THE OCTOBER

RETAILER

BRITISH COLUMBIA, ALBERTA, YUKON

VOL. XX., No. 2. VANCOUVER, B.C. OCTOBER, 1927.

Crosse & Blackwell's

Branston Pickle

THE FAVORITE RELISH OF FIVE CONTINENTS

English and Oriental vegetables and fruits, blended in ginger root and a syrup of East Indian origin. Sweetened with limes, dates, apples—and a touch of eschalot. And back of it all, the traditional C & B skill, born of two centuries spent in catering to the world's most exacting palates.

A PROFIT MAKER FOR THE GROCER

Branston Pickle has many features to recommend it to the wise grocer. In form and flavor it satisfies the popular taste—It is a C & B quality product—It is a steady repeater—It pays good profits

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Published 20th of every month. TWENTIETH YEAR.

GENERAL MERCHANDISE. GROCERIES, DRYGOODS, HARDWARE, FOOTWEAR.

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

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Vol. XX., No. 2. VANCOUVER, B. C. October, 1927

The Chain Store—Its Growth and Reputed Menace to the Independent Retailer

Strenuous Opposition to System in United States—Extension to be Curbed by Ligislative Measures—Remedy Rests With the Independent Dealer.

TEN or a dozen years ago, very little was heard of the chain store system in this country, the movement being looked upon in those days as more or less of an experiment, copied from the steady chain store expansion in the United States, and forecasts predicting that this method of merchandising was destined to make headway in Canada, caused but little concern among the rank and file of the independent retail merchants.

A very different attitude is now evident in the East, and statistics recently compiled by a contemporary magazine show that a business aggregating some ninety million dollars will be done by the chain store and group organizations this season. The cities mentioned are Montreal, Toronto, Windsor, Peterboro and Ottawa.

The further statement is made that in Toronto alone seventy per cent. of the grocery business is credited to this new method of merchandising, which percentage includes Simpson's and Eaton's.

Upon enquiry we learn that in Eastern Canada there are eight hundred and forty-two chain store branches ,and 1,587 buying group units in the grocery field alone.

The largest organization, the Dominion Stores, records an increase in sales from $5,659,509 in 1922 to over $15,000,000 in 1926. Loblaws Grocerterie Ltd. have increased their sales during a similar period from $3,136,672 to over ten million dollars. Pure Food Stores, Hunts Ltd., and others show increased sales on a similar scale.

Dominion Stores made a profit of 2.64 per cent on sales in 1922, compared with 4.93 per cent in 1926, while sales per store increased from $26,490 to $36,092, and profits per store from $534 to $975 in a similar period.

Statistics of all chains and buying groups show substantial increases in this four year period.

The fact that in most cases the ratio of profits on sales increases with the growth in the number of stores in operation has been the key to the remarkable success of the chain store system.

British Columbia is confronted with a formidable vanguard of this method of merchandising unrealized by the average merchant, and which is commented upon by the Dominion President R.M.A. in this issue.

British and Continental Activity.

Chain stores in England and on the continent are getting a larger percentage of the retail business each year, but owing to the fact that that territory is more intensively developed they are not showing so large increases in either the number of stores, sales, or net profits as the Canadian chains. In years past English chains faced many of the serious problems which Canada chains are only now beginning to encounter, more particularly competition of other powerful chains.

Up to very recently the principal competition of

the chain store was the neighborhood store. Now chains are beginning to compete with each other ,and in some cases are reverting to the principal of service with delivery ,and the addition of the "personal touch" in their operations.

Intensive development has been the battle cry of the chain store abroad for years, while here it has been a minor issue. Expansion—"cover the field before some one else does," has been the watchword on this continent. Since the territory in Europe is so limited, locations are more of a factor than is the case here and "repeat" business is more essential.

The acid test has been applied to the chain store system in Europe ,and most of the large chains are being carried on successfully by others than the founders, while in this country the founders are still active.

The majority of the English chains have been publicly financed ,and the securities are thoroughly seasoned. Service is the one noticeable and superior characteristic of the chain store system abroad, and the genuine desire of the European chain store salesman to please, is an outstanding feature.

Hostile Legislation Launched Against Chains in the United States.

Chain stores in the United States are finding the running by no means as simple as their rapid progress would seem to indicate, and at the recent annual convention of the National Chain Store Grocers' Association held in Washington, it was determined to combat the movements under way in several States for anti-chain store legislation, at their source. Delegates have been appointed to confront the situation in a dozen States where legislatures are in session.

Such action is found to be necessary after an adequate picture of just what the anti-chain store legislative movement amounts to, as related by several chain store men, including representatives of the J. C. Penny Company, L. W. Ligett Drug Stores, W. T. Grant Stores, United Cigars, and others.

Speakers at the convention realizing one important feature lacking in the chain store system, urged that some action be taken by the convention to engender the confidence of the vicinities in which the chain store operates, and urged that the "human touch" be innoculated into the system.

The recommendation made at the convention that chain store operators endeavour to set themselves right in cities where they operate by joining the Chamber of Commerce, Rotary, Kiwanis, and Lions Clubs, contribute to local civic funds, and participate on committees of civic nature, is not going to prove the panacea anticipated. In some instances this policy may blind civic leaders, but the chain's conclusion to shoulder civic responsibilities cannot place them in good standing ,and such contributions are but a minor factor ,and will not compensate for the withdrawal of their profits from cities where they operate, which means a large portion of the liquid assets, nor will it place them on a par with locally-owned stores.

Though chain stores may be mechanically and technically thorough, systematically efficient and financially substantial, the average of the store personel is not much higher than that of the old-style retailer. The mechanical feature of the business such as stores, merchandise and equipment, will be of no avail without courteous salesmanship.

Remedy Realized by Independents.

If the chain store were placed on an equal status with the individual merchant (as all competitive merchandising institutions should be), the latter would experience little difficulty in holding his own.

Then, the only edge the chain store would have would be centralized control, whereby all clerks must follow a given rule, regular newspaper advertising, clean, well-lighted, and well-painted stores, with merchandise generally well displayed.

It is not difficult to make the individual store compare in every respect with the chain store. The only preventative is the disinclination of some merchants to measure up to the onward march of time, and those who will not ,can blame no one but themselves, if the chains beat them to the business.

No merchant who fails to take heed of modern progress, can expect to be kept in business through the sympathetic goodness of the people.

The sole serious phase confronting independent dealers is the favoritism, obtained by chain stores in one form or another, and which are denied to the former under similar terms and conditions. The independent merchant cannot begin to defend himself in competition with the chain stores which obtain secret rebates, free goods, advertising allowances, less than wholesale prices, and other modes of discrimination, and the only way this disadvantage can be overcome is for independent retailers to join forces in sufficient numbers, and compel receipt of these considerations, or check concessions of whatever nature, now being received by chains, from concerns who do not seem to understand the law of fair trading, as between two different types of dealers, in active competition with each other.

This appears to be the only remedy if the type of dealer represented by the independent retailer and serving 75 per cent. of the people, is to be safeguarded in his business.

If the business of the individual merchant is being secretly scuttled through unfair methods of favoritism to the chain store, he has but little chance of progressing except through a mass attack by a large enough number, having more buying power than all of the chain store interests combined.

THE PACKAGE DOES NOT IMPROVE POOR FOOD PRODUCTS.

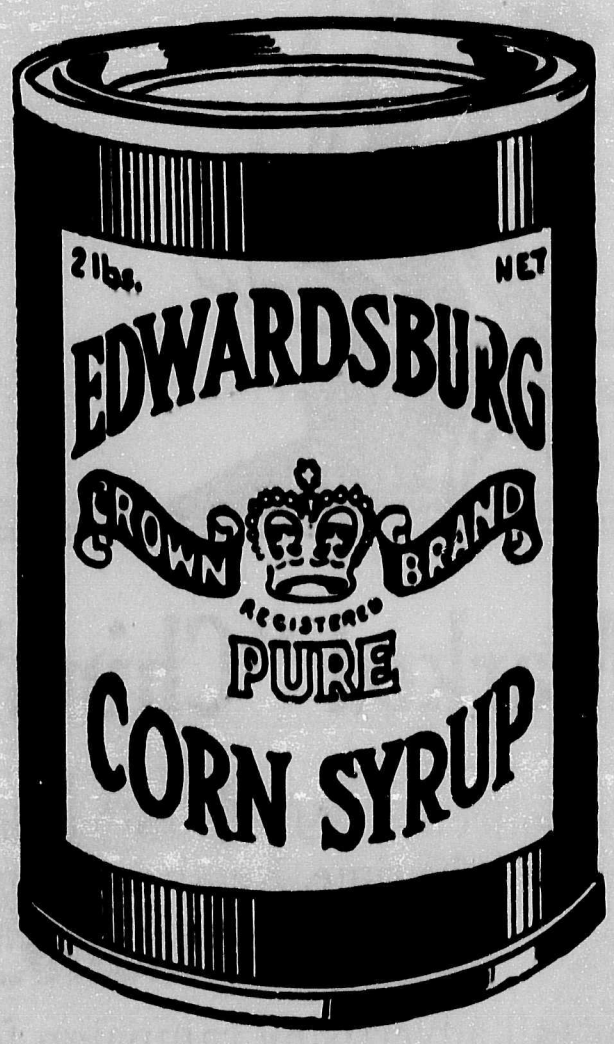
There is no set formula for increasing sales on any commodity. Mysterious figures and zig-zag charts that undertake to establish this or that theory are seldom as practical as they are interesting—or amusing.

But it is a known and accepted fact in advertising and merchandising circles that an improved package has frequently awakened a new interest in an old product ,and that it has helped establish a new product. On the other hand a cheap looking package creates a feeling of distrust and an inconvenient package tends to discourage future purchases.

A package is an invaluable sales aid—either alone or when used in conjunction with other merchandising plans. But it cannot do the impossible. It will, in many instances, promote first sales. But it will not improve an inferior product. Nor will it in any way make up for incompetent sales organization, poor distribution, careless service, or lack of advertising.

Steady Customers for you!

That's what you get when you sell these famous Syrups. Steady customers that bring continual business to your store.



EDWARDSBURG

CROWN BRAND CORN SYRUP

- AND -

LILY WHITE CORN SYRUP

are known throughout Canada for their wholesomeness and their low cost. They are unequalled for their nutritive value and delicious flavour.

The CANADA STARCH CO. LIMITED
MONTREAL

War on the Home Table—Its Effect on the Grocer's Business

By O. H. Cheney.

This war on the home table was fought this morning at two million breakfast tables in Canada. It was fought again at noon, and will be fought again this evening. It is a war involving more millions of dollars in business than I can estimate. This war I have called the New Competition in the Grocery Field.

If Mr. and Mrs. Consumer realized what a terrific struggle had been necessary in order to bring the breakfast food, or prunes ,or coffee to the table, they would lay down their napkins in silence, and walk away from the table, without the heart to eat.

I cannot help feeling that if some of the contestants laid down their arms long enough to find out what it all means, they would stop fighting, and make some money.

Fundamentally the grocer's big problems are simply the results of great trends which are sweeping through and changing every field in business. I do not mean the competition between the innumerable brands which are making the distributor and the consumer dizzy. This competition between brands is the old competition. So is also the competition between retailer and retailer, trying to sell the same housewife.

The competition beween two wholesalers to get the trade of the same retailer is more old competition. Likewise the competition between two canners or two sugar refiners, or two specialty manufacturers for the trade of the same distributor. If these were the only kinds of competition the trade had to face, conditions would be bad enough. But in every industry where the old competition becomes more intense, the various types of new competition begin to develop. It arises from the new resources which business has at its disposal, and from the ingenuity with which these resources are utilized.

Bigger aggregations of capital; greater banking resources and facilities; a new co-operation spirit in business; the vast powers of advertising and promotion; new merchandising devices; increased production facilities; new technical developments in communication and transportation—all these are the fundamental causes of the new competition. Any industry that does not face and meet this new competition is doomed.

Inter-Commodity Competition.

The first war which may be analysed is what I have called inter-commodity competition. This is the competition between products which may be used alternately. If one of you should decide to build a home, what material would you use? Would you use wood, brock or stone, concrete or terra cotta? What would you use for the roof—wood shingles, asbestos, slate, tile, copper, zinc, felt paper compositions, asphalt, or any other of the uncountable varieties? Each one of these products represents a different industry embracing great plants, with thousands of employees, and millions of dollars in capital investment. Each one of the products is in intense competition for the honor of composing the walls or the roof of your house. And this competition is much more sweeping in its vast and vital effects on these industries than any competition between manufacturers within each industry.

This inter-commodity competition is even more intense in the war on the table. Wholesalers handle a great many commodities and many manufacturers prepare a wide variety of products. But the competition is there just the same; the cereal producers, the fruit and vegetable growers, the dairy farmers, the livestock producers and meat packers, the sugar planters, the tea and coffee planters, and all others. These are great and separate industries, and they are in direct competition, because their products are in direct competition.

It may seem to the wholesaler and the retailer that inter-commodity competition is nothing for them to worry over—they may feel that it does not matter much whether they sell one product or the other, as long as they make up their volume. This is a nice reassuring thought, but, upon analysis is found to be an illusion. One branch of an industry, whether it be food or any other ,cannot for long be in an unhealthy condition without the other branches being affected.

The prosperity of the wholesaler and the retailer in the long run depends on that of the producer and manufacturer.

Inter-Industrial Competition.

Another type of new competition I have called "inter-industrial" competition. The automobile undoubtedly has the place of honor as the shining example. This kind of competition has, of course always existed. As long as man's desires are greater than his means, then there is inter-industrial competition. The incomes of most men have always been limited, and most have had to choose what they would buy with the money they had. It has been a choice between a better house or better clothes—better food or more amusements. But for many generations—centuries I might say—that inter-industrial competition has been more or less stabilized.

Living standards have risen to heights which have never before been achieved—luxuries of the few have become necessities of the many. But the number of things from which a man might choose has increased a hundred or a thousand times, and while buying power has increased, it has not increased anywhere near as much as the attraction power of all the things which can be bought.

Another kind of new competition is what I should call "inter-distributor" competition. The old competition was between manufacturers, between middlemen, and between retailers. Now there are probably dozens of different lines of distribution. We have manufacturers selling to the retailer, and leaving out the wholesalers; we have manufacturers who use mail-order methods or house-to-house canvassers selling direct to the consumer, and leaving both wholesaler and retailer out of the line of distribution.

Retailers have in turn formed chains and cut out the wholesaler, while deparment and specialty shops have organized buying groups, or are using buying

groups for the same purpose. Some wholesalers have only recently met the danger of extinction by organizing into a chain system, and in order to dominate the sales, they are exploiting their own brands ,and attempting to control the manufacturer as well as the retailing of the goods.

Now what are the real causes for this type of competition? Before we can get true causes, we must tune out the deafening cries of "unfair competition," "unethical practices," "destructive policies," and similar strong phrases which each factor in an industry applies to the other factors who begin to compete in the distribution of goods. As long as the retailer calls the direct selling manufacturer names, or the wholesaler calls the group buyer names, or the manufacturer calls the wholesaler names, who begins to develop his own brand, just so long will the problem of this new competition remain unsolved.

The basic couse of inter-distributor competition is what I may call "distributive pressure"—the pressure of goods for outlets, and the demand of outlets for goods. This pressure is caused on the one hand by excess plant capacity and the desire of the manufacturer to increase volume and profits. And on the other hand, it is caused by the retailer who desires to increase the volume of goods sold under his fixed overhead, and thus to increase his profits.

So we fiind a powerful tendency for goods to seek the shortest channnel to the consumer, and another powerful tendency to make the flow of goods more economical, even if it means putting in new routes in the line of distribution.

We also find a strong tendency for each factor in the line of production, and distribution to attempt more and more to control either outlets for goods or source of goods. Wholesalers buy manufacturing plants or retail stores; retailers organize into wholsale or manufacturing groups, manufacturers develop retail selling.

Are these mehods really unfair competition? Is direct selling unethical? Is the building up of a private brand by a wholesaler or retailer unethical? Is price maintenanc by a manufacturer unethical? And what kind of a crime is a chain store?

I do not consider that ethics or fairness have anything to do with these developments. The only question is: "Is this a good business method? Will it give the consuming public what it wants at a fair price, and will it help my profits?" When the public wants low prices goods, then the chain store principle is ethical. When the public wants a lot of service then the independent grocer, backed by the wholesaler is ethical. When group buying enables the retailer to get some of the advantages of chain store buying, then group buying is ethical.

And the same question will decide the desirability of any business development. Those methods are going to win out which make better profits and give the consumers more of what they want for their money. This does not mean that certain methods are going to have things all their own way, and that all the other methods are doomd. This is a big country, and people have a wide variety of tastes, and it takes a variety of manufacturing methods to satisfy them.

One queer thing about the new competition is that through the intensity of competition, old-fashioned methods may come back into popularity. One of the chain store principles at the very outset was "cash-and-carry," as against the service of the independent. Now because of the almost furious competition between the chains themselves, some are going back to the service idea to hold their trade.

When those who are losing out in the new competition wake up to this truth they very often save themselves, and usually by adopting some of the very methods which have been used against them.

One of the most fascinating things about the new competition is how much you can learn from your competitors.

I do not believe that the chain store has been such a catastrophe for the independent grocer as he sometimes feels. A number of independents have been forced out of business — but they probably would have been forced out anyway. Modern life could not get along with one-cylinder business methods. Those independents who have been left have to thank the chains for forcing them to become better merchants.

The grocer of today is a better business man, and a happier and more prosperous citizen than he was fifteen years ago—or even ten years ago. He has learned the importance of turnover; of sound accounting, of sensible buying, of economical operating, and of standardization and simplifying store practice. He is now learning that the chain stores need not have exclusive rights to the advantages of quantity buying.

Wholesalers Must Change.

The wholesaler has been a little slower perhaps in his awakening to the new competition than the retailer. But some wholesalers are getting up and getting busy. And it is intersting to see how utterly different—almost opposite—can be the methods of different business men in meeting the same conditions Some wholesalers are adapting some features of the chain store to their own business—others are adpating other features. So we have the cash-and-carry wholesaler, who throws aside three of his functions as a wholesaler, and concentrates on one—he aims for economy by giving up his banking function, his buying function and his selling function, and keeping only his warehousing function.

On the other hand we have the much more interesting development of the chain store system inspired by the wholesaler. Here the wholesaler goes to the other extreme and carries service almost to the point of control.

Possible variations of these plans are many because they can range from a simple service contract to a highly integrated system, with actual ownership by the wholesaler.

Whatever form these plans may take they mean business. They mean that those who develop them have gotten over the theory that the world owes a wholesaler a living. But I do not believe that the wholesaler is going to get anywhere in rehabilitating himself with the public and with the trade by simply talking about how good he is and how important his functions are if he is at the same time doing his best to dodge as many functions as he can. The best way to persuade the world that you are serving is to serve.

The manufacturer who is turning away from wholesaler distribution is not going to be convinced of the error of his ways by talk. Nor is he going to be convinced that it is unethical for him to skip the wholesaler when he is blacklisted by organized wholesalers for doing it.

This whole business of ethics in the grocery trade

(Continued on page 19)

Uncertain *Big* Profit
or
Sure *Little* Profits

Simple Arithmetic, Mr. Grocer, but it means the difference between success and failure

A large mark-up, of course, looks tempting. But it's TURNOVER every time that makes for real substantial profits.

In the Dominion, investigation shows, a stock of Palmolive moves out on an average of 8 times a year. At ten cents a cake, profit is 23%. And 8 profits a year makes this 184% on the original investment.

Even the greater SINGLE profit that slow moving soaps may give you will never make them as profitable as the MANY profits Palmolive brings.

How it is done

Palmolive soap is undoubtedly the most widely advertised toilet soap in the world. Wherever you look you see advertisements for Palmolive Soap—on billboards, in magazines, in newspapers.

You, the retailer, can make all this big advertising work for you by pasting up in your window a reproduction of a Palmolive ad.—or by putting in a Palmolive window display—or by putting a pyramid of Palmolive in your window with a price card.

Beautiful display material for counter and window is yours for the asking. Write the nearest Palmolive sales office now.

THE PALMOLIVE COMPANY OF CANADA,
LIMITED
MONTREAL TORONTO WINNIPEG

Made in Canada. 3747-C

Larry says—

Boone was from Missouri . . . had a shelfful of raisins that wouldn't move... didn't believe that Sun-Maids would. But he was willin' to be shown. And he was!! With a stock of those glistening, fresh-tasting seedless raisins known as Sun-Maid Nectars, and that seeded kind that doesn't stick together, Sun-Maid Puffed, he is sellin' four times the raisins he used to! And Sun-Maids exclusively!

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.

A Quality Product !

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

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

Not Just Soup—

Say: CLARK'S Soups

All meat stocks made with Canada Approved meats—all vegetables fresh from the fields and of excellent quality—all flavorings and herbs the best that can be secured.

Every process under supervision of Government inspectors and "Canada Approved" on all labels.

Quite aside from our consistent advertising there are many real reasons why you should recommend and sell Clark's Soups, as well as Clark's Pork & Beans and other Prepared Foods.

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

W. CLARK Limited, Montreal

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

A SATISFIED CUSTOMER

A satisfied customer is your best asset.

A satisfied customer is easy to hold with quality goods.

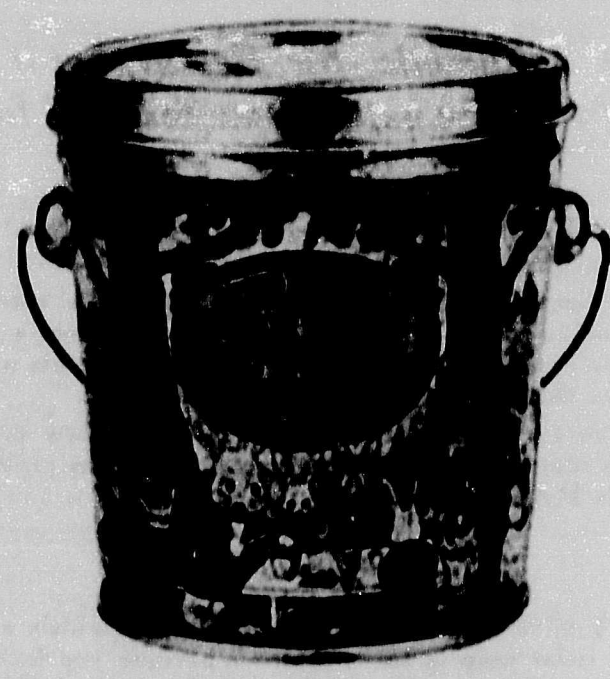
A satisfied customer buys more.

A satisfied customer does not "trade around."

A satisfied customer means a satisfied dealer.

Are you getting your share of the business on the 57 varieties sold in your neighborhood?

HEINZ 57



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.

FIRE INSURANCE

Property Owners Determine Cost.

The whole problem of low cost insurance hinges on the carefulness of property owners and the character of the physical risk. As properties become improved and less likely to sustain severe fire losses, the grouping of careful owners of improved risks will result in lower cost of insurance protection.

Members of the Retail Merchants' Association who have not given thought to the elimination of fire hazards might be surprised at what might be accomplished if the possibilities were carefully studied from every angle. The Insurance Department of your Association is anxious to assist merchants in the analysis of their insurance problems, to the end that the chance of suspension of business because of fire may be lessened and the cost of insurance protection substantially reduced.

Be Sure of Your Insurance Position.

A few short-sighted property owners appear to resent suggestions by the fire insurance inspector. Such an attitude is a grave mistake. He may be pointing out defects that are overlooked by the merchant because they are so patently obvious. A study of the insurance problems of many retailers gives the Association Field Man an unprejudiced viewpoint that may be very helpful to the property owner. Types of insurance needed, amounts required for adequate protection, forms, rates, insurance of awnings or other tenants' fixtures, these are only a few of the many points to be considered in connection with insurance coverage.

Increased Hazard.

When alterations are made in a property, new machinery installed or materials that increase the fire hazard—things that were not contemplated in the risk assumed by the insurance company when the policy was issued—the company should be promptly notified.

You will probably find in your insurance policy the following clause, or words to that effect: "This entire policy, unless other wise provided by agreement endrosed hereon or added hereto, shall be void if the hazard is increased by any means within the control or knowledge of the insured."

The standard policy is fair, both to the policyholder and the company. No honest man need fear any of its conditions. It is only because some policyholders do not understand the object of the various clauses that when loss occurs the insurance companies are accused of being arbitrary.

The "increased hazard" clause means simply that the insurance company has a right to know what it is insuring.

If you contemplate changes in your property, or if any are to be made by your neighbor which affect you, don't rely entirely upon your own judgment as to whether or not the hazard is increased; give the insurance company a chance to pass on the matter.

ANNUAL POTATO FAIR.

The British Columbia Potato and Seed Show which has been held annually during the past few years, will be continued this season as a Potato and Seed Section of the Provincial Winter Fair, to be held in Vancouver early in December.

NO TRUTH IN RUMORS ABOUT ROYAL BAKING POWDER COMPANY.

Certain rumors that have been circulating in the grocery trade intimating a transfer of ownership of the majority of stock in the Royal Company have been refuted by vice-president Frank D. Bristley. There was also a rumor that the company intended cutting the price on its gelatin products. Both these rumours, according to Mr. Bristley, emanated from unknown sources, and a general letter has been sent out to the trade containing a categorical denial of their truth.

PERSONAL NOTES.

A. J. MacMillan, general manager of the Robin Hood Mills, of Calgary, was recently in Vancouver on a business trip.

• • •

H. L. Richeson, sales manager for "Canada Dry," was in the city early in the month looking over business conditions here.

• • •

Harry Eakins has severed his connection with the Western Packing Corporation. Eugene M. Gilland, vice-president, is overlooking the sales department.

• • •

E. J. Greenway, sales manager for J. S. Fry & Sons Ltd., spent some days in Vancouver recently in the interests of his company.

• • •

C. McCaw, sales manager for Gibson Paterson, Winnipeg, Man., agents for Salada Tea and other lines, was in the city October 10th on a regular inspection trip. Mr. Wilson has been appointed manager for the Vancouver branch of the business.

A CORRECTION.

The Colors Were Mixed.

In the last advertisement for Aunt Jemima products in this journal an unfortunate error appeared. It was stated that the Aunt Jemima Pancake Flour was sold in the yellow package and the Aunt Jemima Prepared Buckwheat in the red package.

The color descriptions should have been transposed, as everyone handling these Quaker Oats Products knows. Aunt Jemima Pancake Flour is always contained in the red package and Aunt Jemima Prepared Buckwheat Flour in the yellow package.

LEGALIZED PRICE FIXING URGED BY U. S. DRUGGISTS.

Atlantic City, Sept. 29.—Resolutions asking Federal legislation permitting manufacturers of standard products to enforce maintenance of prices by wholesalers and retailers and for decrease in corporate income taxes were adopted here today during the closing session of the fifty-third annual convention of the National Wholesale Druggists' Association in the Ambassador Hotel.

FOUNDER OF PIONEER MUSIC FIRM DIES.

Thos. W. Fletcher, Who Came Here in 1862, Passed Away Recently.

One of Victoria's oldest pioneers, Thomas W. Fletcher, passed away at St. Paul's Hospital, Vancouver, at the advanced age of eighty-seven years.

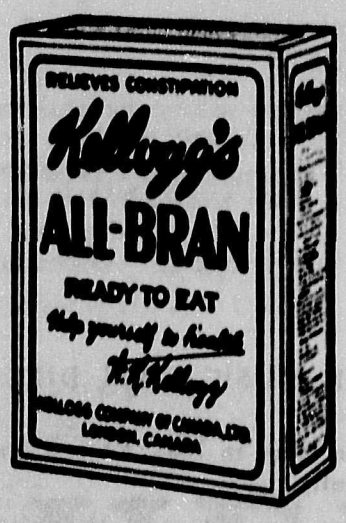
A native of Sheffield, England, Mr. Fletcher arrived in Victoria in 1862, travelling via the Isthmus of Panama. Shortly after his arrival he went up to the Cariboo gold mines, remaining there until 1872, when he returned to Victoria. In that year Mr. Fletcher established the well-known and successful music business which has remained with the family until this day, his sons succeeding him about thirty years ago, when the firm assumed its present name of Fletcher Bros.

ALL-BRAN pays dividends!

The quality and effectiveness of Kellogg's ALL-BRAN make satisfied customers. ALL-BRAN sales are **repeat** sales, and, once it is ordered, it is asked for again and again.

Right through the year intensive advertising is making new friends for Kellogg's ALL-BRAN, and keeping old ones, too.

ALL-BRAN is a wonderful laxative—a delicious cereal served with cream—a friendly aid in cooking. Therefore, display ALL-BRAN with the prominence its importance merits in your windows, on your shelves, and thus tie up your store with the national advertising and sampling and make them work for you. Grocers throughout the country find that time invested in selling Kellogg's ALL-BRAN pays handsome dividends.



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

Kellogg's ALL-BRAN

A Big Roll *that* Yields Big Profits

Each Interlake Toilet Tissue Roll contains 700 sheets of good quality, absorbent tissue.

Retailers everywhere sell it at a standard price—10c or 3 rolls for 25c.

These two facts—quality and quantity and an unvarying price — mean that your fair profit is assured on every sale.

The low price of the Interlake roll makes it a quick seller, too. A counter display of 6 rolls induces sales.

Interlake Tissue Mills Co. Limited

Head Office: 54-56 University Ave. Toronto, 2, Ont.

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

Mills: Merritton, Ontario.

The makers of Interlake toilet tissue also manufacture Velvatissue and White Cross brands, paper napkins and towels and decorative crepe.

GROCERIES & PROVISIONS

Grocery Market Report

Vancouver, October 12, 1927.

Wholesalers report business very much improved and look forward to a further increase from now until the Christmas season is over. At the present time many lines of all staples are arriving and with the canning season almost closed, there is no doubt that a number of the large retailers, and chain stores will be convinced that it is time to lay in their winter stocks of canned goods.

Production statistics covering four of the most important items in canned goods in the United States show a very material shortage, as compared with last year's pack, the following figures show shortages in salmon, corn, peas and California fruits.

150,000,0000 tins of salmon; 168,000,000 tins of corn; 120,000,000 tins of peas; 120,000,000 tins of California fruits.

Shortages on a number of Canadian lines such as tomatoes, corn, salmon, etc., are also well known, therefore with apparently no relief from the south, those who booked their requirements early are to be congratulated.

Free Deals.—A number of deals whereby the retailer receives one case free with a ten case deal are being featured at the prsent time. Amongst them are the following: Quaker pork and beans, 72 individual; Quaker pork and beans, 36/2s squat; Quaker pork and beans, 24/2½. One case free with ten or ½ a case free with an order for 5½ cases.

Aylmer canned soup 48/1. One case free with ten, or ½ case free with an order for 5½ cases.

Royal City pork and beans 72/9oz.; Royal City pork and beans 48/9 oz.; Royal City pork and beans 36/2s squat; Royal City pork and beans 24/2½. One case free with ten or ½ case free with an order for 5½ cases.

Blue Point Oysters.— The market is practically cleaned up of this very popular commodity at the present time, with no signs of relief until the new pack arrives on this market, which will not be until about the end of January.

Dunbar Dry Shrimp is also reported short with most of the local wholesalers.

White Wonder Soap.—The 50c advertising allowance that has been quoted on this line has recently been withdrawn ,and the popular free goods idea replaces it. White Wonder is now being featured in 5 case lots with one case free or 2½ cases with ½ a case free.

Hedlund's Canned Meats.—About a year ago built a canned meat factory in Vancouver and commenced putting up several lines of meats of a superior quality. A nice volume of business has been the result; however, the prices in some instances were somewhat highr than the eastern pack, which was a slight disadvantage, but with new prices effective November, brisk sales may be looked for.

Clark's Tomato Soup.—New pack is now being quoted at a price of $1.10 per doz., with one case free with ten cases. Also Clark's new pack Tomato Catsup 24/12 oz. bottles at a price of $2.35 per doz, with one case free with 10 cases or ½ a case free with 5½ cases.

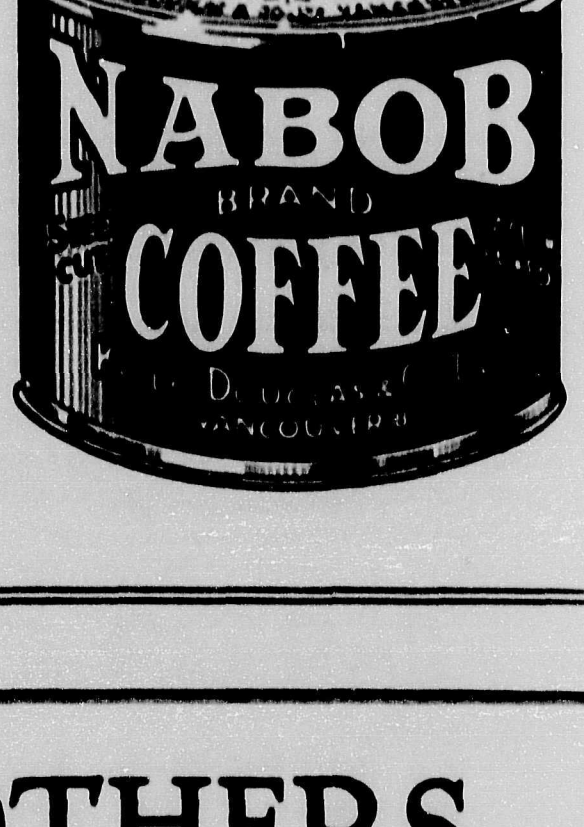
Tea.—Favorable news from abroad and favorable reactions from consuming interests throughout the country here continued to feature the market this week. At Calcutta, Batavia and London this week stronger tendencies were noticed and buying interest was in evidence, but most important from a local standpoint was the broadening inquiry from domestic consumers. From this it appears as if buyers here have at last decided to cover for their fall requirements. Many attractive offerings have been cleared off the market and cheap lots now are not so numerous.

The "London Grocer" in commenting September 10 on the tea situation says: "Total shipments from Northern India from April 1 to August 31 were 90,045,000 pounds, against 95,307,000 pounds in the same period of last year. Prices recently for the lower grades of Indian tea have undergone a sharp advance, but with the increased quantities offered the market has had a somewhat quieter tone than of late. Present rates ruling are very tempting to producers, and should September and October prove favorable for plucking—it has occurred before—more tea might be forthcoming than was previously anticipated, and calculations for higher prices might not be realized."

Canned Foods.—Many canners are too busy with the packing and delivery problems to do much writing to their brokers as there is not the need this season to spend a considerable part of their time in urging sales and greater liquidation. Canners, as a class, are saying very little about unloading and are inclined to allow the buyer to solicit business. No pressure is being exerted behind any of the various packs. There is more desire to trade tomatoes than in other packs but in this instance canners are not shading prices. They have kept the market on an even keel for several weeks. There is some talk that the canning season is nearing an end, but this is discounted by buyers since the weather during September has been ideal for growing and it is thought that packing will continue until a killing frost wipes out the fruit on the vines.

Walnuts.—The board of directors of the California Walnut Growers' Association has determined to let nothing stand in the way of a successful and profitable liquidation of the largest crop of California walnuts ever produced. Naturally, the association wants extensive confirmations and it has adopted a sales policy which it believes will appeal to the distributing trade.

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

Wholesale Grocers
VICTORIA, B. C.

British Columbia Agents for

BLUE GRASS BELLE CIDER VINEGAR

BARRELS	32 OZ. BOTTLES	16 OZ. BOTTLES
65c Gallon	$3.20 Doz.	$1.90 Dozen

No Charge for Original Containers. Why not stock the best in Vinegar? Send in your Mail Order.

SHAMROCK BRAND

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

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

YOU CAN RECOMMEND SHAMROCK BRAND.

P. Burns & Company, Limited

VANCOUVER CALGARY EDMONTON

The keynote of its marketing plan this year will be to guarantee prices on Diamond and Emerald unshelled walnuts until May 1, 1928.

Prunes.—Reports available at this writing indicate that prunes have arrived at prices lower than in years. The reason is a large crop in California and a carry-over of old crop. Nevertheless, the increase of quantity available in California is made up by a decrease in Oregon and Serbian crops, which are this year much smaller than last year. It would appear that the present California situation is more than discounted in the prices. Prunes at prevailing prices will meet a heavy consumer demand, and it will not be surprising if the entire crop will this year be marketed and consumed. Consumers can to-day obtain a splendid food product at a low price.

Almonds.—A letter from Palermo states that the new crop promises to be even better than was at first estimated, and the quality also is satisfactory. It is believed that the production of shelled almonds in Sicily will exceed 150,000 bales of 100 kilos, and there still remain some fairly large quantities of old almonds kept in the shells. The crop in Apuia is also very good ,and estimated at least at 250,000 bales. Demand is fairly active, more especially on account of the short crop in California, which will not amount to more than half of last year's.

Rice.—The demand for rice on the spot is for jobbing quantities as wholesalers and retailers are keeping their stocks low and are operating along conservative lines. Local holdings are not heavy which keeps the market steady at unchanged quotations. Moderate buying is being done at the mill for shipment in the near future. Later deliveries are receiving but little attention.

Sugar.—Contrary to expectations and advices from Cuba that the crop restricting bill had passed the Cuban Congress ,and had been signed by President Machado, the market for sugar futures has not advanced. This is said to be due to active liquidation by traders who had bought in anticipation of an advance when the restriction was passed, and also to hesitation by buyers who were impressed by the fact that a liberal stock had been allowed to accumulate in Cuba, while sellers were awaiting the predicted advance. It is difficult to determine how or at what level this sugar can be marketed, especially as Europe has raised a crop of more than a million tons in excess of last year.

APPLE WEEK OCTOBER 24 to 31.

Ottawa.—"Apples for health," is the slogan decided on for his year's celebration of Canadian National Apple Week to be held under the auspices of the Dominion department of Agriculture in co-operation with the Canadian Horticultural Council. The Hon. W. R. Motherwell announces that apple week will be celebrated in Western Canada from October 24 to October 31, while in the eastern provinces the dates will be from Nevember 14 to November 19. The change being due to the fact that the agricultural jubilee is to be held then.

Referring to Canada's agricultural jubilee Hon. Mr. Motherwell stated that from all sides assurances of co-operation were forthcoming and the federal and provincial displays being planned will be of a most comprehensive nature and do justice to the over eight billion dollars industry that has been built up in the Dominion.

ROWNTREE'S BRITISH COLUMBIA MANAGER REPORTS BRISK SALES.

A. N. Dyer, the recently appointed British Columbia representative for the Rowntree Company, Limited, who has a record of eighteen years connection with the grocery business in Western Canada, has, since he joined the famous chocolate firm, been par-

A. N. DYER

ticularly successful in merchandising their well-known products in this territory. Previous to his appointment, Mr. Dyer was associated with the Cowan Company, Ltd., Toronto.

The new and increasingly popular chocolate bar "Plain York," introduced into Canada by "Plain Mr. York of York, Yorks., a special "factory representative" of unusual merit, has, together with Mr. Dyer's able assistance, proved a winner. Concurrently with the introduction of "Plain York," considerable repeat business is reported for Rowntree's cocoa, which is a price protected line.

Though an ardent golfer and angler, heavy duties connected with merchandising and sales organization have prevented Mr. Dyer from overindulgence in either of these sports during recent weeks.

FRISCO GROCERS TO START AD. CAMPAIGN.

Will Use Large Space in Papers to Tell Story of Individual Retailer—Campaign to Run for Twenty-five Weeks.

The San Francisco Retail Grocers' Association will shortly inaugurate an extensive advertising campaign in the San Francisco Bulletin to offset the advertising of the chain stores and to sell the individual grocer to the consuming public. A contract has been made to use large space, covering a period of twenty-five weeks and space for the retailer's imprint is being sold to the retail grocers at a very low cost per store.

The publishers of the Bulletin have promised to give the Frisco grocers wholehearted co-operation in their advertising campaign and will inaugurate special features to help the campaign along. Manufacturers have been invited to co-operate, and it is the expectation to prove to them that the individual grocers are the equals of the chains as distributors for their products.

Quality—the Keynote for Canned Goods

Wholesale and Retail Grocers Able to Exert Greatest Influence With Canners.

This industry is basically sound. It is not subject to the whims of fashion nor is it subject to seasonal demands or likely to be supplanted by some other newly invented product, for we are dealing in a year round necessity. People must eat, and there never was a more economical, wholesome, convenient or tasteful means of serving this need than through canned foods of quality.

The Fresh Vegetable Menace.

So-called fresh or green vegetables are becoming more easily procurable in larger variety than ever before. This has appeared as a growing menace to some producers ,and distributors of canned vegetables, but the preference for really fresh canned vegetables can be maintained if quality production and sales are emphasized as they should be and the consumer can be intelligently informed of the real freshness of canned foods.

How many consumers really know that peas and corn and most vegetables sold as quality canned products are harvested, delivered to the factory, prepared and in cans in the warehouse ready for consumption and not subject to any deterioration in flavor or value for long periods, in many instances, in less than three to five hours.

How does this compare with vegetables gathered in one part of the country and transported long distances—oftentimes to be redistributed from the larger centres — finally reaching the consumer's table after days of wilting and loss of flavor? Which type of food is entitled to the terms "fresh vegetables?" For a number of years large sums of money and endless intelligent efforts have been expended on improving the quality and wholesomeness of canned foods, until today it cannot be contradicted that canned foods are more sanitary, freer from possible harm and more scientifically prepared than any other food served on the table.

This knowledge in preparation has gone along with improved mechanical equipment until today it may seem that the canners are overproducing in some lines. This may be only a temporary phase and very much changed tomorrow. However, the curtailment of any production today should be confined to the goods of inferior quality.

Quality the Keynote.

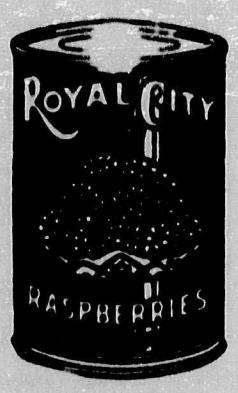
Quality will result almost immediately in two things—reduce production and increase consumption. Great strides have been made and are still being made to produce quality canned foods, but there is yet room for a much larger proportion being produced.

In this connection, wholesale and retail grocers can aid the canner by advocating quality, for as buyers, they exert the greatest influence with canners.

The desire to meet competitive prices should not lessen the demand for highest quality goods under the private label.

Avoid the practice of masquerading any inferior article under the term "quality." Too frequently the

(Continued on page 23).



ROYAL CITY BRAND

Canned Fruits & Vegetables :: Jams & Jellies

ROYAL CITY BRAND
will satisfy your Customers

Only the very finest go under
ROYAL CITY BRAND

QUALITY GUARANTEED :: ASK FOR PRICE LIST

Royal City Gold Labels make attractive display

BRODER CANNING CO., LTD.

NEW WESTMINSTER, B.C.

The Platform of the Retail Merchants' Association of Canada on "Buying Right" and "Selling Right"

By Dominion President, Jos. T. Crowder.

THE problem of every retailer today in every part of Canada is generally covered by the term "competition." Broadly speaking, there are two kinds of competition—"PRICE" and "SERVICE." Every retailer is compelled to supply his customers with goods on a competitive price basis.

Since 1921 price competition has been a dominating factor in every step of distribution. The retailer has made price the main appeal in catering for the business of the consumer and he, in turn, has demanded price concessions from the wholesaler and manufacturer. There is no question but that "PRICE" will continue to be a big factor in business. As a consequence, the retailer must take steps to place himself in a position to buy merchandise in such a manner as to meet the price competition of his competitors, and certainly an aggressive organization like the Retail Merchants' Association of Canada, which is constructed to serve the interests of the retailer, should concern itself with the solution of this problem.

We do not have to seek far for suggestions whereby the retailer can improve his buying position. Wholesalers and manufacturers alike are urging changed methods of buying. These plans resolve themselves largely into two classes, one of which is to adopt pool or group buying either in the manner suggested by Mr. G. A. Maybee of Moose Jaw, as outlined recently at the Retail Merchants' Association Convention in Saskatchewan, or by the plan adopted by the York Trading Company, Toronto; Merchants Consolidated of Winnipeg, the Canadian Department Stores Limited, or the United Merchants Limited of Saskatoon, al lof which plans involve in some form the creation of a central purchasing and/or distributing agency directed either in part or in whole by the retailers themselves purchasing in or through the said agency.

On the other hand, another policy has its ardent champions whereby the present day wholesaler establishes a preferred working arrangement with a select number of retail customers by the group claim method such as Red and White, Adanac, Victoria, and other existing chains, which has been tried out on a fairly extensive scale in Ontario for several years past.

During the next few years Canada is likely to see a marked increase in chain store distribution, more particularly in the grocery line, although other lines will undoubtedly receive their share of attention. The advent of the A. & P. Stores in Canada, the proposed spread of Piggly Wiggly and other chains, is an indication of that tendency.

As a consequence, the officers and members of the Retail Merchants' Association, to be abreast of the times, must give a considerable amount of special attention to this problem during the coming year.

We can conclude in the beginning that pool or group buying, either with or without the co-operation of the wholesaler, will undoubtedly show a great increase in the coming year.

If for no other reason, this development will be forced by the Corporation Chain with its hundreds of retail outlets and its own warehouses, buying direct from the manufacturer in large quantities at lowest discounts, selling on the cash and carry basis, thereby establishing a very keen price competition. This development will be particularly noticeable in the West.

There is an opinion widely circulated that the methods adopted by the average wholesaler for the past ten or fifteen years have become obsolete. In fact we hear that the wholesaler can be eliminated. This is not endorsed by Babson, who says that the wholesalers' services are still as essential as ever, and that the wholesaler will be here one hundred years hence. In all our plans let us remember that THE WHOLESALER'S SERVICE MUST STILL BE RENDERED AND MUST BE PAID FOR.

After having given two years to the study of distribution in Canada, it seems to me that it would be idle for us to consider any scheme of distribution which would call for the elimination of the wholesaler's services. Even the most efficient cash and carry chain stores establish and conduct a large and well stocked wholesale house.

The organizers of the P.A.T.A. and the Canadian Fair Trade League admitted the importance of both retailer and wholesaler when they advocated the establishment of a price which would assure the wholesaler a reasonable margin of profit and also a price that would afford the retailer a reasonable margin of profit. If the particular plan now known as the P.A.T.A. is not accepted by the Department of Labor as a satisfactory method of guaranteeing a reasonable profit for the services rendered, then certainly the retailer and the wholesaler must insist that an effort be made to discover a satisfactory method of establishing a standard selling price which will afford the distributors a reasonable margin of profit, because we must bear in mind that mere buying, however advantageous, does not produce a profit. So long as price competition compels a retailer to sell an article for cost, "Buying Right" is not enough.

The great surprise to me during the past few months has been the indifference shown by some wholesale grocers to the Canadian Fair Trade League plan.

The Canadian Fair Trade League assumes that the present day wholesaler and present day retailer are reasonably efficient and each should receive from the public reasonable pay for service rendered. It seems beyond belief that any wholesaler would desert such a plan or organization.

Since the welfare of the retailer means the welfare of the wholesaler, one would naturally assume that every wholesale grocer would be only too willing to help the retailer as long as the retailer is willing to make an effort to help himself.

It will not take long for the retailer to discover what wholesalers are his real friends.

"Protect Your Customers With a Brand You Know."

"EASYKUT" CANDIED PEEL

Buy It By the Well-known Brand

ITALIAN
LEMON PEEL - ORANGE PEEL - CITRON PEEL
and
CANADIAN CITRON PEEL

In 1-lb. Cartons (24 to a case) and in Bulk. Specify "EASYKUT" when ordering from your Jobber, as we are now supplying fresh and adequate stocks

WILLIAM ROBINSON LIMITED

VANCOUVER, B. C.

"Makers of the Candied Peel with a Reputation."

A BRITISH COLUMBIA PRODUCT

DINA-MITE

IS HERE TO STAY

The experimental stage has passed. Repeat orders prove that this wonderful Health Food is not "Just another one," but a permanent steady seller, one that you can afford to push.

INCLUDE DINA-MITE IN YOUR NEXT ORDER.

DINA-MITE FOOD CO. LTD.

TEES & PERSSE B.C. LTD., Selling Agents
VANCOUVER, B.C.

Tired Eyes at Three-Thirty

TIRED eyes are the certain result in a store that is poorly or inadequately lighted. It affects the employees eyes, decreases their efficiency and what you save by having cheap lighting fixtures and inadequate lighting is paid out in an unmeasurable way through the staff's resulting inefficiency.

Investigate modern methods of store lighting. Not only the employees are affected but customers feel more at home and feel a warmer welcome if your store is bright and cheery. Get in touch with our Light and Power Department, Seymour 5000, and full details will be gladly given without charge to you.

BRITISH COLUMBIA ELECTRIC RAILWAY CO.
VANCOUVER NEW WESTMINSTER

THE BROKER AND HIS SERVICE TO THE SELLER.

It is an undisputed fact that the seller pays the brokerage and he is entitled to receive for each dollar he pays one hundred cents worth of sales service. He can buy sales service from a sales agent, or representative and none other.

The broker who renders 100 per cent. service to his principals, does not stop when he has completed a sale. The broker, to insure a continued business, must of necessity follow his principal's products to a satisfactory consumer purchase.

Brokerage Only to Brokers.

When the seller pays brokerage, he should pay it to the broker who has represented him in the transaction. He cannot economically, ethically or morally pay it to anyone else.

The buyer acting individually or in a group, who asks for the brokerage on his purchases, asks for pay which he has not earned, and cannot earn; asks for a special rebate or consideration which the seller is either unwilling, or cannot give to other customers. He asks for preferential refund, unfair in clean trading. The seller giving brokerage to a buyer secretly undermines the business of his customers to whom he has not given preferred price; and has in addition cut his own prospects of future profits.

For his brokerage dollar the seller should receive in addition to properly signed orders fair and unbiased reports and impressions of local market conditions, advice of packaging and labelling, and merchandising efforts specially suited to the market. He should receive assistance in shipping instructions, assortments bought for delivery over a long period. He should receive the fair and firm service of a personal representative on the ground, especially in event of a dispute, and in the end, when necessary ,the service of a collection representative.

He pays brokerage only when and if the sale is completed by delivery, as a general proposition, and no seller should be compelled to borrow money to pay his brokers.

While it is true that brokerage is due and payable when the sale is made and accepted most sellers pay between the tenth and fifteenth on the month after delivery has been made. In other words, the proceeds of the sale may be collected, and brokerage paid therefrom. It is a distinct financial advanage to the seller.

Sales Cost Predetermined.

The seller employing brokers to compose his sales organization knows just what his sales expense is going to be. If the seller has 100,000 parcels to sell ,and the brokerage is on a percentage or flat rate, regardless of the selling price, his sales cost is predetermined. That sales cost is the same if the goods are manufactured in Montreal or Vancouver.

Were he to depend upon salesmen he must pay salaries throughout the year, with railroad, hotel and motor expense added, and if the salesmen must seek the market here, there, and everywhere, the expense mounts accordingly.

The broker is his resident salesman, and if he has fifty brokers, he has fifty high class capable sales executives, each with one or more salesmen, working for the seller throughout the year ,at no expense unless business is actually secured. These men can and do earn more than the average seller could afford to pay in salary. If forty-eight brokers have no market for his product, they are serving him as sources of information and advice, without one cent of cost. In addition the seller saves the additional cost of training a new sales representative or the cost of salesman turnover.

The principle of brokerage service must be maintained in order that the buying costs of one and the selling costs of the other may be kept low, because without the broker these swelling costs must rise as the buyer attempts to obtain at his own expense the information which the broker brings him gratis, and as the seller attempts to seek the markets by personal contact or through employed salesmen, markets in which he now has a resident salesman, unpaid until he produces business.

WAR ON THE HOME TABLE—ITS EFFECT ON THE GROCER'S BUSINESS.

(Continued from page 8).

is getting altogether too complicated to be of any use to anybody. I am not inferring that ethics are unnecessary in the grocery business or any other business. Without ethical principles there could be no business. My objection is to the growing habit of business men in pretending that some particular situation is an ethical one when it isn't and that anything the other fellow does is unethical.

It is not enough for an organization to go on record with a blare of trumpets that it will hereafter live according to certain of the highest moral principles, which are engraved on parchment and signed in blood. It should first be decided that those beautiful principles are not simply a declaration of warfare disguised like a peace treaty. And a code of ethics is useful only to the extent in which it is used.

The Better Will Win.

The only hope of the wholesaler in this new competition is to become a better wholesaler. The wholesaler is necessary to distribution; I mean the functions of the wholesaler are necessary. But in this new competition anybody can take over any or all of these functions of the wholesaler, whether it is manufacturer, retailer, chain system or buying agent, and there is no law against it. The only way the wholesaler can keep these functions is to exercise them, and as long as he does that better and more economically than anybody else so long will he stay in business.

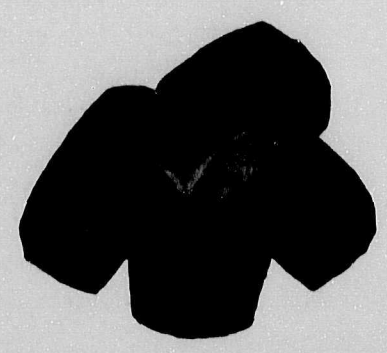
HEINZ & CO. TO ERECT FACTORY IN LONDON, ENGLAND.

The famous American baked bean has gained such hold on the British and continental appetite that H. J. Heinz Company is erecting a factory for its production in London.

To make the operation complete, the company is erecting a can factory in London, and the new plant will be in working order shortly after the first of the year.

Howard Heinz, president of the company, recently returned to his headquarters in Pitts burg, Pa., from London, where he had placed his O.K. on final plans for the extension of the concern's plant at Harlesden, London. Before he left England, steel girders were being placed and machinery and equipment had been ordered.

"That Wheaty Flavor"



Brown or White Baked just right

there's never a doubt
about the Quality of

SHELLY'S 4X BAKERY
Breads-Cakes
CANADIAN · BAKERIES · LIMITED

ROYAL YEAST CAKES
MAKE PERFECT BREAD

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

E. W. GILLETT COMPANY LIMITED

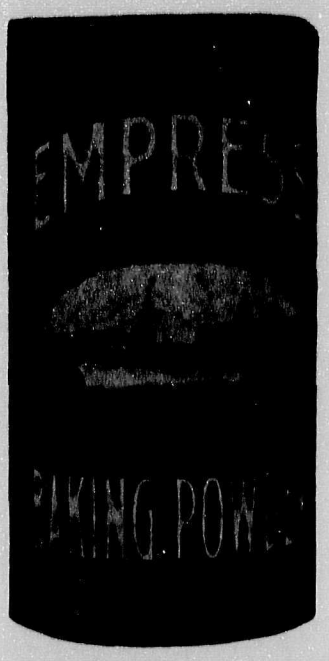
NOW—Successful Hostesses Recommend—

Is unquestionably the finest Coffee obtainable.

Roasted and Packed in Vancouver by

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

The Baking Powder packed under this well-known label is easier to sell!



Grocers are telling us that when customers enquire for Baking Powder, the clerks find it easier to say "EMPRESS," this well-known name being
SYNONYMOUS WITH QUALITY.

EMPRESS

MANUFACTURING CO., LIMITED
VANCOUVER, B. C.

GROCERY PRICES CURRENT

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

E. W. GILLETT CO. LTD.

	Per case
Royal Yeast—	
3 doz. pkgs. in case	2.30
Pure Flake Lye—	
4 doz. in case	5.95
5 cases	5.90
10 cases, 4 doz. in case	5.85
Magic Baking Powder—	
4 oz. 4 doz.	5.70
6 oz. 4 doz.	7.65
8 oz. 4 doz.	9.20
12 oz. 4 doz.	12.50
2½lb. 1 doz.	9.65
5 lb., ½ doz.	5.95
6% 5 case lots.	
Magic Soda, Case No. 1—	
1 case (60-lb. packages)	5.25
5 cases or more	5.15
Bi-Carbonate of Soda—	
112 lb. kegs, per keg	7.10
400 lb. barrels, per barrel	23.00
Caustic Soda (Granulated)—	Per lb.
1/4 lb. Canister (100 lbs. in case)	15½
100 lbs. iron drums	.12½
Cream of Tartar—	per doz.
¼ lb. paper pkgs. (6 doz. in case)	1.35
½ lb. paper pkgs. (4 doz. in case)	2.70
½ lb. cans with screw covers (4 doz. in case)	3.35
1 lb. cans screw covers (3 doz. in case	6.25
5 lb. square canisters, ½ doz. in case)	.54
10 lb. wooden cases	.41
25 lb. wooden pails	.41
100 lb. lined kegs	.29
360 lb. lined barrels	.27

KELLY, DOUGLAS & O., LTD.

Nabob Products.

Allspice, No. 2, tins doz.	.90
Baking Powder, 48 12 oz. doz.	3.25
Baking Powder, 16 oz.	3.25
Baking Powder, 12 2½s, doz.	7.75
Baking Powder, 6 5s, doz.	14.15
Borax, ½s., doz.	.75
Black Pepper, tins, doz.	.90
Celery Salt, glass, doz.	.90
Nabob Coffee, small tins, each	.31
Coffee, 1s lb.	.58
Coffee, 5s Nabob lb.	.56
Custard Powder, doz.	.90
Quick Tapioca, doz.	.90
Chocolate Pudding, doz.	.90
Chili Powder, small, doz.	.90
Cinnamon, 2 oz. tins, doz.	.90
Cayenne Pepper, 2 tins, doz.	.90
Cloves, small, doz.	.90
Curry Powder, 4 oz. glass, doz.	2.00
Cream of Tartar, 1,	5.85
Cream of Tartar, ½s, tins	3.15
Cream of Tartar, ¼s	1.80
Ginger, small, doz.	.90
Extracts, 1½ oz., doz.	1.90
Extracts, 2 oz. doz.	2.95
Extracts, 4 oz. doz.	4.50
Extracts, 8 oz. doz.	8.50
Extracts, 16 oz. doz.	15.00
Mace, small, doz.	.90
Nutmeg, small, doz.	.90
Paprika, small, doz.	.90
Pastry Spice, 3 tins, doz.	.90
Poultry Dressing, Sage, Savory, Thyme, Tumeric, tins, doz.	.90
Pickling Spice, doz. No. 2	.90
Marjoram, Mint, Parsley	.90
White Pepper, tins, doz.	.90
Castor Oil, 2 oz. doz.	1.35
Castor Oil, 4 oz. doz.	2.20
Epsom Salts, ½s. doz.	.60
Fruit Colors, 2 oz. doz.	2.25
Icings (chocolate, Rose, Pink, Lemon Vanila, White, Almond, Orange) doz.	1.15
Jelly Powder, doz.	.70
Lemonare Powder, doz.	2.25
Mustard, 1s doz.	8.50
Mustard, ½s. doz.	4.50
Mustard, ¼s doz.	2.40
Mustard, ⅛ doz.	1.40
Sulphur, ½s. doz.	.65
Tea, Green Label, ½s. per lb.	.64
Tea, Green Label, 1s per lb.	.62
3 lb. tins	.67
1s 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.	2.40

P. BURNS & CO. LTD.

Shamrock Products.

Ayrshire, Rolled shoulders, per lb.	.24
Bacon, Shamrock, 6-8 lb.	.45
Baked Ham, with dressing, per lb.	.42
Shamrock, Handypats, 1 lb. cartons	.44
Cheese, Canadian, large, per lb.	.26½
Cheese, Canadian, twin, per lb.	.27
Shortening Carnation, No. 5, 12 cases	.17¼
Shortening, Carnation, No. 3, 20 cases	.17½
Cooked Ham, Shamrock, per lb.	.41
Dominion Hams, 12-16 lbs.	.30
Dominion Bacon, 10 lbs., per lb.	.37
Dominion Bacon, 12-14 lbs., per lb.	.36
Dominion Shoulders, boned and rolled	.25
Dripping, beef, 4-lb bricks	.12
Hams, Shamrock, per lb.	.32
Hams, Shamrock, boned and rolled, per lb.	.14
Head Cheese, 5-lb tins each	.55
Jellied Tongues, per tin, 10lbs. approx.	.44
Lard, No. 5, 12 to case	.20¼
Lard, No. 3, 20 to case	.20½
Lard, cartons, 15 lbs.	.19
Lard, No. 1, cartons, 30 lbs.	.19
Mincemeat, kits, 25-lb., net, per lb	.12½
Meat Loaf, per lb.	.19
Pork pies, per doz.	.30
Pork, roast legs with dressing, per lb.	.42
Selected fowl, per lb. fresh killed	.23
Selected Chicken, per lb. fresh frozen	.36

THE ROYAL CROWN SOAPS LTD.

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

Terms Nett 30 Days.

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	6.07
Linen (unwrapped), box of 100	3.50
Mechanic's Pine Tar, box of 100	3.45
Mechanic's Pine Tar, box of 50	2.75
Olive Castile, cakes, box of 200	4.65
Primrose (wrapped), box of 25	4.70
Royal Crown Lye, box of 48	4.80
Pendray's Powdered Amonia, box 24	3.85
Special prices on 5, 10, 25 and 100 boxes	
Pendray's Water Glass, Egg Preserver—Cases, 24 tons per case	4.60
Royal Laundry Flakes, in bbls.	.11
(Special price on contract)	
Royal Crown Soap, 6s 144s	3.45
Royal Crown Powder, box 24 only	5.50
Royal Crown Cleanser, 48 sifter tins	3.70
Royal Crown Powdered Ammonia, 1 lb	3.85
White Wonder, box of 100	4.50
White Swan Soap, 100	4.00
White Swan Washing Powder, box 24	5.50
"Jif" Suds in a Jiffy, box of 24	4.80
Floating Castile, 25s	3.75

G. F. & J. GALT LIMITED

BLUE RIBBON GOODS

Coffee (Vacuum Pack)—	
1 lb. Tins, per lb.	.69
Tea (Red Label)—	
1 lb. packages, per lb.	.69
½ lb. packages, per lb.	.6[illegible]
2½ lb. packages, per lb.	.58
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	.9½
Edwardsburg Silver Gloss, 1-lb. pkgs. 40-lb.	.11¼
Edwardsburg Silver Gloss 8/6-fancy tin canisters, 48-lbs.	.13½
Edwardsburg Silver Gloss, 100-lb. kegs	.10¼
Celluloid Starch (boxes of 45-pkgs per case)	4.60
Culinary Starches—	
Benson's Celebrated Prepared Corn 40-lb. boxes, per lb.	.11
Canada Corn Starch 40-lb. boxes, per lb.	9¼
Challenge Corn Starch 40-lb boxes per lb.	.9¼
Casco Potato Flour 40-lb. boxes, lb.	.18
Mazola Oil—	
Mazola Oil, 1s	7.95
" " 2s	7.45
" " 4s	13.60
" " 8s	13.85
Corn Syrups—	
Crown 2s, 24 to case	$3.55
5s, 12 to case	4.10
10s 6 to case	3.70
20s, 3 to case	3.60
Lily 2s, 24 to case	$4.05
5s, 12 to case	4.60
10s, 6 to case	4.20
Karo, 2s 24 to case	3.55
5s, 12 to case	4.10
10s, 6 to case	3.70

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

TWO WAY PROFIT

Every merchant desires and aims to make each sale a satisfactory transaction, both to his customer and himself.

From the ever-increasing output of

KEYSTONE BRAND SCHOOL SUPPLIES

we know that there is satisfaction to the users.

Dealers also make a nice margin of profit.

Is there any reason why YOU should not stock this good, made in B. C. line?

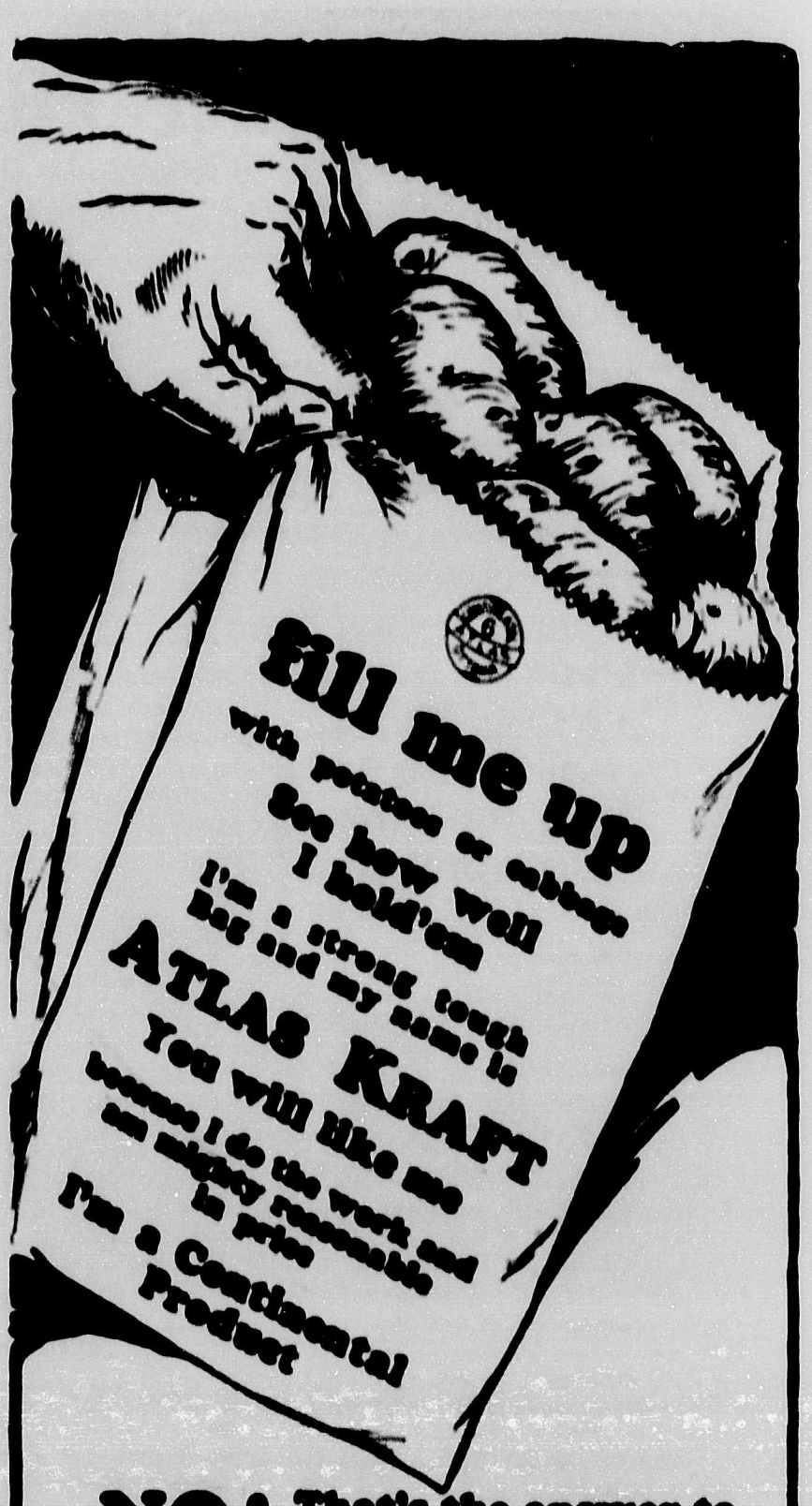
Specify Keystone on your next order.

Made in Vancouver by

Smith, Davidson & Wright, Ltd.

Manufacturers & Wholesale Paper Dealers

VANCOUVER VICTORIA



NO! That's the answer to the question—

"Does it pay to order just any bags—and get lightweight, weak bags that fall apart, and split—and lose customers for you?"

YES!

It Pays to specify "ATLAS KRAFT" and get a tough, strong, shockproof bag—one that never fails to satisfy—one that is certain to get the goods into your customer's home without splitting or spilling.

ATLAS KRAFT

always full weight—always full count—always uniform—

Made of 100% Pure Kraft

THE CONTINENTAL PAPER PRODUCTS LIMITED

Representatives:

Smith, Davidson & Wright, Ltd.

Vancouver, Victoria, Edmonton, Calgary

QUALITY—THE KEYNOTE FOR CANNED GOODS.

(Continued from page 16).

canners labels read "fancy" when the only real fancy part of the package is the label itself. Too many articles are listed in advertising and show windows by distributors as "fancy" when in reality they are scarcely standard. This not only is dishonest, but destroys confidence in our consumers and lessens sales.

"Packed to Order" Sales.

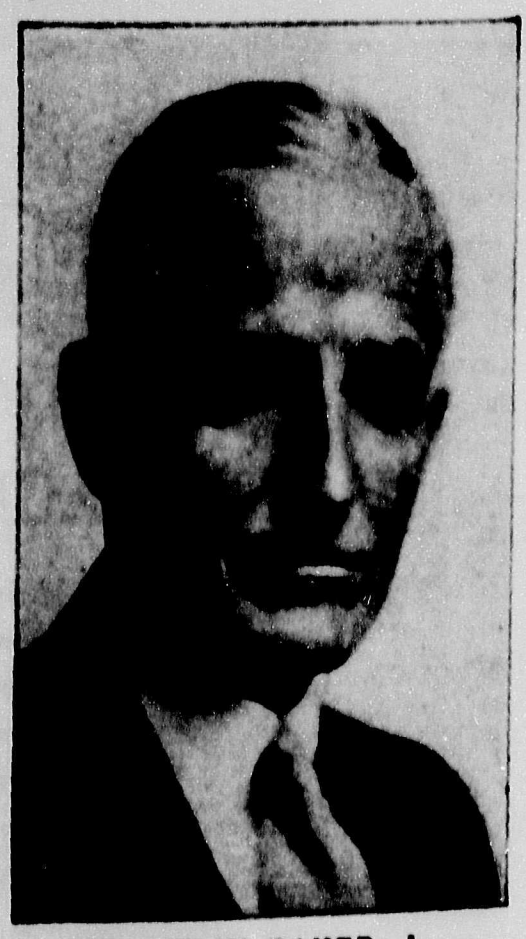
How else than by placing packing-to-order contract can a distributor be assured of dependable quality? This form of contract binds the producer to the buyer with definite standards in view from the time the seed is planted until the goods are delivered. Such contracts make for mutual confidence. The producer knows his efforts for quality are being marketable and the buyer in turn is assured of quality stock on which to depend.

While some contend that so-called hand-to-mouth buying is an economically sound practice affecting not alone canned foods but every line of distribution and is here to stay, is not there a grave danger in carrying this desire for quick turnover to such an extent that the benefits gained by lower inventories are more than offset by the loss in business occasioned through inability to fill orders because of lack of stock? Hasn't also the shortage of stock a tendency to lessen sales effort in that particular stock? The distributer who can guarantee a dependable regularity of quality delivery is assured future success.

BAKER ASSOCIATED ELECTS OFFICERS

Baker Associated Companies Ltd., the recently organized company to act as sales representatives of the products of Walter Baker & Company of Canada, Ltd., and of Franklin Baker, Limited, has announced the election of the following officers: Franklin Baker, jr., president; Donald S. McKenna, vice-president; Ralph Starr Butler, vice-president; A. H. Torongo, secretary; L. A. Zahrn, treasurer. These officers form the board of directors of the company.

Mr. McKenzie will be the resident director in charge of operations in Canada.



FRANKLIN BAKER, Jr.

DONALD S. McKENZIE

The head offices of Baker Associated Companies Ltd., will be at Metropolitan Building, Adelaide and Victoria Streets, Toronto, Canada.

The factories of Walter Baker & Company of Canada Ltd., manufacturers of Baker's cocoa and chocolate, and of Franklin Baker, Limited, manufacturers of dessiccated and canned cocoanut, are located in Montreal.

WHAT TO SELL.

Don't sell pianos—sell home life and music and pleasant evenings.

Don't sell clothes—sell personal appearance and attractivenss.

Don't sell shoes—sell foot comfort and the pleasure of walking in the open air.

Don't sell automobiles—sell travel and scenery and the great outdoors.

Don't sell life insurance—sell the feeling of security in the family circle.

Don't sell fruit—sell health and pure blood and a life without drugs.

Don't sell candy — sell happiness and the pleasure of taste.

Don't sell furniture— sell a home that has both comfort and refinement.

Don't sell books—sell the joys and profits of knowledge.

Don't sell printing—sell the power of publicity.

Don't sell advertising—sell a short cut to more sales and more profits.

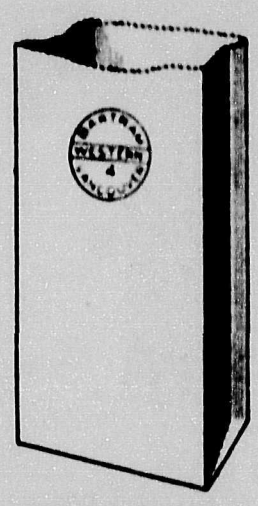
Don't sell theatre tickets—sell forgetfulness and amusement and romance and adventure.

Don't sell toys—sell gifts to make the kiddies gay.

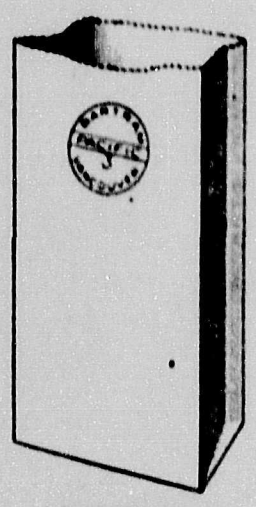
Don't sell Things — sell Ideals, Feelings, Self-respect, Home Life and Happiness

BE CAREFUL TO ALWAYS SPECIFY THE B. C. BRANDS

PAPER BAGS



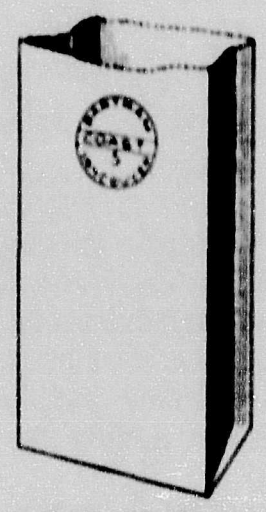
Light Manila



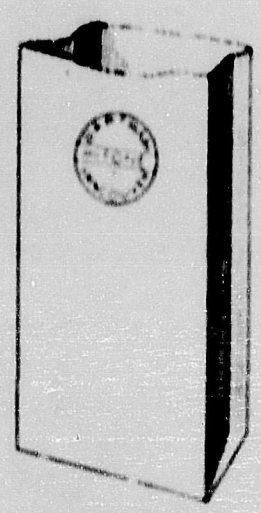
Light Kraft

AN 100% B. C. PRODUCT.

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



Heavy Kraft


Broad Stripe
White Sulphite

Manufactured in British Columbia by

Bartram Paper Products Co. Ltd.

VANCOUVER, B. C.

Sole Agents for British Columbia:

The Norfolk Paper Co., Ltd.

136 WATER STREET Phone Seymour 7868 and 7869 VANCOUVER, B. C.

Has your

PEACH BUSINESS

met this growth?

The automobile competed with nothing else. It created a new need—an entirely new business.

The radio offered a new source of sale to thousands of distributors.

In the same way, DEL MONTE Sliced Peaches have developed an entirely new opportunity for peach business for every grocer.

They are more than a fruit dessert by themselves! They are also suited for simple service in made-up desserts and salads—a new use never really filled by Peach Halves.

For years, DEL MONTE advertising has been building this special market. Our sliced Peach volume, and the Sliced Peach business of most distributors, has grown at a tremendous rate—*with no slowing up of other peach business.*

If you are not selling DEL MONTE Sliced Peaches just look at the record this product has made. It represents an extra source of volume—quite apart from other canned fruit sales.

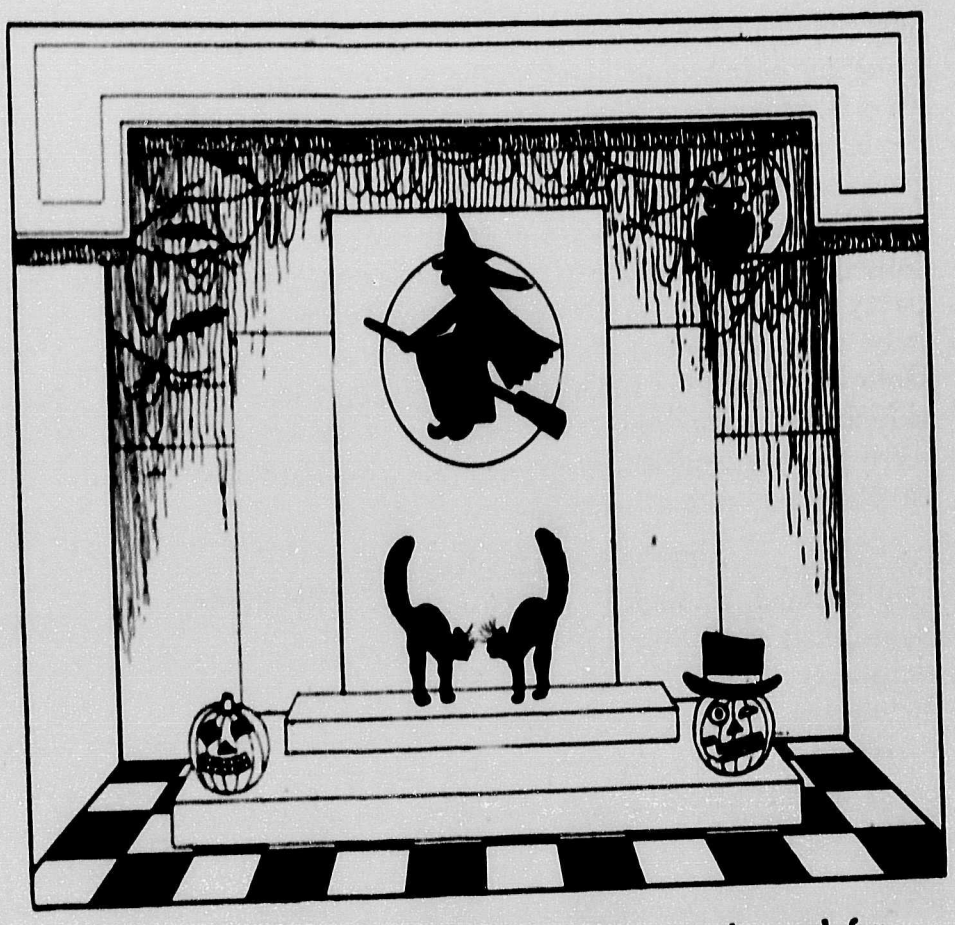
CALIFORNIA PACKING CORPORATION
San Francisco, California.

DEL MONTE SLICED PEACHES

Also~

Peach Halves
Sliced Pineapple
Crushed Pineapple
Apricots, Pears
Plums, Berries
Fruits for Salad
Cherries, etc.

SOME NEW TIPS for Hallowe'en Party Window Displays



The foreground of this Hallowe'en setting can be used for practically any kind of merchandise. The drawing gives an idea of parts and general effect.

(Special to the "Retailer," by Ernest A. Dench)

We are all children when it comes to a party, and somehow there is something especially appealing about a Hallowe'en party. Some retailers think that it is impossible to find something new for their Hallowe'en displays, so they give up and then wonder why the store down the street is getting all the business. It is true that most people know all there is to be known about Hallowe'en accessories, but there is such a thing as suggestion. If you make your windows attractive enough, people will suddenly decide to give a Hallowe'en party and flock to your store for their decorations.

A Humorous Display.

Mr. Alson Brubaker, Display Manager, Walker Brothers, Fargo, North Dakota, was responsible for a snappy Hallowe'en display. Along the walls, next to the ceiling, was a narrow frieze of pixies, dancing around in the moonlight. On the back wall were nine exceedingly frivilous cut-outs. They were in different shapes and sizes and represented all sorts of foolish figures dancing about on the wall. On each figure was a printed letter making the word "Hallowe'en." The figures were orange on a black background. At the extreme left side of the window was a card held by two skeletons. The card read: "Don't let the Goblins Get You." At each side of the trim was a large ghost pointing a bony finger at each passerby, as much as to say, "And the Goblins will get you, if you don't watch out!" Sitting on the floor at the right center, was a large cat. From his mouth came the words:

"I'll Say Walker Bros.
are
HEADQUARTERS FOR HALLOWE'EN GOODS"

The floor was covered with crepe paper. Placed here and there and leaning up against the sides, were favors, cut-outs, lanterns and different Hallowe'en trimmings.

The entire window was in orange, black and white, with a green flasher in the eyes of both ghosts and cat, and an electric ticker on the window.

A Woodsy Atmosphere.

Strawbridge and Clothier, Philadelphia, had a delightfully woodsy Hallowe'en display that was certainly out of the ordinary. In the center of the window was an enormous bronze vase, filled with artificial fruits—oranges, pears, peaches, bananas, grapes, great clusters and branches of which hung over and far down the sides. The spaces between the sides of the window and the vase were filled with oak leaves, sprays and branches, the same also being massed around the base of the vase. On each side was a round table, with white crepe paper table cloth, and orange crepe paper with Hallowe'en designs all the way around from the edge of the table to the floor. Small plates with Hallowe'en favors indicated the places of the feasters and little grotesque elves lay or sat here and there on the table, among dishes of nuts and candies. Large oak branches and clusters formed the background and covered the side walls. They were partly separated into great sheaves, each being surmounted by a large illuminated pumpkin head or grotesque mask. Other figures and Hallowe'en novelties were conspiciously placed in the window, interspersed with very attractive baskets and dishes of confections and nuts. Two life size carnival figures, gaily dressed and masked, one of each sex faced each other on opposite sides of the center. Only one advertisement appeared. It was a placard in an art frame, reading:

"Hallowe'en Costumes, Novelties and Candies
Basement."

Making Use of an Alcove.

John Mullins and Sons, Market Street, Newark, N. J., had a Hallowe'en party setting in the alcove of their main window. The alcove was about twelve feet deep, just large enough to hold an interesting display. A small living room table, spread with a black and orange crepe paper runner occupied the center of the display. Lying on the table in a bed of shredded orange crepe paper was a papier mache pumpkin. Guard-

ing the alcove, which was shut off from the rest of the store by orange and black crepe covered screens, were two floor lamps. Their shades had been removed and replaced with pumpkin faces, so as to give a wierd appearance to the setting.

The main window leading from the rear alcove contained a large table set for an elaborate Hallowe'en party feast. All the fancy fixings were used, so as to help any puzzled hostess who might be planning a Hallowe'en party. Both the china cabinet and serving side board with which the room was also furnished were given a festive appearance by a few stuffed black cats and pumpkins being placed on them.

Simplicity—The Keynote.

Bradford B. Smith Variety Store, Bridgeport, Conn., had a window very effective and striking in its simplicity. The window, which was a long one, was devoted to Hallowe'en party masks. Six long wooden shelves, one above the other, gave the window its unusual appearance. Each alternate two shelves were covered with black crepe; the rest with orange crepe. Full face masks were placed upright on the shelves, with a small papier mache pumpkin in between each mask.

A Different Angle.

The Gotham Shops, Inc., New York City, looked after a different angle on the Hallowe'en party. A card in the window devoted to flashlight photographic supplies read:

> "Take a Flashlight of your Hallowe'en Party. We carry a complete line of Flashlights and accessories. Free instruction given inside."

Featuring Toys and Novelties.

A Hallowe'en window display by R. McKiechan's Dry Goods Store, Winnipeg, Man., Canada, featured novelties and toys. A network of string, made in the form of a circular spider's web, was spread across the glass of the window, being attached at the sides, top and bottom of the case. Paper and paste-board representations of pumpkins, witches, black cats, and jack o'lanterns were fastened in the centre and at various other points of the "web." A shelf, draped with colored tissue paper, was decked with novelties, dolls, masks and jack o'lanterns, and some of the latter were suspended at each side of the shelf. In the background was a semi-life size model of a negro woman, dressed in a red paper cap, yellow cotton blouse, blue silk shawl, black cloth gloves and a check dress of cotton.

Usual High Standard Maintained.

The Hudson's Bay Company, Vancouver, B. C., Canada, had a very attractive trim—one that was in every way up to their usual high standard. It was arranged in their large corner window at Georgia and Granville Streets. The background was formed by a large circle of orange crepe, hanging from which, at each side, was a long draping of the same shade. Running vertically down the center of the circle were four small pumpkin ornaments, flanked by an imposing trio representing a cat, an owl, and a bat, dressed with a large black hat. In a large pot at the right was a shrub with a wealth of blossoms in green, orange and yellow against a foil of black leaves. A similar pot on the opposite side, had a collection of "pussy willow" stems with "blossoms" of a like variety as far as colors go. Pumpkin lanterns, grotesque figures and table favors were tastefully arranged on wooden stands.

On the floor of the window, which was partially covered with a black oval mat, trimmed with silver lace, were stacks of crepe border trimming, arranged in a crossed formation showing the conventional black and orange. Paper serpents, caps, bats, skeletons, and many other little party favors were placed here and there on the floor. Arranged along the front were rows of masks, i nvariety sufficient to suit any whim. "The Party Book," "Indoor Games for Young People," and other timely literature and a framed card "Hallowe'en Novelties from the Stationery Department, Main Floor," were placed near the front of the window.

Hallowe'en Party Atmosphere.

The Hallowe'en party atmosphere was presented on an elaborate scale by Abrams and Straus, Inc., Brooklyn, N. Y., but the idea could be adapted on a smaller scale. There was a long dining room table, with about fifteen places around it. Genuine chinaware, cut glass, silverware, cutlery and linens, equipped the table. Set at each diner's place was a Hallowe'en party favor and cracker. Here and there the table was set with a brass electric light holder, the bulb of which was concealed under a small papier mache pumpkin, which cast an eerie glow when lighted at night. The brass work of the holder was covered with stalks of wheat. At the middle of the table was a real Hallowe'en party cake in its rich orange frosting. Several upholstered chairs were pulled up to the table, with a party cap on the arm of the chair. At the right central corner was a cabinet phonograph, near which was a wax headless figure in a black gown. A large papier mache pumpkin was placed where the head should have been.

At the left center, near the table, was a wax boy figure in a black and orange pierrot costume, with a pumpkin face topped with a party hat. At the left front corner was a large black wooden tub, filled with water and several rosy apples floating in it. Several small banjos and ukeleles rested on a small side serving table along with books of Hallowe'en games and sheets of latest music. A number of apples were dangled on strings from the ceiling. At the front center was a framed sign, executed in black script on orange board:

> "Miscellaneous Gladness that contributes to the Festive Hallowe'en Occasion."

Orange shaded lights enhanced the spirit of the setting. The floor was covered with black plush, with an orange decorated rug along part o fthe front space. A number of Hallowe'en party favors were distributed about the rug. The rear and side walls represented a real living room, even complete with doors and fireplace. Orange silk draperies, studded with black witch and cat cut-outs, adorned the doorway.

Power of Suggestion.

Hallowe'en comes at a most timely part of the year. It is too late for straw rides and harvest picnics and too early for skating and sleighing parties. People are just in the humor for a party of some kind, and it doesn't take much persuasion to get them enthusiastic about a Hallowe'en party. However, you must not forget to make your windows as attractive as possible, as it will depend on the wierdness of your display whether or not your October receipts will be large or small.

(All Rights Reserved)

Drygoods and Footwear

Dry Goods Market Report

Vancouver, October 12, 1927.

The market in cloth and ready-to-wear has been considered poor up to the present time, and it is reported that retarded heavy weight business is deferring opening of spring lines in women's goods. Cloth selling agencies are not disposed to stress new spring goods until the present season is provided for, and it is felt that much remains to be done in both plain and fancy suits and coats, the likelihood being that heavy apparel will be in demand up to the middle of November. Incidentally style creators are averse to bringing new patterns out prematurely, so intense has the piracy evil become in recent seasons.

Converters are being taken to task in various quarters for their habit of trying to force business through price cutting until they reach the point where profit margins are almost eliminated. This condition is said to exist in several divisions of the market, and fault is found with many who believe every buyer who tells them how cheaply their competitors are selling at.

Cooler weather is moving wool goods and apparel more freely at this writing and a substantial volume may be looked for.

Knit Goods.

The stronger tone of the staple market has been reflected in better enquiry in the cotton ribbed underwear market, but as yet there has been no noticeable increase in sales. Manufacturers believe that a week or more of steady prices would give the wholesaler confidence to operate for the duplicate season. It is reported that prices are well establishd and that while raw cotton may fluctuate one way or the other, it is not conceivable that there will be sufficient change to affect prices. The wholesaler, however, seems unwilling to go ahead in the market of shifting value.

The tendency toward novelty this season is stressed in the knitwear lines for infants and children. New stitches applied to sweaters for girls characterize many lines ,a very effective stitch being a metallic thread used to accent a conventionalized design. This use of a metallic thread is quite different from its use in the striped jerseys of last season.

Brushed wool sets, consisting of coats, leggings, cap and mittens for small children are shown in new combinations of colors, pastel shades being most in favor.

Golf Sets Still in Demand.

Manufacturers of golf sets say that they have never had a better year than 1927 and the end of the summer season has not affected the sale of their products at all. Women's dress manufacturers are also preparing for a heavy demand and they say that if the winter season compares favorably with the summer one they have no reason to fear any period of quiet such as they went through last year. The scarcity of knitting yarns has presented a question to consumers, but they feel there is really no reason for worry as yet as the majority of yarn sellers are willing to accept orders covering for quite a length of time into the future.

Shakers and jumbos have been moving rapidly for several weeks with the reopening of the school season and manufacturers of these garments are preparing for a very busy fall and winter. Crew neck sweaters both for girls and boys have been popular thus far in the standard colors and rolled collars, although it is yet a bit early, have also sold fairly well.

Prices on these sweaters are somewhat higher than those of last year, which is in keeping with the higher price of the raw material. Retailers have offered no objection to the higher prices and apparently they are not too much out of keeping with the price ideas of the customers to prevent regular purchasing.

Hosiery Levels Uncertain.

Hosiery manufacturers have been somewhat tied up by the upset condition of the cotton yarn market, and a number of hosiery mills have found it necessary to cut down rather drastically on manufacture until that market becomes adjusted. Because hosiery factors feel that the present prices quoted on hosiery are as high as the average customer will pay they feel that they cannot afford to pay the higher prices for yarns and the fact that the silk market is also showing some instability has reflected on the hosiery situation.

RETARDED RETAIL BUYING ASSAILED

Burden of Risk Increases Difficulties of Cloth and Garment Houses.

Foxy, sharp-shooting methods of retailer buying continue to throttle the volume of seasonable business done by the wool goods industry, according to the statement of a prominent mill agent whose firm has been more than ordinarily successful this season on both plain and fancy coatings, but who expresses keen resentment over cancellations and returns that have resulted from adverse weather conditions and holiday lull.

"Garment manufacturers do not hesitate to throw piece goods back on the mills," said this well known and long experienced selling agent, whose Eastern mill has had a wide distribution of woollen suitings and coatings thus far. "If they have no excuse, they have no trouble fabricating it. We have had more excuses for failure to accept delivery than the number of orders we have booked.

Heavy Mortality Looms.

"While it may be said that these flimsy excuses are morally and legally indefensible, I claim that in many instances manufacturers should not be too severely condemned, but that the blame rightfully belongs at the door of the retail trade, collectively and individually, for the accepted policy of piecemeal and re-

tarded buying of apparel is creating a wave of desperation among ready-to-wear houses.

"It is no secret that the garment trade has been operating spasmodically; business has been exceremely spotty, and few cutting-up establishments have had sufficient volume on order books to show a reasonable profit thus far. The mortality is likely to be great at the end of this season.

Shifting Burden of Risk.

"The retailer's argument is that he has reduced his business to such a point of efficiency that the style gamble has almost been eliminated. The average economist may not blame him for adopting this policy; it may be a good one when considered as a general proposition. But, what about the garment manufacturer and cloth producer? Are they to bear the burden of risk, or also adopt the piece-meal method of doing business?

"If it is contended that the cloth and ready-to-wear manufacturer must also get down to a hand-to-mouth basis, then I see nothing but disaster ahead. Where is the seasonal merchandise to come from when the retailer calls for immediate shipments? If the garment houses and mill agency is unable to carry stocks without factory cut-throat pressure for sacrifice prices, the time is not far off when narrowed sources of supply create such heavy premiums for wanted merchandise that the consumer will be warranted in resenting the results.

Await Stock Accumulation.

"Retailers who have no regard for the rights of manufacturers by waiting for stock accumulation and price concessions are 'killing the goose that lays the golden egg.' Many may not realize at this time that limiting their sources of supply by forcing garment and fabric producers out of business presages the return of a seller's market, which means that the retailer, or rather the consumer, must pay in the end.

"No man ever made a success in business without tacking and surmounting some forms of speculation. Business is a gamble. If the retailer has an idea that he can eliminate his risks by late and hand-to-mouth buying, he will learn of his mistake sooner or later. The garment men require two or three weeks to turn out a sizable order ,and the mill even more time.

"If the retailer will not place advance orders, but rely on stock goods prepared for his visit to market, and then some in late in the season to get the merchandise at prices which do not allow a reasonable profit, he may as well prepare now 'to pay' in the future for present indiscretions."

CANADIAN WOOLLEN CO.'S INCOME IS BEST IN FIVE YEARS, STATEMENT SHOWS

Operating Profit $162,342, Against $121,837 Last Year—Hope For Increased Tariff.

Montreal, Sept. 21.—The financial statement just issued by the Canadian Woollens Ltd., for the fiscal year ending June 30 last, shows an operating profit of $162,342, against $121,837 the year before, and $75,172 in 1924-25, the past year showing the best earnings in five years. Current assets exceeded liabilities by $794,053, and reserves totalled $1,044,853, an increase of $137,458, but inventories showed a rise from $550,614 to $648,642 despite allowances for stock reduction.

"In view of the distressing conditions under which the woollen industry of Canada has had to labor in recent years," said president A. O. Dawson in his statement to stockholders, "the period now under review makes possibly as favorable a showing as could reasonably be expected, in that the earn-

Continued on page 37).

THE growth in the popularity of Atlantic Underwear has at no time been spectacular. It has been a steady growth, resulting almost entirely from the genuine quality of Atlantic garments and the satisfaction they afford the wearer. Such a line is a highly satisfactory line to sell. Merchants will find its sales steady, and growing steadily year after year. Its prestige is an asset for any store.

ATLANTIC UNDERWEAR
LIMITED
MONCTON, N.B.

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

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Must Ask Higher Prices for Fine and Fancy Merchandise

Rise in Extra Staple Cotton is Only One Factor in Situation.
Current Spot Prices Are Below the Basis on Which Mills Are Able to Accept New Business for Contract Delivery—Converters Want More Price Stability in Primary Channels.

By J. J. MANNING.

THE most important matter confronting producers and distributors of fine textiles is the necessity for an early advance in prices that will insure a satisfactory supply of merchandise for spring and summer. The initial business laid down with mills on gray cloths, or being booked as advance orders by converters and others handling finished lines, has gone on the books at very meagre profit margins, if any.

So far as can be seen at this time there is every warrant to expect continued large consumption of fine and fancy cottons goods, rayon mixtures and novelties in textiles of which cotton will form a large component part. The style trends in dress and materails point toward a larger use of the pretty fabrics that have found great favor because of artistic beauty and fastness of color, coupled with a price appeal that cannot be equalled by silks or worsteds.

Fine Goods underpriced.

In the cloth price advances of recent weeks fine goods have lagged until at the present time the disparity in value and cost has become threatening. The manufacturer has reached the point where he must elect promptly whether he shall pay the very high cotton prices quoted, or whether he will begin to allow looms and spindles to lie idle until the market will sustain a price that insures reasonable hope of profit for a mill.

Compared with prices quoted on print cloths, sheetings, drills, osnaburgs and mony other goods, the quotations for fine combed materials such as lawns, pongees, combed broadcloths, voiles, dimities and other staple combed yarn fabrics are far under any reasonable price, or any price a mill can afford to consider on the merits of a sale for profit. Many things have combined to bring about the sub-normal values, but as goods are soon to be needed, if they are to be put in work in time for early spring distribution, the choice between advances or forcing mill curtailment must be made.

How Low Prices Are.

It is probably not generally realized by purchasers of finished fine goods how low prices are in primary markets and how much out of range they are compared with other cotton goods. On standard lawns requiring 60s or 70s warp yarns and 80s to 90s filling, selling prices for first quality goods are about the same as they were nine months ago, yet the grade of cotton required for them is 50 per cent. higher, a matter of from 10c to 12c a pound.

The same thing is true of the quality lines of combed yarn pongees, combed broadcloths and many of the best known foundation fabrics that go into the most popular printed fabrics now selling in the trade. In the past two or three weeks mills have been disposing of their stock goods and are standing out for prices for contract deliveries that will prevent loss, or at least give an even chance for profit.

Buyers Admit the Warning.

The fact that spot goods have been obtainable in small lots substantially below the prices mills would quote or consider for contract deliveries has been referred to among buyers as a warning that a change is imminent. To manufacturers the situation is looked upon as one that is critical for them both as an incentive for action upon extra staple cotton and a warning that they must not go on piling up stocks when spot prices are so very much under costs. Some of the converters who have established branded lines of finished goods in retail channels have arrived at the point where they must cover more of the requirements of gray cloths and they want some assurance of price stability before proceeding.

The inadequacy of prices as an incentive to future production is manifest to buyers as it is to manufacturers, but the former will not take the initiative in bidding a market up. It remains for manufacturers to assist agents in getting prices to a point where future product will not be curtailed and prices made feverish in the finished goods selling season. There are no stocks of spot goods to warrant the constant offering of odd lots or the peddling of meaningless bids by irresponsible brokers. Converters who need stability assurance before operating have a right to ask that mills shall abandon sales tactics that weaken prices breaking down confidence.

Sellers Should Ask a Profit.

Where business is being sought on goods to be made a seller is in duty bound to ask a profit based upon average costs in a time of average business conditions.

Buyers of goods can hardly be expected to tell manufacturers they should ask higher prices, nevertheless, there are many among them who think that mill men who habitually undersell are a menace to the business of converting, to say nothing of manufacturing. In seasons when printed fabrics predominate, the perils of fluctuating policies in selling add greatly to the hazards of merchandising over a seasonal period.

How to Get Prices Up.

Every suggestion on the part of manufacturers that prices should be advanced is met at all times with the question, "Well ,how are you going to do it?" A reply, equally as unsatisfactory, is often heard to the effect that prices cannot be advanced until buyers will pay. That sort of talk is as old and commonplace as merchandising itself and gets nowhere. No sane buyer, not engaged in speculation, goes about shouting that he wants to pay higher prices than anyone is asking.

The one sure fact of merchandising experience is that the first step toward getting higher prices is to ask them. If the higher prices are unwarranted they will not be paid. In the present instance it is urged on all sides by manufacturers and admitted by conser-

vative buyers that higher prices are coming and will have to be paid to insure continued production at a profit. If sales are going to be made continually at losses, the sufferers will be those who pay as well as those who sell ,a fact many people do not seem to consider vital to the stability of business in fine goods production.

Moderate Advances Unimportant.

Because of the higher ranges of retail selling prices into which fine and fancy textiles enter, the matter of moderate advances on gray cloths is a much less important factor in distribution than is true of the coarser goods. For example, a 1c a yard advance on a gray combed yarn fabric that sells at retail in the finished state at 49c a yard, and a fourth of that price in the primary markets, is not of the same trade importance as a similar advance on a sheeting that sells at 19c on the counters, and 11¼c at the mill.

Yet a fine goods plant that asks the smaller relative advance of 1c a yard for plain combed fabrics today marks the difference between an operating mill profit and a distinct loss. The question of this advance is one that should concern mills and converters much less than it does, for if one thing more than another is now well established in the minds of these primary factors it is the one that the retailer requires no guardianship in the matter of asking a profit, and getting it, for what he sells.

Wisdom of Acting Now.

Manufacturers and converters of long experience who foresee the certainty of price advances, whataver the future course of production may prove to be, are convinced that early action on pricing gray merchandising profitably now will make toward a greater stability in prices in the early part of the year when the rush is on with the finished goods men, in selling and delivering new spring lines. This is the rational explanation for the firmness noted recently on the part of some leading fine and fancy goods manufacturers in declining contract business not based more closely toward an approximate value of extra staple cotton than current spot prices are on many of the plain fine staples.

One of the most mischievous things in the cotton industry, whether the gray goods mill, the finisher's problem, or the profit of converting, may be under consideration is the lack of courage on the part of producers in asking a profit for their work. As stated above, the retailer needs no instruction on that point, and it is well known and frankly conceded that consumers pay freely when fine and fancy cottons of good quality are offered to them in fast colors.

JEANETTE In PARIS

Paris, September 15th, 1927

The models are on their annual parade, and rush as I may from one well known maison to another it's impossible to take in all the openings. For this is the important season, the important week, in fact, when the question of winter styles is settled and every modiste is rushing to show her "collection" to the buyers who have come to Paris for this momentous event.

Already one outstanding feature has brought itself to my attention—the desgners have taken the life of the busy Canadian woman into consideration in making their models this season. The Canadian woman does not like fussy designs; her frocks not only must be smart but they must have dignity and be suitable to the occasions when they are worn, and it is frocks of this character that Paris is turning out on every hand.

You will be interested in the new colors. At the showing of Paul Caret browns and tans are prominent; he uses engaging flying draperies and panels on many of his models, while in other cases insert strips of materials in contrasting or identical tones. For the French have a way of making more work out of one little dress than any other people in the world. They can put more stitches, as one buyer remarked, to a square inch than you or I would put in a tent. There are some frocks which simply appall me with the work on them; they must take as long to make as an Oriental rug.

Rainbow Hues in Hats and Gowns.

Jean Magnin is showing many dresses made in contrasting materials with short jackets to match. Different materials are used for the skirt and blouse and often the skirt material is carried up in a variety of designs. The evening clothes of this house are made with an irregular hem. The sports wear here is especially interesting; one effect of crepe de chine in the

POLICE NOTICE

ONE HUNDRED DOLLARS REWARD

TO STOREKEEPERS AND COMMISSARY MEN,—

The undersigned, whose premises were broken into on Sunday night, October 2nd, and a large number of Gloves stolen, desire to warn all Store-keepers and Commissary Men that these Gloves may be offered for sale. As John Watson Limited do not sell their regular lines through jobbers, any unknown person selling their gloves should be suspected, and information given to the local police or to the undersigned. A reward of $100.00 will be paid.

JOHN WATSON LIMITED

127—2nd AVENUE EAST Phone Fairmont 3968. VANCOUVER, B.C.

same color appliqued on the blouse. A black wool frock had a tan Jersey bodice, for the contrasting blouse is a salient feature of many of the collections. Attention, you women who have make-overs to plan!

At the house of Cyber I noticed two clever neck finishes used on the Jersey jumpers, worn with plaited skirts. A small turn-over collar closed with two buttons on a cross bit of silk cord was charming, or the neck was finished with a long strip of the fabric, crossing over the opposite shoulder and drooping down the back. One of these costumes had a rose-tinted skirt with box plaits about three inches in width to be worn with a jumper of lighter shade bordered with scallops of dull green and deep rose. At this house, too, I noticed the liberal use of brown in darker shades.

When it comes to hats, clever as the French milliners may be, they have found it difficult to part us women from the much loved little hat of felt; even such designers as Reboux must be content merely to slash the brim in many eccentric lines. The hat may be broaded on one side or cut sharply up over one eye, as was the hat of brilliant blue worn by a chic woman lunching at my favorite little restaurant today. Color combinations are much favored and every hue of the rainbow is to be seen in hats and costumes.

The Coat Dress of Cloth.

As Paris recommends the frock of cloth for fall, the charming dress with the smart side plaits will be effective in one of the new twills in the bright blue shade so much seen here. A vestee of white crepe will relieve the tone if it is too trying worn close to the face.

The very smart side drape distinguishes the frock with surplice closing, a model as lovely as any from a Paris modiste.

More on the popular sports lines is the frock showing the new tucked skirt. If desired the tucks may be omitted and bands of contrasting color used in their place. The same color will be smart used in the belt and blouse trimmings.

A model that closely follows the lines of the frock worn by a very chic Parisienne has the new tie closing at the neck. If this dress is developed in merida, a brown which almost approaches coffee color, using flesh-tinted georgette for the vest and tie, it will be a close imitation of her costume with which she wore a close-fitting hat of the exact shade of her frock and suede shoes of the same color.

Jeanette

MILLINERY GUILD FORMED IN TORONTO WITH OBJECT OF PREVENTING ALLEGED PRICE CUTTING AND CONSIGNMENT SALES.

Toronto.—The Millinery Guild, according to the manufacturers and wholesalers instrumental in bringing about its inception, has been formed to stabilize the millinery trade. A large percentage of Toronto and Montreal wholesale houses have already become members. If it is successful, those behind it think it will be a strong factor in the millinery business world. As a beginning it aims to deal with some of the alleged "evils" caused by consignment selling and price cutting.

"Millinery changes with the styles and seasons more than almost any other line of merchandise," stated the head of one firm interested. "When a style is popular the staff works overtime to fill orders, and even then cannot always get them out on time. This may last for a few weeks, then presto! the style changes, and the hat maker finds the big orders of, say, felt hats he had in ready for shipment, piling up in his stock rooms, while he is short of velvets, if that is the new style. He must bend every energy to secure velvets—but the style may change again.

"With these problems the stock piles up, and a few years ago some distracted sales manager evolved the idea of sending his hats out on the consignment plan. He ships Jones & Co. fifty hats, and if they can sell forty of them, all right; they pay for forty and return the other ten. Jones& Co. takes no chance of putting in uncertain stock which may be left on their hands, and the wholesaler sells forty hats that might have been lying on his shelves. Better keep them before the public than on the shelf, is the idea.

"But Jones & Co. tells has neighbors about the nice little turnover in millinery he is having without the risk of bad stock being left on his hands, so all his brothers to a large extent take up the practice. It is an excellent plan for the retailer. The hats returned, being shop worn, cannot be sent out again, so they are sold by the wholesaler in job lots. Alert retailers buy them up for very little ,and re-sell them at what the public think are tremendous bargains.

"Then the effects begin to be felt as the consignment practice spreads. Millinery houses do not know how much of their outstanding stock will be returned to them, or how much money they can expect for the sale of hats on consignment. The foundation is shaky, and certainly that does not guarantee the dependability of the rest of the structure."

This is one of the things that the Millinery Guild hope to contend with, and with that end in view they have pledged all members not to send out any hats on the consignment plan, nor to ship the goods until a bona-fide or written order has been received. Goods shipped must not be kept longer than twenty-four hours for examination by the retailer before returning same if he does not wish to keep them.

To Try to Stop Alleged Price Cutting.

Another problem is the advertising of bargain hats. They believe this has been done so extensivly that the public have been educated to expect to buy a hat for two or three dollars, instead of at least five or six dollars. With that end in view they are asking the milliners who go into the Guild not to advertise any hats in their windows at less than three dollars and ninety-five cents. Reports stated that if a retailer showed hats at less than $3.95, they would be unable to purchase any further goods from the wholesale members. L. M. Singer, the organizer, says, however, that this is not true, that there are no such stipulations.

Some of the Toronto retailers not in the Guild resent being asked to show nothing under $3.95, and take the stand that it is "obstructing" business. That was the phrase used by one Toronto man.

"I buy for cash," he said, "and I sell for cash, and if I can turn over a hundred hats a day at two dollars per hat and make fifty cents each on them, I will do so. Quick turnover and cash sales are what I aim at,

and I will advertise hats as cheaply as I please in my window."

In New York there is a financial organization of wholesale milliners to give members information as to credit and financial standing of men with whom they are doing business. That is as far as it goes. Some members of the Canadian Guild think it may develop along those lines in time, if it can cope with what they consider are the main evils. Whether or not it will be able to do so remains to be seen.

Some Acting Independently.

A number of wholesalers who have not joined say they prefer to act independently. Those who only handle expensive imported hats claim they are not effected by either the Guild or its conditions. Others prefer to remain out for reasons best known to themselves. Many of the representative house have joined, and meantime both sides are awaiting results. Will the chain becomes more firmly welded as the seasons pass ,or will certain links develop weak spots in their pulling strength? Certainly it has created much interest in Toronto and Montreal where competition is keen, but how far it will affect the rest of Canada will be interesting to discover.

R. M. A. NEWS-BULLETIN

PROVINCIAL, BRANCH AND TRADE SECTION ACTIVITIES

Grocers' Section, Greater Vancouver R.M.A., Holds Important Meeting

A representative gathering of Vancouver's leading grocers met at the local offices of the Association on Tuesday, October 11, to discuss the present chaotic conditions in grocery distribution, and the more rigid enforcement of the weekly Half-Holiday Act.

In the absence of the chairman, Mr. Howie took the chair.

Mr. Howie explained that the purpose of the meeting was for two specific reasons. First, to discuss the enforcement and improvement of the Wednesday Half-day Act, and secondly to consider ways and means of improving the merchandising conditions for the grocer.

Mr. Beeston, the Association legal adviser, explained the Wednesday Half-Holiday Act, as well as the Shops' Regulation Act. It was quite evident that all present were anxious to see the Act enforced. Many cases were cited where stores were wide open for the sale of groceries on Wednesday aftrnoon. The police were apparently not enforcing the Act.

It was moved by Mr. Robbins, and seconded by Mr. Stafford, that a committee consisting of Messrs. Merilees, Howie, White, Allison and the secretary, be appointed to wait upon the Chief of Police, bringing to his attention the extent to which the Act was being violated, and requesting more activity on the part of the police in this connection. It was considered advisable to bring the matter before the police before taking any further action.

A private detective agency had been interviewed and were prepared to secure convictions. This would entail considerable expense, but it was believed such expense would be justified by the results secured, and the Secretary was instructed to make a check-up during the next three weeks to see if the Act was being rigidly enforced ,and if not to proceed to secure the enforcement through the private detective agency.

The agenda called for the meeting to be divided into two parts, and at 9 o'clock, Chairman Howie introduced the subject of "Present merchandising Conditions."

This furnished real food for debate. Practically every member present was in a position to make a valuable contribution to the discussion. No one questioned but that conditions are changing, and are making it harder and harder for the grocer to secure a living. Competition is keener and there is every evidence that the new channels through which groceries are being retailed today are here to stay.

"What can be done to assist the independent merchant?" Statistics show that in the City of Toronto 70 per cent. of the retail sales of groceries were distributed through the chain stores and Eaton's and Simpson's. The condition in Vancouver was, of course, not so acute, but it was felt that now was the time for action, and that the only apparent solution that could render immediate aid was the formation of a group of merchants for the purpose of buying, selling and advertising co-operatively. It was agreed that in the formation of such a group many obstacles would present themselves, but the splendid spirit of co-operation which had been shown at this meeting proved that the minor details were not insurmountable.

It was moved by Mr. White, and seconded by Mr. Merilees, that all present interested in co-operative buying, selling and advertising hand it their names to the Secretary, and that he arrange a general meeting with the two buying groups which are now functioning, and that a special meeting be called to further discuss this matter.

It was suggested that if the present buying groups know of other merchants who they could suggest as desirable members of the enlarged group an invitation be sent to them to attend this meeting.

With difficulty the chairman secured a motion to adjourn at the hour set, viz., 10 p.m., so interested were the members that after the adjournment they

lingered in groups to a late hour, expressing their keen appreciation and commenting on the splendid turn-out and fine spirit evident throughout the discussions.

THANKSGIVING WHIST DRIVE AND DANCE.

The Greater Vancouver Grocers' Section, R.M.A., will hold a Thanksgiving Whist Drive and Dance at the Winter Gardens, English Bay on November 7th. A five-piece orchestra has been engaged, and admission (including refreshments) will be 75 cents.

AUTOMOTIVE SECTION R.M.A., HOLDS ANNUAL DINNER.

The annual dinner of the Automotive Section of the Retail Merchants' Association of Canada was held October 5th in Stanley Park Pavilion. All the wholesale houses with whom the different dealers do business were represented and contributed in no small degree to the succes sof the evening.

Mr. Robert Chamberlain, of the Chamberlain Tire and Battery Service, very ably filled the chair for the evening, and called upon Provincial President, J. M. Watson, of the Owl Drug Co. Ltd., to address the gathering. Mr. Watson expressed his delight at the strength of the section, and stated it was his hope that all the different Sections of the Association would in the near future be brought up to a like strength. Real genuine re-organization was taking place in the Association's affairs ,and that while he had found it rather slow progress he felt that such a remarkable gathering as this was evidence of what might be accomplished in all the other sections of the Retail Merchants' Association.

The very hearty applause accorded President Watson was indicative of the high esteem in which he is held and conveyed the sincere appreciation of his efforts in behalf of the Retail Merchants' Association.

Mr. Frank Willis, chairman of the Gasoline Section, extended a real hearty welcome to the representatives of the different wholesale houses and visiting members.

Mr. F. Anders,of the Vancouver Oil Company, excelled himself. His entertainment in song and recitation was a programme in itself. Mrs. F. A. Anders accompanied him on the piano. The President presented Mr. and Mrs. Anders with a slight token of appreciation.

The speaker of the evening was Mr. L. W. White, of McKenzie, White & Dunsmuir.

Mr. White's Address.

Mr. White, in his address, touched upon the statistical report similar to Babson's, published by E. B. Gallaher, owner of the Clover Manufacturing Co., Norwalk, Conn., manufacturers of valve grinding compound and abrasives, issued bimonthly and given away without cost to any concern who carries these commodities in stock or uses them in their business. Mr. Gallaher conceived this idea, having found that there was a very evident lack of business experience, especially among the smaller garage men and automotive merchants. His publication has at present 100,000 free subscribers, and there are 200,000 copies sent out every month at a postage cost of $3,000 per month. This service is exceptionally valuable, Mr. White stated.

Automotive Equipment Association.

This is an organization of Canadian and American manufacturers and jobbers of automotive equipment, parts and supplies, composed of 275 manufacturing members and 325 jobbing members, four of the latter being located in Vancouver. A large exhibit by the manufacturers is held in the Coliseum at Chicago once a year, and last for one week.

This year $300,000 is being spent in development of what is called the "After Market" of automotive merchandise. By "After Market" is meant everything which the car owner buys after he has purchased a car, either new or second-hand, including gas, oil, accessories, service of all kinds, parts, supplies and repairs. The department handling the After-Market Development is the Greater Market Development Department of the Automotive Equipment Association, called the GaMeDa Department, and is headed by Mr. Harry C. Moock, formerly sales promotion manager of the Hudson-Essex. Under Mr. Mook are a number of men whose duty it is to go through the country and address meetings and trade organizations identified with automotive service and equipment. This department supplies to any dealer, through the jobbing members, information of all kinds pertaining to his particular business. One of their services is a planning-service and they have retained the best-known automotive architect in designing garages and service stations, who will lay out floor plans for any dealer who asks for the service, at no cost. The Association pays this architect $50 for every plan that he draws up.

"They also have on their staff a number of speakers who are specialty men in their given line, such as a parts specialist, an equipment specialist, an accessory specialist, etc., who are available at any time to any dealers' organization who wants them. All that dealers are required to do is to get their members together and hire a hall; the Automotive Equipment Association supplies the speaker and pays his expenses, including salary, etc. They will also supply free to the dealer book-keeping systems, cost systems and selling schemes of all kinds, which schemes have been successfully operated by dealers in various parts of the country. This department also keeps in touch with allied trade associations, such as the Society of Automotive Engineers, the National Automotive Dealers' Association, the Automobile Association of America, and with trade organizations, trade papers, and motor car manufacturers. In other words, the whole idea of this move on the part of the Automotive Equipment Association is to develop a spirit of co-operation between the motor car manufacturer, the accessory manufacturer, the jobber and the dealer ,and to promote the well-being of the automotive industry as a whole.

"The Association had Mr. Geo. Brosch, one of their field men, in Vancouver two or three weeks ago, and at that time he spoke to a meeting composed of about 225 dealers located in and around Vancouver. He also addressed a meeting of dealers in Victoria.

This is only the beginning of a big movement which is going to do a wonderful work for everyone connected with the industry. As far as the retail dealer is concerned, this money is being spent for his benefit, and all this information is supplied to him at no cost whatever. All the dealer need do is ask for any service through any jobbing member of the Association, and it will be supplied to him at once, and gladly."

Chairman Chamberlain, on behalf of all present, thanked Mr. White for his very excellent address, which carried much information of value to the different members of the section.

A NEW MAN ON THE PAYROLL.

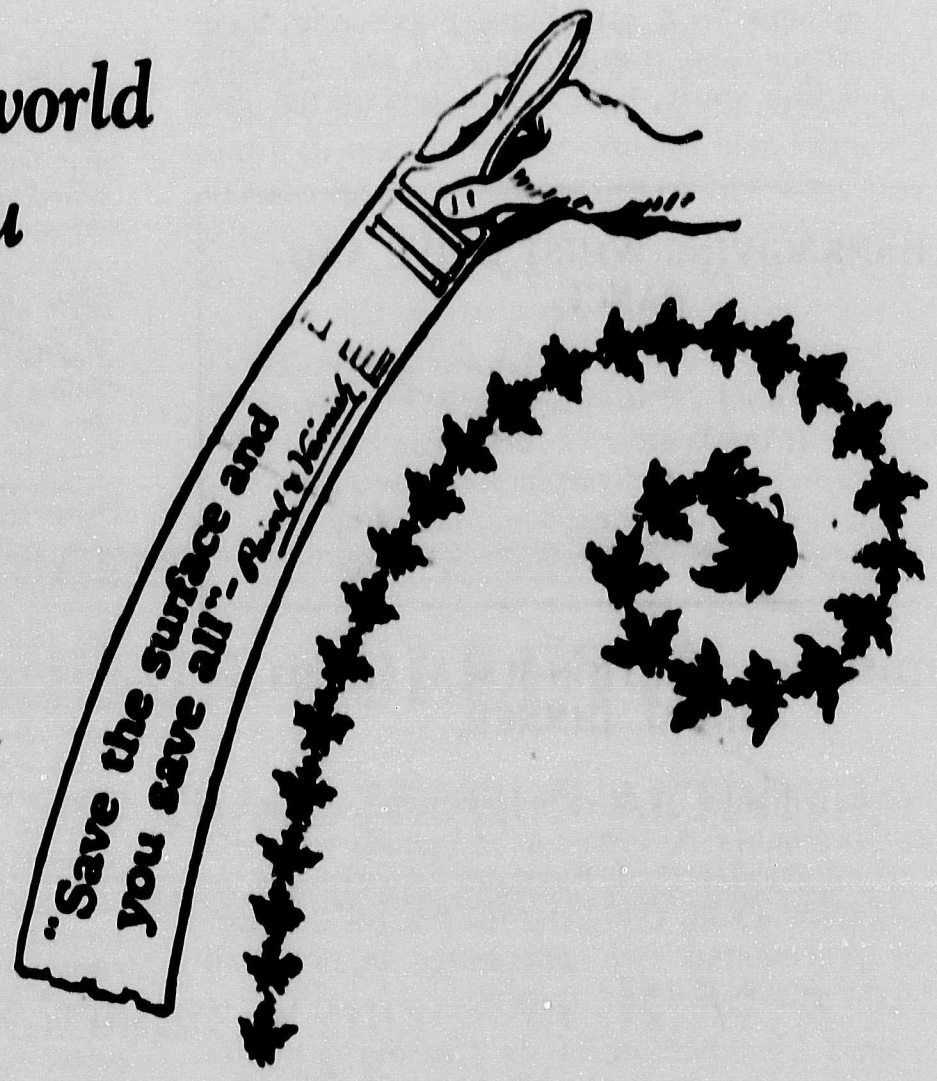
"Are you in the same predicament as the grocer who was telling me that while de did a nice business, he found that at the end of the year he didn't have any more money in the bank than he had the year before!

"I suggested to him that he put on his payroll a 'make-believe' character, and call him 'A. Profit.' Pay him a weekly wage, and stick it in the savings bank account.

"At the end of two years this grocer told me he saved $2,500 which was drawing savings bank interest.—Who said there wasn't money in the grocery business?—Just try it."

—JIM KNOX.

PAINT, *and the world paints with you*



PAINTING and smiling are closely allied. Both radiate cheerfulness, happiness, health, good will and prosperity. The painted store front attracts trade everywhere. Not only does it increase sales in paint and varnish, it brings in customers for every other line as well. Furthermore, while stimulating trade through its beautifying quality, paint at the same time maintains the selling value of the store itself at par.

Subscribed by Paint, Varnish and Allied Interests

HARDWARE, OIL *and* PAINTS

HARDWARE MARKET REPORT.

Vancouver, October 14th, 1927.

With the coming of cooler weather the turn toward fall merchandise is more marked and dealers are beginning to fill in the lines of merchandise in demand. The hunting season has opened with usual rush for shells and hunting equipment and supplies. Prices firm in nearly all lines and collections fair.

Copper Rivets and Burs.—Prices are unchanged and there is an active demand.

Eaves Trough and Conductor Pipe.—Fall sales are always active on these lines. No recent price changes.

Nails.—There has been no change in this commodity, which is in fair demand.

Game Traps.—This is a line which has been moving fairly well, and dealers are finding it profitable to handle.

Stove Pipe and Elbows, Coal Hods.—Fall sales are rushing with some shortage of stock on the better grades. Prices remain unchanged.

Prepared Roofing.—There is an especially good demand, and prices are very strong.

Lamps.—Orders have picked up considerably in the past two weeks.

Oil Heaters.—Dealers have fairly good stocks on hand for the fall season, and a normal trade is expected.

Sash Cord.— The active demand continues and prices are very firm.

Steel Sheets.—Prices are firm on quality lines with the demand good. No recent price changes.

Wire Products.—Orders keep up active volume, and prices are without change.

Sledges and Wedges.—These lines are in active fall demand. Prices have not changed.

Hinges.—Prices are strong but unchanged with the demand active.

Handles (Tool).—There is a good demand. Prices are very firm.

Glass and Putty.—A quite brisk demand has developed. Prices are unchanged.

Pyrex Ware.—There is a continued seasonal increase in sales.

Automobile Accessories.—Sales have been maintained at fairly good rate. Tires and tubes have been in brisk demand. Prices on all items are steady and unchanged.

Solder and Babbitt.—Prices are unchanged and sales good.

Preserving and Beverage Supplies.—Very steady demand still is reported in these lines by local jobbers.

ADDITIONAL PUNCH FOR PRE-CHRISTMAS PAINT WINDOW DISPLAYS.

Put Forth the Added Effort Now Before Christmas Merchandising Problems Demand All Your Attention.

Possibly along about the middle of November most hardware dealers will feel inclined to give up their windows, no matter how many there may be, to the display of Christmas merchandise, and from that time until the end of the year there will be little opportunity of arranging special paint or varnish displays. In the meantime, however, there are about three weeks' time in which a great deal can be done through the proper use of window displays to stimulate interest in your fall and winter paint business. The indoor months follow very closely the last window display that you will want to arrange on these lines this year ,and the very most should be made of the idea of suggesting work and the materials with which it can be done, in all window displays up until the time suggested, or as near to that time as merchants feel it is safe to use the windows for that purpose.

Put Forth the Added Effort Now.

Suppose that the window displays during the next three weeks can be given up, at least a part of them to paints and varnishes and other interior re-finishing preparations. The most important question then is just which lines should be featured. In the first place most homes throughout the Dominion expect company for the Christmas and New Year's holidays and there are rooms that require wall paints, wood work paint and floor varnishes. These very rooms seem much more drab and dreary during the short days of the late fall and winter months, than in the spring, and suggestions in the window display as to the brightening up of same, together with good displays of the material required for the purpose, should bear fruit.

Suggest Refinishing of Furniture.

In these rooms that must be made ready for the holiday guests will be found pieces of furniture that not only need refinishing, but which it has been the intention of the home owner to paint or varnish or lacquer, since the last yuletide season. Here is an opportunity to feature varnish stains, enamels and lacquers suitable for that sort of work. The next few weeks actually provide a time when more can be done in stimulating the sale of the lines mentioned for refinishing furniture, than most dealers imagine. Perhaps it would be an easy matter to have a few pieces of old furniture in the paint department of your store on which you could demonstrate to customers how easy it is to apply the present day preparations.

Floor varnishes find a ready sale too at this particular season of the year, while radiator paint and bathroom enamels should also be popular sellers.

TRADE NOTES IN BRITISH COLUMBIA

The general store of T. H. Anderson, Gibson's Landing, is reported in possession of the C.C.M.T.A., under power of attorney.

The stock of the confectionery business of G. S. McNabb (assigned), Kamloops, has been sold to G. D. Brown.

H. D. Rae, boot and shoe dealer, New Westminster, is reported to be in financial difficulties.

J. A. Jones, retail meat dealer ,has commenced business in North Vancouver.

E. H. Wilcox, grocery and meats, has opened a branch store at 1213 Robson Street.

Fraser & Payne have commenced a general store and gents.' furnishings business at Prince Rupert.

The stock of C. Willarson & Co. (men's furnishings), Princeton, has been sold to Arnold & Quigley, Vancouver.

Canadian Scottish Paper Company, Ltd., Vancouver, are reported in voluntary liquidation.

R. B. Ferguson & Co., manufacturers' agents, Vancouver, are reported discontinued.

C.C.M.T.A. have been appointed custodian for the Hastings Shoe Company, Vancouver.

Under the power of chattel mortgage, the C.C.M.T.A. are reported in possession of the drygoods busines sof R. A. Parker, Vancouver.

Richard Romer, ladies wear and ladies tailor, Vancouver, is reported to be opening a branch in Edmonton.

Chas. Stewart, Galliano Island, has sold to R. M. Heyret.

It is reported that Andrew C. Hill has sold his bakery business at Qualicum Beach to J. Miller.

Margaret Davis has commenced a beauty parlor in Vancouver.

The Lawrence Meat Market commenced business is Vancouver, October 1.

The following retail establishments suffered fire damage recently in Vancouver:— Richardson & Walsh Ltd. men's furnishings); Romer, Richard (women's wear); H. W. Read & Co. (jewellers); Vogue Millinery; Welch's Candy Co. Ltd.

The Hollywood Cafe at Victoria has discontinued business.

The Gilbert Company, Chilliwack (not incorporated) has sold grocerteria department to J. O. Young (drygoods and groceries).

Brookes Meat Market, 2009—49th Ave. W., Vancouver has sold out to P. Burns & Co. Ltd.

Canadian Bakeries Ltd., have acquired the business of the Ford Baking Company Ltd., at Swift Current Sask.

Pacific Box Co. (1927) Ltd., Vancouver, is understood to be suspending operations.

Roselawn Floral Co. Ltd. Bailiff's sale advertised.

C. Harvey of Victoria (confectionery, &c.) has sold out.

J. M. Young (late Regina, Sask.) is contemplating opening a Pumice Soap Factory at Victoria.

J. D. Gillis, successor of Lambert & Gillis, jobbers, Prince George, has become associated with Wilmon Ltd., wholesalers, of that city.

BISCUIT COMPANY WILL ENLARGE EDMONTON PLANT.

The Canada Biscuit Co. Ltd., will enlarge their Edmonton plant early in the new year, according to a recent announcement made by George Bonnycastle, the company's Edmonton manager. They will build additional warehouse space and instal another oven, with the result that the present staff of some 215 employees will be increased by at least one-third.

The company are also arranging to manufacture all soda biscuits for their western trade in Edmonton. Improvements and alterations have been made at a cost of about $10,000 to their mill and elevator on the south side of the city.

REORGANIZATION OF REVILLON WHOLESALE LTD., EDMONTON

After eighteen years as president of Revillon Wholesale, Limited, Edmonton, J. E. Brown has resigned and is going to California, where he has a number of business interests. Mr. Brown has been active in the Alberta Branch of the C. M. A for many years.

J. M. Revillon succeeds his as president and chairman of the board. With effect from November 1, the other officers will be: W. R. Bottom, vice-president and secretary-treasurer; Frank Pepper, manager; Victor Vevillon, C. L. Freeman, K.C., and S. H. Coward, directors.

A new company, Revon Drugs, Limited, will take over the drug business of Revillion Wholesale Limited. Joseph Peacock will be manager. The hardware, grocery and church goods departments of the Edmonton branch of Revillon Wholesale Limited, have been disposed of and from now on the firm will be a dry goods house only.

KNITTING MILL BEING BUILT IN VANCOUVER

A contract for a large new knitting mill, which without equipment will cost about $50,000, has been awarded by the Jantzen Knitting Mills, Limited, Vancouver.The building is to be of reinforced concrete and mill construction, one storey high, with full concrete basement, 150 x 137 feet. The basement will contain manufacturing machinery and a steam heating plant. The ground floor is laid out for a finishing room, general offices, shipping and sample room, lunch room and other accessory accommodation.

Considerable additional expenditure will be required for the installation of modern knitting machinery, which will greatly enlarge the company's facilities and permit a bigger output.

BRITISH MARKET REPORTS.

The Brighter Outlook for Trade in the British Isles is Emphasized in Reports Coming to Hand from Old Country Markets.

DRAPERY AND CLOTHING.

Activity in Wholesale Branch.

There is a much freer movement of merchandise in the retail branch, the colder weather acting as a welcome stimulus to trade. Compared with last year's figures, some drapers report that they are doing better than at any time since Easter. Business has slackened in school clothing departments after the recent rush of orders. Rainproofs continue in fair demand, fashion goods are selling better ,and inquiry for all descriptions of autumn season wear has increased not a little since aweek ago.

In the wholesale section there is no abatement of activity.

LEICESTER HOSIERY.

With the summer trade over high hopes are centred on the prospect of a strong revival in the hosiery industry between now and Christmas. Normally the period is the busiest in the year for manufacturers. Buyers of all descriptions of hosiery goods are showing greater freedom in the placing of their orders than has been the case for the last two years.

General inquiries are brisk, but the keenest activity is seen in respect of knit goods. These run chiefly on the fine stockinette made up into women's two piece and three-piece suits. The fashion for this attractive knit-wear is quite firmly established, and the big wholesale houses are taking the closest interest in any new designs that manufacturers are able to show their buyers.

POTTERY.

Decreased Exports.

Stoke-on-Trent.

Conditions in the pottery industry are slowly improving, and last week a further reduction of 1 per cent. in unemployed registrations was recorded.

Oversea demand is of only moderate proportions, though business from some of the Dominion markets is fairly good. The home trade is still restricted, but here and there are indications of an improving demand. It is reported that retailers'

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.

J. A. TEPOORTEN
LIMITED

WHOLESALE DRUGS

PATENT MEDICINES DRUGISTS' SUNDRIES
PHARMACEUTICAL PREPARATIONS

308 Water St. Vancouver, B. C.

Coast-Okanagan Telephone Service

It is now possible to talk to such points as Armstrong, Enderby, Kelowna, Penticton, Summerland, and Vernon from mainland coast and Vancouver Island telephones.

BRITISH COLUMBIA TELEPHONE COMPANY

Here's a New Assistant!

The advertising of Fleischmann's Yeast for Health is creating a demand that is growing every day—you can profit by supplying your share of this demand.

Recommend Fleischmann's Yeast to your customers; it overcomes constipation, relieves indigestion, clears the skin and tones up the whole system. And you will find that healthy customers require more of all the groceries you have for sale.

The Fleischmann Company

YEAST SERVICE

stocks of foreign china, purchased or ordered before the imposition of the safeguarding duty, have now been substantially reduced, giving promise of an increased call for English wares in the near future.

BOOTS AND SHOES.

Rising Prices for Leather.

The all-absorbing topic in boot manufacturing circles is the upward trend of leather prices. There is undoubtedly a shortage of hides due to a variety of causes, and boots and shoes will certainly be dearer. The National Fedration of Boot and Shoe Manufacturers have already given notice of an increase. It is calculated that present prices of leather footwear should be advanced from 1s. to 1s. 6d. a pair for medium and best-grade boots, but whether manufacturers will get this advance is another matter. Competition is exceedingly keen.

Even with the threat of higher prices there does not seem to be any tendency on the part of either the wholesale or retail distributive trade to expedite orders. There has certainly been a progressive improvement in business since August, but buyers are not very disposed to look far ahead, and orders generally are for present requirements. Still there is a fair flow of business, and manufacturers are not disposed to complain, for if prospects are uncertain, business is decidedly better than it was this time last year.

KEEP YOUR PHONE WORKING.

While a great number of grocers have made use of the slogan "Telephone for Food," there are still some today who are overlooking a real bet in not "telephoning for orders," according to Larry Holman, service salesman for Sunland Sales Co-operative Association, selling agents for Sun-Maid Raisins and Prunes and Blue Ribbon peaches and figs.

"As an ornament, the telephone is not so much, there are a great many 'artier' decorations, and when it does not ring often enough there are many idle moments when it could be put to good use keeping up contact with 'occasional' customers and regulars.

"It is not nearly so difficult to work up a fair sized order as it might appear to be. Suggestions over the telephone is making a lot of business for a lot of business men today. A great deal of the classified advertising in the big city newspapers is secured over the 'phone. There are 'slickers' who are making fortunes selling securities over the 'phone. And grocers are coming more and more to get their money's worth from the 'phone company by going after the business over the 'phone rather than waiting for it to ring the business in.

"It is getting along toward fruit cake time and it is always salad time. A suggestion for a raisin salad made with Nectars will suggest many another item to the busy housewife and the net result will be new friends, old friends made good ,and increased orders for the day."

Telephoing is more than word-of-mouth advertising and there are a million reasons for calling up a customer or a prospective customer, and not one for letting the 'phone remain idle.

CANADIAN WOOLLEN CO.'S INCOME IS BEST IN FIVE YEARS, STATEMENT SHOWS.

Continued from page 28).

ings have been sufficient to allow the appropriation of a larger amount for depreciation of plant and equipment, than was possible in any year since 1921. The operating profits are, however, still some $30,000 short of the amount necessary to provide for a full depreciation.

"Your directors are hopeful as a result of the facts recently put before the Government Tariff Commission, in regard to the position of the mills making woollen piece goods in Canada, that at the next session of parliament such legislation will be enacted as will permit your mills earning sufficient to at least pay the shareholders a reasonable rate of interest on the money they have in vested in this enterprise.

"New machinery to the value of $97,000 was installed during the year, as your directors feel that only by keeping the plant and equipment up to a high state of efficiency can any hope of final success be attained.

"During the year two small yarn spinning plants came on the market, namely, Milton Spinning Mills, Ltd., Milton, Ont., and Otonabee Mills Ltd., Peterborough, Ont. These plants were close competitors of your mills, and as they were obtainable at terms which were considered favorable, they were purchased by your company. These mills for the present will be operated as separate units, but later it may be deemed advisable to incorporate them with Canadian Woollens Ltd."

MERCHANTS RECOMMEND
WESTERN GLASS
For Quality Right Through.

POLISHED PLATE GLASS
MIRRORS :: WINDOW GLASS

"Knowledge of the SERVICE we are prepared to give is spreading. Let us serve you."

Western Glass Co. Ltd.
158 Cordova St. W. Vancouver.
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.

BULLETINS PRICE LISTS
SPECIAL SALE ANNOUNCEMENTS
Multigraphed, Mimeographed Addressed, Mailed.
Mail Campaigns Handled Efficiently
Wrigley Directories, Ltd.
198 W. Hastings. Phone Sey. 1008

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

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

"A CANDY THAT AIDS DIGESTION"
(Made in France)

"A Profitable Line to Handle."
Samples and Prices furnished all Jobbers
Telephone Seymour 7121
Dominion Sales Company
433 RICHARDS St., VANCOUVER
(Boxed 36's—5c. "Ad" cards supplied)

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. Vancouver Stores phone Sey. 3861.

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. Walsh & Co. Ltd. 318 Homer Street. Sey. 8587.

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.

The Kay Manufacturing Co, Montreal.—Thos. Conlan, 318 Homer St. Sey. 1977.

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

GROCERIES—Continued.

Canadian Postum Cereal Co., Ltd., Toronto.— McNeeley's Ltd., 525 Seymour Street. Sey. 9337.

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

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. 2826. W. H. D'Arcy, jr., manager.

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.

The Rowntree Co. Ltd., Toronto.—Local office, 152 Alexander St. A. N. Dyer, Manager B. C. Branch.

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.

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

Pacific Waxed Paper Co.—Counter Sales Books and Waxed Paper.—310 Davie Street. Sey. 2885. T. D. Lewis.

The Scale Shop Ltd., for Scales Meat Slicers, Choppers, Cash Registers, Coffee Mills, Cheese Cutters, etc. large stock new and used; free catalogue. Terms.—365 Cordova West. Sey. 2881.

The Walker Bin & Stores Fixtures Co. Ltd., Kitchener, Ont.—J. L. P. Duncan, 2837—6th Ave. West. Manufacturers' Agent. Bay. 4485R.

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

QUALITY!

Speaking of quality—no better sardines are found in the North Atlantic than are packed under Brunswick Brand. Not only are the fish of high quality, but they are packed at their best, just a few hours out of the cold, healthy sea waters.

Brunswick Brand Sardines have won an annual sale of 15,000,000 tins—and have the quickest turnover of any sardines on the market. Sell them by the dozen.

'Connors,

CONNORS SEA FOOD

BRUNSWICK
BRAND
SARDINES

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

Largest sardine packers in the British Empire.

CONVENIENT!

ECONOMICAL!

DEPENDABLE!

SWIFT'S

"SILVERLEAF" BRAND PURE LARD

Packed in a full range of sizes from the handy 1-lb. self-measuring carton to 50s tinware—also tubs and tierces.

The same uniform high quality prevails throughout.

SWIFT CANADIAN COMPANY LIMITED
CANADA

HERE are some of the features of "Silkoline" Hosiery which will appeal to shrewd buyers of women's hosiery:

"Silkoline" has a soft "feel" and "silky" appearance.

It retains its lustre and softness throughout repeated washings.

It is knitted with high spliced heel and double sole, reinforced at heel and toes.

It is moderate in price—one of the dependable "Sunshine Hosiery" styles.

"Silkoline" is a steady seller with many retailers. Made in black, white and popular colors. Order from your wholesaler.

Chipman, Holton Knitting Company, Limited
Hamilton, Ontario

Mills at Hamilton and Welland

"Silkoline" Half Hose is made from the same material and is a profitable line for men. A "Sunshine Hosiery" style.

SILKOLINE