THE SEPTEMBER

RETAILER

BRITISH COLUMBIA, ALBERTA, YUKON

VOL. XX., No. 1 VANCOUVER, B.C. SEPTEMBER, 1927.

It's WINDSOR PURITY

Your Customers Want

DO your customers want the kind of salt produced by the methods shown in these pictures?

We think not.

Quality always pays. Through powerful and persistent advertising your customers have learned to want Windsor Salt. They will buy it every time—if you do your part.

Windsor Brands of Salt are guarded daily in the making by our own staff of chemists who see to it that its cleanliness and unequalled purity is maintained.

And don't forget it is a made-in-Canada product, which for so many years has been familiarly known as

"PUREST AND BEST."

Stick to Windsor quality and you'll sell more salt.

The Canadian Salt Company, Limited

WINDSOR, ONTARIO

SELL THESE BRANDS:

WINDSOR
Iodized Salt
Prevents Goitre.

REGAL
Table Salt
Free Running.

WINDSOR
Table Salt
in bags.

WINDSOR
Specially Purified Salt
99.9% Pure.

THESE PICTURES: (1) Salt merchants of Adis Ababa, Abyssinia, (2) Natives filling and weighing sacks of salt, Djibouti, Somaliland, (3) Salt Mounds of San Fernando near Cadiz, Spain; (4) Gathering salt at Pouliqueen, France.

WINDSOR SALT

PAPER BAGS

Popularity and goodwill is increased by a standard of excellence in store service detail. Strong and good-looking paper bags assist this merchandising principle

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

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

"Built for Strength and Appearance—ALWAYS"

J. C. WILSON, LIMITED

Manufacturers of
PAPER BAGS. WRAPPING, TISSUE AND TOILET PAPERS.
for Wholesalers and Retailers.
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A Million Bubbles In Every Package

- 24 - Large Packages to the Case

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

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

A BRITISH COLUMBIA PRODUCT

THE ROYAL CROWN SOAPS, LTD.

DISTRIBUTORS FOR B. C.

Wonderful Autumn Business Maker

LUX TOILET SOAP

Did you receive your copy of our Broadside on our

Remarkable Extra Profit Offer

coupled with a splendid

Window Dressing Contest?

Canada-wide and absolutely unprecedented in its liberality

Grand First Prize

FREE TRIP to England OR, $1,000 in Cash

220 Cash Prizes totalling $3,245 for Window Displays only

Entry Form for Window Dressing Contest must be mailed by Sept. 24th

Every Dealer in Canada from the Atlantic to the Pacific, regardless of how large or small his business may be, or how big or little his sales of LUX TOILET SOAP have been, HAS THE SAME CHANCE TO WIN AS ANY OTHER DEALER IN THIS BIGGEST AND FAIREST WINDOW DRESSING CONTEST.

ASK YOUR JOBBER TO-DAY OR WRITE US AT ONCE FOR FULL PARTICULARS ~ DON'T MISS IT

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Building a Business!

It is the staple, steady selling Products that convert your shelf space into cash.

CROWN BRAND CORN SYRUP is constantly in demand—the turnover is big—it's a good Product to help build a sound business.

Ask your Wholesaler for

EDWARDSBURG

"CROWN BRAND" CORN SYRUP

The CANADA STARCH CO., Limited, - MONTREAL

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

PANCAKE TIME

"I'se in town Honey!"

Aunt Jemima

the best selling Pancake Flour

PEOPLE like pancakes these chilly mornings. There's nothing like **Aunt Jemina Pancake Flour and Aunt Jemima *prepared* Buckwheat Flour.** They have the true pancake flavor. Made with a recipe tested for three score years. Light and easily digested.

The happy face of Aunt Jemima now is appearing in newspapers and magazine advertising from coast to coast. It is making people ask for more pancakes. Every advertisement emphasizes the simplicity of making pancakes and waffles with Aunt Jemima products.

Aunt Jemima Pancake Flour in the yellow package and **Aunt Jemima *prepared* Buckwheat Flour** in the red package—always have them prominently displayed. Your customers are constantly looking for foods to give variety to meals. Here are two products you can offer with every confidence.

One pancake recipe in all the world stands out above every other recipe. It has been used by three generations of women. It is **Aunt Jemima's Pancake Flour.**

Helps You Sell Other Foods

Aunt Jemima advertising features pancakes with other foods such as butter, brown sugar, syrup, bacon, fresh sausage.

There is an appeal to wholesomeness and hearty eating which will enable you to sell other foods every time a package of **Aunt Jemima** crosses your counter.

You can profit by "hooking up" with this advertising.

AUNT JEMIMA PANCAKE FLOUR

ALSO

Aunt Jemima *prepared* Buckwheat Flour

The Quaker Oats Company

SASKATOON.

The RETAILER

"The Paper the Retailer Reads"

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

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.

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

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Cranbrook.....H. R. Hinton, Sec.
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Nanaimo.....N. Wright, Sec.
New Westminster and Fraser Valley.....D. Stuart, Sec.
Revelstoke.....F. G. Bews, Sec.
Vancouver.....G. S. Matthews, Sec.

Vol. XX., No. 1 VANCOUVER, B. C. September, 1927.

Retail Merchants' Association of Canada Hold Twenty-second Annual Convention

Delegates from All Provinces Attend Gathering at St. John, N.B.—J. J. Banfield Retires—J. T. Crowder Elected President.

Problems of the Canadian retail trade were discussed at the annual meeting of the Dominion Board of the Retail Merchants' Association of Canada, held at St. John, N.B., July 25 to 28. Delegates from all the Provinces were present, and matters not only of interest to the retail merchants, but to all business men of Canada, were discussed. N. B. Douglas, Dominion Secretary-Manager, estimated that there were some 140,000 retailers in the country, distributing some $4,000,000,000 worth of goods.

That retailers have been going through a period of evolution, was stated by President J. A. Banfield, who said that merchandise is no longer being distributed on the basis of mere barter, and not only retailers, but wholesalers, banks, etc., are vitally interested in what the future may hold. He referred to the expansion in farming and agricultural development throughout Canada, and found that the retailers today are distributing more goods than ever before.

The Committee on Resolutions submitted 28, of which 20 were adopted. Among these was one setting forth that the extension of the mail order business is tremendously affecting the proper growth of towns and villages and that a tax be paid by the mail order houses for doing business in the same way as any other member of the community, such tax to be in proportion to the operating costs paid by the local merchant and to be collected by the Dominion Government and distributed to the municipalities on an equitable basis, and that the matter be taken up with each Federal member, by influential men in his community, before the next session of parliament.

Retiring President's Address.

To the Members of the Dominion Executive Council and the Dominion Board of the Retail Merchants' Association of Canada.

Gentlemen,—Our annual convention has again brought us together to discuss the problems of Retail Merchandising. It is a pleasure to attend these conventions and meet with the representatives of the merchants from the different provinces. We are here to try to examine the conditions under which the retail trade of Canada is being conducted, and the position of the merchant with reference to the other classes of our economic life. To do that we must make an analysis of the retail trade itself and its relationship to the other factors of our industrial and agricultural activities. In this our Diamond Jubilee year, more than at any other time, it is well that we should take stock of what has been done and what we may hope to do in the future.

Retailing has been going through an evolutionary period. Methods are being transformed. Merchandise is no longer being distributed on the basis of barter and exchange as in the day of the Trading Companies, but for money value. Banks and governments have provided currency; wealth has been produced; transportation systems have been developed; our population and with it our consumptive power has been in-

creased; new methods of distribution have been introduced. What has taken place? Where are we now, and what of the future, is the question facing not only the retailers, the wholesalers and the manufacturers but every factor of our community life.

Agricultural has been the chief basis of the original wealth of this country. It, too, has been transformed from the time of the spade, the cradle and the flail, to the time of the plow, the tractor, the reaper, and the thresher. Individual labor and production has to a greater degree been replaced by machine labor and mass production. Livestock and poultry and their products and their importance in our agricultural prosperity are even replacing the attention which has for years been given to grain growing in this country. Only this week in Ottawa from seven to eight thousand representatives from different countries of the world are meeting at the World's Poultry Congress. Who ever heard of such gatherings to consider the value of the barnyard fowl until the last few years? Let us see just what some of the changes have been.

In 1871, the first census period after Confederation, we had only 36,000,000 acres of land occupied, with 1,700,000 acres in wheat producing 16,750,000 bushels, as compared with 140,000,000 acres of occupied land in 1926, with 23,000,000 acres in wheat producing over 300,000,000 bushels. We have still at least 150,000,000 acres of available land for agricultural purposes.

A few further comparisons of the agricultural developments of this country will be interesting:

	1871	1925
Horses	836,000	3,550,000
Milch Cows	1,251,000	3,830,000
Other Cattle	1,373,000	5,477,000
Swine	1,366,000	4,426,000
Sheep	3,155,000	2,755,000
Dairy Products	$1,602,000	$105,000,000

There were over 48,000,000 fowl in Canada in 1925, of which 32,500,000 represent the number of hens producing 225,000,000 dozens of eggs valued at $58,000,000. The total value of our agricultural products has reached the huge sum of $1,700,000,000.

Mineral production has increased from $5,000,000 in 1871 to $225,000,000 in 1925.

The total value of our forestry production in 1925 amounted to $456,000,000.

Fisheries are valued at $51,000,000 as compared with $7,500,000 in 1871.

The value of the furs caught last year was $15,000,000, while electric power produced $100,000,000 and new construction was valued at $370,000,000.

The total value of new wealth produced in Canada from our basic industries last year amounted to over $3,000,000,000, in addition to which we find that the value of the goods manufactured or processed in this country were valued at $2,750,000,000, which is a tremendous increase over the year 1871 when secondary production or manufactured goods was valued at $221,500,000.

Agricultural products or manufactured products cannot find their way to the consumptive markets except by way of transportation and distribution. The railroads are the chief method by which goods are transferred from the point of production to the point of consumption. In 1871 we had 2,000 miles of railways carrying 2,000,000 tons of freight, whereas we have over 40,000 miles of railways carrying 125,000,000 tons today.

A large quantity of our products are exported, in fact, over $1,200,000,000 last year, but during the same time we imported goods to the value of over $800,000,000.

The merchant fits into this economic fabric by bringing the products necessary to suit the requirements of the people of his community to the place where they may be purchased.

Distribution has changed considerably during the past few years. In the early days we had the trader, then the general merchant selling all classes of merchandise ,and now as well as the general merchant there are over sixty different classes of merchants selling exclusive lines of merchandise ,such as the grocer, the clothier, the boot and shoe dealer, the hardware merchant, the lumberman, the furrier, the jeweller, the furniture dealer, etc.

With all these different classes of merchants there has also been developed various systems of distribution such as the local store, the mail order systems, the chain store, the co-operative store, collective buying, transient traders, hawkers and peddlers, customer chains of sale, unsolicited distribution, etc., each trying to get as much business as possible ,and each trying to make a gross margin sufficient to pay operating costs and produce a net profit.

The difference in operating costs of some of the different classes of stores may be very interesting. We find the following average figures given by one of the Bureaux on retail costs:

Hardware Stores	23.4%
Dry Goods Stores	23.1%
Drug Stores	27.4%
Clothing Stores	23.3%
Shoe Stores	26.9%
Grocery Stores	17.9%
Jewellery Stores	33.9%
Furniture Stores	28.4%
Automobile Dealers	23.9%
Department Stores	27.3%

These operating costs are the margin required on the selling price before any profit can be shown and are made up of such expenses as salaries, advertising, rent ,wrapping and supplies, delivery, heat, light, insurance ,taxes, repairs, depreciation, interest, travelling expenses, accounting, etc.

Too many merchants today do not realize that if their expenses are 25 per cent. of their selling price and they mark up their goods 25 per cent. on the cost price that they are losing money. They wonder why it is that at the end of the year they show a loss in place of a profit. Merchandise should be marked up at a price which would include the gross margin required, and this mark-up must be on the selling price and not on the cost price.

The retail trade of Canada today is distributing more goods than ever before. The regular process has been from manufacturer to wholesaler to retailer, but within these last few years as a result of the price differential established by manufacturers to a select few of the retail trade and the price competition which has followed, the feeling of the retail trade today is that something must be done to overcome the price differential created by the manufacturer if the local retailer is to meet the competition of centralized buying power. Volume is increasing, it is true, but never before has it been so hard for the retailer to make a profit, in fact with increased sales the profits are decreasing. The principle of mass production applied to distribution is bringing about an irreconcilable condition of affairs which is being reflected in the prosperity of our villages, towns and cities.

The prespects for this year as related in our leading financial and trade papers indicate that we may look for more prosperous times ahead. Crop conditions are reported very favorable. Forestry production and particularly pulp and paper manufacturing has never been greater, in fact we are now the largest pulp and paper producers in the world. Mining is exceeding even the fondest dreams of some our our best informed mineral experts; electric power development and construction is far in advance of any previous year in our history; banks and financial institutions report favorably on future possibilities.

We have certainly much to be grateful for, and yet in our optimism for the great and growing country in which we are living we must not be blind to the facts revealed by a more close and detailed analysis of the actual position of the individual and his ability to get a fair remuneration for his services, that there are conditions which must be remedied, and I hope that some of these matters will be carefully considered during the time of this convention.

The true success of a country is reflected in the prosperity of its merchants. When business is good with them conditions generally are good. While the volume of sales of merchandise is increasing this increase is not indicative of prosperity as expenses are increasing and the margin of profit decreasing.

Every merchant should realize his responsibility to his Association representative of his business. Through his Association he must try to solve the problem of quantity buying, price, concessions, special privileges, etc., which are driving the independent retailer into a defenceless position without the co-operation of his fellow retailers to help solve the problem. The retailer must know the truth about prices for his great trouble is the lack of purchasing power and quantity buying, together with special concessions and differences in operating costs.

These conditions of modern merchandising are here. The retailer must face the issue. He must either solve the problem or there will be no other outcome than that a large number of retailers at present in business will have to quit. There is no use kidding ourselves, there is no use expecting a solution without studying the problem and devising a plan to overcome the difficulty.

Secretary's Report.

Gentlemen,—I have much pleasure in presenting for your attention and consideration my third report of the work and activities of the Dominion Executive Council, the Representative Committee, and the Dominion Board for the year 1926-27, at this your twenty-second annual meeting.

Changes in conditions and methods of distribution in a country so large as Canada are not easily observed at any one period of time, but by comparison of present conditions to the past we are at least able to get some idea of the business trend and if we go further and compare present conditions with the possibilities of the future, with the knowledge of what has taken place in the past, we might even to some degree be able to forecast what future change will under normal conditions take place.

Trading conditions have changed from the time that one man traded goods for the goods of another. Not many years ago we find that "barter and exchange" was the principle on which all trading was carried on by the fur trading companies with the natives and the early settlers in this country; in fact not until 1817 was a bank established in Canada from which currency could be secured, although the fur companies prior to this time had used wooden or metal discs as a medium of exchange. Now the only basis on which goods are exchanged is at a money value.

Not only have the conditions changed but methods have even been more evolutionary. The chief procsses through which merchandise is distributed in Canada today may be described as follows:

1. Individually owned and operated store.
2. The Mail Order House.
3. The Chain Store.
4. The Co-operative Store.
5. The transient trader, hawker and peddler.
6. The manufacturer and wholesaler selling direct to the consumer.
7. Customer Chains of Sale.
8. Unsolicited (sent on approval).

A plan of sale for any or all of these methods may be on a service or a non-service basis, and either for cash or credit or for both cash and credit.

Merchandising has become classified and with the specialization and standardization processes, while the general merchant carries all lines of merchandise, there has been developed different classes of merchants directing all their attention to these more specific lines, such as the grocer, the clothier, boot and shoe dealer, hardware dealer ,jeweller ,etc. In all there are 140,000 retailers in Canada today distributing over $4,000,000,000 worth of merchandise.

With the tremendous number of retailers, with the different methods of distribution and the competition between these different merchants and their different methods, each with the ambition to succeed, you can realize something of the chaotic condition of the retail distribution business of Canada today with no one approved method, no one established standard.

The principal of mass production within the last ten or fifteen years applied by manufacturer is rapidly being introduced into the methods of selling goods to the consumer, and will be known underthe caption of massed distribution.

These are the conditions today in a country of 9,000,000 people with millions of acres of land still available for occupation, with unlimited mineral, forest, fishing and other basic products to be developed, and with only 2½ persons per sq. mile as compared with the United States to the south of us with 30 persons per square mile, and England and Wales with 558. The population will, no doubt, rapidly increase with a corresponding increase in consumption and distribution.

What is going to happen? Will the tendency be to continue to bring the manufacturer and the consumer into closer relationship by large buying individually, or by grouping together, thereby establishing the principle of price differential for quantity purchasing? Is the service or the non-service store to be the method of distribution more suitable to the requirements of the public, or will service stores, with from five to seven per cent. operating costs for service alone, be required to adopt both methods of distribution in order to meet the price differential of the non-service stores? How long can price cutting on nationally advertised goods which have become standardized be used as a basis of competition, emphasizing the "Price" appeal, in the hope that the public will believe that as the price is ridiculously low on some well-known trade marked article so all other lines of merchandise sold by the price-cutter are similarly maintained? What is going to happen to the manufacturer ,the wholesaler and the independent service retailer if the manufacturer permits these conditions to exist by continuing his policy of creating large price differentials between different classes of distributors?

In my opinion ,only five things can happen, either

1. Retailers will find it necessary to discontinue selling the products of manufacturers who do not protect the sale of their merchandise to the point where a fair margin of profit can be secured; or

2. Retailers will have to get together and buy directly from the manufacturers to get quantity purchase prices; or

3. Retailers will have to get away from the overhead costs of wholesalers' service and credit charges; or

4. The public will have to be educated to realize the unfair position in which the regular merchant is being placed as a result of the different methods of competition being introduced, and his support requested to direct his purchasing power to those merchants who are rendering the greatest srvice to his community; or

5. The government will be required to make a study of our domestic distribution problems, and with the assistance of the retail trade undertake to direct distribution through the most economical and at the same time the most fair and equitable channels in the best interests of community life and development.

It is, I believe, very timely that some definite plan should be formulated at this convention that every merchant in Canada should feel it his duty to belong to this Association, which is representative of his business, in order that in and through the Association his business and the craft in which he is engaged may be raised in the opinion of the public to the dignified position which it should occupy in the economic life of this country. That he may be better able to serve the public; that con-

(Continued on page 26)

A Study of the Evolution in the Grocery Business

By A. E. PHILLIPS, President of the American Specialty Manufacturers' Association.

Sound, effective and economical performance of the distributive functions—the getting of goods from producer—presupposes from the standpoint of distribution the recognition of two basic facts:

First—That the consumer, whom it is our joint endeavor to serve, must be satisfied; and

Second—That waste or uneconomical methods in manufacturing have been substantially eliminated.

It is well known that many commodities could be delivered to the consumer at much lower cost if the consumer were welling to accept them in larger standardized sizes and in containers made of less expensive material—preserves in pound tins instead of twleve ounce glass, for instance—but that, aside from the element of freight is a problem of more economical production rather than distribution.

The Functions of Distribution.

There are five necessary, essential and inescapable functions in the process of sound, effective and economical distribution of manufactured products:

(1) Creating consumer demand.
(2) Focusing consumer demand.
(3) Initial distribution, making the product conveniently available to the consumer.
(4) Wholesaling, assembling a large variety of merchandise in economical quantities for distribution in smaller quantities to retail stores.
(5) Retailing assembling a large variety of merchandise in economical quantities for distribution in consumer units to the ultimate consumer.

And, added by the restaurant, hotel, dining-car, college, hospital ,and similar institutions, there is a sixth.

Catering touches the wholesaler by representing a very considerable volume of desirable business, and the retailer by possibly making him ask himself a question as to how well be could make a delicatessen department pay, and the manufacturer by furnishing an outlet for a volume that represents 17.2 per cent. of the country's food bill.

Each of the five functions just mentioned consists of several constituent services which have been grouped by practice and tradition to constitute the function named.

Creating Consumer Demand.

This service, until the advent of the private brand, had always been performed by the manufacturer. It has become a very valuable service to the consumer.

Under the ethical rules of truthfulness generally observed in modern advertising, an educational service in dietetics, the health value of which would be difficult to estimate, has been rendered by the national advertisers of the grocery industry to the American public.

Advertising to create a consumer demand has a right to be classed as an essential service. The only question which arises concerning it is whether it can be more effectively and economically performed by the manufacturer than by the wholesaler or retailer. The answer is affirmative.

This function of creating consumer demand, measured by the yardstick of soundness, effectiveness and economy, belongs to the manufacturer. Distributers have a right to expect it of him.

Focusing Demand.

This is primarily a distributer's function, for it is an act of competition between distributers. Usually it has been performed by the distributer, with the manufacturer co-operating on an impartial basis.

In the case of the retailer, prior to the advent of the chain store, co-operative advertising group of retailers, or large individual advertising retailer, through the use of window displays, counter, table and shelf displays, handbills or mailing lists, the lithographed window display material and printed matter was usually furnished by the manufacturer.

Focusing demand that has already been created should not be confused with creating consumer demand. The latter is primarily and economically a service for the manufacturer, while the former is primarily and economically a service for the distributer to perform.

Obtaining Initial Distribution.

This has rested upon the shoulders of the manufacturer. In years gone by, before the advent of private brands, it was effectively accomplished at very low cost by friendly, straight forward and undivided co-operation between the manufacturers' specialty salesmen and the wholesalers' salesmen, and this highly effective and economical plan still holds sway in some parts of the country.

More generally, the present method, where the wholesaler's interest is centred in his private brand, is one of highly expensive, sometimes referred to as high-pressure cultivation of the consumer and retailer through local advertising, direct mail, house-to-house sampling, and crews of specialty salesmen frequently travelling in trucks from which minimum cash sales are made to the retailer from stock purchased by the salesman from the nearest wholesaler.

The high cost o fthis method is wasteful, because this method is made necessary by lack of wholesaler co-operation. Contrast this with chain store co-operation, where a manufacturer's product is distributed overnight in a dozen, a hundred or a thousand stores at no initial distribution cost to the manufacturer.

Wholesaling and Retailing.

To determine what under the trade conditions which exist in 1927 constitutes effective and economical wholesaling and retailing it is desirable to separate these two functions into the constitutent services which practice and tradition have assigned to them.

The functions of effective and economical wholesaling and retailing tradionally consist of the following services to the retailer and consumer, respectively:

1. Purchasing.
2. Warehousing and handling.
3. Advertising and selling.
4. Delivery.
5. Credit.

ADVERTISING
Sells Palmolive

The reason Palmolive Shaving Cream sells is because it is constantly advertised in a forceful, attractive way. Because millions send for the sample tube, then buy the full sized tube from you.

The reason the profits are continuous is that 90% of men, we've found, who once try Palmolive Shaving Cream never go back to their former brands. Hence a growing market is established for you.

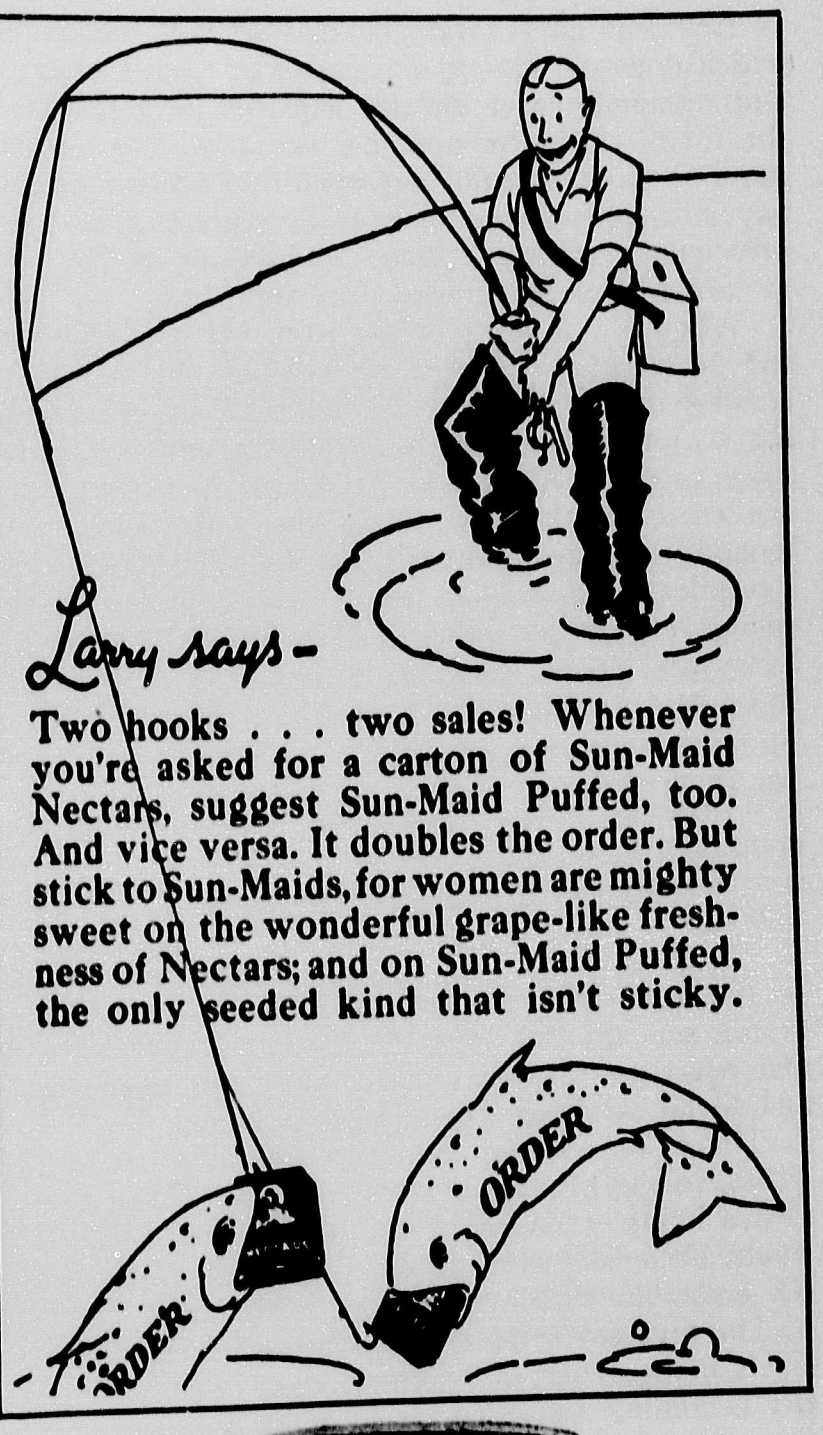
You can complete the tieup of our wide advertising by displays in your window that focus profits in your cash register.

Use our attractive display material whenever you can. But always have a stack of Palmolive Shaving Cream cartons placed conspicuously. Display material will be sent for the asking. Write the nearest Palmolive sales office.

THE PALMOLIVE COMPANY OF CANADA, LIMITED

MONTREAL TORONTO WINNIPEG

Made in Canada. 3599-C



Chloride of Lime

New Style Waterproof Package

Supplied by All Wholesalers in British Columbia.

Manufactured by

CANADA COLORS AND CHEMICALS LIMITED

Toronto Winnipeg Vancouver

Agents:

STARK & STERLING

VANCOUVER, B. C.

Any for mo fservice, no matter how economical, which does not satisfy the customer, is not effective and sooner or later will be displaced by a service in the form which the customer demands. That service must be paid for, and that rendering service without pay is an unsound and ephemeral practice, are two principles perfectly known, but in many of the newer forms of merchandising, lost sight of.

When a retailer receives from his wholesaler all the services of wholesaling enumerated above, including delivery and credit, he must expect to pay for it ,for in doing so he is paying only for actual value received. All that he has a right to expect of his wholesaler is that the service be performed on an economical and sound basis. On the other hand, when a retailer, positioned to perform some of the wholesaling services for himself, such for instance as delivery and credit, does so, he has a right to expect to be paid for it.

The New Merchant.

Formerly most wholesaling and retailing was done on a basis of full service, but that situation has considerably changed, and is undergoing rapid change today.

All retailers do not want a limited wholesaling service and all consumers do not want a limited retailing service, and never will—what proportion will, and what position they will occupy in the economic and social strata, is yet to be determined.

There is nothing ethically, morally or legally wrong in the making over of tradition. These changes are being wrought by the progress of society. It would be a backward industry ,indeed, which would not endeavor to move forward with them.

The mystery is being taken out of business. Guessing is being replaced by knowledge. Business is rapidly becoming a science, based upon facts and principles. Formerly preferences were built up for certain kinds of brands of goods which people expected to receive in the full service way; the outstanding feature of the new merchandising is the definite demand which is being built up for specific kinds of service .

The new forms of merchandising are all busily selling their particular form of service. The least busy element of the trade is the men who are performing the most service to the community—the full service wholesale and full serving retail grocer.

The Five Forms of Grocer.

Besides the long established full service wholesaler-retailer system, so far in the evolution of distributing methods, five forms of activity or systems have stood out most prominently:

1. The chain has successfully combined all the functions of wholesaling and retailing, with resulting economies of control, under one proprietorship.

2. Co-operative retailer-owned wholesale house is attempting to perform the functions of wholesaling under co-operative proprietorship, at a saving to the retail owners.

3. Wholesaler-retailer co-operative groups are trying to effect the economies of combined wholesaler-retailer functions, including that of advertising, to focus demand without combining proprietorship.

4. Cash-and-carry wholesaler is endeavoring to reduce cost to retailer by permitting retailer to perform certain wholesaling functions—such as credit, delivery, selling expense—and is making these economies available to any retailer desiring to take advantage of them.

5. Group of retailers co-operating for advertising purposes under leadership of all wholesalers in market instead of operating in conjunction with one wholesaler.

Special Privilege the Issue.

It is the seeking and granting of special privileges, protection or concession that upsets the equilibrium or balance of equal opportunity.

You will find the manufacturer ready at all times to put his shoulder to the wheel of progress in any co-operative movement which promises to be for the good of the entire industry. In the field of manufacturing as in distribution, a comparatively large percentage of the total volume of grocery products is in the hands of a comparatively small number.

Trade Associations can render no greater single service to business at large during the coming year than to drive home the fact that the effort for rapid turnover, splendid in itself, has been carried far out of bounds.

Auctioning Specialty Orders.

The manufacturer is not always perfect. One of the complaints brought against him is the "Auctioning of Specialty Orders." By "auctioning" is meant the shopping around by a specialty salesman from one wholesaler to another to see, first, which one will fill an order already booked at the lowest price or, second, which one will authorize him to book retailers' orders at the lowest price.

I have investigated this subpect during the last few months, and I am prepared to state that auctioning specialty orders is not a prictice, but a comparatively rare individual transaction between an unthinking wholesaler and an unauthorized, irresponsible and improperly trained specialty salesman whose house more than ninety-nine times out of a hundred is kept in total ignorance of the transaction.

I would recommend to you for investigation and appropriate action in you rrespective businesses two subjects which I believe to be of outstanding importance:

First ,the cost of too rapid turnover.

Second, the increasing consumer demand for fresh fruits, vegetables ,delicatessen and baked goods.

Importance of maintaining a proper rate of turnover is accorded universal recognition. The manufacturer has never been so far from spoiled goods troubles, or freer from large rebates against decline and heavy individual credit losses as under this system ,but merchandising efficiency ha ssuffered.

Manufacturers favor sane turnover, but strongly oppose hand-to-mouth buying carried to the extreme of uneconomical broken-case sales by wholesalers to retailers or such small purchases by wholesalers as to create frequent borrowing from one another, or let volume suffer while waiting for insufficient shipments to arrive.

No other movement will ,in my opinion, contribute more toward effective and economical merchandising in wholesale houses and retail stores than every man in his own business putting a stop to the enormous waste which is being committed daily in the name of rapid turnover.

FREE MACHINERY HURTING CANNING INDUSTRY IN UNITED STATES.

While production and consumption of canned fruits and vegetables are developing nicely in Canada, thus keeping industry in a healthy condition, there is depression and even turmoil in the general situation in the United States. From a study of United States conditions it looks as if too much paternalism on the part of can companies has a great deal to do with bringing about the stagnation.

Until a year ago every paper in the United States was filled with the news of the enormous increase in consumption. But lately there is a different tune. The trouble appears to be that the can companies, by supplying canners with free machinery, have encouraged canning factories to be started all over the country, in consequence of which the canning business has been badly overdone, the production being far in excess of the normal demand and the country generally is suffering from the overzealousness and short-sighted policy on the part of the manufacturers, particularly the can plants and canning machinery men. This, of course, affects injuriously not only the small canner throughout the country but also the small grower, who depends on these canners for a market for his supplies.

Business in Canada is in a healthier condition due to the fact perhaps that one or two large companies on account of intensive production, are able to adjust the packing conditions to meet the consumptive requirements, at least to a reasonable extent. One difficulty at the present time is to keep out the cheap goods of the United States packers, who, unable to find a market in their own country, are endeavoring to dump their surplus into this country. However, government officials, particularly the Agricultural Department, are checking quality very closely and are not allowing these inferior quality goods to come into Canada.

Many long range weather forecasters have been predicting unfavorable packing conditions for the canners in Canada and the Eastern United States this year.

REVILLON WHOLESALE COMPANY SELLS OUT HARDWARE AND GROCERY STOCKS

Hardware stocks to the value of $350,000, in addition to their half million grocery stocks have been disposed of by Revillon Freres in Edmonton.

In one of the largest hardware deals that have taken place in the west for many years, the J. H. Ashdown Company, with head offices at Winnipeg have acquired the hardware stocks and business of the above mentioned firm of wholesalers. J. N. Revillon, head of the firm, settled this transaction within forty-eight hours with R. A. Graham, general manager of the Ashdown Company.

On August 30 the report reached this office that the wholesale grocery business of Revillion Freres had been disposed of to Campbell, Wilson & Horne, Ltd., MacDonalds Consolidated Ltd., and Western Grocers Limited ,all having branches in Edmonton.

CANADIAN MILK PRODUCTS LTD. OPEN VANCOUVER BRANCH.

The Canadian Milk Products Ltd. ,who have been distributing through Kirkland & Rose in British Columbia for a number of years, have opened a branch office in Vancouver under the management of J. H. McMillan, located at 34 Powell Street.

QUALITY GOODS

ATTRACTIVE PACKAGES

Glace Pineapple
6 lb. Boxes.
12 oz. Cartons, 24 to Case.

Almond Paste
14 oz. Cartons, 24 to Case.
8 oz. Cartons, 48 to Case.

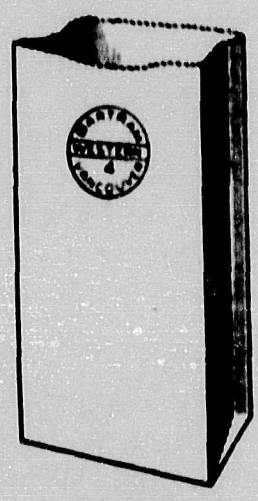
Ground Almonds
8 oz. Cartons, 24 to Case
4 oz. Cartons, 48 to Case

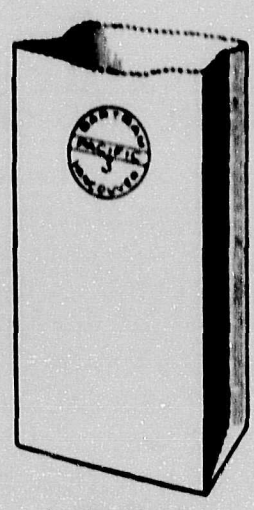
Glace Cherries
8 oz. Cartons, 24 to Case

WILLIAM ROBINSON LIMITED
VANCOUVER, B. C.

BE CAREFUL TO ALWAYS SPECIFY THE B. C. BRANDS

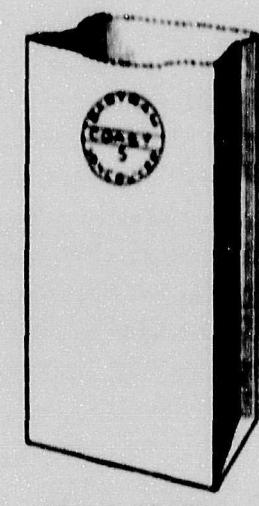
PAPER BAGS

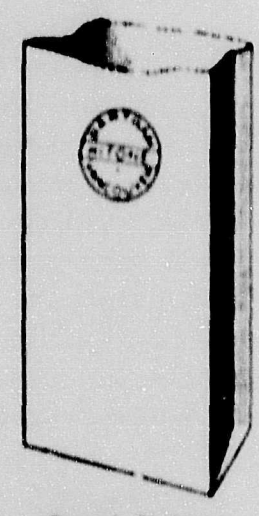

Light Manila


Light Kraft

AN 100% B. C. PRODUCT.

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


Heavy Kraft


Bread 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.

On Pineapple, too---

THIS LABEL STANDS FOR LARGER SALES

DEL MONTE Pineapple business, IN CANADA, for 1925 was 44 per cent. greater than in 1924.

DEL MONTE Pineapple business, IN CANADA, for 1926 was 72 per cent. greater than in 1925.

Indications for 1927 already point to an equally steady growth.

The reason, of course, is the quality of DEL MONTE Pineapple plus the growing consumer preference for this label and the real consumer call which DEL MONTE advertising has developed in every Canadian Province.

Through both Canadian and United States magazines we are reaching your customers, building new business not only on DEL MONTE pineapple, but on a wide list of popular, staple foods.

CALIFORNIA PACKING CORPORATION
San Francisco, California.

More than ever before DEL MONTE is the brand for steady sales and growing volume

DEL MONTE PINEAPPLE

Sliced and Crushed

Also--

Peaches,
Sliced Peaches,
Apricots, Pears,
Plums, Berries,
Fruits for Salad,
Cherries, etc.

GROCERIES & PROVISIONS

Grocery Market Report

Vancouver, Sept. 12, 1927.

Salmon.—Canners along the coast report an unusually light pack of salmon this season. Estimates are that the sockeye pack on the Skeena River will be about two-thirds of last year ,and that the pack of pinks will not exceed one-third of last year.

Despite the short pack in British Columbia this year canners have decided to keep salmon prices at about the same level as last year. It is expected that stocks will be cleaned up quickly, there being a stronger market condition in domestic and foreign outlets than last year.

Packers have decided that it would be poor policy to create a prejudice and disturb connections abroad by holding for higher prices this year, even though the pack might be disposed of at a higher level by so doing. Continuous purchases from year to year in such markets as France and southern Europe where price is an all-important factor, are considered of more importance to the industry than an additional revenue that might be exacted this year.

Most canneries, it is feared, will take a loss on this season's operations, the exceptions being those that pack sockeye in large quantities.

Dried Green Peas.—Reports are that new crop of this commodity has been fairly good this season, and that prices quoted for arrival will be around 4c for Blue Bell, while wrinkled peas will cost about 4¾c per pound. Arrival in about ten days time.

Australian Currants.—New crop Australian currants have just reached the local market, and are of exceptionally good quality. In view of the fact that there is no duty on this line coming into Canada, whereas there is a duty of 3c per pound on Grecian currants, we predict that a record sale will be enjoyed on the former variety. In fact with the exception of a small quantity of Vostizzas (which is a very superior grade of Grecians) we question whether the local wholesaler will import any Grecian currants this season.

Salt.—Very recently advances have taken place on California salt or from $4 to $6 per ton, which may be reflected in the local market to some extent.

Corn.—Opening prices on corn have not been named at this writing, and indeed if reports from Eastern Canada are authentic and we have every reason to believe they are, merchants may look for higher prices than have been prevailing. The corn in the East is not at all up to the expectations of the grower, in fact they are such that an advance in price is not only inevitable ,but supplies may be hard to procure.

Tomatoes.—Opening prices on 1927 pack of tomatoes have not yet been named,but we believe will be within the next week or so, and we venture to predict once again that higher prices than were named last year will prevail.

All canners in British Columbia report most depressing pack. They report that in the first place the crop commenced to ripen two weeks later than last year; in the second place we have had more cold weather than the crop required, with wet weather during the last ten days. If this continues we must expect a short crop and an advance in price.

Teas.—Some time ago we advised our readers that an advance on teas would take place in the near future. Our prophecy was correct as we are advised that an advance was put into effect on September 1st of 3c per pound on package tea and from 2c to 3c on bulk teas.

Shop Twine.—Brokers are quoting a further advance of 4c per pound.

Johnston's Fluid Beef.—The local wholesale trade are authorized to give one 16oz. bottle free with each dozen purchased until further notice.

Dina-mite.—The New Health Food.—Dina-mite is a cereal which is packed 24½lb. packages to the case and sells to the retail trade at $4.75 per case.

It was first manufactured in a small way in the City of Spokane less than three years ago, and today there are factories in Spokane, Los Angeles, Cleveland and one building in Minneapolis. This tremendous growth could not have taken place if Dina-mite did not have merit. The first Canadian factory for the manufacture of Dina-mite is now being established in Vancouver, and the Dina-mite being offered is made right here. This should be sufficient reason for merchants getting behind this new health food, as in so doing you are assisting to build up an industry in Vancouver.

Sugar. — There are persistent rumours that Cuba will further restrict its output, possibly to 4,000,000 tons, during the coming season, and that Cuban authorities have made some advances to the leading beet sugar producing countries along the same direction. Whether or not this will work out remains to be seen, but at any rate the very fact that the scheme seemed to have taken a definite form is having a noticeable influence on sentiment. The statistical position in Cuba is also believed to be firm.

Nuts. — Reports from France are favorable as to walnuts, but recently wet weather is reported to have changed the outlook by cutting the tonnage and by increasing the percentage of the less desirable grades. The Italian crop is said to be above normal, with that in Rumania fair and in China a good crop is in prospect. California will have a heavier tonnage than last

(Continued on page 23)

Sell Your Customers What They Know Is Good

Many of your own customers have visited the 4X Bakeries and **Know** the quality of these delicious products. Their confidence in you will be increased when you offer them a complete 4X selection.

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

GILLETT'S LYE
EATS DIRT

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

E. W. GILLETT COMPANY LIMITED
TORONTO CANADA

A Quality Product !

Dr. Middleton's
IRONIZED
GENUINE
Whole Wheat
FLOUR

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

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

The Invigorating Days of Fall are Stimulating the Demand!

EMPRESS MARMALADE
EMPRESS JAM

QUALITY
PURITY
NATURAL FLAVOR

Let adequate stocks of this well-known brand **displayed in a good position** in your store assist efforts for greater sales.

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—	
1 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	8.96
5% 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
10 lb. Canister (100 lbs. in case)	15½
100 lbs. iron drums	.12½
Cream of Tartar—	per doz.
⅛ lb. paper pkgs. (4 doz. in case)	1.85
¼ lb. paper pkgs. (4 doz. in case)	2.70
½ lb. cans with screw covers (4 doz. in case)	3.55
1 lb. cans screw covers (2 doz. in case	6.25
5 lb. square canisters, ½ doz. in case)	.54
10 lb. wooden cases	.41
25 lb. wooden pails	.41
100 lb. lined kegs	.35
360 lb. lined barrels	.27

KELLY, DOUGLAS & O., LTD.

Nabob Products.

Allspice, No. 2, tins doz.	.90
Baking Powder, 48 12 oz. doz.	2.35
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.	3.85
Cream of Tartar, ½s, tins	3.15
Cream of Tartar, ¼s,	1.55
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 (hocolate, 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, ⅙ doz.	1.40
Sulphur, ¼s. doz.	.65
Tea, Green Label, ½s. per lb.	.64
Tea, Green Label, 1s per lb.	.62
3 lb. tins	.67
3s lb. packages	.60
5 lb. packages	.59
Tea, de Luxe, Afternoon, 1 lb.	.78
Tea de Luxe, Afternoon ½s per lb.	.80
Tea de Luxe, ¼s per lb.	.82
Tea or Coffee, not Asst., 100 lbs. lots, 1c per lb. less.	
Tea and Coffee Asst. 500 lb. lots, 2c per lb. less.	
Vinegar, doz.	2.40

P. BURNS & CO. LTD.

Shamrock Products.

Ayrshire, Rolled shoulders, per lb.	.24
Bacon, Shamrock, 6-8 per lb.	.43
Baked Ham, with dressing, per lb.	.42
Shamrock, Handy Pats, 1 lb. cartons	.44
Cheese, Canadian, large, per lb.	.24½
Cheese, Canadian, twin, per lb.	.25
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.	.36
Dominion Bacon, 12-14 lbs., per lb.	.36
Dominion shoulders, boned and rolled	.24
Dripping, beef, 4-lb bricks	.12
Hams, Shamrock, per lb.	.32
Hams, boned and rolled, per lb.	.34
Head Cheese, 5-lb tins each	.55
Jellied Tongues, per tin, 10lbs. approx.	.44
Lard, No. 5, 12 to case	.19¼
Lard, No. 3, 20 to case	.20
Lard, cartons, 15 lbs	.18½
Lard, No. 1, cartons, 30 lbs.	.18½
Mincemeat, kits, 25-lb., net, per lb	.12½
Meat Loaf, per lb.	.19
Pork pies, per doz	.50
Pork, roast legs with dressing, per lb.	.42
Selected fowl, per lb. fresh killed	.23
Selected Chicken, per lb. fresh frozen	.38

THE ROYAL CROWN SOAPS LTD.

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

Terms Nett 30 Days.

Crown Oatmeal, 24 6s box of 144	4.80
Klondyke (wrapped), box of 25	6.10
Klondyke (unwrapped), box of 25	5.95
English Blue Mottled, box of 20	6.00
Linen (unwrapped), box of 100	3.50
Liquid Ammonia, 2 doz. qts., box of 24	4.00
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	5.45
Royal Crown Powder, box 24 only	5.50
Royal Crown Powder, 1lb. box of 50	4.00
Royal Crown Cleanser, 48 sifter tins	3.70
Royal Crown Powdered Ammonia, 1 lb	3.85
White Wonder, box of 100	4.50
White Swan Soap, 100	4.00
White Swan Naptha, box of 100	3.90
White Swan Washing Powder, box 24	5.50
"Jif" Suds in a Jiffy, box of 24	4.80
Floating Castile, 25s	3.75
Wonder Laundry Flakes, 25 lb.	2.75

G. F. & J. GALT LIMITED

BLUE RIBBON GOODS

Coffee (Vacuum Pack)—	
1 lb. Tins, per lb.	.60
Tea (Red Label)—	
1 lb. packages, per lb.	.60
½ lb. packages, per lb.	.61
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.	.13
Mazola Oil—	
Mazola Oil, 1s	7.95
" " 2s	7.45
" " 4s	12.60
" " 8s	12.85
Corn Syrups—	
Crown 2s, 24 to case	$3.55
5s, 12 to case	4.10
10s 6 to case	3.70
20s, 3 to case	3.60
Lily 2s, 24 to case	$4.05
5s, 12 to case	4.00
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

Better Than Ever

We are keeping abreast of the times —our products are made to meet existing requirements and are just a little above the regular standard of quality.

This explains why our well known

KEYSTONE BRAND

Exercise Books, Scribblers, Note Books, etc., are enjoying the confidence of the trade and the patronage of the students.

Keep plenty on your shelves.

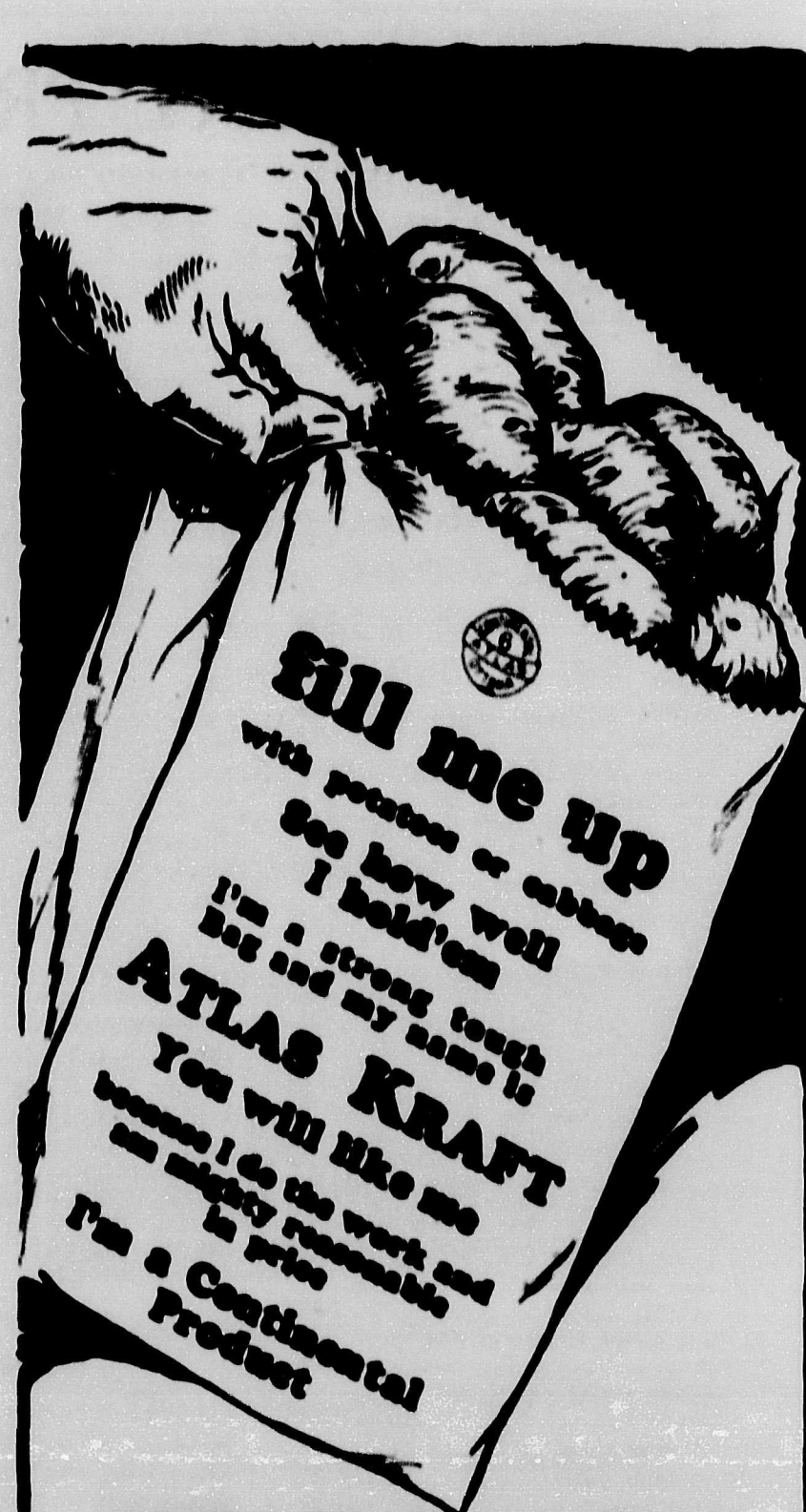
They will be asked for.

Made 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

Oh For the Life of a Grocer!

How It Looks As a Career.

By Fred B. Barton.

Suppose three customers step at the same time into your grocery store. One is a woman in a brown dress; she's cross-eyed. The second is aworking man in overalls. The third is a beauty—another Gloria Swanson.

Which one would you wait on first?

The beautiful girl? Then as a grocer you're a failure. Listen! Wait on the workingman first, because he wants only a pint of milk and a nickel cake for his lunch. Wait on him first, and then the others will not grow nervous over his waiting around. Give the girl a knowing smile and let her wait on herself. And give your real attention to the woman. She'll be looking for a chance to feel hurt, and her chance will come if you wait on the prettier one. But if you show the cross-eyed woman a preference, she'll be your friend for life.

Psychology, is that? No, simply grocery-store sense. It's one of the facts I've learned, boy and man, in my eight years back of the grocer's counter.

When you learn to be nice to the crabby ones and not to waste too much time visiting with the sweet ones, you're coming along.

I have imagined at times that I am the only college-educated grocer in the country. Very likely I'm not; but I am the only college-bred grocer in my community. Few men just out of college willingly enter retail grocery field. Who wants to jump from Homer and Caesar to beans and prunes? The hours are so long and the work so confining! The pay isn't what it ought to be! And worst of all, think of the lack of prestige. Whoever heard of a college-educated grocer!

And yet, I have friends and college mates who are making less in white collar jobs than many a successful grocer makes. They live year after year in fear of a change of management that will throw them out of jobs. Meanwhile ,the grocer owns his home, drives his car, manages his own business with pride and comfort. True, he gets up early in the morning; but that habit—like taking cold showers—can be acquired.

If colleges keep turning out graduates as fast as they promise to do (they will, and even faster) and if jobs grow as scarce as they threaten to do (and that's a safe assumption too) then more and more men are going to find themselves behind counters for at least the first few years after college. The pay? Well ,anything to live on—say fifteen to twenty-five dollors a week. The hours? The same as any other clerk in a grocery. The training? Whatever you can get out out of it.

I am told that the Standard Oil Company in Illinois makes a practice of hiring only college men for its filling stations. A college man presents a pleasing appearance; he can meet tourists and answer questions nicely, and he knows enough of travel to be handy with information about roads and so on. So the Standard prefers them, and finds no trouble in getting all the college men it wants.

Getting jobs for the thousands of new graduates every summer, helping to assimilate them in the industries of the country, is a real job. It will be made easier if college men realize that they must go to work and learn from the hard-heads who have been running the world while the young fellows have been out playing football. It will be made still easier if college men realize that retailing—or any other job—offers a future and holds sufficient pestige to merit consideration.

For tackling the grocery business I claim no credit.

I got a job behind the counter in a chain grocery store. I was manager. Every morning at seven I opened up, unlocked the safe, put the nickels and bills in the register and helped bring in the milk, I learned how to trim head lettuce so that a crate would yield thirty to thirty-five pounds. I learned how to tie knots and break string without cutting my fingers. I learned to remember four items a customer asked for and to get all four while walking across the floor or hurrying to the ice box. I learned to slice bacon without cutting my fingers, to handle lard so that more of it went into the package than on my hands and apron. I learned to answer a telephone, and take an order, and at the same time keep an eye on Mr. Hughes, who had stepped in for the bundle his wife had left, and whom I was to remind to call at the meat market next door for the pot roast.

I learned a lot about myself, too, chiefly that I lacked self control. Children irritated me. When they rattled in on their roller skates during the first nerve racking weeks, I used to scowl and growl at them, and bid them be quiet. I became provoked when little Willie White spilled the walnuts all over the floor. Too much provoked in fact; for Willie's mother did not come into the store for months afterwards. And by that time I knew children well enough that I was real glad to see Willie.

Children—God bless them—make up much of a grocer's life; and I thank my retailing work for teaching me to love them. They are enthusiastic boosters and make firm friends. They have their own personalities, their own likes and dislikes, their honest enthusiasms.

Of course I had other friends than children. Women, who make up the bulk of the morning's trade in any grocery store, were the easiest to become acquainted with. Later on I met the husbands, but husbands are generally rather shy in a grocery store.

NOW

Just Now!

Yes, immediately, is the time to display CLARK'S Prepared Foods, and cash in on the demand which summer creates for them.

Clark's are not a here-today gone tomorrow—advertising booming today, up tomorrow style of firm. Year in year out and for many years we have created customers for our quality goods by consistent advertising.

Display them and 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.

COUNTER SALES BOOKS

ARE NOW BEING SOLD ONLY BY

OUR DIRECT REPRESENTATIVES

If you should require books before our representative calls on you, write us direct for prices and samples.

MAIL ORDERS RECEIVE CAREFUL ATTENTION.

WESTERN SALES BOOK Co
VANCOUVER LIMITED WINNIPEG

"Western Made for Western Trade"

Western Sales Book Co., Limited

FACTORIES:
VANCOUVER, B.C. AND WINNIPEG, MAN.

Buy Counter Sales Books Manufactured in Western Canada

PROMPT SERVICE

OUR PRICES ARE RIGHT

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.

A BRITISH COLUMBIA PRODUCT

DINA-MITE

HAS ARRIVED

Introduced only one month ago, the sale of this wonderful Health Cereal has been phenomenal, because—

1—It is a B. C. Product
2—It is easy to prepare.
3—Its improved flavor.
4.—Popular with children.

DINA-MITE FOOD CO. LTD.

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

After all, planning the meals, and ordering the food is the women's part of the home, and men hate to interfere.

I learned to exercise patience in waiting on the most exasperating customers of all—the four flushers. The folks who drive up in a big sedan, and brazenly buy a few cents worth of vegetables to make a soup —they tire a grocer's patience a good deal. The folk who ask for "a can of pink salmon for the cat," would irritate anybody.

And yet I have often remarked to myself, the customers who bother me most are those that I don't get. As long as people come into my store the trade I'm going to make them like me somehow. No use to pick a fight with anyone, for in the long run the customer wins every argument.

I learned the value of pennies. When you sell a can of beans for ten cents how much gross profit goes to the management? Somewhere between two and three cents. But out of that pittance must come some part of the rent, the light and taxes and clerk hire, the trucking and insurance and advertising, and possibly the profit. When you make 200 sales a day, even a slight overweight—even a tenth of an ounce—is going to cut a hole into the inventory. When skyscrapers can be built from the profits of ten-cent store sales, let no man assume that pennies are trifles. You should hear the customers howl when bread advances from ten cents to eleven!

Part of what I learned was self-discipline and self-control. I learned to keep cheerful, for cheerfulness made the day shorter. Gradually, when I became acquainted with the stock of goods and the customers, I experienced the fascination of waiting on trade. There is real joy in meeting people, for most folks are human. The newcomers to town who know none of their neighbors learn to regard the grocer as one man they do know. Sometimes I was able to introduce two neighbors to each other. If a customer drove up in a new car, I was the first to notice it and to congratulate him on his progress in the world. If a woman came in with a new hat or an attractive gown, I tried tactfully —to be appreciative.

My only rule for waiting on customers is this—and simple it is: With children I try to be quite dignified and to treat them all as being of much importance in the world. Children like to be taken seriously, to be treated like grownups! But with women, elderly women especially, I find the preference is just the reverse. A grandmother or a spinster likes to be treated as if she were a girl of sixteen. Make the older ones feel that they, too, are of some importance in the world, and you make strong friends of them. Old folks are lonely for a friendly word of appreciation.

Whatever a man wants to learn of psychology he can learn behind the counter. Here is a laboratory of real experience. Here you meet people of all sorts—sick people, well people, cheerful folks and crabs. Here you meet some who enjoy the feeling of spending money and who get a real kick out of buying something they hadn't counted on buying. And then again there are many who take the job of buying so seriously that they must go to two or three stores and worry through a long morning before they feel they have done justice to their budget.

Selling always has its joys and rewards. I remember my first sale. It was in a ten-cent store, of which a friend of mine was manager. I had called around one afternoon, and having little to do, was spending a pleasant hour playing the piano in his music department. Along came a customer who, without preliminary remarks, picked up a piece I had never seen or heard of. "Play this over for me," she demanded. And the thing was in sharps. I played it, miserably enough, no doubt, and handed it back to her. "I'll take that," she snapped. "Wrap it up!" I felt distinctly flattered.

If a man wants to try his mettle, he can set any kind of goal for himself in a store and aim for it. Can I sell ten cases of that new soap this week? Can I sell out that surplus of canned pineapple without cutting the price? Can I win a prize in a selling contest on that new canned grapefruit?

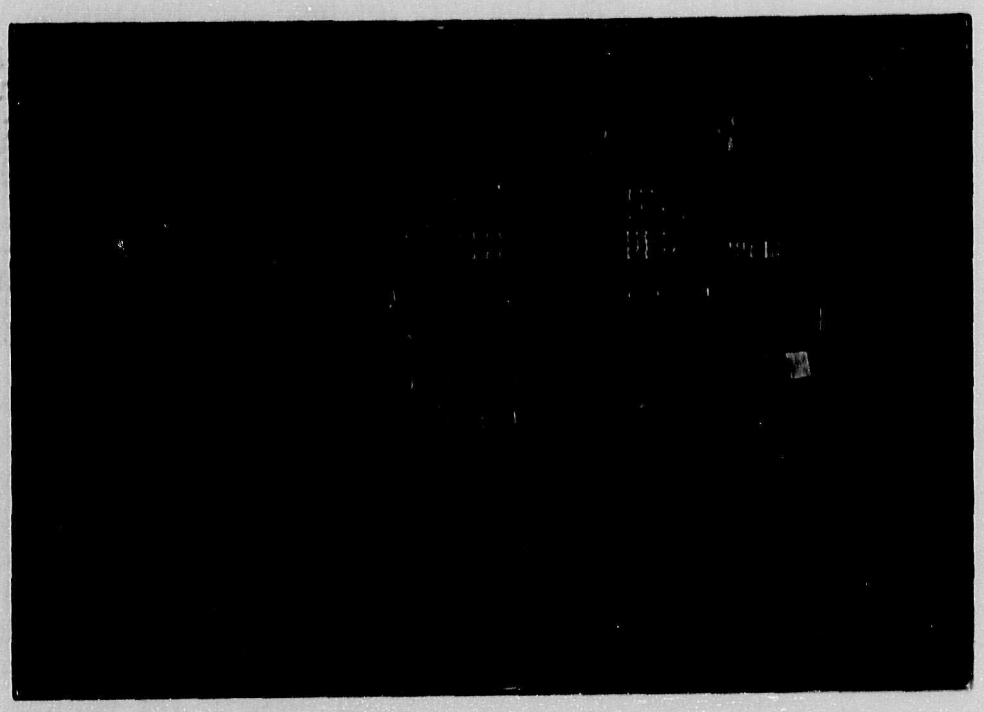
After all, life's surest and sometimes only reward is the mental satisfaction you get out of making good. Appoint yourself your own critic and judge, applaud yourself when you make good. The pay you get is incidental, as long as you enjoy your work and feel you are doing a man's task in the world. If there be any common-sense philosophy in this, it is because I had to dredge out a philosophy of my own to comfort and encourage me while working back of the counter.

As you go on and up in the retailing world you learn more of the mysteries of buying and selling. You learn why canned peas have to be ordered early in the spring before the farmer plants his crops. You learn some of the reasons why flour goes up and sugar goes down, or vice versa. You learn as much as you wish to learn about the comparative merits of imported lemons and California lemons, of dates from Smyrna and dates from the West. You learn why some folks prefer Italian olive oil and others accept only the Spanish.

Of the world of distribution, you see but little. The broker who sells the canned goods to the jobber, the jobber who buys by the carload and warehouses the goods so that grocers on every street corner may order a dozen or a case—all these represent a world that is as essential but just as uninteresting to you as the private life of the man who greases your car. The ever-growing rivalry between chain stores and jobbers, the going-together of big manufacturers to try to control their retail outlets, all these factors of a moving and virile business are there for the student to observe them. Certainly we shall need shorter and more economical lines of distribution in the future. Probably college men working from the vitals of retail businesses such as groceries ,may do their share to cut down the future cost of living by giving the purchaser more return for his dollar.

But there is little time in a grocery store for theorizing as to what will happen ten years from now.

(Continued on page 27)



Walker Store FIXTURES

Complete Store Equipment for all kinds of Retail Trade.

Send your plan for Catalogue and Quotation.

Walker Grocery Fixtures reduce labor cost — 25% and increase stock capacity 25% —

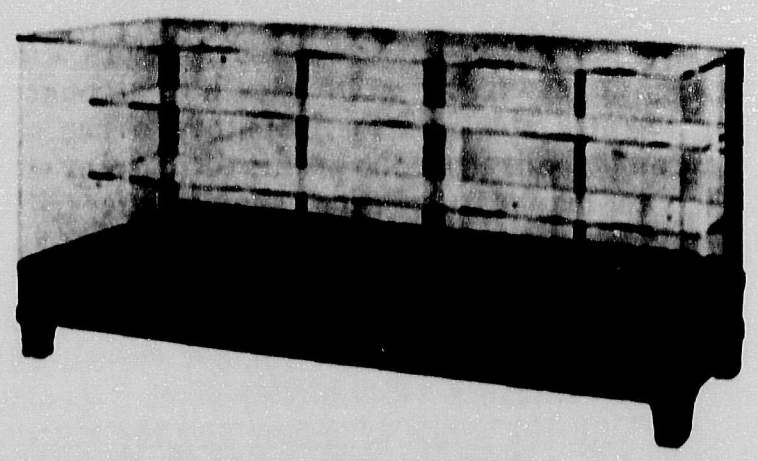
LESS LABOR LESS RENT

If you want anything in Fixtures ask

The Walker Bin & Stores Fixture Co. Ltd.

KITCHENER, ONTARIO

J. L. P. DUNCAN, 2837, 6th Ave. West, VANCOUVER, B. C.



The makers of Interlake Toilet Tissue also manufacture White Cross and Velvatissue Brands, decorative crepe paper and paper napkins and towels.

Interlake
Guarantees Your Profits

The price of the **Interlake** Toilet Tissue roll is fixed — 10 cents or 3 rolls for 25 cents.

It is widely advertised at that price.

Each sale you make nets you your fair profit.

Interlake sells quickly, too, because it affords the best value in quantity and quality in popular priced toilet tissue.

Display 6 Rolls on Your Counter

Ask your Wholesaler.

Interlake Tissue Mills Co.
Limited

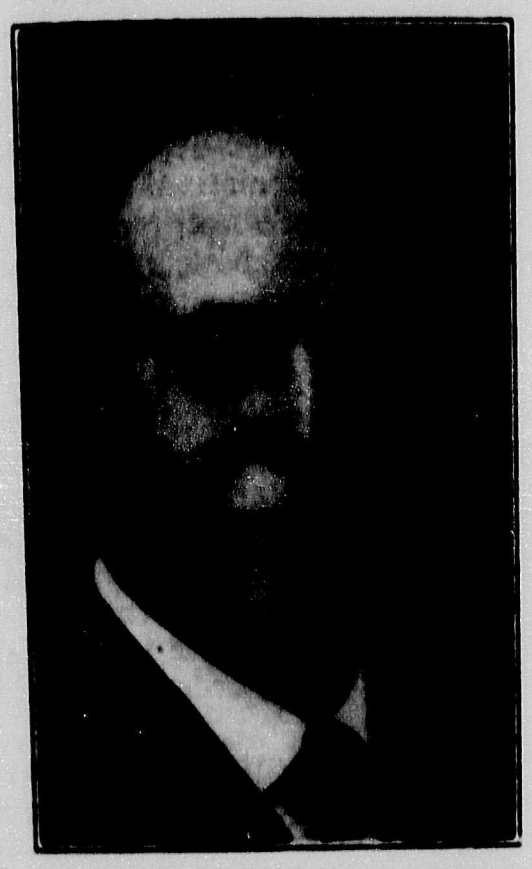
Head Office:
54-56 University Avenue
Toronto 2, Ont.

Mills:
Merritton, Ontario

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

PRESENTATION MADE TO RETIRING LOCAL PRESIDENT OF ROYAL CROWN SOAPS

An interesting event took place in the Hotel Vancouver lower dining room September 8th, when F. T. Schooley ,after twenty-nine years of service with the Royal Crown Soaps Ltd., retired as president and managing directer of the company. Several beautiful gifts were bestowed upon this popular executive, including a walnut secretaire, suitably engraved, from



F. T. SCHOOLEY

his co-workers in the business ,in commemoration of many years of comradeship. A silver tea and coffee service, of fine craftsmanship was presented to Mr. Schooley, by the directors of Lever Brothers Limited, who hold controlling interest in the business. The presentation of this gift was made by J. E. Stinson, whose activities in the firm are well known to retailers of this province, and he spoke in no uncertain manner of the sterling qualities of the retiring president.

Mr. Schooley was responsible for the organization of the local offices of the Royal Crown Soaps in 1898, and besides being a popular service club member, is a former commodore of the Royal Vancouver Yacht Club.

PROPRIETORS OF "LUX" TOILET SOAP LAUNCH BIG DRIVE.

The copy of a "broadside" now before us which has been mailed to the trade by Lever Brothers Limited announcing a Lux toilet soap deal and window display contest, certainly has some startling features. For a limited period the merchant may order 12 dozen for the price of 10, or if he is a smaller buyer 6 dozen for the price of 5. As Lux toilet soap is now being pushed through one of the largest national publicity campaigns in Canada ,and is being universally advertised at 10c a cake, the profit possibilities to the store keeper under this deal should prove very attractive.

A distinctively new feature in the broadside is a remarkable window display contest open to every dealer in Canada who sells toilet soap. The merchant is required to dress his window for one week exclusively with Lux Toilet Soap display material (supplied by Lever Brothers Limited, Toronto, on request) and he has from October 1st to October 22nd, or three weeks in which to select his display week. The huge total of 220 cash prizes amounting in all to $3,245 is announced. The grand first prize is a free trip to Port Sunlight, England, the home of the great Lever Brothers organization, and to other points of interest in the British Isles. The fortunate winner of this grand first prize may take his wife, or some other member of his family, or store or ganization with him, and all travelling expense will be paid. Should the winner not wish to make the trip he has the option of drawing $1,000 in cash instead.

The grand second prize is $500 in cash, grand third prize $250, grand fourth prize $100. The fifth, sixth, seventh, and eighth are $50 each. The ninth, tenth, eleventh, twelfth, thirteenth, prizes are $25 each. The fourteenth, fifteenth, sixteenth, seventeenth eighteenth, nineteenth and twentieth prizes are $10 each. Lastly ,there are 200 consolation prizes of $5 each.

ROASTING AND GRINDING OF COFFEE EXEMPT FROM SALES TAX.

By authority of Section 19BBB, subsection 4 of the Special War Revenue Act, the Governor in Council has been pleased to order that on and after September 1st, 1927, the roasting and grinding of coffee be not considered a manufacturing process, and that sales tax will not apply thereon.

Green coffee, will, however, be subject to sales tax on importation.

GROCERY MARKET.

(Continued from page 15)

year, possibly as much as in 1925. Filberts have been moving downward for several weeks and some factors expect to see the recession continue. Tarragona almonds have been offered down to 60c, but some factors have been holding off hoping to do better by waiting. Some letters from California state that there will be a fair production of the soft shell varieties but that the paper shell will be short, notably Nanpariels, which may influence values on Ne Plus.

Olive Oil.—World production of olive oil during the post war years of 1922-26 increased 19 per cent., as compared with the figures for the five-year period 1909-13, according to the Foodstuffs Division of the Department of Commerce. It is probable that this increase would have been much larger were it not for the constant inroads of the olive fly, it is pointed out. The average world production during the post-war period amounted to 762,791 short tons, as against 638,021 tons in the period ended in 1913. Spain increased its production by 84,767 tons, or 35 per cent; Italy by 26,565 tons, or 14 per cent., and Portugal by 9,921 tons, or 9 per cent.

Malted Cocoa.—D. Ghiradelli & Company have a new line on the market—Malted Cocoa—consisting of cocoa and malted milk in vacuum packed cans.

Geo. Paynes' Tea.—At Vancouver Exhibition advantage was taken by a large number of visitors of the gratis cup of this well-known tea. Such method of distribution is pleasing to all, including the distributors, The Dixon Importing Company, Vancouver, who report ever-increasing sales.

Preventing Losses in Petty Thieving

By J. H. MacDonald ("Mac")

A man jostles his way through the crowded aisles of a department store and hurriedly places a new pair of expensive shoes before the clerk who has approached to wait on him.

"I want a refund of these," he says, "I bought them yesterday and found they were too small. Hurry it will you—I'm making a train."

The clerk looks up the sales slip and number. The man gives the correct name as his and the money is refunded.

Later that day the clerk discovers that he has made a refund on a pair of shoes "lifted" from the display window. The clerk takes his story to the house detective who pronounces it an "inside" job. The thief, it is found, received a list of names of purchasers with the articles purchased, from a friend in the organization.

This is one of the many shoplifting tricks recently discovered by a nationally known department store.

The extent to which thievery, both in its petty forms and through embezzlement of large sums of money, is carried on makes necessary the systematic protection of individual businesses just as society protects itself through national, state, and municipal systems of justice.

Protection against shoplifters is mainly the problem of the department store manager and the small retailer.

The average retail merchant knows that from time to time he loses items from his stock by theft and occasionally he surprises a thief in the act of taking goods, but so extensive is the petty thievery practiced that were the real losses from this cause known in actual figures the store managers would undoubtedly be greatly astounded.

Three Kinds of Thieves.

Offenders of this type are conveniently divided into three classes: The non-professional kleptomaniac, the professional shoplifter, and the thief who works with insiders or boosters and strives for fairly large hauls.

Crowded counters and display tables heaped high with merchandise and bordering secluded aisles from which the general view of the store is cut off, are simply invitations to the kleptomanic to help himself.

The wiles of the professional shoplifter demand other means of prevention.

One of the common methods used in pilfering the small store is the presentation of a fifty or one hundred dollar bill in payment for some small article. The clerk or manager, as the case may be, is frequently forced to leave the store in order to make the change and in his absence the pockets of the thief are filled.

A few simple rules for the restriction of privileges allowed to unknown customers may go a great way toward safeguarding the small retailer from this standpoint.

Never leave the store vacant as an accommodation to a stranger.

Show the prospective buyer one article at a time. Besides reducing the chances of loss by stealing, a clean, unlittered counter contributes to the effectiveness of the display and keeps the attention of the customer and the salesman fixed on the same thing.

Make as careful a notation of the luggage or bundles carried by the new customer as possible. Old travelling bags are frequently substituted by shoplifters for new ones.

Keep the goods displayed in the windows from being easily examined.

Place the articles you have been showing back in the case or on the shelves before leaving or turning to get merchandise down from high shelves. It only takes a minute for a pair of imported gloves or silk hose to find their way into a pocket.

Practically all of the large department stores and large retailers have systematized organizations to combat the ravages of the shoplifter.

The floorwalker serves both as a personal welcome and a guide to departments for customers and as a fundamental check on the activities of these pilferers. In the latter capacity he usually works in conjunction with a house detective who may head the protective system or who may be one of several agents reporting to a general office.

The raids of the third class of offenders are usually made after hours or after having "cleared out" the salespeople from some one department by a variety of ruses which may shade in violence from a false alarm of fire, or issuance of forged orders to actual hold-up tactics.

Another one of the most disastrous avenues of loss through stealing is from the stock rooms and through the shipping departments. Wherever anyone in the shipping department works in conjunction with someone in the stockroom, it is often possible for them to carry on a perpetual system of thieving which may not be detected for some time. As a rule the personnel of the stock room forms one of the weakest points in department store organization.

The business man should not allow himself to be inveigled into cashing a check regardless of the fact that it may be drawn on expensive paper and protected by various machinical devices, without at least first looking up the firm issuing it in Dunn and Bradstreet. Hundreds of checks drawn on firms that exist in name only are cashed each year.

Leaks in mailing-list data, tapped stockroom goods, pocketing of customers' money, short-changing, falsifying price tags, and giving short weights are a few of the problems which receive little publicity but which nevertheless present real difficulties to business managers.

It is with such problems that the business detective is chiefly concerned.

JOINS NESTLES FOOD.

Tortonto. — Russel S. Waltz, formerly Western United States and Western Canadian sales manager for Carnation Milk Products Co., Ltd., has joined the Nestles Food Co. of Canada, Ltd., as assistant sales manager for Canada. Mr. Waltz covered British Columbia, Alberta, the Yukon, and the States of Washington, Oregon and Montana for the former company. His headquarters will be in Toronto, where he will work with Bradford Ellison, the Canadian sales manager. Reports are that the Nestles Food Company of Canada has enjoyed a splendid six months' business this year with an increase of approximately 25 per cent. over the corresponding period of 1926.

OBITUARY.

The death of Sir William Glyn Jones which occurred September 7th at Vancouver General Hospital, removes from the ranks of those who have sought fair trading conditions for the retail trade, not only in Great Britain, but in this country, one of the foremost figures. During his first visit to Vancouver in May, 1925, the late Sir William addressed a large and representative body of those interested in the problems of distribution, and pointed out the advantages accruing to members of the Proprietary Articles Trade Association in England, by the enforced adherence to the principle of a minimum re-sale price on numerous commodities in the drug business.

At that time the Canadian Fair Trade League was in the making, and it was through the late druggist's efforts that the Canadian P. A. T. A. came into being.

A man who, having the courage of his convictions, spent every minute of the time he could spare from his chemist's shop in the Old Country, in figuring out how best the interests of his own particular branch of trade could be served, he rose from practical obscurity to become an outstanding figure in the world of trade.

The death of Sir William Glyn Jones will be severely felt in this country, more particularly because immediately prior to his admission to hospital, he was engaged in matters appertaining to the legal side of the application of the Canadian Fair Trade League.

TRADE NOTES IN BRITISH COLUMBIA

J. W. Currie is selling out his drug business in Duncan to Arthur R. Mann.

Charles Edgar has sold out his confectionery business at Fernie.

The grocery in connection with the hotel at Field operated by S. Muzillo has been discontinued.

Garfield Weeks, of Nanaimo, operating a boot and shoe store is reported to be in financial difficulties.

The "Big Chief" super-service station has commenced operations in Vancouver.

K. Black has commenced a confectionery business in Vancouver.

Wm. A. McKeown, Broadway Pharmacy, has discontinued his drug store.

The Dunbar Pharmacy has commenced at Dunbar Heights.

The Gray Remedy Company has wound up, voluntarily; meeting of creditors has been held.

S. McDonald has commenced a confectionery business in Vancouver.

Garfield C. Moore has commenced a furniture business in Vancouver.

Nicols and Sons have commenced a fruit and confectionery business in Vancouver.

M. Nicol has sold out to William H. Salisbury at Esquimalt (confectionery, &c.)

The confectionery business of Benson & Shannon, Granville Street is offered for sale.

Damer, Lumsden & Co., boot and shoe wholesalers, Vancouver, have dissolved partnership; incorporating as John Damer & Son, Ltd.

Hikers Dry Goods has commenced business at Kerrisdale.

Modern Tailoring Company have commenced busines sat Vancouver.

Russel Wilson Motor Co., Ltd. have assigned; meeting of creditor sheld.

Taylor & James have recently incorporated as Excello Products Limited (mfrs. of polishes) Vancouver.

Hanham's Tea & Coffee Store has commenced busines sin Victoria.

The Sales Office of the Robin Hood Mills is now located at 1016 Mainland Street, having recently moved from Alexander Street.

The Vancouver Creamery Company, Ltd., have moved from Alexander Street to their new plant at the foot of Nelson Street.

WESTERN SALES BOOK COMPANY LIMITED TO ADOPT A NEW SALES POLICY.

The Western Sales Book Company Limited, Winnipeg and Vancouver ,announce a new sales plan of direct representation effective from September 1st. The firm are manufacturers and distributors of "Western Made" Counter Sales Books, Wiz "Flatpakit" Registers and Forms, Billing Machine Forms and Shipping Tags, which are well-known and popular because of their high quality careful manufacture and reasonably prices.

In the past these lines have been sold to merchants, stores and restaurants, etc., through agents, but this system had many limitations and the change will mean that the trade will in future be served entirely by the company's own direct representatives and sales man, who will cover the entire territory periodically at short intervals.

The reason for the adoption of the new policy is not far to to seek. This is the age of service. To-day it is not sufficient merely to sell goods. Sales must be followed through to assure that goods fulfill to the utmost the purpose for which they were designed.

Under the new policy everyone of the Western Sales Book Company's direct representatives will be a spcially trained expert in the application of the company's products to any business. Each man will be qualified to advise merchants as to the proper installation of systems incorporating these products and will be able in that way to render a real service to customers by showing them quicker ways of recording sales, methods of stopping leaks, through using proper forms, and to render valuable assistance in many other ways.

As it will naturally take a short time before the company's new direct representatives can cover the entire territory for the first time, they suggest that their customer friends mail orders for their early requirements direct to offices at Winnipeg or Vancouver, or hold them until the representative can make his first call. Representatives will receive credit on all mail orders.

With offices and factories situated in Winnipeg and Vancouver, and with modern up-to-date machinery, which for instance can manufacture counter sales books in one operation, the Western Sales Book Company Ltd., will now be in the fortunate position of being able to give customers a real sales book service which cannot be excelled.

HOW LONG DO CAN CONTENTS KEEP FRESH?

The total fallacy of dating laws in connection with canned foods is forcibly illustrated in a story coming from England which tells of the opening of a can of meat brought back from the Arctic, a part of the fateful Sir John Franklin expedition —and opened after being in the can eighty-one years. To quote from a consular advice received here recently

"This expedition left England eighty-one years ago, and the whole crew perished in the Arctic region. A number of rescue expeditions were sent out and located only an abandoned sledge on which among other things was this can of meat.

"The can remained in Liverpool from 1888 to 1926. It was then opened in the presence of a bacteriologist and a number of canned food men in Liverpool. The product was found to be in apparent perfect condition without any evidence of decay. As a further check on the organoleptic examination, rats were fed with large quantities of the meat and remained in perfect health.

"A bacteriological examination proved the absence of any harmful organisms. In summing up the examination the bacterioligists reported 'Had this tin of meat been submitted to me by the public health authorities for a bacteriological examination as to whether it was fit for human consumption, I would have reported that it was in sound condition, showed no evidence of food poisoning of other harmfuly organisms or of their products and that it could be used as a food without risk of any harmful consequences.' "

RETAIL MERCHANTS' ASSOCIATION OF CANADA, INC., HOLD TWENTIETH ANNUAL CONVENTION

(Continued from page 9)

fidence may be proprly established between the buyer and the seller; that a fair remuneration may be received for service rendered; and that unfair methods of competition including special concessions, secret prices, deception, fraud, oppression, bad faith, price cutting, etc., may be minimized to the greatest degree.

This would be a real service not only to the retail trade itself but to the general public. Each merchant owes it to his business and to his customer that he should make his individual contribution to a collective effort to solve some of our present day distribution problems.

Fruit Distribution.

Following the last annual convention, we immediately communicated with thecommittee which was appointed, and by co-operating with the Fruit Branch of the Department of Agriculture, were successful in getting the department to send out a circular letter to many thousands of merchants handling fruit whose names were supplied in duplicate by the provincial boards. This curcular emphasized the importance of selling Canadian fruits in preference to imported fruits, and set out the regulations pertaining to the grading and marketing of different kinds of fruit, at the same time pointing out that the movement had been inaugurated by the Retail Merchants' Association of Canada to develop and foster Dominion-wide co-operation between the retail merchant and the Canadian producr. A draft bulletin was prepared in the Dominion office setting out the importance of the fruit industry, showing the amount of fruit imported and the amount exported, and pointing out that where possible the merchant should sell Canadian fruit, which would reduce the amount of fruit imported, at the same time lessening the necessity of exporting the surplus Canadian fruits at increased transportation costs. These draft bulletins were sent out to the Provinces with the request that they be printed and distributed to the fruit dealers prior to the distribution of the circulars from the Fruit Branch of the Department.

Mail Order Distribution.

We prepared a special memorandum on this subject and at the request of the Canadian Board of Trade, at their meeting held in St. John last October, Mr. McClenaghan and your secretary presented this memorandum to a committee appointed on trade and commerce, and although approved by this committee, the general resolutions committee decided that it would be inadvisable to introduce the subject into general convention. A memorandum was sent out to the Provincial Secretaries with the request that it should be referred to the various Boards of Trade and Chambers of Commerce in their province. Splendid results have been secured in Saskatchewan, where resolutions endorsing the recommendation that a tax should be paid by Mail Order Houses for the privilege of doing business in the same way as the local merchant have been passed by the Boards of Trade in Regina, Saskatoon, Moose Jaw, Prince Albert, North Battleford, Yorkton, Humboldt, Weyburn, Melville, Kindersley, Rosthern, and recently the joint convention of the Union of Municipalitis in that Province passed a resolution that their executive should confer with the executive of your Association to consider this problem. Resolutions from a number of branch and district meetings held in the Province of Alberta have also been passed strengthening the recommendation of the Association. A resolution was also passed by the Board of Trade in Meaford, Ontario, and a resolution was also passed at a convention of the Union of Municipalities in Eastern Ontario that Mail Order Houses should be required to pay a tax for the previlege of doing business.

The Board of Trade in Charlottetown passed a resolution that the parcel post rates were more favorable to business houses outside the local area than to the local merchant, and that the parcel post rates except outside the twenty mile zone should be equal to the express rates for equal mileage.

Judge Stewart of Charlotttown, and also Mr. Stewart of that city have delivered very striking addresses on this question, endorsing the principle of a tax for the privilege of doing business .

On January 15th this year, without notice, the Post Office Department reduced the parcel post rates in the two zones relative to mail order distribution, creating a saving of 15c on each parcel distributed within the Province and 19c on each parcel distributed to an adjoining province on parcels between 10 and 15 pounds, thereby reducing the operating costs of the Mail Order Houses by these amounts.

We interviewed the Department pointing out the effect which this reduction would have upon the local merchant in his community. We protested against the reduction in a memorandum presented to the government on the 1st of February, at the same time presenting your recommendations and a copy of the proposed Bill to tax Mail Order Distribution. We interviewed a number of the members of parliament—we prepared a special memorandum and forwarded to, together with a copy of extracts from the address of Judge Stewart and a copy of the proposed Bill to tax Mail Order Houses, to each of the 245 members of the Dominion Government. We are at the present time in communication with a number of the members of parliament, keeping them advised of the progress, which is being made to educate the public of the necessity of doing something to equalize the operating costs of the Mail Order House as compared with the local merchant, if the local merchant is to render the service required of him to the community in which he is located.

Weights and Measures.

We again this year asked that the costs of inspecting weights and measures should be taken care of by the Dominion Govrnment as the inspection was made in the interests of the public. We were not successful in having our recemmendations accepted owing to the cost of inspecting other units of measure which the department claim would also have to be taken care of by them.

Smuggling.

A copy of the resolution asking that smugglers be prosecuted to the full extent of the law, and that the investigation by the Commission to continued, was forwarded to the Customs Department. The Department has increased the number of men required to try to prevent smuggling. Action has been taken where smuggling was discovered ,and the Commission has been making an extensive investigation of Customs Offices and Officers from coast to coast.

Luxury Tax Refund.

The government have paid over the refund of the Luxury Tax on all claims which have been proved. Everything is being done to get all the claims straightened out as soon as possible. Where arrears of income tax, business profits war tax, or any other claims were owing, the Department deducted the amount of their claim from the refund, in some instances not only taking all the refund, but also the commission as well. Mr. Dixon paid over to the Advisory Committee some $46,000 as the commission of five per cent on the dealers' claims, but we are advised by Mr. Pink that no commission was paid on that part of the refund paid to the manufacturers as Mr. Dixon had made a separate arrangement with them. Interest was paid on the claims at the rate of 5 per cent. from the time that the Luxury Tax was removed on December 20th, 1920. This is the successful termination of six and one-half years hard work

W. H. MALKIN

Head of the Wholesale Grocery House of W. H. Malkin Company Limited, Vancouver, who has been appointed a director of the University of British Columbia, by the Dominion Government.

on the port of the Association in the interests of the Automobile Dealers of Canada. Much credit is due to Mr. Dixon who was appointed to carry on this work, and also to the Advisory Committee of the Automotive Section who gave a great deal of their time and advice in the interests of the automobile dealers generally throughout this country.

Price Maintenance and the Fair Trade League.

We prepared a memorandum onp rice cutting and its effect upon the retail trade, a copy of which was forwarded to Sir William Glyn Jones, Chairman of the Proprietary Articles Trade Association, and to Mr. Crowder, President-Manager of the Canadian Fair Trade League, to be used by them as exl pressive of the views of the Retail Merchants' Association in connection with the investigation of th Commission appointed to enquire into the operations of the P. A. T. A. We also included a copy of this memorandum in our brief to the government on the 1st of February, and in all addresses made by your Secretary throughout the yea rthe evils of price cutting have been emphasized, and the suggestion made that maintained prices should be established on merchandise which has become identified, standardized and trade-marked.

Egg Grading.

This matter has been on many occasions discussed with the Poultry Division of the Department of Agriculture, and they finally advised us that while they could not grant certificates to the merchants indicative of their ability to grade, yet they would be prepared to send a representative to a town or city for instructional purposes where there were sufficient merchants who would indicate their desire for such instruction. The department at the same time indicated that they realized the difficulty of the merchant who was buying eggs from the producer, and have advised that they are trying to solve this problem. They are inclined to accept the suggestion of the Association that egg grading stations should be established in

(Continued on page 35)

OH. FOR THE LIFE OF A GROCER!

(Continued from page 21)

The business is present and actual. Your problems are right before you and must be met now—today—this morning before the rush of customers starts about 10.30 and carries over until noon.

There's the new clerk to be broken in and shown how to wait on trade and how to cut cheese.

There's the ice box to be cleaned out and the cooky display to be tidied up.

There's a new vinegar barrel to be tapped and rolled up on its pedestal to await the stream of customers.

There's an order to be made up, and whether it comes from a wholesaler or from the chain-store warehouse, we must make sure of ordering enough until next time, anyway.

There are fresh vegetables to be bought from the farmers and produce men, and bananas to order and weigh.

The cash must be counted and a deposit made ready for the bank. Reports must be sent to the main office. And then all day long, ten hours on week-days and thirteen and a half hours on Saturdays, you must present a smiling face and a clean apron to welcome the folks who pay your salary—the customers.

Yet the job holds fascination. Even today when my work as a chain-store superintendent takes me to about twenty stores a day instead of keeping me behind the counter, I like to step in and wait on customers when the store is busy. Retailing is fun!

But of course there's more to running a chain-store business than just making sales. Someone must check up the various stores to make sure they are clean, orderly and businesslike. Someone must instruct new managers in methods of display and give counsel to old managers who lack the courage to supervise each store of the chain, to make sure the business doesn't run away with itself.

The further up you go in any business, the broader becomes your perspective. I am amazed all the time at the lack of interest that young fellows take in their jobs. "Shucks, I'm not getting anywhere," seems to be the cry of everyone. Boys who chafe at the restraint of a store, young men who think the world offers no future for them, men who think there's a better job just around the corner—we get a steady stream of them all. Some of them want office jobs when they can hardly write or spell. Some of them want traveling salesmen's jobs when they can hardly sell a can of milk to a customer who walks into the store and stands ready to be waited on.

To all such impatient and restless seekers I give the same advice. "Make yourself so big and useful that the company can't afford to keep you in your present job," I tell them. "Train yourself to be the best window trimmer in the company, or the best salesman, or an expert in handling vegetables, or the best manager in managing new help. Get to the top of the ladder that's right in front of you before you ask for a bigger job.

But they won't wait! Almost before they learn to add up a customer's bill correctly, they're out looking for jobs as bookkeepers. They come and go, looking for the perfect job, and seldom finding it. For if I am any judge, the success of any man lies within him, rather than in the work itself.

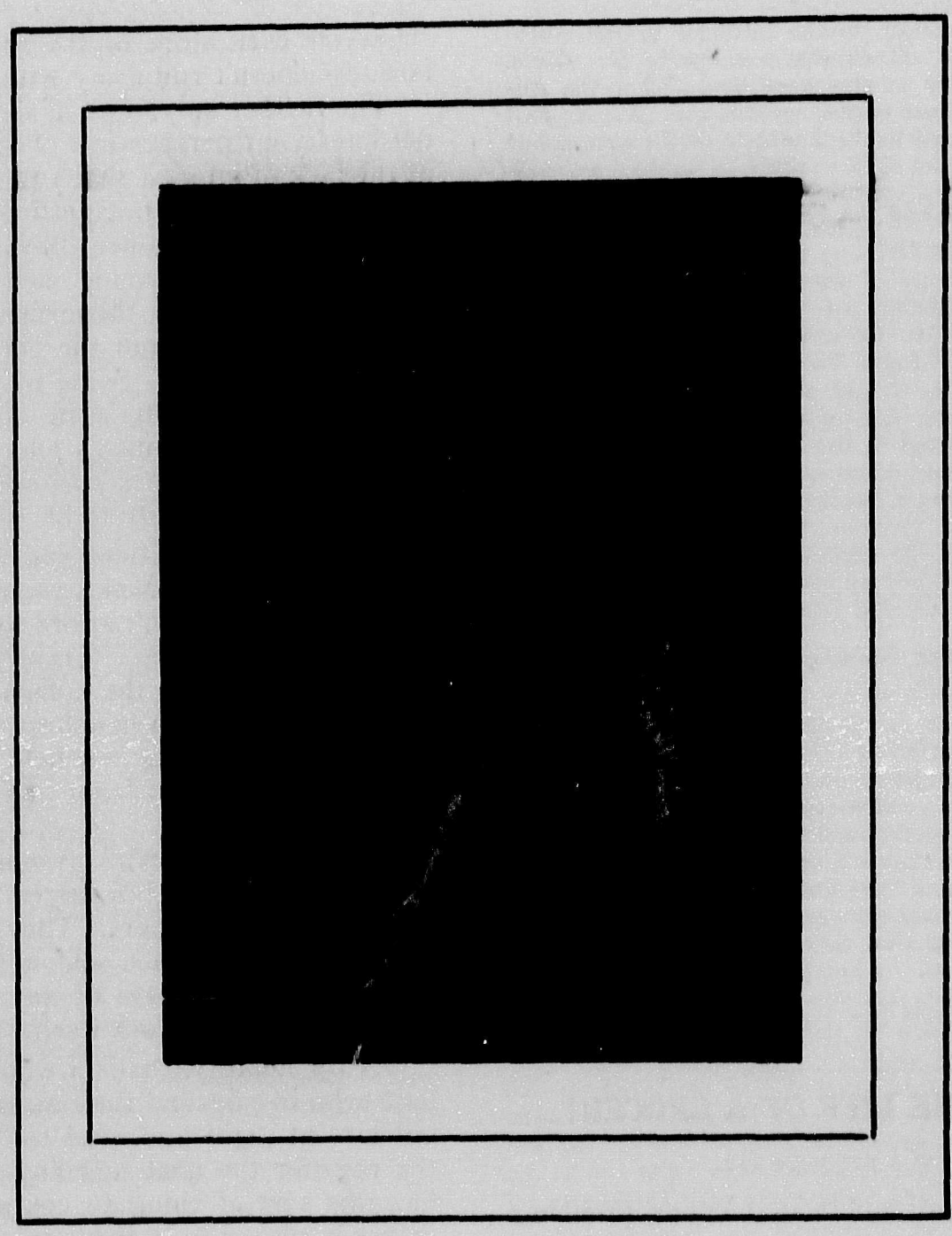
As for honesty, that's a whole book in itself. The boys who live beyond their means, the chaps who stay out late at night and need to "borrow" money from the register the next morning—every retail business has this sort of thing to contend with. One grows rather hardened to it, if for no other reason than this: I cannot recall a single man who stole from our company for actual living expenses. Always they steal money to gamble with, to pay for a more expensive automobile than they can afford, to spend money on women, to have a grand time. Meanwhile, men become fathers and then grandfathers on the salariees the company pays them. It is not always big money, but the pay is steady and the future sure if a man does his part.

So there's the grocery business for you. In a world where competition is becoming always keener, the salesmen of the future are going to be trained behind the counter. The executives in any company are going to be men who started at the bottom and worked up. If a job is monotonous, it is up to the man himself to break that monotomny into something more pleasant.

Retailing suffers because it has no press agents. For years men have dashed into newspaper work, that poorest paid of all white-collar jobs. Why? Simply because some well-known men have cast an aura of mystery and grandeur about cub reporting. Yet I never have met a newspaper man who didn't hope some day to break out into a "real" job.

Retailing needs a publicity man. It needs self-respect and pride.

Monotonous? Well, maybe. Eating breakfast may be tiresome work for some people. Running a store may be confining work for some. But the world of retailing needs simplifying, and maybe college men can help in that. But they'd do better to start behind a grocery counter and learn the business from the inside out. After that the future will take care of itself.



Can You Answer This One?

What Five Questions Do Most Women Ask When Buying Hosiery?

These Are the Five Questions Most Women Ask About Hosiery—

1. Will it wear through at the toe quickly?
2. Will the sole stand hard wear?
3. Is the heel reinforced?
4. Will it wrinkle at the ankle?
5. Will the tops stretch without tearing?

These Are the Five Facts You Can Tell Them About Circle-Bar Hosiery—

1. The Tapering Toe (Resists Big-toe wear).
2. Double Sole (Gives surprising mileage).
3. 4-Ply Heel (Stands up under hardest usage).
4. Narrowed Ankle (Non-wrinkling, snug-fitting).
5. Elastic Knit Top (Gives perfect comfort).

Let's get acquainted and get you acquainted with this profitable line of hosiery. Write us for full particulars—today.

Made for men, women and children in silk and wool combinations, botany wool, pure thread silk, rayon, mercerized lisle and cashmere.

CIRCLE-BAR KNITTING COMPANY LIMITED
Kincardine, Ontario
Mills at Kincardine and Owen Sound

CIRCLE-BAR HOSIERY

Drygoods and Footwear

Dry Goods Market Report

Vancouver, September 14, 1927.

Prices are advancing steadily on cotton yarns and knit goods. Some of the cotton yarn spinners are expressing irritation of the slow advances announced by dealers. The latter are saying that, while spinners are generally asking much higher prices than are being generally quoted, they can buy from one spinner or another some yarns at lower values than are expressed in many of the quotations from spinning centtres.

The knit underwear manufacturers are advancing prices sharply, as they are convinced that unless they provide against higher prices now they will not be able to complete any late contracts at a profit. Some knitters have advanced prices from 50c to $1 per dozen on heavy weight garments and they are declining to accept duplicate orders on spring goods unless much higher prices are paid than were obtainable three weeks ago. Eastern knitters are revising their prices upward and have booked considerable new business in the past couple of weeks.

Wool Goods Outlook.

It is now very clear that there is ample warrant for the greater confidence expressed in wool goods markets. A policy of sound conservatism is evidently being pursued in the largest unit of production and it is a safe prediction to make that it will be continued until production and sales policies have been readjusted satisfactorily. Smaller manufacturers have not been able to cope with conditions because of doubts as to what the larger factors policies would be.

That buyers of goods recognize a new situation is shown best by the wider interest they are taking in new goods for spring. The sampling being done is broad and quite as promising as might be expected after such an unusual summer as the one just ended.

Men's Goods Market Quiet.

The men's goods market has been quiet lately, awaiting the opening of new spring fancy fabric lines. It is "the lull before the storm," so to speak, for deferred buying on a firming wool and cloth market pretends some sizeable activity later on, when the clothiers will be rushing in for quick deliveries,and all will be seeking to have their wants cared for. It is asserted by mill agents that buying is being deferred to a later date each succeeding season. In the end, operations will be so close to consumer demands that manufacturers will be using taxis to get their cloth to cutting rooms ,and this tendency may be a forecast of higher prices on the goods that are wanted so hurriedly.

CANADIAN KNITTING MILL MERGER AGAIN UNDER WAY.

Merger of a number of large and important manufacturers of knit goods in Canada is likely to be consummated at an early date. Such a merger has been in course of negotiations for some months. Pour-parlers reached a point of definiteness just prior to the recent re-financing of Zimmerknit, Ltd. A hitch occurred and Zimmerknit was financed alone, a preferred stock issue being sold.

Companies mentioned as likely to form the necleus of the merger are Mercury Mills, Hamilton; Zimmerknit, Hamilton, and Harvey Knitting Co., stock. It is felt that such a merger would give the companies added strength in their fight to hold the Canadian market against foreign importations. Fortunately at the present time there is not a great deal of competition between these three companies as a substantial proportion of their total business is in non-competing lines, a wide variety of styles and prices enabling each company to find its own field within the same industry.

Mercury Mills is one of Canada's largest manufacturers of high grade wool, cotton and silk hosiery and underwear. Zimmerknit manufactures underwear, hosiery and knit goods. Harvey Knitting Co. manufactures similar lines, specializing in women's silk and rayon garments.

AMERICAN COTTON USED IN FIRST HALF INCREASES 2,000,000 BALES.

By Frederick W. Tattersall

Manchester, Sept. 5.—Statistics by the International Spinners' Federation for the half year ended July 31 show that world consumption of American cotton was 15,770,000 bales, against 13,730,000 bales for the previous season.

The United States consumed 6,883,000 bales; Great Britain, 2,077,000 bales; Germany, 1,214,000 bales; Japan, 1,132,000 bales, according to the association.

World consumption of all cottons was 25,882,000 bales, as compared with 24,681,000 bales the previous season. World mill stocks of American cotton were 3,017,000 against 1,969,000 the previous season. Japan stocks were 387,000 bales, as compared with 207,000 last season; Great Britain's 122,000 against 120,000.

World mill stocks of all cottons were 5,341,000, as compared with 4,498,000 last season.

All figures, the association reported, exclude linters.

A new rug and carpet manufacturing company, the principal of which was until recently vice-president of the Toronto Carpet Manufacturing Company, Ltd., has acquired a plant at Brantford, Ont., and will commence operations shortly.

Constant Study, Common Sense and Application Needed to Sell Ready-to-wear

Salesperson Must Know How to Apply Available Information to Selling the Style of the Moment—Color and Fabric Information Must Be Accurate—Tact a Great Aid in Selling, At Any Rate.

By Francis Evans.

It is a very easy matter for one who is not actively engaged in selling merchandise, to sit down and figure out just how the merchant, sales man or saleswoman should act toward every customer whom they meet and serve. But it is a different matter when it comes to carrying out these suggestions. Some may prove useless ,others rather futile. However, it is certain that a student and observer of selling methods can see many ways in which methods now in use can be improved.

The first and foremost fault of the average Canadian salesperson seems to be lack of knowledge of the articles which they have to sell. This may be due to deliberate ignorance and carelessness or may be to the fact that there is no easy means by which such information can be gained. Here is where the merchant or store manager must see that his staff is well versed. Some stores find that weekly meetings give the buyer and salespeople an opportunity to exchange ideas and explain new lines to each other. Up-to-date trade papers and fashion periodicals should be circulated freely among the staff for the express purpose of helping in explaining the merchandise on sale.

In the ready-to-wear department there is no great probability that the saleswoman will not know her stock. But nowadays when color and fabrics are so important, she should be able to distinguish between fabrics and colors, and above all to name them correctly. It is also necessary that she should know the place of manufacturers of the garment so that she will be able to answer intelligently the questions that most of her well-dressed customers will ask.

The unfortunte part of this question is that there are many saleswomen, and perhaps more selling ready-to-wear than other types of merchandise, who try to make a little smattering of unreliable information cover the whole situation. You will often hear flat crepe called "crepe de chine," crepe romaine called "georgette," and when a novelty fabric is used in a garment, then the saleswoman is apt to say, when asked, "I do not know, but there is a lot of it being shown." It is the same with new color names. While it is often very difficult to remember and classify the new shades which are named each season, it is possible to become familiar with those which are being featured, and there is no good reason, when the color of a dress is in question, for a reply something like this: "Oh, this is a very popular shade, I think they call it bois de rose"—when it may be a deep burgundy. Now, while the saleswoman here is undoubtedly using the fact that she knows bois de rose has been a very popular shade, to impress upon her customer the desirability of the shade in question, she is ignoring the other fact in the question, and that is, that the correct name for the shade is probably new and even more impressive than "bois de rose."

Ignorance of actual facts is often the case when the style of a garment is questioned. The saleswoman is very often apt to put herself in the place of the customer, and point out to her that such styles are being "worn" by the smartest people, instead of assuming that the customer is in a position to know more about that than herself, and explaining to her that such styles will be worn by the smartest people. If a customer is to be kept for a certain store in these days of close competition, she must be given a style service as well as a fitting service ,and she must not be sold—unless she particularly requests it, a "mode of the moment," but a coming mode, which will distinguish her in a chic manner from her associates.

What Does Customer Actually Want?

But every customer does not ask for the newest garment in stock. There is a marked leniency in the styles of this season, and I believe that it but the growing indication of leniency which will almost become a style freedom in the near future. Suc ha varied choice of style and color is offered to every customer now that there is no need to insist on the pur-

Popular New Season Models.

chase of any one garment just because it happens to be the "rage."

It is in this wide choice that the saleswoman must use judgment and tact in selling the customer a dress which will be stylish yet suitable to her purse, position and figure. When a woman enters a ready-to-wear department the representative of that store who looks after her must be able to assist her in choosing the garment which she really wants.

In the first place, the saleswoman must judge the type of dress which the customer wants. Whether it is to be a tailored business frock, a two-piece sport

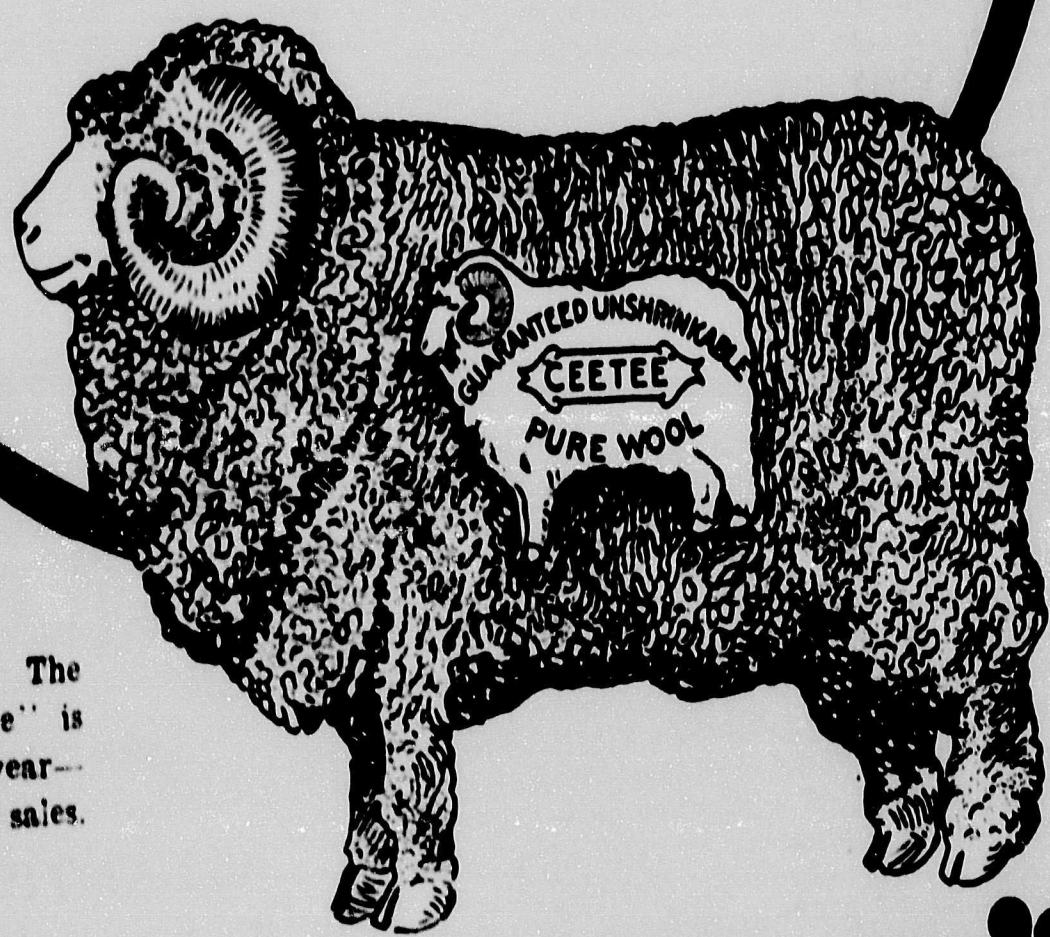
Canadian-and proud of it

The "Ceetee" trade-mark is a guarantee of satisfaction to seller and buyer. To the buyer because "Ceetee" is the peer of the world's finest in materials, fit and workmanship.

To the seller because it carries prestige as being Canada's best underwear and is backed up by national advertising and intensive sales assistance by the makers.

Made in Canada by

THE C. TURNBULL CO. OF GALT, LTD.



How's your stock? The demand for "Ceetee" is increasing every year—Don't risk losing any sales.

"CEETEE"

UNSHRINKABLE UNDERWEAR

dress, or an informal afternoon frock. When, after tactful questioning, accompanied, of course, by the display of a limited number of dresses, the saleswoman must decide just what type of the class of garment she wants, would best suit her customer. Then the matter of price should be considered.

Price Should Not Be Stressed.

Everywhere we hear talk of the "trading-up" movement and special emphasis is placed upon its importance just now in the ready-to-wear trade. This means that in the majority of cases it is no longer a question of price, within a moderate range, that worries a customer, it is the question of getting the best style and quality for her money. Thus it is often an insult to a customer to ask "just what price did you want to pay." Unless the customer specifically asks, no mention should be made of price until the suitability of a garment to the customer has been proven. In larger stores where prices are marked on racks, it is not difficult to find out the price which a customer will pay by noting the garments in which she seems to be interested. But it is very often the case that up to $5 or even $10 more than she expected to pay will be satisfactory to a customer if the dress is well sold to her. There is a rare type of customer who is too frightened to speak for herself, and will accept a saleswoman's suggestions, even to a large jump in price ,in order not to appear "cheap." Such a sale seldom increases store prestige, for fear and the feeling that "things are quite high priced there" will help to keep that particular customer away from that department afterwards.

There are isolated cases in the large department stores where women come in, pick out two or three dresses, send them up, and then trust to their own judgment to pick out the most suitable garment. This customer is being discouraged, and in several of the department stores, no dress is allowed to go out unless fitted on the person who wants it, except in some very rare instances. In smaller stores there is not so much of this "picking out and sending up" business. When a woman takes the trouble to look at a dress in these shops she is generally willing to try it on. This is the saleswoman's opportunity to sell her merchandise correctly to the short stout, tall, thin, and unusual figure types which come to her. She must know how soft the sheer fabrics are, and the stiff way that taffeta has of exaggerating any rounded line. She must know the effect of a fitted bodice on a plump body which is not properly corseted and the corresponding effect of a bloused back on hips which are not neatly confined. She must know just what stripes and plaids do to a size 38 and over, and also the advantage of roomy armholes and long, straight lines to the heavy youthful figure.

She must know that there is a length of skirt which is variable in its suitability to different types of women ,and she must, above all, be able to single out colors which will enhance and not overawe the good points of her customer's face and figure.

It is also a good idea if the saleswoman has an extraordinary amount of tact, to be able to advise regarding the proper garments to be worn underneath the new dress.

It has become an important question today regarding corsets and many women who wish to be fashionable, are not succeeding because of careless corseting. This is a point which the dress saleswoman can well study and emphasize to her customer. I remember a saleswoman with whom I was

ATLANTIC UNDERWEAR

ATLANTIC UNDERWEAR pleases both the man who sells it and the man who buys it. The roomy comfort, the moderate price and the lasting wear of Atlantic are a source of constant satisfaction to the wearer; while the dealer feels the satisfaction of having provided genuine value which will lead to more sales in the future.

Sold in a wide range of weights and qualities.

ATLANTIC UNDERWEAR
LIMITED
MONCTON, N.B

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

ATLANTIC

quite annoyed, and from whom I did not make any purchase, because she insisted that I needed a better corset. Had she pointed out that the reason that the dress which I liked did not fit me properly was because of this neglect I might have believed her, but she only remarked that, as I was looking at some other dresses, and I went elsewhere for my frock. This matter must be approached cautiously, but it is, if properly handled, conducive to more and better customers for your store.

Now, there are doubtless many expert saleswomen who practice all these points when selling ready-to-wear. There are many too, who seem to forget that there is a close relation between styles of the moment, and the rudiments of good salesmanship. Some amount of mental effort must be put forth, and the opinions of style authorities accepted in regard to the careful selling of the right frock to the right woman. Personal taste must be tempered with common sense in order to give the customer the most up-to-date and suitable style.

JEANETTE In PARIS

Paris, August 14th.

One of the great authorities on women's attire at this epoch, Paul Poiret, characterizes fashions of the past few years as "deplorably poor and mean"—scant in proportion and impoverished of decoration. New modes for fall are being fertilized, and Paris is presenting richer, more varied, and opulent fashions than the stark styles condemned by Poiret—fashions that are going to flatter the figures and faces of women all over the world.

Women are ready for this change. They have begun to curl their hair, and in some cases let it grow into the "crowning glory" it used to be. They are putting feathers and flowers on their poor little skull-fitting felt hats.

The early openings have shown a tendency towards longer skirts with circular lines. This may or may not be the autumn mode. The chances are that skirts may become longer for all of us. But I would not venture to make that statement definitely now. Several past seasons have seen the longer skirt and the normal waist-line presented at the openings, only to have the smart woman appear blithely wearing her skirt at half-mast and her waist-line at her hip-line.

One thing is certain, and that has to do with the hips. Hip yokes, double girdles, wide sashes extend from the hip-bone to almost the middle of the thigh, bands of fabrics, defining the hip-line and the line below the hips.

Some of the skirts treated this way are circular, others are straight and plaited, either in groups, or straight across the front. Others are treated with a band of shirring across the front below the low hip-line. This movement is not entirely new. It has appeared earlier in the season on some of the sports frocks with bolero jackets.

The yoke treatment has made its appearance in several different ways. In fact there is a certain "dress-maker" quality about the way the yoke has sneaked up onto the shoulders of coats and bodices of frocks. Last season we would have shrugged our unyoked shoulders at this new treatment as useless elaboration. Now sports frocks and coats both have rather intricately cut yokes, sometimes extending over the sleeves, sometimes in back only or in front only.

There is one detail of the mode that shows which way the fashion wind is blowing. It indicates that a certain passion for detail, for actual detail of workmanship, a slight return to elaboration, is in the air. This may lead to a return of greater feminity in our clothes. Details as slight as these are often indications of a whole movement.

Speaking of a return to femininity in fashions, it is true that the smart Parisienne is wearing her hair longer and in carefully coiffed "snail-shell" curls. This mode was launched at Deauville, when several smart women wore their hair curled in this fashion of the Greek boy athlete. It is noticed that some of these heads are curled all over, while others have the hair brushed back straight, with flat curls placed on the forehead and on the temples.

Jeanette

NAME OF EATON COMPANY ON ONTARIO TEXTBOOKS TO BE CONSIDERED BY PREMIER.

The Ontario government has declined to take up the matter this year of having the name of The T. Saton Company removed from the covers of the public school text books of the province. The Retail Merchants' Association protested to the premier, who is also minister of education, that the advertising secured was discriminating unfairly against sellers of school books, and contended that no books or material for public use should carry the advertisement of the printer. It was quite clear, they said, that the child going to school, and having before him the name of one of the largest mail order houses in this country, had indelibly impressed upon his mind the name of this firm, and their place of business; and, while the tender of the T. Eaton Company might have been less than anyone else, they could afford to do so, as they would probably charge up part of the cost of production to advertising.

The premier promised to consider seriously the representations, but eventually turned down the request, as the following letter indicates:

"Having reference to your representations dealing with the complaint of the retail booksellers' and stationers' section of your association that the name of

a department store appears on the edition of School Readers, you will understand that the policy of awarding contracts to any but the lowest tenderer is a principle from which no government departs without exceptional reasons. As you are aware, the policy was adpoted nearly twenty years ago in order to break up what was called the "Publishers' Ring" to maintain prices at the expense of the school children. I do not say that the conditions today are similar, and, no doubt, the whole subject calls for careful consideration in the light of the representations you now make to me. When the contracts for the school books in question expire, I shall be glad to reconsider the policy which has been for so many years adopted by the department of education.

"(Sgd) G. H. FERGUSON"

The Retail Merchants' Association has taken up this matter a number of times since the T. Eaton Co. first get the contract, but up to the present has been unable to change the policy of the government.

Shoe Prices React to Higher Cost of Hides

Hide and Leather Market, Since Early Part of Year, Has Registered Heavy Gains, Resulting in Steady Upward Tendency in Finished Product—Steady Expansion in Demand for All Leather Products Responsible for Present Conditions.

By S. Roy Weaver, Manager, Shoe Manufacturers' Association of Canada.

A price advance of a few cents per bag of sugar or flour or an increase in the price of tea is reported promptly and brought to the attention of the public who are directly interested. The consumer is affected quite as much b yadvances in the cost of basic raw or semi-manufactured materials, but, as these materials are not commonly purchased by them directly but only after processes of manufacture, and as the products manufactured from such materials are a great variety, changes in the market prices of such primary commodities receive much less attention.

This is well illustrated by the fact that the very sharp and continued increase in the prices of hides since about February of this year has passed almost unnoticed by the general public. This advance, which to date amounts to 70 per cent. on the average, is of very far-reaching importance, however. Quotations for leather already have been increased by 25 to 35 per cent. ,and are not yet on a basis of replacement cost from hides purchased at the present market prices, and further increases may be necessary.

The higher cost of their raw materials has left no alternative to the manufacturer of boot sand shoes and other leather products but to increase their prices. The increase in the cost of leather during the last few months represents an advance of between 10 and 15 per cent .on the average in the cost of the finished shoes. The wholesale and retail trade also will be obliged to increase their selling prices to cover the higher cost which they are having to pay for shoes.

Why Hides Cost More.

The price of hides is determined by world market conditions o fdemand and supply. Prices in Canada follow closely those of the Chicago market, which in tur nis influenced by the export as well as the home demand.

The following comparison of prices of Chicago packer hides and Chicago country hides shows that quotations on the average are now approximately 70 per cent. higher than the prices which prevailed a yea rago:

Chicago Packer Hides.
Comparative Prices for Week Ended July 23, 1927.

	Heavy Native Steers	Heavy Native Cows	Light Native Cows	Native Bulls
1926	.....15 cents	13½ to 14 cents	14½ cents	8½ cents
1927	.....23½ cents	22 cents	24 cents	17 cents

Chicago Country Hides.
Comparative Prices for Week Ended July 23, 1927.

	Heavy Cows	Bulls	Extremes
1926	9½ cents	10 to 10½ cents	13 to 14 cents
1927	16½ to 17 cents	19½ to 20 cents	22½ to 23 cents

For about six years prior to the recent advance, prices of hides had been below the quotations before the war. During the war, deep inroads were made upon cattle herds in all parts of the world, and more especially upon European herds, to supply the abnormal requirements of beef and leather. At the close of the war there were large accumulations of hides and leather.

When the depression came in 1920-21, the demand for leather and leather products was curtailed, and prices dropped sharply. Because of the poor prices obtainable for cattle, herds were not increased, or were increased only very slowly. The accumulated stocks of hides and leather were absorbed gradually, but the hide and leather industry generally continued in a state o fmore or less depression until quite recently.

During the last year world trade conditions have improved. The purchasing power of European countries has strengthened and these countries have been buying more freely than at any previous time since the war. On this account, too, there has been a considerable enlargement of buying of leather products of all kinds, and this has entailed an increased consumption of hides.

Stocks of hides in the United States and Canada have been reduced by the increased demand from domestic industries and for export. Up to early in July o fthis year, Russia had taken about 300,000 hides out of the South American market as compared with only about 75,000 hides in all of last year. Other European countries are wanting more hides and are competing for them in the markets of the world. The demand has been in excess of the new supplies available and, under these conditions, it was inevitable that prices should advance. Prices of hides have increased on an average about 70 per cent. since February of this year.

The conditions which were responsible for keeping hides at the abnormally low quotations which have prevailed since 1921 have now disappeared. Some fluctuations must be expected, but there is nothing to indicate an early return to the prices of the last several years. Stocks of leather in the hands of

the several manufacturers were not large, but there has been general reluctance to advance prices on account of the keenly competitive conditions in the shoe trade in Canada. The increase in prices was delayed as long as possible, but has now become general, because no manufacturer can remain long in business if he continues to sell his products at less than the cost of production.

Shoe Industry Not Responsible.

Hides are a by-product from the kill of cattle for meat. Higher prices for cattle on the hoof would encourage the cattle industry to increase production, but cattle prices depend largely on the demand for meat products, which has declined. Moreover, it takes time for young cattle to grow and consequently the lack of balance between demand and supply cannot be corrected immediately. Even though there may become moderate re-action in the prices of hides the prices of leather will have to be adjusted more closely to the higher cost of hides and the prices of shoes will have to be adjusted more closely to the higher cost of leather.

Indeed, the price advances which have been made so far by most of the shoe manufacturing firms represent considerably less than the advance which should be made to cover the increased cost of production from leather purchased at present quotations. The retail trade will have to pass in th increased cost to their customers. While the public must be prepared to pay more for shoes of the quality to which they have been accustomed, this increase has been brought about by conditions in the raw material market over which the shoe merchant, the shoe manufacturer and the tanner have no control. The manufacturers and distributors of leather products including boots and shoes, are not likely to derive any benefit from the increase in cost and selling prices.

LECKIE INTRODUCES NEW MODELS.

A golf shoe has been placed on the market by J. Leckie & Company, Ltd., Vancouver, and is meeting with great approval from sportsmen, according to H. S. Leckie, sales manager. One of these shoes has a special sole ,which is a feature of European golf shoes, and is coming into popularity on this continent. This sole is a mixture of rubber and cotton, which grips the truf of the golf course, and is claimed to be ideal for summer golf or sports year. This type of shoe is made in three styles and is pleasing to look at.

The other shoe has the Gra-cord type of sole, which is made like a cord tire ,being specially adapted to golf requirements during the winter season.

Preliminary work has commenced in connection with construction of a big addition to the plant of the Dominion Textile Company, Limited, at Magog, Quebec. The extension will cost approximately $1,000,000, and will take two years to complete.

Messrs. Courtaulds Limited are making an addition to their artificial silk plant at Cornwall, Ontario, at a cost o fabout $250,000.

The Paige Motor Company of Detroit will establish a branch factory in Canada shortly.

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those territories to which the surplus eggs are shipped, where the merchants could have their eggs graded and consigned to the buyer, and I would suggest that this matter should again be forcibly brought to the attention of the Department.

Succession Duties, Sales Tax, Nuisance or Stamp Taxes, Assignor in Bankruptcy, Half-cent Stamps, Premiums, Withdrawal of One of the Five Cent Pieces, Income Tax, Lists of Names of Persons Prepared by the Post Office Department, Domestic Distribution Department, N.S.F. Cheques, Lotteries and Customer Chains of Sale.

The recommendations made at your last meeting in connection with these matters were all presented to the government by the delegation which waited upon the Finance Minister, representing the government at the request of the Prinme Minister, the Honourable W. L. Mackenzie King.

The Sales Tax was reduced from 5 to 4 per cent. The Nuisance or Stamp Taxes were removed on July 1st except 2c on negotiable bills of any amount over $10, and the income tax was reduced ten per cent.

The government this year recognized the importance of the domestic trade in contradistinction to foreign trade when $50,000 was voted to the Department of Trade and Commerce for the further development of our internal or domestic business.

We have been working with the Superintendent of Banks and through him with the Bankers' Association in connection with the question of N.S.F. cheques.

Implement Section.

We tried to get all the provinces interested in taking up the problems of the implement dealers, but apparently only the middle western division, composed of Manitoba, Saskatchewan and Alberta, have sufficient dealers in farm implements to be vitally interested. Accordingly we advised them that whatever was done would have to be representative of their three provincs. Mr. McQuarrie and Mr. Lundlie, chairman of the Implement Section for Saskatchewan, visited the leading implement manufacturers in the East, representing not only their own province but carrying credentials to represent the Provinces of Alberta and Manitoba. We are advised that they had a splendid reception from the manufacturers, and that a greatly improved relationship is expected between the manufacturer and the dealer as a result of their interview.

I am convinced that to maintain the interest of the individual merchant you must develop the sectional activity of the Association, that at least once a year each sections hould meet in each province, and that annually all sectional representatives from the different provincial districts should meet, which meeting would be more of a social event than has been planned heretofore, discussing the general financial statment, and the Secretary's report; the balance of the day or two days convention being confined to addresses on live retail business subjects and entertainments.

The Dominion Convention, I believe, should be made representative of each of the sections of trade in each of the provinces, that is a representative from each Provincial Section should comprise the members of the Dominion Board. I am firmly convinced that if this representative was well chosen and held responsible to report back to his sectional executive on his representation at the Dominion annual meeting, and the sectional executive were held responsible to their members in their Provincial Section for their representations to the Dominion Convention, and each members of each section kept advised of these activities, greater interest and enthusiasm would be created throughout the whole organization.

This increased activity would mean increased expense, but I am confident that it would not only be taken care of by increased membership fees, out of which a portion would be devoted to sectional activities, but the membership would be tremendously increased. It seems to me that we should start and make definite plans throughout the year for the organization of sectional work.

It would not have been possible to have accomplished what has been done throughout the past year without co-operation. All the suggestions and recommendations originate with the membership in the different provinces, and but for the co-operation of the Provincial Boards and the Secretaries this work could not have been done. We in the Dominion Office are dependent upon the Secretaries in each of the provinces to collect the views of the retailers, and then all we have to do is to see that these views are proprly submeittd to the person, firm, or the Dominion govrnment to which they are directed.

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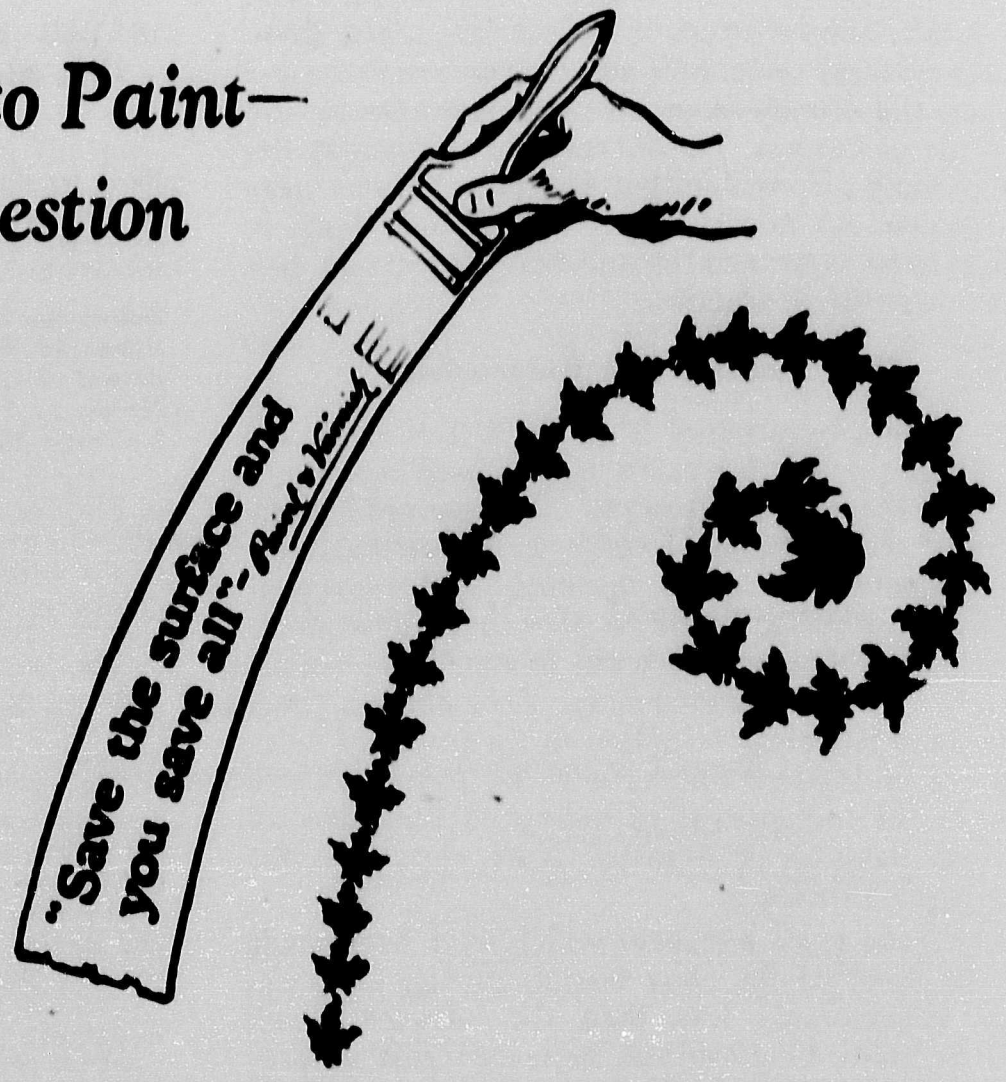
To Paint or Not to Paint— That is NO Question



QUESTIONS arise only where doubt exists. Neglected property needs paint as flowers need sunshine. You tell customers they need paint and varnish daily. Do you practice what you preach? Your own store front either backs up your arguments or lets you down. Furthermore, a freshly painted store front helps to increase your sales in every line you carry. It says "come in" to passersby and "come again" to customers.

Subscribed by Paint, Varnish and Allied Interests

HARDWARE, OIL *and* PAINTS

A RESULT OF TARIFF PROTECTION WITHDRAWAL.

The announcement that the Massey-Harris Company, Ltd., the largest manufacturers of farm machinery in the British Empire, are marketing in Canada a farm tractor made in the United States has served to emphasize the effects of the withdrawal by the Canadian Government during the war of tariff protection for the tractor manufacturing industry in the Dominion. The Canadian industry was destroyed and tractors were imported during the last fiscal year to a wholesale value of $7,221,000. The suggestion has been made recently that the protective duty be re-imposed in order to retain a large part of this trade in the Dominion, but any such move would meet with strong opposition from agricultural interests ,and does not appear to be politically practicable at the present time.

FOREIGN COMPETITION RESULTS IN BINDER TWINE PRICE REDUCTION.

The recent reduction in the price of binder twine by the companies manufacturing this product in Canada was a result of the keen competition between the binder twine plants in the Dominion and the big Netherlands company which has been making a strong bid for Canadian business. Binder twine is on the free list of the Canadian Customs tariff and the price war cannot fail to affect the earnings of the Canadian producers. Mr. C. L. Messecar, president of the Brantford Cordage Company, Limited, of Brantford, Ont., which operates the largest binder twine plant in the British Empire ,has stated that in the history of the binder twine trade in Canada there have never before been such conditions as have prevailed during the last few months, and that the trade has been upset greatly by the business methods of the Dutch competitors.

Orders have been booked by the Canadian company and cancelled by the customers as ofter as four times. Agents of the Holland mills are said to have boasted openly that, whatever price be made by the Canadian company, they will undercut it by three-quarters of a cent per lb. For a time the Dutch twine which was offered in Canada was of inferior quality, but this has been corrected and the imported product now compares favorably with the Canadian twine. There are excellent prospects for a large sale of binder twine in Western Canada for this year's crop, but the price situation cannot be regarded as satisfactory by the Canadian manufacturers.

HARDWARE MARKETS AT A GLANCE.

Light Retail Stocks—Sale of Fall Merchandise New Becoming More Active—Prices are More Stable.

Average retail hardware stocks are abnormally light for this time of the year state jobbers, which leads them to believe that fall trade should be very active. Fall and winter goods are already beginning to move in fair quantities. There are few price adjustments noted. Shelf goods are generally actice. Collections appear to be improved.

Preserving Supplies.—Good demand is reported for food preserving equipment and bottle caps. Oak barrels are wanted constantly for beverages.

Lanterns.—Continued good demand for lanterns for various uses still is noted by local jobbers.

Fishing Tackle.—While the peak of the selling is over, a large volume of fill in orders is being placed by the dealers.

Chain.—Prices are unchanged and sales are seasonable.

Files.—A steady volume of orders is being secured.

Electrical Merchandise.—There is a growing demand for appliances and flashlights generally. Prices are unchanged.

Axes.—The Fall demand is getting underway with the better grades showing especially good sales.

Bolts and Nuts.—While sales are only fair prices are being well maintained.

Hinges.—Jobbers prices are still unchanged. A good volume of business is being placed.

Handles, Tools.—Prices continue very firm with a normal demand.

Golf Goods.— Sales continue to be remarkably good, with especially good demand for the higher grade culbs.

Stove Pipe and Elbows, Coal Hods.—The fall demand is starting off well with prices the same as prevailed last season.

Steel Sheets. — Prices are strong but unchanged, with the demand exceptionally good.

Screws.—A good active demand continues with prices unchanged.

Sash Pulleys.—Sales are good and prices very firm.

Prepared Roofing.— Sales continue rather light and there are no price changes.

Wrenches.—The demand is normal, and prices are unchanged .

Nails.—The demand is normal for this season of the year, with outlook for the fall business good.

Pyrex Ware.— Sales are in steady volume, and prices are unchanged.

Garage Door Sets.—Construction of garages continues and there is a constant demand for door sets and hangers.

Batteries.—Sales are constant and volume tends to increase with the approach of fall, and increased use of radio sets.

Drain Pipe Cleaner.—Local demand is steady with prices firm and are not expected to change.

Glass and Putty.—Sales are light with stocks ample for the call, and prices have not changed.

Building Paper.—Call for paper is brisk, with prices steady.

Oil Heaters.—The fall season for the sale of oil heaters is rapidly approaching. Dealers are beginning to order in their stocks.

Rope.—Call for rope has been and still is very good. Prices have not changed.

Sash Cord and Weights.—Demand is good with stocks in good condition. Prices are unchanged.

Solder.—Demand is steady, with stocks ample, and prices firm.

Range Boilers Decline. — A decline is noted on Range Boilers. Standard is now quoted at $8.50 each and extra heavy at $8.75 each.

Registers.—Demand is very good with stocks well filled; prices are steady and firm.

Turpentine Declines.—Turpentine shows a decline of ten cents a gallon and is now quoted at $1.05 gal.

Paints—Sales are fair with stocks well filled, and prices are steady and firm.

Automobile Accessories and Tires.—Trade continues brisk in this line, the tourist trade creating a strong demand. Vacation season while drawing to a close is still existent and tire and other auto equipment is selling well. Tire prices have not changed.

SELL PAINT TO THE CIVIC AUTHORITIES

There are still some dealers who lose a lot of valuable paint and varnish business because they underestimate their own size and importance. They will not go after large jobs like civic buildings, factories, warehouses, etc., because they think that they are ruled out before the start, on account of not having a large enough stock on hand to meet the demands of these jobs. Other dealers are going right ahead and disproving these fallacies by means of up-to-date methods that command the attention of the "higher ups" who award the supply contracts on these jobs. There is no reason why the contract for supplying the paints on the new school, hospital, library or whatever it happens to be should not be awarded to the local dealers, with the possible exception that the dealers locally do not seem to want it bad enough to go after it.

Many large sales have been made simply by suggesting to officials in charge—perhaps the local civic council—that a certain building could be greatly improved, both inside and out, by the application of two coats of good paint or varnish. The dealers who are following this practice are the ones who are cashing in on some fine paying business, in addition to getting a lot of good advertising for themselves and building up future business. Get after the school trustees, the men on the board of the local hospital or library and see that these buildings are re-decorated and spruced up.

CARE IN GUARANTEEING BRUSHES.

Don't be too ready to guarantee the line of brushes you carry for any job that the customer may have. Too much future business has been lost by dealers giving a general guarantee on the brushes they sell and when the customer uses the brush for something entirely different to what it was intended for, the dealer is blamed.

When a brush proves unsatisfactory, the manufacturer is not implicated. The only person the customer concerns himself about is the person who actually guaranteed it to him—the dealer or his sales clerk. Be sure and point out that brushes are guaranteed only for the jobs they are supposed to do. For instance, certain brushes are not guaranteed if they have been previously soaked in water. Brushes should not be guaranteed for any specific length of time. Their length of usefulness depends entirely on the nature of the surface on which they are used and how they are treated. Be sure and state definitely what the brush should be used for and give explicit details on the care of the brush.

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Not only to the Provincial Boards and the Secretaries is great credit due, but also to the organizers who are out on the firing line and ably presenting the programme of the Association and its necessity. Without their enthusiasm there would be no membership and no Association.

To the President, Mr. Banfield, and to all the members of the Dominion Executive Council and the Dominion Board I wish to express my appreciation for your co-operation throughout the last year.

This report is presented for your consideration.

All of which is respectfully submitted.

Yours sincerely,

N. B. DOUGLAS, Secretary-Manager.

Resolution No. 1.

Whereas it has been suggested that application will be made to increase the duty on skins which are dressed and dyed skins for import into Canada from the United States;

And whereas this increase in duty will be reflected in the increased price of the manufactured fur to the consumer;

Therefore be it resolved, that we are of the opinion that the present rate of duty on dressed and dyed skins imported into Canada from the United States is adequate protection, and any increase in duty would bring about a restriction of trade—Carried.

Resolution No. 3.

Whereas we recommended last year that the Stamp or Nuisance Taxes should be removed;

And whereas the Dominion Government reduced the stamp taxes at the last session of parliament except 2c on negotiable bills over $10.00.

Therefore be it resolved, that we express our appreciation to the Dominion Government for the reductions which have been made, and that we further recommend that the balance of

HARDWARE PRICES CURRENT

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

AMMUNITION.

Loaded Shot Shells.

	M
Dominion:	
Canuck.	
12 G x 26 x 1⅛ ch	$43.50
12 G x 28 x 1⅛ ch	42.50
Imperial.	
12 G x 26 x 1⅛ ch	51.00
12 x 28 1⅛ ch	51.00
American.	
U M C Nitro Club 12 G x 26 x 1⅛ ch	52.85
Peters High Gun	52.85
U M C Arrow 12 G x 28 x 1⅛ ch	59.25
Peters Premier	59.25

Metallic Ammunition.

Dominion	
22 short Smokeless	3.60
22 long Smokeless	4.25
22L. Rifle Smokeless	5.10
22 L. Rifle Lesmok	5.50
American.	
22 Short Smokeless	4.25
22 Long Smokeless	5.75
22L. Rifle Smokeless	6.75
22 L. Rifle Lesmok	6.50

ANVILS—Peter Wright, 50lbs to 139 lbs., 26c; over 139 lbs, 22c.

AXES—Boys' Axes, 1½ lbs $12.40 to $13.20 doz; double bit axes, unhandled, $22.20 to $25.20 doz; hunters axes, $12.00 doz.; single bitted axes, unhandled, $16.20 to $18.00 doz.

BARS—Crow, $11.00 per 100 lbs.

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

BOLTS, CARRIAGE—(in full packages) ⅜ and smaller up to 6-in long, less 38 1/3 off list; over 6⅛ in. 27½ off list. Note new larger, all lengths, less 20 off list. Note new list prices in effect.

BOLTS, MACHINE— ⅜ and smaller up to 6-in long, less 43 off list; over 6-in. less 33 off list; ⅝ 17½ and ⅞ less, 30 off list. Note new list prices in effect.

BOLTS, STOVE—Less 55 off list.

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

BOARD, Beaver—Per 1,000 to 5,000 feet, $41.00 per 1,000 feet.

BOILERS, RANGES—30 gals. $9.50 each.

BUILDING PAPER—Tarred, $4 to $1.84 per roll, according to quality; plain $1.16 to 63c per roll.

BUTTS—Plated, 241, antique copper and dull brass finish 2½ x 2½ per pair 20c; 3½ x 3½ per paid, 24c; 4½ x 4½ per pair, 67c.

BUTTS—Wrought steel, No. 804, 2½x2½, $1.45 per doz.; 3½ x 3½ $2.35 per doz.; 4½ x 4½, $4.00 per doz.

CARPET FELT—16 oz. 50-lb $3.75 roll.

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

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

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

CHOPPERS FOOD—Universal No. 0, $22.20 doz; Universal No. 1, $27.00 doz; Universal No. 2, $38.40 doz; Universal No. 3, $48.30 doz. Home, No. 55, $2.50 each; Home, No. 65, $3.75 each.

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

CLEVIS, MALLEABLE—Per lb. 16½c.

CLOTHES LINE WIRE —50c a hundred feet.

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

EAVETROUGH—Per 100 feet, 8-in. $5.70 10-in., $6.45; 12-in., $7.35.

FILES—Great Western, 55% off list; Black Diamond 35% off list.

GARDEN HOSE—In 50 ft. lengths, uncoupled—Terminal City ½-in. x 3 ply, $10.00; ⅝-in x 3 ply, $12.50; Wire bound, ½-in x 4 ply, $15.50; ⅝-in. x 4 ply, $19.50; corrugated, ½-in x 3 ply, $13.50; ⅝-in. x 3 ply, $14.50; ⅝-in. x 3 ply, $16.50.

COUPLINGS ATACHED —½-n., ⅝-in., ¾-in., 33c a set.

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

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

Jump—No. 1, per doz. $3.10; 1½, $4.50; 2, $7.00; 3, $9.00.

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

CORRUGATED TEE—Per dozen pairs—4-in. $2.50; 6-in. $2.80; 8-in $6.00; 12-in $12.55.

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

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

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

IRON, BLACK SHEET—per 100lbs.— 16 guage, $4.70; 24 guage $5.50; 18-20 guage, $5.20; 26 guage, $5.75.

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

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

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

LANTERNS—Short or long globe, plain, $14.80 doz.; Japanned, $15.40.

LAWN MOWERS—

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

STAR—9-in wheel, 3 knives, each, 12-in $9.22; 14-in $10.55; 16-in., $9.88; 4 knives, 12-in $9.70; 14-in. $10.35; 16-in., $11.00.

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

NAILS, WIRE—Base, $3.55 f.o.b. Vancouver; Cut, base $7.50 f.o.b. Vancouver.

PICKS—Clay, 6-7 lbs. $8.40 doz.

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

PLASTER OF PARIS—$1.60 per 100 lbs.

RIVETS AND BURRS—Black carriage, 57c burrs 57c; No. 8 assorted coppered rivets No. 8, 31c lb.; assorted copper rivets and burrs 61c; No. 8 assorted coppered burrs and burrs 31c per lb. No. 8 coppered burrs 27c per lb.; Coppered rivets 26c per lb. Coppered burrs 37c per lb.

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

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

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

BATTERIES—No. 766, $1.90; each; No. 767, $2.65.

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

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

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

SCREW CAPS—60 off list.

SCREWS, SET—60 off list.

SHOVELS AND SPADES—Olds or Fox, $11.50 per doz. ⅝ Jones or Bulldog $13.70 per doz.

SCOOPS—Moose No. 4 $16.60 doz.; No. 6, $17.30 doz.; No. 8, $18.00 doz.; No. 10, $18.70 doz.

All above in black finish.

SOLDER—½ x ½ case lots, 50c per lb; less, 55c per lb.

SPIKES, PRESSED—Per 100 lbs —⅝ inch, $7.65; 5/16 $8.95; ½-in. $6.45.

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

TACKS—Carpet 70c off new list.

TENNIS BALLS— (Prosser's Cemented) per dozen, $5.25; Club adoption, $6; Retail, $7.20. Slazengers, $6.00 doz.

WIRE, BARBED—Per roll—4 point, cattle, 80 rods, $4.00.

80 rods, $3.50; 4-point hog, 80 rods, $4.00.

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

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

WRINGERS—Eze $8.75 each; Oxford, $8.50 each; Bicycle, $6.95 each; Ajax, $196.50 doz.

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

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

WASHING MACHINES—Velox water power, $23.75 each; Snowball, $16.65 each; Patriot, $18.00 each. Snow Bird Copper Tub Electric, $105.00.

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

PAINTS AND OILS.

Brandram-Henderson

	Per Gallon
B-H "English" ordinary colors	$4.25
B-H "English" white	4.60
B-H Exterior Oil Shingle Stain—	
Ordinary colors, in 4 gal. cans	$1.80
Greens and Greys, in 4 gal. cans	2.00
B-H Anchor Shingle Stain—	
Ordinary colors, in 4 gal cans	1.35
Grrens and Greys, in 4 gal. cans	1.50

PAINTS

	Gallon
Ordinary colors, in 1 gal. cans	$4.40
Martin Senour porch paint	4.40
Martin Senour Neutone white	3.75
Martin Senour Neutone color	3.75
Martin Senour floor paint	4.15
Sherwin Williams, white	4.75
Sherwin Williams, color	4.40
Sherwin Williams, porch	4.20
Sherwin Williams, floor	4.15

PUTTY—	Per 100 lbs.
Bulk, barrels, 800 lbs.	$4.16
Bulk, irons, 100 lbs.	4.73
Bulk, irons, 25 lbs.	5.78
Tins, 5 lbs.	8.40
Tins 1 lb.	10.00

LINSEED OIL—	Gallon
Raw, 1 to 2 barrels	$1.15
Boiled, 1 to 2 barrels	1.18

LEAD, WHITE IN OIL—	Per 100 lbs.
1,000 lbs. to 1 ton	$13.41
Less	13.78
Brandram's Genuine	14.00

TURPENTINE—	Gallon
1 barrel lots	$1.20

VARNISHES—	Gallon
Elastic, No. 1	$ 8.30
Elastic, No. 2	7.40
IV Linoleum	6.80
IV Marine Spar	7.10
IV Furniture	3.65
IV Pale Hard Oil	4.65

Less 33 1-3 per cent.

ROGERS BRUSHING LACJUER.—1 gal., $9.85; ½ gal., $5.18; ¼ gal., $2.71; ⅛ gal., $1.48; 1-16th gal., 87c.; 1-32nd gal., 57c.

Less 40 per cent.

Automotive Price List

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

ACCELERATORS FOOT—Wireless Ford at $1.75 each.

ASSORTMENTS—Cotter pin 13c each; Cap screws 38c each; Set screws 30c each; Machine screw 75c each; Machine nut 75c each.

BATTERIES—Hot Shot $2.96 each.

BOOTS—Tire 4-in. $1.25 each.

BUMPERS—Hoover Twinbar, $10.60 each.

CAPS—Radiator, $1.00 each.

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

CARRIES—Luggage, collapsible $2.35 each.

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

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

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

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

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

DEFLECTORS—Wind adjustable $15.20 pair.

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

HORNS—Electric $5.75 each.

JACKS—No. 200 $2.00 each; No. 4 $2.35 each; No. 41 $6.00 each.

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

MIRRORS—Rear view $3.00 each.

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

PATCHES BLOW OUT—Locktite, No. 2 $9.00 doz; No. 3 $4.00 doz; No. 6, $3.00 doz.

PLATES—Step $2.00 each.

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

the stamp or nuisance taxes be removed at the next session of parliament. Carried.

Resolution No. 4.

Whereas recommendations have been made from year to year that the cost of inspecting weights and measures be paid out of the public treasury as the inspection was made in the interests of the public;

Therefore be it resolved, that these recommendations be renewed ,and that a special effort be made to have this unfair system of collecting the costs of inspection from the owners of these units of measure discontinued.—Carried.

Resolution No. 5.

Whereas employees of the Dominion Government are exempt from seizure of their wages for debts;

And Whereas the wages of other employees are liable to seizure, in excess of the amount of the statutory exemptions, where the employee fails to recognize his liabilities;

Therefore be it resolved, that the salaries of the employees of the Dominion Government and C. N. Railway should be made attachable in the same way as the salaries of other employees.—Carried.

Resolution No. 9.

Whereas false advertising of merchandise defrauds the public;

And whereas the Prosecuting Attorneys in the different districs throughout the provinces are not apparently, interested in taking action against fraudulent advertisers, but expect private prosecutions to be entered;

Therefore be it resolved, that we recommend that the Department of Justice be requested to take this matter up with the Attorney-Generals of the different provinces with a view to having instructions issued to the Crown Prosecutors that offences for falsely advertising goods should be prosecuted in the same way as other offences under the Criminal Code.—Carried.

Resolution No. 10.

Whereas prosecutions have been taken by the government against retailers for selling merchandise which they bought in good faith from manufacturers or wholesalers;

Therefore be it resolved, that where retailers are selling merchandise represented by the manufacturer or wholsaler to be of a certain quality, but which upon examination is found to be other than advertised and required by Statutory provisions governing the sale of that product, that the Act should be so amended that prosecution should be taken against the manufacturer or wholesaler for selling the merchandise to the retailer ,rather than that the action should be entered against the retailer ,and that provision be made that the manufacturer or wholesaler whose products are discovered to be below the standard of quality required should be made liable to the retailer to thevalue of such merchandise which has been purchased by the retailer and is still in stock.—Carried.

Resolution No. 11.

Whereas negotiations have been entered into between the executive of the National Shoe Retailers Association and the Retail Merchants' Association of Canada for an affiliation of the National Shoe Retailers Association with the Boot and Shoe Section of the R. M. A.;

And whereas it would be necessary to have a special sectional fund of three dollars per member to take care of the expenses of this section;

Therefore be it resolved, that we approve of this affiliation, and that the membership fee for exclusive boot and shoe dealers in each of the provinces be increased three dollars, and that out of the membership fee the sum of three dollars be paid to the Dominion executive of the Boot and Shoe Section of the R. M. A.—Carried.

Resolution No. 14.

That representations be renewed that the Express Companies show the weight, the rate, and the full amount of the charges on receipts issued in payment of express charges.—Carried.

Resolution No. 15.

Whereas lower grades of meat are bought by some merchants and sold as first quality meat at cut prices;

And whereas frozen meats are bought as frozen meat and sold by some without stating that same has been frozen;

And whereas the public cannot always distinguish between the grades of meat when purcaasing;

And whereas the public cannot always distinguish between fresh meat and frozen meat;

Therefore be it resolved, that the Dominion Government be requested to undertake to establish some system for grading meat which will not be too technical and to which the housewife can be educated, and that all meats which have been frozen when retailed should be marked frozen.—Carried.

Resolution No. 16.

Whereas price competition is becoming more and more acute on proprietary, patented, trade marked and nationally advertised goods;

And whereas the P.A.T.A., the C.F.T.L., and the R.M.A are endeavoring to find a legal and practical solution to this acute retail problem;

Therefore be it resolved, that we go on record as pledging our utmost co-operation to assist either or both organizations, and that we solicit their co-operation in trying to remedy the evils of price-cutting, and the Dominion Executive Council be instructed to carry on an active and aggressive campaign to this end.—Carried.

Resolution No. 18.

Whereas we have carefully reviewed with appreciation the work which was done throughout the past year dealing with the unfair position enjoyed by the Mail Order Houses;

And whereas the extension of this system of distribution is tremendously affecting the proper growth and development of our villages, towns, cities, and community life generally;

And whereas we have recommended that a tax should be paid by Mail Order Houses for the previlege of doing business in the community in the same way as every other resident of that community, be he merchant, farmer, laborer, professional man, or of any other occupation;

And whereas we believe that the basis of the tax should be in proportion to the operating costs paid by the local merchant;

Therefore be it resolved, that these representations be continued that a tax should be paid by Mail Order Houses to the municipality in which they do business, such tax to be collected by the Dominion Government and distributed to the municipalities on an equitable basis.—Carried.

Resolution No. 19.

Whereas we appreciate the action taken by the Dominion Government in recognizing the difference between foreign trade and domestic trade, and the appropriations which were made at the last session of parliament to develop these different branches of our trade;

And whereas recommendations were made that the Department of Trade and Commerce should establish a Domestic Distribution Department within the Department, and that an Inland Trade Commission should be appointed to make an investigation of domestic trade and report to such a department;

Therefore be it resolved, that we continue to press for the appointment of such an Inland Trade Commission and the establishment within the Department of Trade and Commerce of a Domestic Distribution Department.—Carried.

Resolution No. 20.

Whereas the Combines Act is administered by the Department of Labour;

And whereas the investigations conducted under the Act are chiefly concerned with the relationships in trade and not with labour;

Therefore be it resolvd, that recommendations be made that the administration of the Combines Act should be transferred to the Department of Trade and Commerce.—Carried.

Resolution No. 21.

Whereas the reductions in the Parcel Post Rates on January 15th further reduced the operating costs of Mail Order Houses by 15c on every ten or fifteen pound parcel distributed within the province ,and 19c on every parcel of a similar weight distributed to an adjoining province;

And whereas this reduction has further increased the difference in operating costs between the Mail OrderHouses and the local mrchants and places the local merchant in an even more unfair competitive position;

And whereas the granting of such advantageous reductions to outside firms are not in the best interests of the prosperity of our villages, towns and cities;

And whereas protests have alread ybeen made to the Postmaster General;

Therefore be it resolved, that we continue to protest against this reduction, and recommend that the rates as of January 14 should be re-instated ,and that a careful study should bemade of the Parcel Post Rates in an ffort to have them re-arranged on the basis of service rather than on the basis of a flat rate as at present.—Carried.

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.

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PATENT MEDICINES DRUGISTS' SUNDRIES
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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

Resolution No. 22.

Resolved that we continue to press for the issue of a half-cent stamp for circular advertising, that the privilege of addressing the circulars be granted, and that the half-cent circular rate should be made to include not only the village, town or city but rural routes tributary to that village, town or city out of which the mail is delivered.—Carried.

Resolution No. 23.

Resolved that we continue to press for the removal of either one of the five cent pieces in circulation on account of the inconvenience of the two pieces of different sizes.—Carried.

Resolution No. 25.

Whereas unsolicited merchandise for the purpose of sale is distributed through the mails very extensively;

And whereas threatening letters are being written to the addressee of this unsolicited merchandise demanding payment by threatening suit;

And whreas this system of sale and collection is very grievous to a large proportion of the public to whom the merchandise is sent and demands made for payment;

Therefore be it resolved, that we request the Post Office Departmnt to deny the use of the mails to persons or firms distributing unsolicited merchandise for sale.—Carried.

Resolution No. 27.

Resolved that we renew our recommendations that the assignor or bankrupt should be given the right under the Bankruptcy Act to appoint a representative to safeguard his interests in connection with the administration of his estate, and that payment for the services of this representative should be made out of the assets of the estate.—Carried.

Resolution No. 28.

That we renew our rcommendations that the Dominion Government be asked to amend the Criminal Code so that it will apply to the giving of premiums by manufacturere as well as by retailers.—Carried.

Resolution re Northwestern Mutual Fire Association.

Whereas the Northwestern Mutual Fire Association has rendered an insurance service to our readers for several years;

And whereas this service has been very beneficial to our Association in helping to obtain and hold our members;

And whereas the chief advantage from this servic has been the dividend returned to the members;

And whereas the insurance service would be even more useful to our Association members if the dividend were increased;

Therefore be it resolved, that this annual meeting of the Dominion Board of the Retail Merchants' Association of Canada, in convention assembled, goes on record as offering to the officials of the Northwestern Mutual Fire Association the utmost co-operation of our officers to make it possible for the members to receive a larger percentage of dividend.

And whereas dividends are made possible by savings in expenses of reduced losses;

Therefore be it resolved, that we endeavor to arrange for a campaign to reduce fire losses and/or to increase our volume of business, as the most practicable plan to bring about the desired results.—Carried.

IN CLASS BY THEMSELVES.

Time was when the grocer's dried fruit business was for only a few months of the year but that has gradually changed, until the grocer who knows the real values of peaches and figs and prunes and raisins doesn't think of them in connection with canned and fresh fruits, but as in a class by themselves, since his sales are made every month in the year to his customers.

This has been brought about for the most part by the consumers themselves who have been educated to the value of dried fruits in the diet the year around by the advertising of the Sun-Maid Raisin Growers and the California Peach and Fig Growers Association through Sunland Sales Co-operative Association.

One big reason for this changed attitude is that the consumer has come to know dried fruits as a concentrated food with values than can not be equalled or found in other fruits processed otherwise than by nature's methods.

Fresh fruits do not ship well if they are allowed to thoroughly ripen on the trees. Consequently a large proportion (depending upon the degree of ripeness attained) of the starches never become the sugar that nature intended; while fruits for drying are allowed to remain on the trees until they have reached their fullest ripeness with all of the starch changed to easily digested and assimilated sugars.

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POLISHED PLATE GLASS
MIRRORS :: WINDOW GLASS

The Dependability of Our Service is Available to All Merchants.

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Cash or Terms.

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365 Cordova St. W., facing Homer.

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SERVICE TO OUT OF TOWN SUBSCRIBERS.

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

Manufacturers' Agents

(Vancouver, unless otherwise stated).

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

DRYGOODS

Atlantic Underwear Ltd., Moncton, N.B.—E. H. 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.

GROCERIES—Continued.

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

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

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

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.

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

STORE EQUIPMENT & SUPPLIES.

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

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

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

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.

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.

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Largest sardine packers in the British Empire.

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CANADA

"LITTLE DAISY" Stockings serve a double purpose in your stock of children's hosiery.

They have a steady sale among mothers who know their many fine qualities. And they are also particularly suitable for showing to mothers who simply ask for children's stockings, for the "feel" of the soft, warmth-giving Australian lambs' wool from which "Little Daisy" Stockings are made is responsible for many a sale.

"Little Daisy" Stockings are made for children of all ages. A wide range of dainty colors — and black. All have reinforced toes and heels. One of the dependable "Sunshine Hosiery" styles.

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