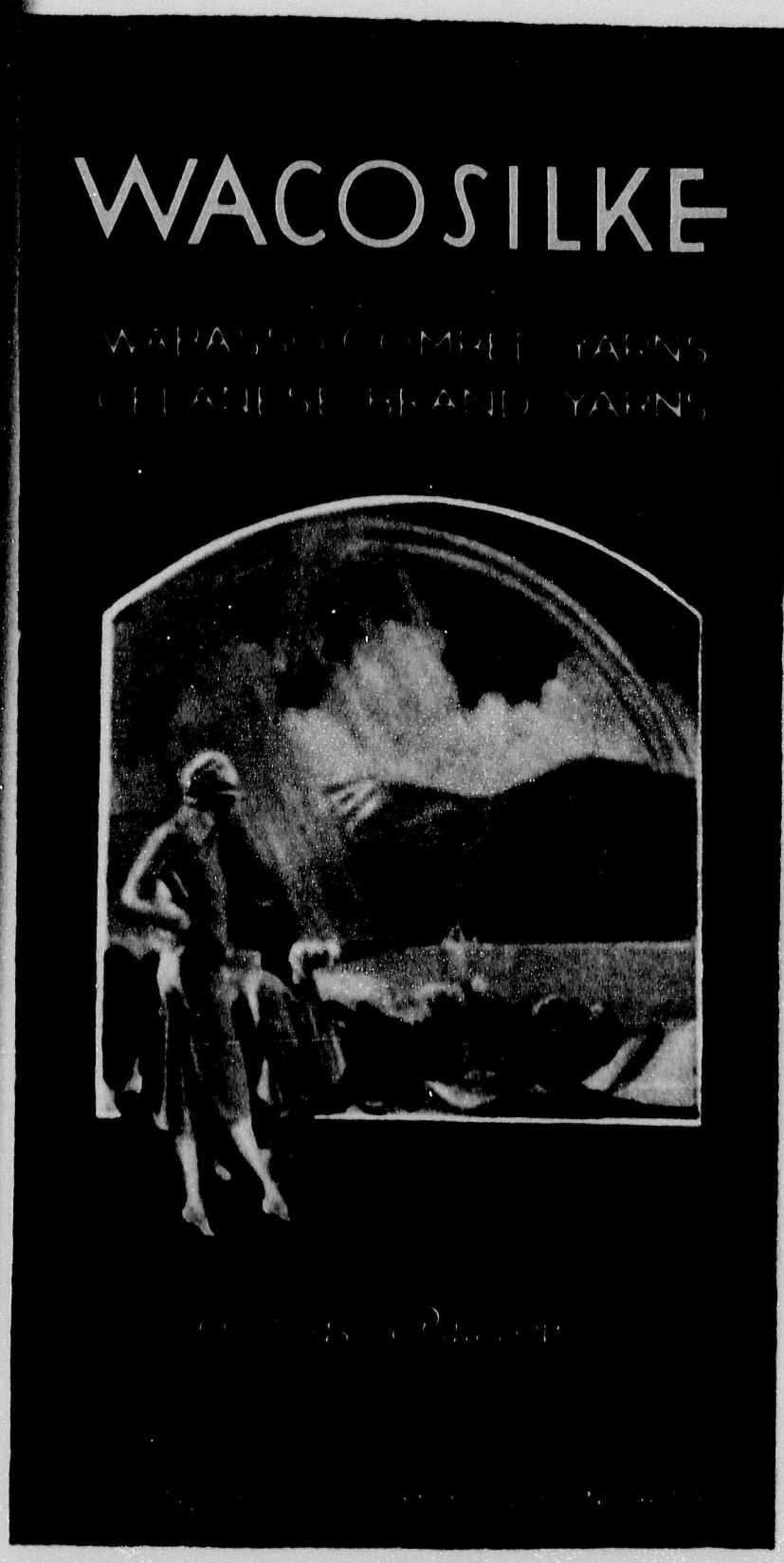
These new jackets are the correct thing for sports wear,—for every man—for every season. Splendid for skiing, skating, snow-shoeing, for hunting, fishing, boating, for golf and practically every other outdoor purpose.

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.

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



More Lovely Tints and Figured Designs in "Wacosilke"

The unprecedented demand for "Wacosilke" has brought a signal advantage to every dealer. It has enabled him to show this exquisite silken-soft fabric in an ever-widening variety of shades and colours.

Each month adds new tints and beautifully figured designs. In the present comprehensive showing are included suitable numbers of "Wacosilke" for Lingerie, Negligee and Pyjamas, for Afternoon Dresses and Party Frocks, for Children's Dresses and Underwear.

"Wacosilke" is not affected by moisture. Perspiration cannot harm it. Anything and everything made of "Wacosilke" will keep its shape and colour, no matter how often washed.

It is a satisfaction to recommend a fabric like "Wacosilke" that can be retailed at a good profit for MUCH LESS per yard than pure silk.

Advertising to Help you

Attractively illustrated advertisements in the magazines and rotogravure sections of the big dailies, will help you to establish new sales records in your "Piece Goods" Section. Your jobber will gladly supply you with samples of the "Wacosilke" line — plain and figured.

WACOSILKE

A combination of the finest WABASSO combed yarns and CELANESE brand yarns

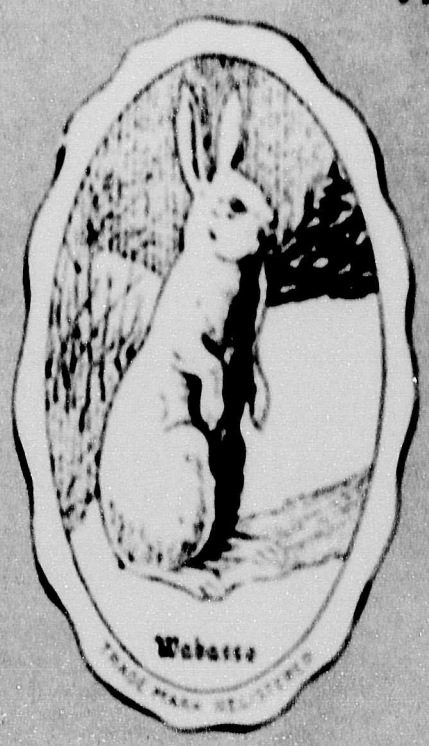
"Pretty as the Rainbow"

Manufactured solely by

The Wabasso Cotton Company, Limited, - Three Rivers, P.Q.

"Celanese is the registered trade mark in Canada of Canadian Celanese, Limited."

Good as Gold *White as Snow*



Achieving an Ideal

THE foundation of the Wabasso Mills was built on a single ideal — to produce Cottons unsurpassed for beauty, for fineness of texture, for lasting durability. Today, Wabasso Cottons are generally acknowledged by the stores who handle them and the homes who use them, to equal in every way the products of the finest Old Country Mills.

With the quality of Wabasso snowy-white Cottons firmly established, it was a logical step to perfect a complete line of COLOURED COTTONS; which received the same welcome throughout Canada.

Then came Wabasso BROADCLOTHS; adding increased prestige to the Wabasso Trademark.

Now, every store in Canada can buy through the jobbers EVERYTHING required in Cottons of a quality that meets every demand.

To this high standard, is added exceptional service — for the equipment of the great modern Wabasso mills includes 2,200 skilled operators, 100,000 spindles and 2,200 looms.

All Jobbers carry WABASSO COTTONS

Wabasso Cottons are Canada's best

THE WABASSO COTTON COMPANY, Limited - Three Rivers, P.Q.

MODERN WAY IN TEXTILES

As soon as indications of improvement become apparent in one branch of the textile industry the signal is given for other sections to fly distress flags. At present it is the silk and rayon industries that are feeling the effects of over-production and facing the prospect of intensified competition. These interests appear to have one great advantage in pursuing their efforts to meet and overcome the unfavorable situation which confronts them that the woollen and cotton manufacturers lacked. They are apparently eager to agree upon some plan of joint action that will restrain and regulate their operations and prevent the severe losses that excess productive capacity under competition always brings in its wake. It is said, for instance, that the chief European rayon interests are planning to form an international entente, while leading manufacturers of broad silks are reported to be devising a merger intended to "rationalize" their industrial operations, to use a much overworked German term.

Long, hard experience has at last taught the lesson that industries cannot in these days of constantly shifting and capricious demand, in times of economic uncertainty marked by kaleidoscopic changes in the trend and volume of world trade, afford to await the return of receding tides of prosperity. There is nothing startling about the procedure except that it signalizes extension of modern methods of international competitive control to the textile field, which has not in the past been a very fertile forcing ground for successful combinations.

CARPET WOOL MARKET AFFECTED BY CHINA'S CURRENT DIFFICULTIES.

Recent news from China is somewhat disquieting to importers of carpet wools. The Chinese are evidently thinking of driving all foreigners out of China, according to all reports, and although the attempt may be futile the rumor will undoubtedly have an effect upon foreign conditions, particularly the wool business there.

However, there is sufficient wool from other sources to supply needs of the carpet trade, which at present are far below normal, due to lack of business being done by carpet manufacturers.

SPRING NECKWEAR TO THE NEAT, BUT COLORFUL.

Some neckwear men are of the opinion that by the time spring gets well under way, stripes will have as big a vogue as they had last year, and they are making preparations accordingly. Figured patterns have not been sufficiently popular to encourage neckwear men to continue featuring them for spring, so they have returned to the stripes, which are now popularly designated as the savious of the neckwear busness. In stripes, simpler effects will be shown; the big variety of colors that was shown in these ties gives place to two and three color combinations with wider stripes and colors more harmonizing.

As no one line of neckwear or character of pattern has been outstanding during the past few months, and there are few indications that the public will have a decided preference for any one class of goods, neckwear men are showing a wide variety, they have something of everything, and the only common characteristic it has, is the patterns are on the whole neater than was the case a year ago, and that the colors continue bright. This is something that was to be expected. Some pretty wild neckwear was shown during 1926, and while it sold fairly well it was the more restrained numbers that sold best. Men like bright color in their neckwear—that has been definitely established—and some of them like it pretty raw, but a great many men act on the principle of observing what is the loudest neckwear they see, and then keeping several tones under these but there is no question that the bright colors are what is wanted, and any movement towards quieter shades will not meet with very much favor.

Bright Colors to Continue.

We can expect to see bright colored neckwear continue until something resembling a social revolution occurs, and with increased prosperity it will be possible to indulge in a fancy for bright colors, and at the same time obtain neckwear in which the bright colors are blended and harmonized in a manner that will make them acceptable to the most exacting taste. Neckwear that is offensive in the brightness of its colors is practically always cheap neckwear. The same colors can be used in good qualities and very excellent results obtained .

COURTAULD-GLANZSTOFF CONCORTIUM EXPECTED TO ADMIT SNIA VISCOCA SOON

Rumors have been revived in local rayon and financial circles, but of a much more definite character than heretofore, that a working arrangement has been decided on between Courtauld's, Britain's leading rayon producer, and Snia Viscosa, the largest rayon firm in Italy

While the report is still unconfirmed, there is excellent authority for stating that a public announcement to that effect will be made shortly. The new arrangement will not necessitate new capital, but if it eventuates will carry world-wide importance to rayon manufacturers, as Courtauld's controls the American Viscose Company and already has a definite arrangement with the Glanzstoff interests which control about 75 per cent. of the fibre output in Germany.

CANADA IMPROVES ITS WOOL PRODUCT

The wool industry in Canada has increased not only in production, but in quality, according to the Canadian Co-operative Wool Growers of the Dominion.

The wool clip of the past season has been about 11,000 000 pounds as compared with 10,000,000 pounds in 1925. This is only wool as romoved from the mature breeding sheep and does not include any lamb's or pulled wool.

According to the same authority, the wool has been removed in good condition and there is every indication that a superior product is coming from the producers in this country.

This is in marked contrast to the situation a few years ago, when wool produced in Canada was offered for sale in such unsatisfactory state that even Canadian manufacturers regarded the domestic product with indifference.

In considerable measure the revolution is due to the introduction of government grading and in systematic marketing effected recently.

INGRATITUDE

(Continued from page 7)

Ford is recognized as about the richest man in the world, but when he attacks the hand that has been contributing so largely to the accumulation of his wealth, he must expect resentment. His car production has already declined 25 per cent. due to competition, is as stated, and with the grocers and their friends on his trail he is apt to realize that he is on the wrong track. A fight of this kind is unfortunate and should never have taken place.—"Interstate Grocer."

"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.

MEN

like the Fit, Wear and Comfort of

ATLANTIC

THE UNDERWEAR THAT OVERWEARS

ATLANTIC UNDERWEAR
Limited
MONCTON, N.B.

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

ATLANTIC UNSHRINKABLE

"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.

hoe Manufacturers Make Application For Higher Duties on Footwear

The shoe manufacturers of Canada has filed an ication at Ottawa demanding increased protection nst both American and British competition for the and shoe industry. The memorial presented by the ciation asks for two radical steps in regard to the ff against United States' products. First it urges at the Customs Act be revised to provide that the e of imported footwear for duty purposes shall be less than the cost of production of similar goods he principal markets of the country of export plus asonable profit."

This means that the value of American boots and es for duty purposes should be calculated on the is of the cost of production of similar goods in Can- . Secondly, the memorialsts make the request that he present limitation of the dumping duty to 15 per t advalorem be repealed in order to provide a more fective deterrent to undervaluation."

In regard to British products two demands are also de; that the British preferential rate should be in- eased from 17½ to 25 per cent. and that slipper th of camel hair, wool and cotton when imported by nufacturers of slippers exclusively for use in the nufacture of such articles in their own factories ould be admitted free.

In its application the association takes the ground ry emphatically that the granting of its demands uld not mean any increase in prices but would mere- make it possible for many Canadian plants to oper- e more economically owing to the larger scale of pro- ction which would follow and it contends that local mpetition will ensure that the benefits of any savings fected will be passed on to the consumer in the form lower prices. It makes special complaint of the verity of British competition and asserts that British nufacturers are cutting into the quite limited local rket for certain kinds of footwear to such a degree at Canadian manufacturers engaged in these lines d difficulty in continuing in business.

Large Imports from United States.

In regard to American imports it is charged that a rge overproduction in the boot and shoe factories of e United States has created such a situation that hile American products can invade Canada there is prospect of Canadian Manufacturers being able to mpete in the American market except in a few lines specialties such as hockey shoes; it is also alleged at even in respect of the these lines the customs au- orities of the United States find ways and means by ministrative regulations and other devices of keep- g down Canadian exports to a very limited volume. ain, export trade to Europe is hampered by the ex- ange situation and the low wage scales prevailing in ny countries and the result is that Canadian manu- cturers must depend almost solely on their domestic rket; in the twelve months ended October 31, 1926, e export of Canadian boots and shoes only attained value of $275,030, which is about one-ninth of the lue of the imports during this period. So the argu- nt is made that the suggested tariff changes are im- rative because the Canadian boot and shoe industry being dependent almost entirely upon the home market, needs a fairer share of it if it is to be provided with a volume of business sufficient to permit its economical operation.

BRITISH COLUMBIA MANAGER FOR CANADA BISCUIT COMPANY APPOINTED.

An outcome of the amalgamation, early last season, of five of Canada's leading biscuit and candy manufacturers, and the formation of the Canada Biscuit Company, is the recent appointment of Chas. A. Tinsman to the position of manager for British Columbia for this large merger.

The firme above alluded to are: the McCormick Mfg. Co. Ltd., London, Ontario; Montreal Biscuit Company, Montreal; Paulin-Chambers, Ltd., Winnipeg; J. A.

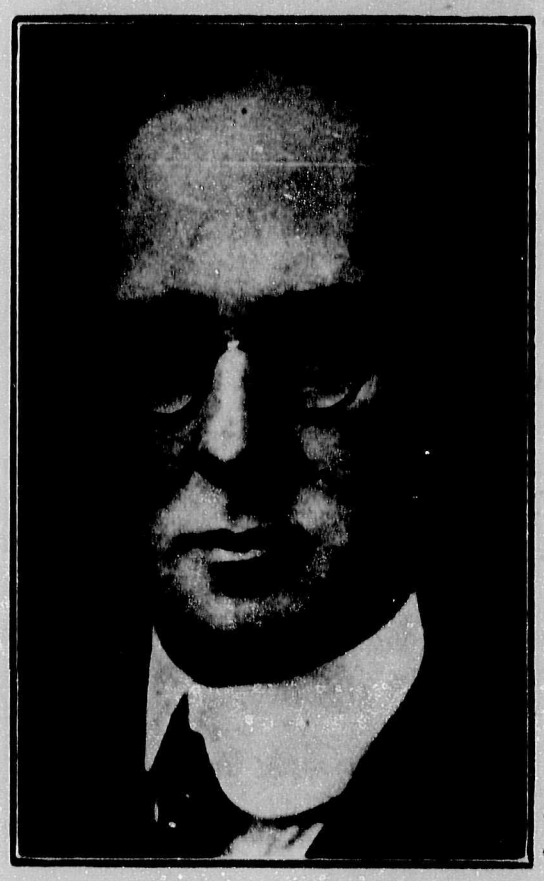


Photo by Steffens Colmer

Chas. A. Tinsman

Marvin Co. Ltd., Moncton, N.B.; the North-West Mill and Feed Company, and North-West Biscuit Company, Edmonton.

Mr. Tinsman, prior to his association with the last-mentioned firm, of which he was one of the organizers in 1913, has been closely identified with the biscuit business for more than a score of years.

He came to Vancouver in 1919 as manager of the Vancouver office of the North-west Biscuit Company, and since that time has been particularly active in popularizing the well-known "Som-Mor" biscuit in this province.

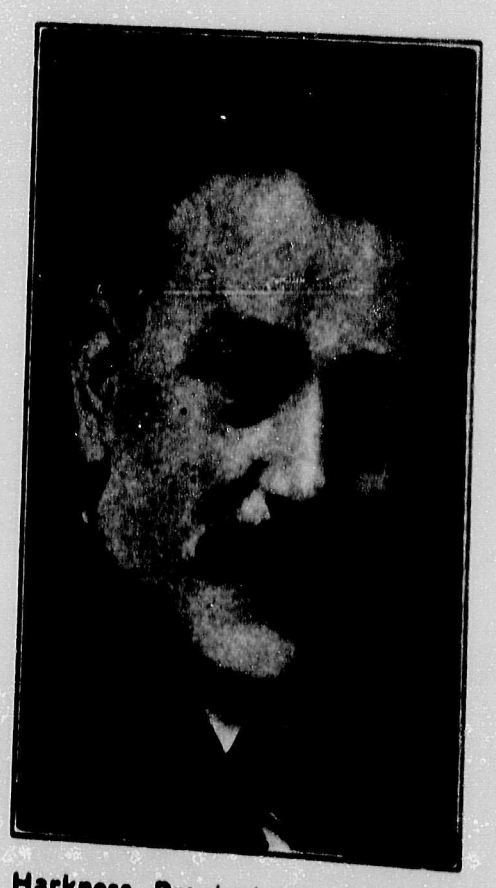
Mr. Tinsman will be assisted in Vancouver by L. G. West, who for the past six years has been managing the affairs of the North-West Company in Victoria Mr. Tinsman is a member of the Vancouver Board of Trade, and Kiwanis Club, and although a keen sportsman, states that he has to work for a living—meaning presumably that outdoor pastimes do not play too large a part in his daily round of activity.

R. M. A. NEWS-BULLETIN

PROVINCIAL, BRANCH AND TRADE SECTION ACTIVITIES

Appointment of Provincial Secretary—Intensive Membership Campaign Under Way—Committees Appointed to Deal With Branch and Trade Section Activities—Wider Membership Service Planned—Annual Provincial Convention Scheduled for May.

The January meeting of the British Columbia Board Retail Merchants' Association was of unusual interest. In addition to the Provincial Executive, representative Daryl Kent of the Dominion Executive Council, officers from the various branches, and chairmen of the Trade Sections, attended this gathering, where matters affecting the whole fabric of provincial and branch administration were freely discussed.



James Harkness, Provincial President, R. M. A.

Service to the membership on a more comprehensive scale, and the establishment of new departments, were outstanding items up for consideration. Committees were appointed to deal with Branch and Trade Section work, and a re-alignment of the activities of interior branches was decided upon.

Provincial Secretary Appointed.

Mr. Cyril Dallas, who for the past two and a half years has been acting as Trade Section Secretary of the Vancouver Branch, and since the death of Walter Ing, temporarily filling the position of provincial secretary, was appointed to this position.

Mr. Dallas is a native of Devonshire, England, and following his elementary schooling, attended Trinity College, Cambridge, afterwards migrating to the United states, where he engaged in publicity work for a number of years.

Returning subsequently to the Old Land, Mr. Dallas undertook the management of a publishing company, a position he held for five years prior to coming to Canada.

Although his affiliation with the R.M.A. covers no vast period, Mr. Dallas has proved himself keenly alert to the requirements of the position to which he is appointed, realizing that service to the membership is after all the paramount reason for the existence of the Retail Merchants' Association, and it is to the improvement of this service that Mr. Dallas has determined to apply himself.

Upon confirmation of his appointment, Mr. Dallas placed before the Board several new projects devised to materially increase the scope of membership services, and a drive to augment existing adherents will be commenced immediately.

For organization work, the services of George Matthews, well-known in association work in the province

Photo by Sutfras Colour

Cyril Dallas, Provincial Secretary, R. M. A.

of Alberta, have been requisitioned, and for the present he will devote his attention to interesting Vancouver merchants in the R.M.A.

New Departments.

It has been decided to establish at the local offices a collection department, where, for a normal charge, members may place their outstanding accounts for adjustment.

An Income Tax Department, also in the local offices, similar to that which functioned last year, has been established, wherby members can save time, money and vexation in the somewhat complicated problem of filling out tax returns. The fee for this service is $10, and members have been advised to lose no time in forwarding their returns to 420 Pacific Building, Vancou-

where government requirements are prepared un- the supervision of G. W. Thompson, D.C.M., man- g director of the Income Tax Specialists, Limited. l dates set for returns are: Provincial Govern- t, March 31; Federal Government, April 30.

Among those attending the meeting were the follow- : J. T. Wilcox, Kamloops; J. F. Scott, Cranbrook; rs. Harvey, Murphy and R. Wilson, Nanaimo; A. McDonald, Ross Smith, Messrs. Kerr, Jacobson & llips, New Westminster.

The Dominion Board was represented by Daryl t, Vancouver, fifth vice-president. Trade section irmen included George Jackson, butchers' section; nk Willis, gasoline division; A. R. Higgins, auto- tive section; A. T. Bridgman, photographic section. ers present included James Harkness, provincial sident; J. M. Watson, president of Vancouver nch; Chris Slater, provincial chairman of the but- rs' section; A. Fraser, representing the B.C. Tire mittee; H. W. Schnell, assistant to the president rthwestern Mutual Fire Association; G. Hougham, retary Alberta board; W. Stuart, secretary, New estminster; Messrs. W. Allison, W. O. Robbins W. wie representing the grocers' section, and Cyril Dal- , new-appointed provincial secretary.

After a brief discussion, it was decided that the vincial convention should be held earlier in the sea- n, and it will therefore be held in May or June this ar.

TRADE SECTION ACTIVITIES

Independent Service Station Owners

The monthly meeting of the Independent Service tation Owners Division of the R. M. A. was held on ednesday, February 2nd. Mr. Frank Willis in the hair.

Messrs. Purcell and Higgins, the delegates to the acific Coast Convention of the Independent Service tation Owners of the Pacific Coast, gave a detailed eport of the proceedings of that convention. As the opies of the various resolutions passed at the conven- ion had not yet been received by the secretary, discus- ion of the matter was left over until the annual meet- ng.

The Secretary reported that the ball given in honor f the visiting delegates to Vancouver had been a fin- ncial success.

He was instructed to convey the thanks of the Sec- ion to the various companies who supported this func- ion, both by their presence and financial help.

Automotive Section.

The monthly general meeting of the Automotive Section was held on February 2nd, Mr. A. R. Higgins in the chair.

It was decided to arrange a meeting at an early date with the representatives of the rubber companies to discuss several matters of interest to the trade.

The Secretary reported that at the request of the rubber manufacturers he had sent out circulars to all firms on the commercial account list requesting them on no acount to purchase tires for employees or friends, as this was a breach of the agreement between the rubber manufacturers and this association, and this facility was only for company cars.

Arrangements were made for a joint annual meeting of the Automotive Section and the Independent Service Station Owners Division, to be held on March 2nd.

This meeting will take the form of a smoker, and will be held in the rooms of the Liberal Association, and will commence at 8 p.m. There will be a musical entertainment, also speeches by prominent men interested in the automotive trade.

A committee of arrangements, Messrs. Higgins, Willis and Penrice and Secretary Dallas, was appointed.

Nomination committees were appointed for both the Automotive Section and the Gasoline Division, and these committees will bring in their reports on the night of the meeting.

It was decided to extend invitations to all managers of oil companies and manufacturers connected with the trade.

Butchers' Section.

The monthly meeting of the Butchers' Section was held on Thursday, February 3rd, in the Board room. In the absence of the chairman, Mr. R. F. Parker, 1st vice-president, took the chair. A discussion took place regarding the early closing of the butcher shops in South Vancouver. It was decided to draw up a petition for presentation to the municipal council. (This petition at the time of going to press had been signed by every butcher in South Vancouver).

It was decided to hold the annual meeting of the section on Monday, February 28th. This will take the form of a dinner at the Grosvenor Hotel.

A nomination committee was appointed to bring in a slate of officers.

Several matters of routine were dealt with including discussion of the new collection department contemplated by the executive of the Vancouver branch as a new service to members

Grocers' Section.

At a mass meeting, held in the Oddfellows' Hall, corner of Sixth and Main, on February 16th, Vancouver grocers had the somewhat unusual experience of witnessing a film entitled "Youth Regained," which depicts the action of yeast on the human system, and of how a young man, whose home and business life were shadowed by the spectre of ill-health, became strong and well.

The film, requiring some 700 exposures, was shown by the Fleischmann Yeast Company, who are broadcasting the story across the American Continent, and was much appreciated by a large audience.

In addition, matters of general interest to grocers were touched upon, including a complete report of the activities of the Canadian Fair Trade League, and a resume of the new programme prepared for the Retail Merchants' Association, showing how the improved service will benefit the grocers' section of retail trade.

Joins Staff.

C. W. Dowling is a new member of the staff of Messrs. Tees & Persse, Vancouver, and is working the retail trade in the interests of "Aylmer" Soups.

Canadian Workmen

—in Canadian Factories
—with Canadian Money

are making these Canadian Jars for Canadian customers.

And there is a big idea for increased Canadian prosperity behind these facts.

PERFECT SEAL

AND

GEM

Specify these two Canadian-made brands when ordering from your wholesaler. Your customers know them and they will appreciate the suggestion to buy Made-in-Canada products.

The PERFECT SEAL JAR with the adjustable cover. A favorite with all Canadian women who can at home.

DOMINION GLASS CO. LIMITED

MONTREAL

HARDWARE, OIL *and* PAINTS

HARDWARE.

January, in the hardware trade, has been equally as good as the corresponding month of the last year, and sales have actually been better on some lines. In this district the great majority of hardware dealers have completed their annual inventories and there is a general feeling that business from now on will show a much more marked improvement. A number of price changes are announced that seem to indicate the gradual trend to lower levels. Unsteady lead, zinc and tin markets are likely to result in further reductions on some commodities, but these markets appear to be slightly firmer than a week ago, and such changes may not materialize. The prices of lead pipe, lead waste and traps and bends as well as calking and sheet lead are now slightly lower.

The London market for tin has broken twice during the period of a week, and present quotations at St. Louis and New York are much lower. It is not felt that prices of tin plate will decline as a result, at the present time, for large consumers have, it is said, covered for their requirements for the first half of the year. The suggestion from the research laboratories of the National Canners' Association that black sheets may be a satisfactory substitute for tin in the manufacture of containers, would be a serious consideration for tin plate makers, and might affect prices to a marked degree if the suggestion is really practical.

Linseed Oil Market Firmer and Sales Improve

The linseed oil market has firmed up considerably during the past week, and large consumers are buying more freely. Recent estimates show a smaller surplus of flaxseed for export in the Argentine and a smaller crop in both Canada and the United States, than last year. While an improvement in buying is mentioned it is not on a basis that would indicate that the trade at large anticipated any marked advance in price and some are covering for immediate requirements only hoping to see lower prices again.

ANNUAL MEETING OF CANADIAN PAINT, OIL AND VARNISH ASSOCIATION.

Annual Gathering Held in Montreal—Officers Re-elected.

The annual meeting of the Canadian Paint, Oil and Varnish Association was held in Montreal recently. Very satisfactory reports were presented of operations during the last year. All officers were re-elected as follows:

President, John Irwin, Montreal; vice-presidents, W. B. Ramsay, Montreal; J. C. Pendray, Victoria, B. C.; F. J. Penberthy, Toronto. Directors: Royal Cluxton, Montreal; Chas. Hickman, Ottawa; Arnold Smith, Winnipeg.

Among the visitors attending the meeting were Dudley Figgis and George V. Horgan, president and secretary respectively of the National Paint, Oil and Varnish Association.

It is not anticipated that there will be any changes in prices on paint and varnish products in the immediate future.

HARDWARE MARKETS AT A GLANCE

Files.—Demand is holding up well, considering the low point of the construction business. Stocks are ample for the demand, with prices firm.

Guns and Ammunition. — New prices on loaded shells have been issued by leading manufacturers, which show sizeable reductions. Drop shot also is lower.

Weather Strip.—There is some demand for weather strip, but it is entirely for small lots.

Shovels.—Demand is about normal for this time of the year.

Chain— Sales of log chains are steady, and fair. Quotations are unaltered.

Steel Game Traps.—Sales are running lighter, with the advance of the season. Stocks are ample for the demand. Prices are unchanged.

Steel Sheets.—Demand is normal with stocks in good condition. Prices are firm.

Wrenches.—Sale of wrenches is fair with stocks well assorted. Prices show no change.

Nails.—Sales are still light, with dealers' stocks held at a low point. Prices are steady and firm.

Glass and Putty.—Call is light at present in the retail stores. Prices are steady.

Radio Equipment.— The demand for radio sets, tubes and other accessories has held up quite well since the holidays, and jobbers predict the demand will not show much falling off before March.

Automobile Accessories.— A slight reduction has been made in the cost of klaxon horns, and jobbers have readjusted prices. A moderate volume of business is being booked in tires and tubes for spring shipment.

Painting Supplies.—Business has not yet begun to show much life either for current or future requirements. Prices show no special change.

Rope.—This is moving in moderate volume. Prices are unchanged.

Builders' Hardware.—Every evidence of a healthy condition is reflected in the local building industry, and the numerous projects and improvements under way and in the making warrant a continuance of this favorable condition.

TRAVELLERS WE HAVE MET

Some of the larger firms in British Columbia have many travellers owing to the impossibility of one or two men covering such a large territory and giving the service that present day business requires. The well known wholesale hardware firm of Marshell-Wells B.C. Ltd., is one of these, and probably none of th ir travellers are better known than Mr. Wilbur B. Ney who came to the province some seventeen years ago as a young man and entered the hardware business here.

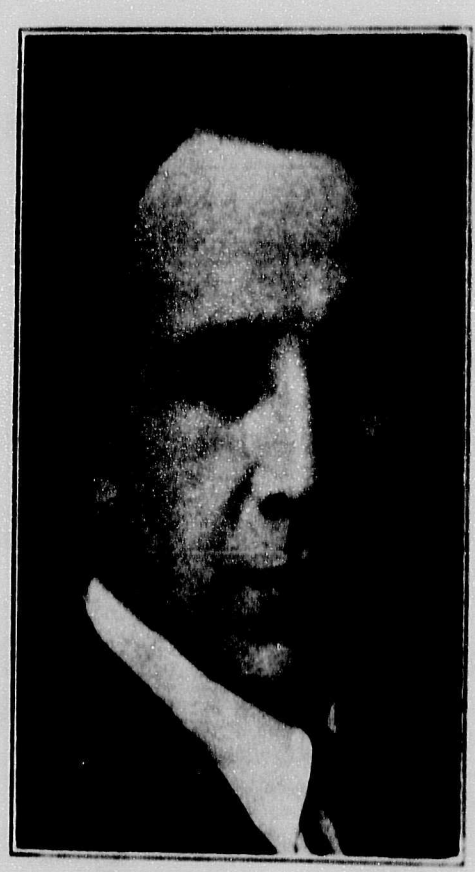


Photo by Steffens Colmer

Wilbur B. Ney

Mr. Ney was born in Bricebridge, Ontario, a city that has produced some of Canada's greatest men. He is well known to all the hardware retailers and popular as all "U.C.T." men should be, because they stand for square shooting.

During his years on the road he has been in practically every part of the province, and is now working the city in the interests of Marshall-Wells B. C. Ltd., with which firm he has been connected ever since they took over the Wood, Vallance and Leggat business.

If you were to ask him, he would admit that he rather enjoys a game of tennis. Of course he is an enthusiastic motorist, and by car or train can take you to some mighty good spots for fishing.

It is perhaps unnecessary to add that he stands high with his many friends and fellow-members of Vancouver Council No. 284, United Commercial Travellers of America.

STEEL PRICES ARE BEING SHADED IN SEVERAL PRODUCTS.

The yielding of steel prices continues the leading topic in the steel industry. The optimistic angle of the situation, however, is that because of the extreme hand-to-mouth character of buying, what may be low prices of today may be high prices tomorrow. In other words, makers are not committing themselves on prices far into the future.

Dominate !

Dominate the street you are on with proper and well lighted windows. Let every pedestrian—every autoist—every teamster see your window and know what you are selling.

Your store need not be the largest nor your product the most widely advertised to secure this highly profitable window domination.

We have a proposition that will interest you and bring direct results in the way of more business.

Call Seymour 5000, Light and Power Department, for free information.

BRITISH COLUMBIA ELECTRIC RAILWAY CO.
VANCOUVER NEW WESTMINSTER

NEW GOODS.

COMBINATION EGG BEATER

With graduated glass jar; capacity of jar 1 pint.

ELECT NEW PRESIDENT

At a recent directors' meeting of the Sherwin-Williams Company of Canada, Limited, Willian Shepherd Fallis, vice-president and managing director, was elected to the presidency of the company. W. H. Cottingham, president since the formation of the company, and for the past few years resident in England, becomes chairman of the company. D. A. Whittaker, secretary-treasurer, becomes vice-president. Wm. C. Cottingham, a director of the company, is appointed to the position of assistant to the president. Mr. Fallis is vice-president of the Canadian Manufacturers' Association.

Simple When Explained.

Customer: "What does this mean in your advertisement: 'Big sts'?"

Clerk: "Bathing suits, madam. They are quite abbreviated this season."

HARDWARE PRICES CURRENT

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

AMMUNITION.
Loaded Shot Shells.

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

Metallic Ammunition.

Dominion	
22 short Smokeless	4.50
22 long Smokeless	6.75
22 L. Rifle Smokeless	7.90
22 L. Rifle Lesmok	6.30
American.	
22 Short Smokeless	5.10
22 Long Smokeless	5.5[illegible]
22L. Rifle Smokeless	1[illegible].00
22 L. Rifle Lesmok	7.10

ANVILS—Peter Wright, 80lbs. to 139 lbs., 24c; over 139 lbs, 23c.

AXES—Boys' Axes, 1½ lbs. $12.60 to $13.20 doz.; double bit axes, unhandled, $22.20 to $25.20 doz.; hunters axes, $12.00 doz.; single bitted axes, unhandled, $14.20 to $15.00 doz.

BARS—Crow, $11.00 per 100 lbs.

BELTING—Lace, rawhide sides, $1.45; cut 3/16 at $2.45 per 100 feet, ⅜ at $3.10 per 100 feet; ½ at $4.50 per 100 feet.

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

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

BOLTS, STOVE—Less 35 off list.

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

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

BOILERS, RANGES—30-gals. $11.55 each.

BUILDING PAPER—Tarred, .84 to $1.84 per roll, according to quality; plain $1.16 to 43c per roll.

BUTTS—Plated, 261, antique copper and dull brass finish 3½ x 3½ per pair 30c; 3½ x 3½ per paid, 24c; 4½ x 4½ per pair, 63c.

BUTTS—Wrought steel, No. 804, 2½x2½, $1.45 per doz.; 3½ x 3½ $2.95 per doz.; 4½ x 4½, $4.00 per doz.

CARPET FELT—16 oz. 60-lb $3.75 roll.

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

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

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

CHOPPERS FOOD—Universal No. 0, $22.20 doz.; Universal No. 1, $27.00 doz.; Universal No. 2, $32.60 doz.; Universal No. 3, $43.80 doz. Home, No. 55, $2.20 each; Home, No. 65, $3.75 each.

CHURNS, BARREL—No. 0, $10.70 each; No. 1, $11.10 each; No. 2, $11.90 each; No. 3, $12.75 each.

CLEVIS MALLEABLE—Per lb. 16½c.

CLOTHES LINE WIRE—50c a hundred feet.

DRILLS—Bit stock 35/5 off new list; blacksmith ¼-in. 35/5 off new list.

EAVETROUGH—Per 100 feet, 8-in. $5.70 10-in., $6.46; 12-in., $7.38.

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

GARDEN HOSE—In 50 ft. lengths, uncoupled—Terminal City ½-in. x 3 ply, $10.[illegible]; ⅝-in x 3 ply, $12.50; Wire bound, ½-in x 4 ply, $13.50; ⅝-in. x 4 ply, $19.50; corrugated, ½-in x 3 ply, $13.50; ⅝-in. x 3 ply, $14.50; ¾-in. x 3 ply, $16.50.

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

GAME TRAPS—Victor, per doz. No. 0, $1.80; 1, $3.60; 1½ $4.20; 2, $5.40; 3, $9.00.

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

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

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

CORRUGATED TEE—Per dozen pairs—4-in. $2.50; 6-in. $2.30; 8-in $6.00; 12-in $12.55.

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

IRONS, SAD, COMMON—Per 100 lbs.—6 lbs. and over 20c; 3, 4, and 5 lbs. 22c.

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; 28 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, 12 x 5 blade, $14.05; 14 x 5 blade, $14.75; 16 x 6 blade, $15.50; 18 x 5 blade $16.15; 20 x 5 blade, $16.00.

STAR—9-in wheel, 3 knives, each, 12-in $9.22; 14-in. $10.55; 16-in., $9.88; 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, $3.55 f.o.b. Vancouver; Cut, base $7.50 f.o.b. Vancouver.

PICKS—Clay, 6-7 lbs. $8.40 doz.

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

PLASTER OF PARIS—$1.60 per 100 lbs.

RIVETS AND BURRS—Black carriage, 5lb burrs 57c; No. 8 assorted coppered rivets No. 8, 31c lb.; assorted copper rivets and burrs 61c; No. 8 assorted coppered burrs and burrs 31c per lb. No. 8 coppered burrs 27c per lb.; Coppered rivets 26c per lb. Coppered burrs 27c per lb.

ROPE BASE—British manila base, 24c; pure manila base, 28c.

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

LOUD SPEAKERS—Cone type Jewett, $20 less 30 per cent.; Super Speaker Console, $42.50 less 30; Home, $13 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—¼ x ½ case lots, 50c per lb; less, 55c per lb.

SPIKES, PRESSED—Per 100 lbs.—¼ inch, $7.55; 5/16 $8.95; ½-in. $6.45.

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

TACKS—Carpet, 70c off new list.

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

WIRE, BARBED—Per roll—4 point, cattle, 80 rod, $3.25; 4-point hog, 80 rods, $3.75.

WIRE, PLAIN GALVANIZED—Per 100 lb. No. 9, $4.60; No. 12, $4.25.

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

WRINGERS — Ese, $83.25 doz.; Oxford, $102.50; doz.; Bicycle, $86.10 doz.; Ajax, $198.50 doz.

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

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

WASHING MACHINES—Velox water power, $82.75 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	$1.8[illegible]
Greens and Greys, in 4 gal. cans	2.00
B-H Anchor Shingle Stain—	
Ordinary colors, in 4 gal cans	1.3[illegible]
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.	5.75
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	$14.25
Less	14.75
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	4.05

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 $2.95 each.

BOOTS—Tire 4-in. $1.25 each.

BUMPERS—Hoover Twinbar, $10.60 each.

CAPS—Radiator, $1.00 each.

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

CARRIES—Luggage, collapsible $2.25 each.

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

CHAINS—Weed 30x3½ $6.35 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—Locktite No. 2 $9.00 doz; No. 3 $4.00 doz; No. 6, $2.00 doz.

PLATES—Step $2.00 each.

PLUGS—Spark Champion 68c each; A. C. Titan 63c each; Hel-Fi, 58c each.

CIRCULAR LETTER WRITTER BY SASKATCHEWAN MERCHANT COMPETING WITH MAIL ORDER BUSINESS

St. Brieux, Sask.,
December 10th, 1926.

Dear Sir or Madam,—

I have great pleasure in announcing that I have been successful in buying a complete range of winter goods, such as sweaters, mackinaws, leather lined coats, leather vests, woollen and fleece lined underwear for men, women and children. Fall and winter shoes of all kinds, men's and boys' suits, flannelette and woollen blankets, comforters, springs and mattresses. Most of these goods I have bought direct from the manufacturers, and in large quantities. This mode of purchasing enables me to compete successfully with any mail order house supplying the same quality of goods, and in many cases we offer you a better line of goods at the prices they quote in their catalogues. I will meet the same prices as any peddlers or others. You are cordially invited to bring in your order and give us a trial, so that we can prove the truth of our statement; I want you to be the judge. After you have given us a trial order and are quite satisfied that I can supply you with as good merchandise, and in many cases give you better quality at the same price, I think it is only fair that I should re ceive your patronage.

First of all I ask you to consider the position you would be in if Winnipeg or even Saskatoon were your nearest town. I do not think that there would be many of you farming in the St. Brieux district. Therefore the town of St. Brieux and its stores are helping to increase the values of your farm property by giving you better marketing facilities than you would otherwise have if there was not a town here. You do not have the inconveniences that accompany living in remote isolated districts.

In directly in many ways I help you—by giving you service, paying high taxes, supporting your schools and your churches, and I think you will admit that the store I have built is a credit to the village of St. Brieux and surounding country, adding more value to your land than the block's Eaton's have built in Winnipeg.

I can sell you any article of commerce from a needle to a threshing machine, and do not ask you for one cent before you see the goods. That is service that is not given by mail order houses.

Another thing I would ask you to remember, and that is when you have no money you are always welcome at Dan Lefebvre's for a reasonable amount of credit. Should you have a total crop failure how much credit would you get from Eaton's or other mail order houses or any of the country peddlers. The mail order houses have to have your money before sending you the goods; the peddlers send the goods with a draft attached through the bank, which has to be paid before you can see the goods.

If the farmers are going to send away their cash and in many cases buy on time at the local store, how can they expect a storekeeper to keep in business and sell on time at mail order prices, as he has to pay interest on money borrowed to accommodate customers who do not have the cash to pay for goods.

I am not asking you for any favors at all, but simply desire to be given a square deal. If you have the cash and want to buy at mail order prices, bring in your order for everything you require, and we will supply at mail order quotations. If we do not have what you want in stock, we can get it for you just as quick as it can be secured from any outside firm, and you do not have to pay one cent until you are satisfied with the goods. Should it be unsatisfactory we will return the goods at our own expense.

Another advantage our store offers you is that you can personally select the goods wanted, whereas the mail order houses send what they have in stock, and often the article is different to what you expected it to be, but have to keep it to meet immediate requirements.

A mail order clerk has to handle a large volume of business in a day and cannot devote much time to each individual order, but in our store our clerks will help you to select and offer sugestions that will benefit customers.

I want you to make our store your home when visiting St. Brieux, whether you buy or not.

Mutual co-operation between you and our store will help to build up a more prosperous community and create better facilities for marketing of your produce.

On Saturdays we will have special bargains in clothing, etc., at substantially reduced prices. Something different every week, and just what you need. Here are opportunities for the discerning shopper.

Yours sincerely,

DANIEL LEFEBVRE.

SEATTLE DEALERS WANT GROCERS CERTIFICATED

Introduce Measure in Washington Legislature to Educate Grocers and Clerks and Grant Certificates.

The Seattle Retail Grocers Association has prepared and had introduced in the Washington legislature a bill called the "Certified Grocers' Bill" that provides for the examination of grocers entering the grocery business in that State, and also provides for the examination of grocers' clerks and grocers' apprentices.

The Bill provides three classes, the grocer, the grocers' clerk and the grocers' apprentice. The grocers' clerk must be over eighteen years of age and with three years' experience in selling foods. The grocers' apprentice must be over fifteen years of age. The grocer must be twenty-one years of age or over.

A board composed of the director of licenses, the supervisor of food, drugs, etc., and the supervisor of weights and measures, establishes a course of study in food and the food values, English, arithmetic, sanitation, business methods etc., to be pursued by grocers' apprentices and applicants for certificates as grocers or grocers' clerks.

With the assistance of a board of examiners consisting of three grocers with at least five years' experience, an examination is to be held semi-annually of applicants for the certificates. The grocer and grocers' clerk are charged a fee of $10, and the grocers' apprentice a fee of $5.

Must Pass Examination.

The grocer passing the examination is given a certificate attesting that he is a certified grocer, provided that all his clerks and apprentices are also certificated. The clerks passing the examination receive a badge attesting that they

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.

are certified grocers' clerks and the apprentices receive a like badge showing that they are registered apprentices.

It is made unlawful for any grocer, to assume the title, or to use any word or letters to indicate that he is a certified grocer or to advertise that he is such. Grocers' clerks or apprentices are likewise forbidden to use the designations unless they are holders of certificates.

Applicants are required to be citizens of the United States or to have declared his intention of becoming a citizen, and the certificates are not transferable.

Persons failing to comply with the provisions of the Act or violating any of its provisions are deemed guilty of a misdemeanor.

DOES THE PUBLIC PREFER CANNED OR FRESH FOOD?

U. S. Government Survey Showed Valuable Facts as to Whether Canned or Fresh Foods are Preferred and Why.

The Bureau of Foreign and Domestic Commerce, during the summer of 1926, made a preliminary survey on the consumption of canned and fresh vegetables and fruits. About 775 records were taken from housewives, restaurants and hotels for the purpose of getting some information in regard to the extent which canned foods and fresh products compete, and the reasons in the minds of the users why they prefer one or the other.

The data was taken in Queens Borough, New York, representing a mixed city population; Bridgeport, Conn., representing an industrial manufacturing community, and Sussex County, N.J., representing a rural community. The survey is not extensive enough to warrant conclusions on a great many points, but on a number of questions the evidence is so distinctive as apparently to have considerable value.

More Canned Food in Winter.

On the use of canned goods it is shown that roughly from two to four times as much is used during the winter months as in the summer manths. The year around average varies from as high as 60 per cent., with consumption of canned vegetables as compared to fresh vegetables for lunch counters, to as low as 8 per cent. to 12 per cent. for high class apartments or wealthy residences.

In a general way the lower income groups, such as unskilled laborers, are much higher consumers of canned goods than the high income groups. There is one outstanding exception to this, however, in that the foreign groups, Germans, Italians or Slovaks, who still retain their European food habits and customs, are as a class the lowest consumers of canned goods. Tenement house dwellers, however, other than the distinctly foreign classes, are among the highest consumers.

Canned Food Popular.

As to preferences expressed, either for canned goods or fresh products, there was almost a 100 per cent. agreement that canned goods were most convenient, and this seemed to be the most important reason given for their extensive use .

On the question of flavor there was almost as distinctive a reaction in favor of fresh products, both fruits and vegetables. Opinion as to the relative food value of the two products was not quite as distinctive, only a little over half of the users being willing to express a distinctive preference. However, of those who expressed opinions, practically all believed that the fresh products had a higher food value than canned goods.

Brands Create Demand

An attempt was made also to find out whether housewives bought their canned goods by asking for a brand or whether they used some descriptive term such as Choice, Standard, First Grade, Second Grade etc. It was found that it is the general custom to buy canned goods by brand, very few housewives apparently having any knowledge that there are different grades of these products, although other descriptive terms were frequently used, as Wisconsin peas, Maine corn, eac.

The object of the survey was to determine what the average purchaser of these products thought of the goods and at least on the points mentioned above the conclusions would seem to be very clearly defined.

FLEISCHMANN USES FILMS.

Makes a Motion Picture Showing Benefits of Yeast for Health.

The Fleischmann Company has been quick to realize the value of the motion picture as an educational force and is the first industrial organization to use the motion picture as a means of telling the story of its product to dealer customers everywhere. It has completed and is distributing "Youth Regained," a motion picture made primarily to show to grocers and illustrates in a very interesting manner the benefits to be derived fro measting Fleischmann's yeast.

These films have been distributed to Fleischmann offices in all parts of the country and are to be shown at grocers' meetings everywhere during the year, so that as many grocers as possible will be able to see it.

One part of the picture is said to be particularly interesting. It shows an actual motion picture of the movements of the stomach and intestines under the X-ray, before and after yeast is eaten.

A demonstration of these films was given at the Oddfellows' Hall, 6th and Main Street, Vancouver, February 16th. A large number of grocers took advantage of this occasion to witness this instructive series of pictures.

SUNLAND ANNOUNCES NEW CONFECTIONERY

Sunland Sales Co-operative Association, sales agents for Sun-Maid Raisins and Prunes, and Blue Ribbon Peaches and Figs announce a new confectionery pack of figs.

Mapl-Figs, as the new pack is called an exceptionally fine fig with slight maple flavor, is designed as a "self-seller' for grocery and candy stores and such other outlets as well as small package goods.

The figs will be packed one on top of the other in a pocket size cardboard cylinder. The wrapper is blightly colored with the tints of frost-touched maple leaves, which lends distinction and attractiveness both to the display case and the cylinder.

The container in which twenty cylinders are packed accupies minimum counter space and the lid is so arranged that it will fold back to form an easel. Four containers are packed in the shipping case.

• • •

No matter what form of advertising retailers may require cuts for—printing, mimeographing or multigraphing—Sunland Sales Co-operative Association will supply them without charge, according to a recent announcement of the selling agents for Sun-Maid Raisins and Prunes and Blue Ribbon Peaches and Figs.

Rely on
Western Glass Co. Ltd.
158 Cordova St. West, Vancouver
FOR DEPENDABILITY
RIGHT PRICES
FAST SERVICE.

POLISHED PLATE GLASS
MIRRORS :: WINDOW GLASS

PHONE
WESTERN GLASS
SEY. 8687

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.
R. A. SIME, B.C. Distributer
THE BLACK MANUFACTURING CO.
318 Homer St. Vancouver, B.C.

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

T. D. STARK
F. W. STERLING
Telephone Sey. 8357
STARK & STERLING
MANUFACTURERS' AGENTS
1150 Hamilton Street
VANCOUVER, B. C.

Design Reg.
Phone: High. 3889
IDEAL CONE COMPANY
Manufacturers of
ICE CREAM CONES
Purest Made Cost Less
335 PRINCESS AVE.
Vancouver.

Addressing
Mailing Lists Multigraphing
DIRECT MAIL CAMPAIGNS
Handled Efficiently
Wrigley Directories, Ltd.
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.

The Borden Co., Ltd.—Montreal, Que.—Local office, 332 Water Street. Sey. 6383. James Wood, Manager.

Canada Colors and Chemicals Ltd., Toronto—Stark & Sterling, 1150 Hamilton Street. Sey. 8357.

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

Canadian Postum Cereal Co., Ltd., Toronto.— McNeeley's Ltd., 525 Seymour Street. 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.

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

Lake of the Woods Milling Co. Ltd.—1300 Richards Street. Sey. 2526. W. H. D'Arcy, jr., manager.

Canada Biscuit Co., Ltd., London, Ont. Local office, 1150 Hamilton St. Sey. 3412. Chas. A. Tinsman.

Palmolive Company of Canada Ltd., Toronto, Ont.—Dean Armstrong, 1834 Larch Street. Bay. 501L.

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.

Carnation Milk Products Co. Ltd.—Oppenheimer Bros. Ltd., 134 Abbott Street. Phone Sey. 3390.

STORE EQUIPMENT & SUPPLIES.

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

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

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

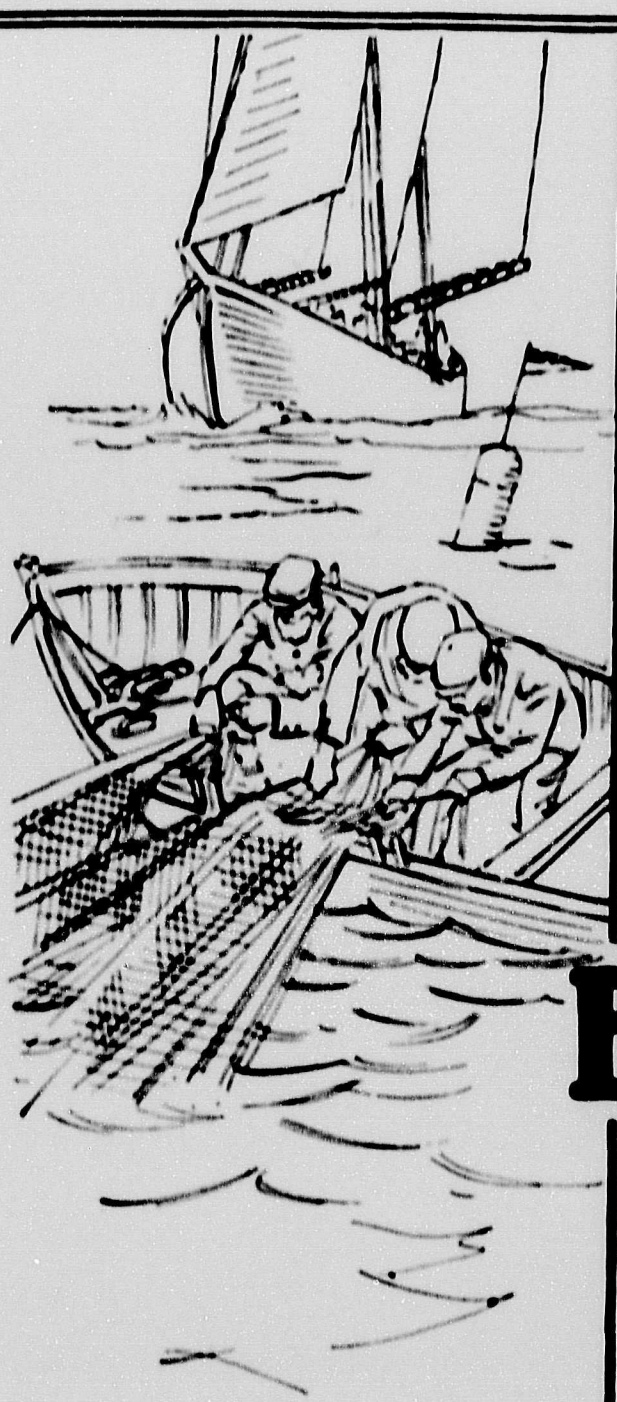
Geo. McRae. — Waxed Paper and Counter Sales Books. 1059 Hamilton Street. Sey. 3112.

International Business Machines Co. Ltd., Toronto.—Local office, 668 Seymour St. Sey. 282.

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.



Feature Them During Lent

Feature them on your counter and in your windows. Make a special price per dozen. No other sardine compares with them for turnover. Three out of every four tins of sardines sold in Canada are packed by Connors.

"Connors,

BRUNSWICK BRAND SARDINES

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

Swift's "BROOKFIELD" Brand Pure Pork Sausage

As a Dealer, you are overlooking a grand opportunity to boost your sales and profits if you do not stock Swift's "Brookfield" Brand Pure Pork Sausage—Swift's "Brookfield" Brand represents a Pork Sausage of the Highest Quality obtainable—easily prepared—Delicious and satisfying.

SWIFT CANADIAN COMPANY LIMITED

HERE'S a new member of the dependable line of "Sunshine Hosiery" styles. "Little Beauty" is a fine ribbed hose for children, knit from pure Botany wool plaited on a fine strand of silk lisle. The wool provides warmth and comfort. The lisle adds wear and prevents shrinking. Truly an excellent combination in stockings for children.

"Little Beauty" is knit for children of all ages, in black and colors. Order "A Stocking That Wears" from your wholesaler and add it to your selection of dependable "Sunshine Hosiery" styles.

Chipman, Holton Knitting Company Limited
Hamilton, Ontario
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