

THE JUNE

# RETAILER

BRITISH COLUMBIA, ALBERTA, YUKON

VOL. XIX., No. 10

VANCOUVER, B.C.

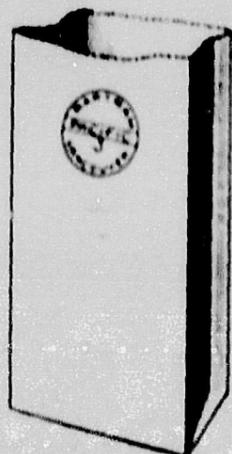
JUNE, 1927

## PAPER



## BAGS

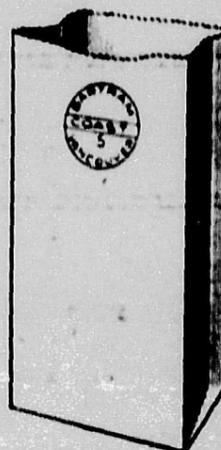
AN 100% B. C. PRODUCT.



Light Kraft

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

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

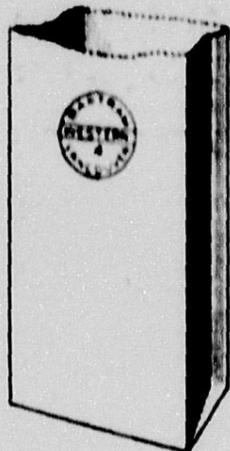


Heavy Kraft

Manufactured in British Columbia by

### Bartram Paper Products Co. Ltd.

VANCOUVER, B. C.



Light Manilla



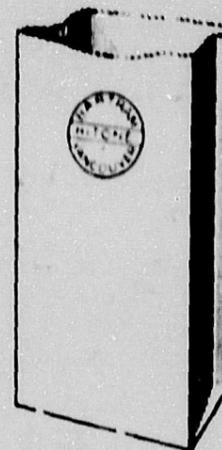
Sole Agents for British Columbia:

### The Norfolk Paper Co., Ltd.

136 WATER STREET

VANCOUVER, B. C.

Phone Seymour 7868 and 7869



Broad Stripe  
White Sulphite

# 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

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

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**"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.  
1068 HOMER STREET, VANCOUVER, B. C.  
Phone: Seymour 781

### The New Concentrated SOAP

==  
A Million Bubbles  
In Every  
Package



- 24 -  
Large Packages  
to the Case

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

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

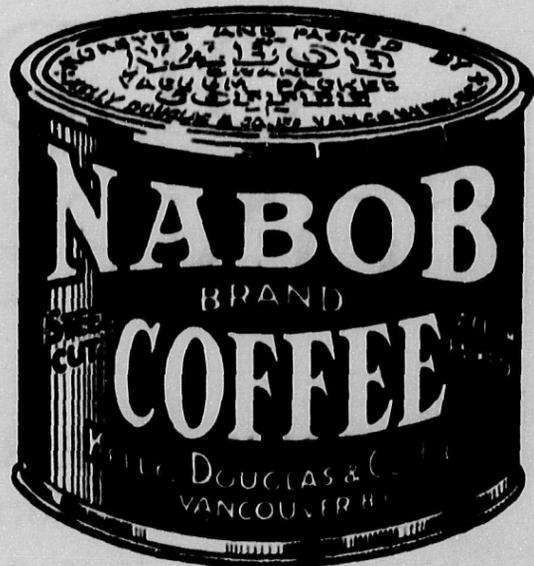
A BRITISH COLUMBIA PRODUCT

# THE ROYAL CROWN SOAPS, LTD.

DISTRIBUTORS FOR B. C.

# NABOB

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



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

# WILSON BROTHERS

Wholesale Grocers  
VICTORIA, B. C.

British Columbia Agents for

## BLUE GRASS BELLE CIDER VINEGAR

BARRELS  
65c Gallon

32 OZ. BOTTLES  
\$3.20 Doz.

16 OZ. BOTTLES  
\$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

# OLDER THAN CONFEDERATION!

BENSON'S PREPARED CORN is the pure reliable Corn Starch that never deviates from a standard of quality that won the confidence of consumers many years ago.

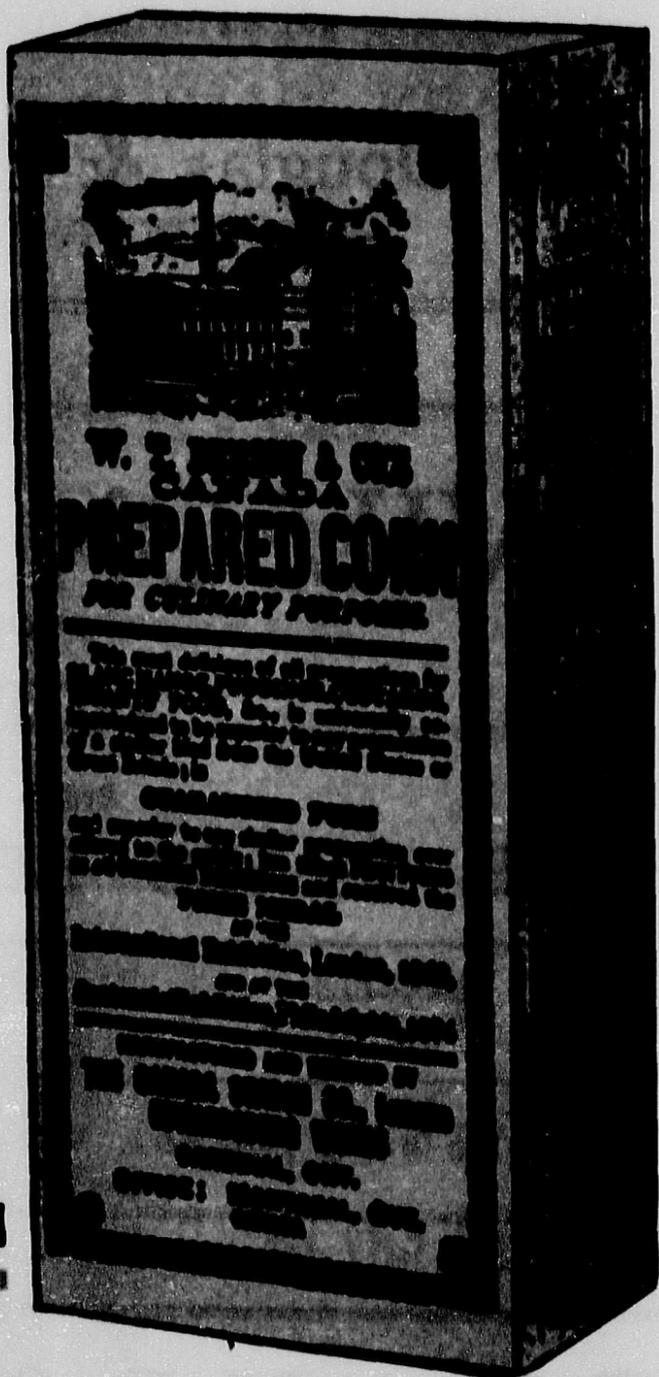
For over 68 years BENSON'S Corn Starch has faithfully served the Canadian housewife — it is to-day Canada's leading Corn Starch—in the original yellow package. Display it prominently for increased summer sales.

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## MAZOLA

THE SALAD AND COOKING OIL

is also a big Summer Seller



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# BENSON'S PREPARED CORN

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THE CANADA STARCH CO., LIMITED - MONTREAL

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# The RETAILER

*"The Paper  
the Retailer  
Reads"*

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

Published 20th of every month.

NINETEENTH YEAR

GENERAL MERCHANDISE  
GROCERIES, DRYGOODS,  
HARDWARE, FOOTWEAR,

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

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

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Advertising Rates on Application.

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- Vancouver..... C. Dallas, Sec.

VOL. XIX., No. 10.

VANCOUVER, B. C.

June, 1927

## Yearly Increase in Tourist Traffic Offers Substantial Increase to Trade Volume

Population of Canada Increased by Vast Number of Tourists During Summer Months—Visitors from United States Are Already Sold on the Value of Canadian Wool Goods—An Additional "Export" Trade.

Foreign license plates on motor cars are so frequently seen in Canada that they cause no comment. Even during the winter months they will be noted at points a hundred miles or more away from the international border and with the first bright days of spring Canadians speedily become acquainted with the license colors of practically every State in the Union and Canadian province.

In June, July, August and September, "the car ahead" on the main highways leading to and from the United States is as frequently as not a car owned in that country and even on remote roads, on sideroads and at every point where summer vacationists congregate, the car with the U. S. license is strongly in evidence.

To the retailer this is more than an interesting sight, or an evidence of how the motor car has revolutionized living conditions. It presents an opportunity for increased business for these tourists represent what can truly be called a big addition to our export trade. We sell them Canadian products and get in exchange money earned in another country and that is precisely what export trade does.

Every tourist who enters the country spends some money. His visit here may be only for a day; it may be for a week, a month or six months, but some purchases are made during the visit and the store has a particular attraction for him. He knows that in Can-

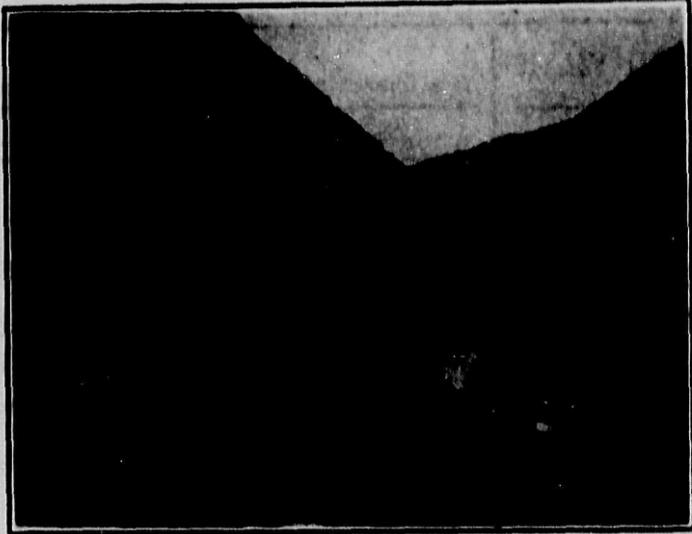
ada he can obtain wool goods of excellent quality at much lower prices than at home and in addition to this there is the desire to take home with him something obtained in a strange city, either for himself or for other members of his family. And then, of course, there are the needed articles of summer apparel that summer visitors always need when their visit extends to a week or more.

Tourist trade in Canada represents real money to hundreds of merchants from coast to coast. While it is true that a good share of this trade is, as yet, confined to a comparatively few centres, the fact remains that it is spreading with the improvement in Canadian highway traffic. There are merchants who read these lines who are getting a certain amount of tourist trade now who did not a few years ago because of improved traffic conditions that act as a drawing card to wealthy travellers from across the line who are anxious to acquaint themselves with this country.

### Come to See and to Buy.

The simple fact of the matter is that this great army of American tourists come to Canada to see and, in many cases, to buy. Unquestionably there are many of them who come with the deliberate intention of making buying one of their purposes. Woollen fabrics, linens and knitted goods of all kinds are sought by American tourists because of their superior quality and

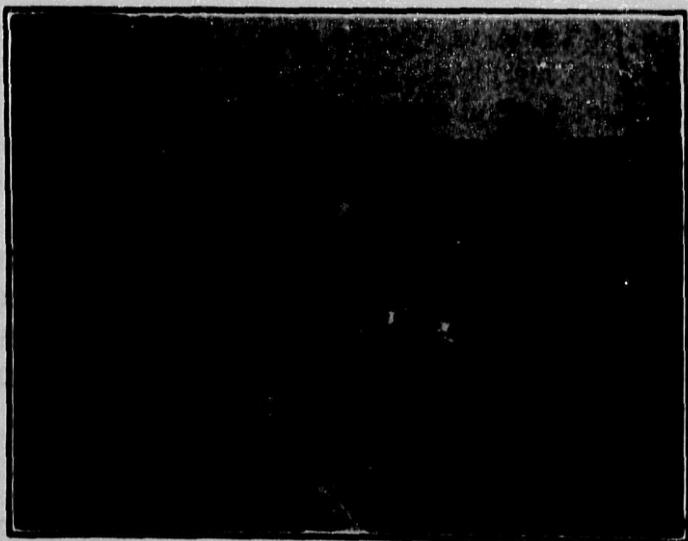
their relatively lower price. We know of one merchant who said that if it were not for the trade he gets from the American tourists he could close his store for three days out of the week. Knitted goods and clothing of all kinds are bought in this store to the extent of many thousands of dollars during the summer months.



Of course, it is impossible to get anything like a correct estimate of the actual buying in dollars and cents that is done by the American tourist trade. It is known to run into millions of dollars and it is on the rapid increase. According to the customs regulations \$100 worth of clothing may be taken back across the line into the United States free of duty. It is certain that every tourist coming into Canada does not spend \$100 on goods to take back home; but it is equally certain that hundreds of them spend more than \$100 before they go back home. The tourist trade runs into many millions of dollars during the year—mostly during the summer months—and aggressive merchants are not overlooking this in planning their merchandising events for the season.

#### Lends Itself to Community Effort.

There is no movement of traffic that so lends itself to community effort as this tourist traffic. Providing parking accommodation, arranging for an information bureau where the city is sufficiently large to have points of interest to the traveller, taking care of tourists who are seeking accommodation for the night—these are only a few of the things that tourists regard as a service from the communities through which they



are passing. Communities that do this kind of work get quicker and better advertising than is possible any other way; the good word is speedily passed along and the merchants in such a place are benefitted by it.

As a matter of fact, the merchants can well afford to organize some such service as this for the tourist

traffic. It will pay them quick and satisfactory dividends in the way of increased business.

Tourist traffic in 1927 will exceed 1926 by hundreds of thousands according to the estimates that have



been made. The aggressive merchant will, of course, take note of this and either individually or in co-operation with other merchants in his community will "cash in" on it.

#### CANADIAN PRICE INDICES

In contrast with the fact that the buying power of the Canadian dollar has remained almost unchanged so far as retail prices are concerned, the buying power of the dollar in terms of wholesale prices has increased by 9 per cent. during the past year. The Dominion Bureau of Statistics index number weighted according to the commercial importance of 236 commodities fell to 148.5 in April, 1927, as compared with a level of 160.2 in April, 1926, and the cost of living as judged by the average change in retail prices only fell from 154 to 151. Since wholesale prices have a tendency to move more rapidly than retail prices, it is by no means certain that the average price of retail products will not later show a decline somewhat more proportionate to that which has taken place in the wholesale price level.

While the drop in the price of vegetable products has been equivalent to that in the general price level—from 187.7 to 160.8—there has been a slight increase in the average price of animals and their products from 137.2 to 138.1. The recent rise in the price of wheat is likely to have a decided effect upon the average price of vegetable products. Perhaps the outstanding fact in the present situation is the relationship between agricultural prices and the general price level in Canada. There are few countries in the world at present where the farmer is receiving as great returns for his products in terms of goods as he did in 1913. In Canada, the relationship between agriculture prices and other prices remain distinctly advantageous to the farmer.

So far as the Canadian laborer is concerned, the situation is even more satisfactory. With wages in various industries ranging from 60/95 per cent. above the 1913 level, according to the report of the Department of Labour, "Wages and Hours of Labour in Canada," the present general price level gives labour much greater buying power than was characteristic in 1913. Should retail prices show any decline comparable to that which has taken place in wholesale prices, it will result in a substantial increase in the real wages of labour.

## THE ORIENTAL QUESTION

Anonymous Booklet Issued Under Auspices of the British Columbia Government Spoils a Good Cause by Exaggerated Argument and Over-statement.—Statements Are Damaging and Must Be Set Right.

(Contributed by a Subscriber)

Let there be no misunderstanding. We are NOT in favour of Oriental immigration into Canada, and we are NOT believers in any laxity of immigration laws which would permit the white man's country, British Columbia or elsewhere, being handed over to a race which has any lower standard of living than is recognised by the inhabitants, and we ARE against any system or administration of laws which would permit Orientals to gain a strong footing in our commercial life, to the detriment and exclusion of white men in any line of trade.

But we are not in favor of using methods to attain the ends above mentioned which, in order to attune public opinion to the ideas of Oriental exclusion, 'facts' are set forth which are not facts at all, facts which are facts are distorted and exaggerated, and the whole is set out in booklet form and issued broadcast to the public of B. C. and the rest of Canada under the auspices of the British Columbia Government.

Surely we have a good enough case in regard to Oriental immigration to render unnecessary any methods of propaganda which are based on known mis-statements and which calculatingly give false ideas.

Under the title "Report on Oriental Activities Within the Province of British Columbia," the government has issued recently a booklet of 24 pages, bearing the imprint "Prepared for the Legislative Assembly" and printed by the government printing office at Victoria, which gives no indication whatever of who prepared it, who is responsible for it, or for what reason it was prepared. Whose "report" is it?

## Absurd Exaggeration.

The entire report is exaggerated; but my present purpose is to call attention to the fallacies it contains in regard to the retail trades. The statements are probably "true" in the sense that it is true that 2 is 100 per cent greater than 1, although 2 and 1 are the smallest numerals. Percentages are no good as statistical information if they relate to very small numbers.

Here is an instance of the fallacies in the report. The City of Vancouver issues trade licenses, and every retailer must obtain a license to carry on his business. The compiler of this "report" obtains information from the City Hall as to the number of Orientals who got licenses in various trades last year, and then goes on to compile a table showing the "percentages" of Oriental license holders in each of several branches of retail trade. Some ridiculous results are thus obtained.

For instance, the list shows that 82½ per cent. of the laundries in Vancouver are Chinese. Quite likely this is true; BUT the 18 per cent. of laundries which are run by white people are the big steam laundries, employing from twenty to three hundred hands; and this 18 per cent. does upward of 80 per cent. of the laundry work of Vancouver. Furthermore, Chink hand laundries are well known to be one of the lines of endeavour favoured by the Chinese, and are found every-



## And we even insure you against infestation losses!

The only time I ever came close to being thrown out of a grocery store was one summer day years ago on one of my first calls on the trade. I'd asked the grocer if I could sell him some raisins, not knowing that he had just lost his entire stock by infestation. Gosh he was riled! And I couldn't blame him—it all went out of his own pocket.

"Them days," as the poet says, "is gone forever" now—gone, at least, for grocers who handle Sun-Maids. In the first place, you ought to see how thoroughly they sterilize the raisins in Sun-Maid plants, and how carefully they pack

'em to eliminate any chance of infestation from the inside.

Still infestation is sometimes known to occur, coming from outside sources. But Sunland even insures grocers against loss from that.

Them days is gone forever!



If your stock of Sun-Maids should become infested, all you need to do is call your jobber and turn the infested stock over to him. Sunland will issue to him a credit memorandum covering in full the invoice value of the stock which he can apply in full against new raisins.

That's how Sunland insures your investment in raisins, and guarantees your customers' satisfaction with the Sun-Maids you sell. It's one of many protective policies that Sunland alone uses in the raisin industry—policies that make your profit greater and surer on Sun-Maid raisins.

Lamy.

## 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

## SELL THAT LIQUID

Don't pour it down the drain. By using Sealright Containers you can dispose of the liquid when selling pickles, Oysters and Liquid Foods.

These containers are 100 per cent. leakproof, spill-proof and crush-proof and will more than save you their cost.

Ask our Traveller for Samples and Prices.

**Smith, Davidson & Wright, Ltd.**

MANUFACTURERS AND WHOLESALE  
PAPER DEALERS

VANCOUVER

VICTORIA

## Dominion Day on Friday



means more outings than ever. Many parties will need at least three days' supplies.

A good display of Clark's Prepared Foods will bring a good share of this very desirable business.

Our Special Holiday advertising will create added demand for Clark's Soups, Clark's

Pork and Beans, Canadian Botted Dinner, Clark's Cooked Spaghetti, etc.

Profit by the opportunity to 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.



**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.

where on this continent. But even taking the favored laundry industry, we find that the 'report' offers a totally misleading argument, in stating that 82½ per cent. of the laundries in Vancouver are Chinese.

Then, jewellers: The report states that 26 per cent. of the jewellers in Vancouver are Orientals. The telephone directory does not show that 26 per cent. of the jewellers in Vancouver are Orientals. Now, does any citizen of Vancouver know of a jewellers store in the city anywhere but in the strictly Oriental quarters of Chinatown and Powell Street. Of course there are a number of such stores there (ten are listed in the Telephone Directory), but all of them are little watch repair and jewellery stores of the one-man variety. In the report these are put on a par with Henry Birks & Sons, O. B. Allan and the other big jewellers and the whole made up into a "per cent." table. Ridiculous.

We are informed by the principal wholesale jewellers in Vancouver that the Oriental jewellers in Vancouver do not handle more than about 4 per cent. of the jewellery business of the city, and that mainly to the Oriental population.

Twenty-nine per cent. of the drygoods stores in Vancouver are run by Chinese and Japanese, if one would believe the "report." Does any citizen know of a drygoods store, with the exception of three Japanese silk stores on Granville and Hastings Streets. The Telephone Directory does not list a single Oriental millinery store, and only four dry-goods, retail, out of 73, and these four are in the Oriental quarter as one would expect.

Then, the report says that 12 per cent. of the printers and publishers in Vancouver are Orientals. As a matter of fact there are fifty-two printers in Vancouver and two of them are Orientals, one Jap. and one Chinese, and of 67 publishers five are Orientals, publishing small sheets in Japanese and Chinese language. So you see how misleading is the report on this head. Further, any one of the seven largest printing establishments in Vancouver do more trade in one week than the entire seven Jap. and Chinese printers and publishers do in a year.

Greengrocers are stated to consist of 91 per cent. Orientals and 9 per cent. white. In this line there are undoubtedly very many Chinese stores in the city, as we all know. The reason is that the truck gardening industry in the vicinity of Vancouver has passed very largely into Chinese hands, a deplorable fact which must be admitted, and which is one of the objections which can properly be taken to the Oriental penetration we all are taking exception to, and from this it naturally follows that the friends of the Chinese truck farmers open stores in the city to sell their produce.

The report contains many fallacies, such as the ones we outlined above, and also a great deal of valuable facts and comments, the value of which is greatly diminished by the method of presenting them mixed up with and indistinguishable from the exaggerations and mis-statements to which attention is called.

Harm is being done to Vancouver and British Columbia, as this booklet has been sent broadcast to the press of Canada, and several journals have, with apparent glee, given much publicity to the condition of affairs in Vancouver (as alleged in the report) and we don't like it, for it is not true.



## 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 tried 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.      3598—c

**BUYERS' WEEK IN VANCOUVER**  
**AUGUST 13—20.**

Under the auspices of Vancouver Board of Trade, the annual "Buyers' Week" will take place in the city, commencing August 12th.

On past occasions the movement has proved instrumental in bringing together merchants from distant centres to transact business with local wholesale houses through personal contact, so essential to the establishment of profitable trading relationship.

Wholesalers, with the exception of grocery houses, who though in sympathy with the movement cannot see their way to become identified, are already making preparations to fittingly welcome visiting merchants. Alberta retailers who made their purchases in Vancouver during 1926 "Buyers' Week" were, from information reaching this office, entirely satisfied, and a cordial welcome is again extended to traders from our sister province. Although final arrangements are not available as we go to press, it has been decided that following procedure of last year, a banquet be tendered visitors at the Hotel Vancouver, Wednesday, August 13th, during which a fashion show will be staged by local costumiers. A visit to Grouse Mountain Chalet and a moonlight cruise through Vancouver Harbour are listed among other entertainments provided for the visitors, and with the co-operation of various service clubs of Vancouver every effort will be made to ensure a record breaking "Buyers' Week."



**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.

**GROCCERS' PICNIC.**

The twentieth annual picnic of the grocers of Greater Vancouver will take place on Wednesday, July 20th, when vessels of the Union Steamship Company will be in readiness to convey to Bowen Island the throngs of merrymakers who, each year, take advantage of this enjoyable outing. Committees are now busily engaged in an effort to make this the largest and best picnic yet held under the auspices of the Vancouver branch. Tickets, which may be obtained from the Secretary, 424 Pacific Building, Vancouver, are as follows; Adults, \$1.00; children between the ages of five and twelve years, 50c; under five years of age, free. Boats will leave the Union Steamship Company's dock for Bowen Island at 9 a.m. and 2 p.m., returning to Vancouver at 6 p.m. and 10.30 p.m. All retail grocery establishments will be closed for the whole day on the above date.

**Provincial Convention R.M.A.**

The NINTH ANNUAL CONVENTION  
of the Provincial Board R.M.A. will be held  
in Vancouver, July 25-26.

**Brave**

Mrs. Grubb (after a tiff): When I married you I didn't know you were such a coward. I thought you were a brave man.

Grubb—So did everybody else.

**IT PAYS**

It pays to handle a line that carries prestige—

That turns over quickly—

That puts your business on a sales basis instead of a "dead stock" basis—

That builds other business for you because of *quality*.

**HEINZ**

**57**

# GROCERIES & PROVISIONS

## Advertising An Aid to Entire Food Industry

By A. E. Phillips, President of the American Grocery Specialty Manufacturers' Association and Vice-President of the Welch Grape Juice Company.

Neither manufacturer, wholesaler nor retailer is boss. All three are working for the consumer. It is the consumer who decides what product she will use and how she will purchase it. There are four services affecting the consumer in connection with groceries, which under conditions of modern thought are fundamental and essential. These are manufacturing, advertising, wholesaling and retailing.

Advertising is one of the four fundamental services rendered by modern civilization. President Coolidge in an address a few months ago, declared advertising the most potent influence in the work and the play of the whole nation.

### Economy in Advertising.

It is a well-known fact that advertising cannot be done in local units on different local brands of a commodity with anywhere near the economy attained in the national advertising of one brand. In the field of advertising for creating consumer demand for grocery products the national manufacturer has a field of economic endeavor that is peculiarly his own. National advertising performs a service without which grocery wholesaling and retailing would rapidly fall into a confused state of unestablished values in merchandising and unstable fluctuations in habits and demand.

Under the effective influence of national advertising the sale of oranges has attained a per capita consumption of 60 a year and lemons 17 a year, providing a market for the annual crop of approximately 34,000,000 boxes of the former and 5,000,000 of the latter. The producers' combined selling and advertising cost of the lemon campaign, which was the most difficult of the two, was less than 2 per cent.

Another example which can be mentioned without naming brands, although brands played a prominent part in the advertising, is the bakery campaign. In 1919 only 64 per cent. of homes used bakers' bread. National advertising by 1926 had increased the number of homes using bakers' bread to 94 per cent.

### Keeps Prices Down.

A kaleidoscopic view of grocery products for which national advertising is creating demand can be had by a glance at your stock inventory. There is enough nationally advertised, merchandise to supply consumer demand.

Present low production costs in factories scaled to large volume mass production are predicated upon standardized package styles, labels and sizes. The creation of local brands and building demand for them add a definite unnecessary, and often excessive expense

to the cost of distribution when viewed from the consumer's standpoint of ultimate consumer cost.

Economical distribution through the wholesaler is predicated upon by manufacturer-wholesaler co-operation. A wholesaler's brand produces competition with additional expense to both manufacturer and wholesaler.

A distinction should be drawn between advertising that creates demand and advertising that focuses demand which has already been created. The former is economically the job of the manufacturer, because it is a service which he can perform nationally at the lowest cost. The latter form of advertising is used by retail stores to focus demand on their particular stores.

### Auctioning of Orders.

There is no defense for either the manufacturer or the wholesaler who permits himself to become a party to the auctioning of specialty orders.

By the term "auctioning of specialty orders" I understand is meant the shopping around 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. When the manufacturer or wholesaler becomes a party to this he is letting that particular specialty salesman tell him how to run his business.

The first remedy for the wholesaler when a case of auctioning specialty orders is encountered is simple, plain and easy to execute. It consists simply of thorough investigation and of prompt notification to the manufacturer giving facts accurately and in detail.

### Salesman's Rights.

He should be sure, however, that he has a case of a true attempt at auctioning before he reports. A properly trained specialty salesman will book an order only at the published, printed prices issued by his house. But if a wholesaler's salesman has offered the individual retailer of large purchasing power, or the well-rated retailer who is purchasing for a group, a special quantity price on a particular product or a standing inside discount on all purchases, the wide-awake specialty salesman is sure to be confronted with it in his attempt to get an order. He has a perfect right to book the order at his printed prices and tell the buyer that he can promise no other price, but that the wholesaler cannot afford to give him as low a price on a specialty order with which he voluntarily favors the wholesaler as he would on an order mailed or given to the wholesaler's salesman.

That leaves the matter of the special price wholly between the retailer and the wholesaler, the place where he found it. A wholesaler cannot expect to get

# The *NEW* Quaker CAKE FLOUR

*a wonderful NEW Product  
bearing the unqualified Guarantee  
of its Makers*



## Some of the Products in the Quaker Line

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

**H**OME-BAKERS have become enthusiastic over this new Cake Flour. It is giving them lighter, better cakes and ensures them against cake-baking failure.

Two years of constant experimenting have produced Cake Flour from Ontario winter wheat. To it is added a small quantity of high-grade potato flour to keep the cakes fresh longer.

The package is attractive—popularly priced—and backed with the reputation and guarantee of its makers, the largest cereal millers in the world. So confident are we of the superior baking qualities of Quaker Cake Flour that we authorize grocers to refund to the customer the purchase price of any package which does not give complete satisfaction.

Quaker Cake Flour already has proved it is going to be a big seller. Cases of 12 packages. Be sure to get a case from your jobber.

**The Quaker Oats Company**  
**SASKATOON** **PETERBOROUGH**

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# 4

## REASONS WHY Quaker Corn Flakes SATISFY YOUR CUSTOMERS

### 1. SUPERIOR FLAVOUR—

and crispness. Your customers know that they are the finest flavoured corn flakes they can get.

### 2. MONEY-BACK GUARANTEE—

Every package bears our red seal guarantee: "If you do not agree that these are the best flavoured Corn Flakes you ever used, write us and we will gladly remit the cost of the package."

### 3. TRIPLE SEAL—

Every package is triple-sealed—the inside bag—the cardboard carton and then the outside wax wrapper. The flavour and freshness of the corn flakes are thoroughly protected.

### 4. NATIONAL ADVERTISING—

a big newspaper campaign is keeping Quaker Corn Flakes in the mind of your customers, week after week. No other Corn Flakes offers these advantages. Be ready for the larger demand as the weather gets warmer.

**The Quaker Oats Company**

Saskatoon

Peterborough

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a higher price for goods sold on specialty orders than he gets regularly for the same product from the same customer on mail orders or orders booked by his own salesman.

The retailer is not to be blamed for demanding as low a price from the specialty salesman as he is accustomed to receive when ordering direct from his wholesaler. You would, I would. So would any business man. When the specialty salesman writes the order at his printed prices and leaves the matter of special lower prices entirely between the retailer and wholesaler, if the retailer has misrepresented the facts he will not expect, or press the wholesaler for, the special low price. If the retailer has been receiving the lower price, the wholesaler will have been made the victim of his own machinations, which he deserves.

## Grocery Market Report

**China Teas.**—Latest market reports from China indicate an advance of 10 per cent. in low grade teas such as Congous. It should also be remembered that the internal trouble in China at the present time will delay shipping considerably. Shipping facilities are very inadequate under present state of affairs, and it is not expected that new season's Congou of Hoo-shous will arrive before the beginning of June.

**Indian Teas.**—The Calcutta market has just recently opened and report prices very much higher than had been anticipated—approximately 5c per pound advance. A recent cable reads as follows: "Difficult to say how future market will go, but expect higher prices. The estimate crop from the first of April to the end of May is seven and threequarter million pounds behind in production as compared with the same period last year."

In consideration of the foregoing local buyers would do well to protect themselves by purchasing several months requirements on to-day's market.

**Kia-Ora.**—Orange squash and lemon squash. This is a British product being manufactured in Australia by Kia-Ora Limited, Blackfriars, London, England. It is a summer beverage of exceptional merit, and is very popular in other parts of the world.

These products are made from the juice of oranges and lemons and pure cane sugar only, and as a beverage are identical with home made orangeade and lemonade, with just the right proportions of sugar added, all that is necessary is to add water. They are packed as follows: Orange squash, 24 pint bottles at \$4 per dozen; 12 quart bottles at \$7.24 per doz.; lemon squash, 24 pint bottles at \$4.00 per doz.; 12 quart bottles at \$7.25 per dozen.

**Australian Currants and Raisins.**—While Australian currants have been a favorite with many of the bakers for many years, it was not until last year that Australian raisins arrived on this market to any extent. They were of exceptional good quality and the limited quantity reported was very soon cleaned up.

Wholesalers are now offering new season's crop due to arrive about July 1.

**Strawberries.**—The outlook is exceptionally good for a bumper crop, especially is this true of Gordon Head berries. However, the local wholesalers are completely cleaned up and new season's pack will be welcomed, and indications at present are that prices will be about the same as last year.

**Olive Oil.**—The packers of Olive Oils have been obliged to advance their prices on all brands an additional 25c per gal. This is accounted for by the high rate of exchange. Italian currency having advanced about 10 per cent. in the past month.

A lively consumption of olive oil continues in progress and the trade is agreed that market conditions are fully as firm as recently outlined. It is admitted there will be a shortage of oil for known trade requirements this season, with none of the important producing countries, such as Spain, Italy or France, holding any surpluses.

Some of the large handlers of edible olive oil are asking a minimum of \$2.60 in drums for the Spanish and French oils. While practically no Spanish is available, where offered it is quoted at \$2.80 by the holders.

**Butter.**—In at least four Canadian provinces—Quebec, Ontario, Manitoba and Saskatchewan—the supply of butter is not equal to the demand and imports from Australia and New Zealand are being made in larger quantities than ever at this season.

In the summer, when there is a surplus of milk and cream in the Dominion, the Western provinces are able to export a considerable quantity of creamery butter to Europe, but generally there is not enough to supply the domestic demand. Recent shipments of butter from Australia and New Zealand have been brought to Canada.

**Matches.**—With the reduction in the excise tax to be put into force July 1, buying is only being done from hand to mouth. Jobbers are offering matches at practically cost price in order to clean their stocks before the new ruling is effective.

**Canned Foods.**—While there are sharply contrasting reports as to the extent of activity in the market for canned foods, a majority of houses in the trade are agreed that business has lately taken a turn for the better, and that the markets as a whole are beginning to display a marked tone of underlying firmness. There is still a good deal of competition for orders among the brokerage fraternity, but each week has gradually brought out strengthening conditions as news has been disseminated that the crop outlook everywhere is for material reductions in outputs from the earlier estimates.

**Sugar.**—Cuban sugar producers plan to flood the world market with their product next year, underselling other producers and forcing them to come to an agreement with the Cuban interests, it was learned here recently from reliable sources. This action is to be taken, it is declared, as a result of the alleged lack of interest by the U. S. government in the lowering of the tariff on Cuban sugar, sought by President Machado during his recent visit to Washington.

Although it is believed that officials gave President Machado sympathetic hearing when he pleaded for a more lenient tariff, they were not supported by the



# 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



For the  
Customer:  
*Quality and Satisfaction*

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

For the  
Dealer:  
*Prompt Sale and Fair Profit*



## A Quality Product !



### Dr. Middleton's **IRONIZED** GENUINE Whole Wheat **FLOUR**

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

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

## When They Ask For **EMPRESS** **STRAWBERRY JAM**

*Be Sure to Serve EMPRESS  
Substitutes will not satisfy*

EMPRESS MFG. CO. LTD.  
VANCOUVER  
BRITISH COLUMBIA



# Extra Sales from Canada's Birthday Decorations

The opportunity for special decoration during the next several weeks means that progressive dealers everywhere will be using **Interlake** Crepe Paper for backgrounds, streamers, etc., and to achieve desired color schemes in window decoration.

Many dealers also will take advantage of the opportunity to sell it to customers for special home decorations.

As well as using **Interlake** Crepe in your windows, show it on your counters. Suggest its varied uses in connection with Canada's 60th birthday.

In these ways **Interlake** Crepe will perform the double service of selling itself and forming attractive attention-compelling settings for your other displays.



## Interlake Tissue Mills Co. Limited

Head Office:

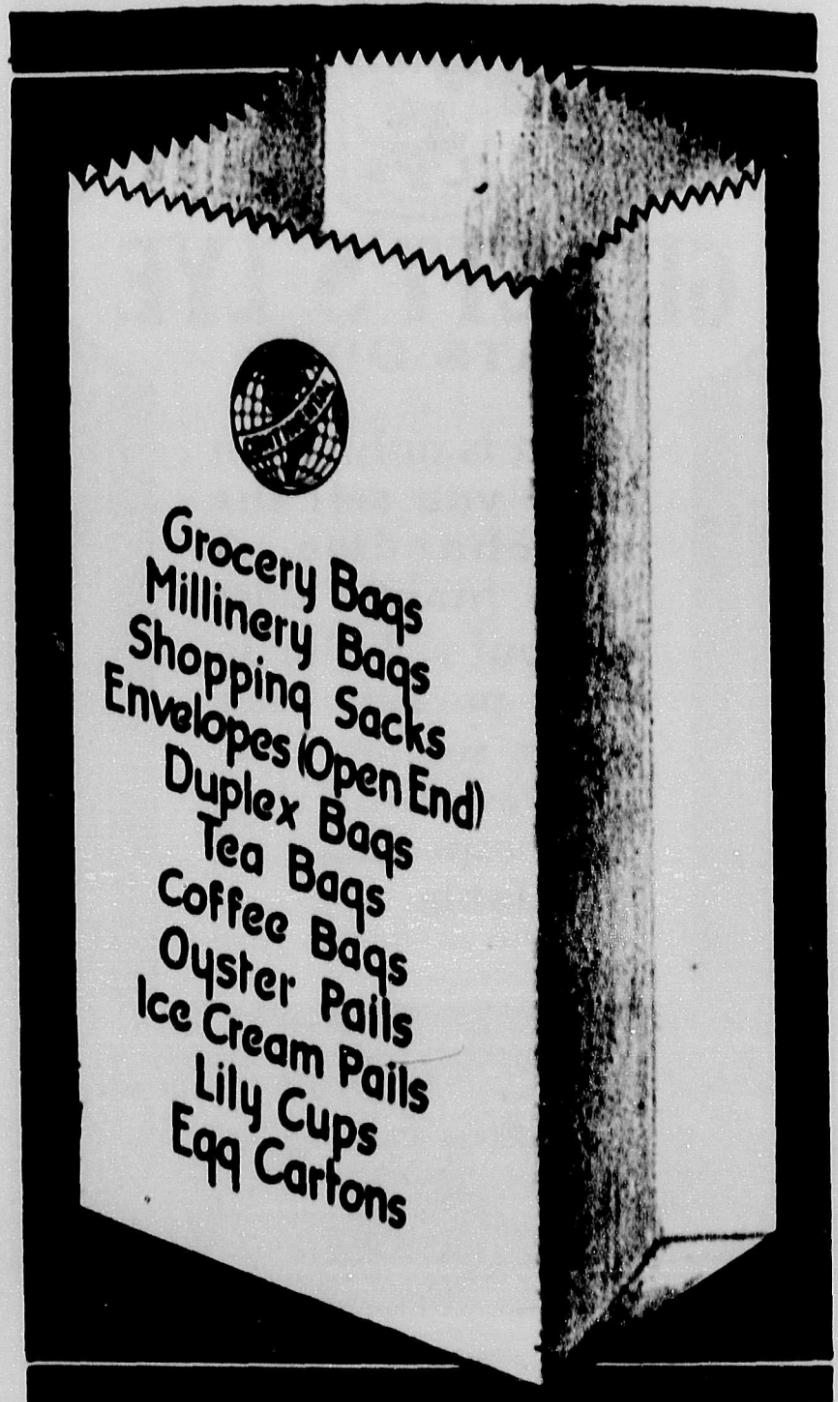
54-56 University Ave., Toronto 2, Ont.

Mills: Meritton, Ontario.

Sales Branch:

602 McGill Building Montreal, P.Q.

The makers of Interlake Crepe Paper also manufacture Interlake, Velvatissue and White Cross Toilet Tissue and Paper Napkins and Towels.



## IF YOU USE SACKS

*be sure to use sacks to  
meet your requirements*

In small paper bags, the right grade, quality and weight of paper is important; yet over or under within certain limits may get by. But when you come to sacks which must stand up under severe and exacting work, it is most wasteful and extravagant to use a sack not exactly right.

CONTINENTAL, out of its tremendous experience, has developed a line of sacks that meet the specific requirements of specific jobs.

### THE CONTINENTAL PAPER PRODUCTS LIMITED

OTTAWA

MONTREAL

Representatives:

**SMITH, DAVIDSON & WRIGHT, LTD.**

*Vancouver, Victoria, Edmonton, Calgary*

# 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.

<b>Royal Yeast—</b>	<b>Per case</b>
3 doz. pkgs. in case	2.20
<b>Pure Flake Lye—</b>	
4 doz. in case	5.95
5 cases	5.90
10 cases, 4 doz. in case	5.85
<b>Magic Baking Powder—</b>	
4 oz. 4 doz.	5.70
6 oz. 4 doz.	7.65
8 oz. 4 doz.	9.20
12 oz. 4 doz.	12.50
2½ lb. 1 doz.	9.65
5 lb. ½ doz.	8.95
6% 5 case lots.	
<b>Magic Soda, Case No. 1—</b>	
1 case (40-lb. packages)	5.25
5 cases or more	5.15
<b>Bi. Carbonate of Soda—</b>	
112 lb. kegs, per keg	7.10
400 lb. barrels, per barrel	23.00
<b>Caustic Soda (Granulated)—</b>	<b>Per lb.</b>
10 lb. Canister (100 lbs. in case)	15¼
100 lbs. iron drums	12¾
<b>Cream of Tartar—</b>	<b>per doz.</b>
¼ lb. paper pkgs. (4 doz. in case)	1.35
½ lb. paper pkgs. (4 doz. in case)	2.70
¾ lb. cans with screw covers (4 doz. in case)	3.55
1 lb. cans screw covers (3 doz. in case)	6.25
5 lb. square canisters, ½ doz. in case)	.54
10 lb. wooden cases	.41
25 lb. wooden pails	.41
100 lb. lined kegs	.28
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, 6s Nabob lb.	.56
Custard Powder, doz.	.90
Quick Tapioca, doz.	.90
Chocolate Pudding, doz.	.90
Chili Powder, small, doz.	.90
Cinnamon, 2 oz. tins, doz.	.90
Cayenne Pepper, 2 tins, doz.	.90
Cloves, small, doz.	.90
Curry Powder, 4 oz. glass, doz.	2.00
Cream of Tartar, 1.	5.55
Cream of Tartar, ½s. tins	5.55
Cream of Tartar ¼s.	1.30
Ginger, small, doz.	.90
Extracts, ¼ oz., doz.	1.90
Extracts, 2 oz. doz.	2.25
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, Turmeric, tins, doz.	.90
Pickling Spice, doz. No. 2	.90
Marjoram, Mint, Parsley	.90
White Pepper, tins, doz.	.90
Castor Oil, 2 oz. doz.	1.25
Castor Oil, 4 oz. doz.	2.20
Epsom Salts, ¼s. doz.	.60
Fruit Colors, 2 oz. doz.	2.25
Icings (hocolate, Rose, Pink, Lemon Vanilla, White, Almond, Orange) doz.	1.15
Jelly Powder, doz.	.70
Lemonade Powder, doz.	2.25
Mustard, 1s doz.	8.50
Mustard, ½s. doz.	4.50
Mustard, ¼s. doz.	2.40
Mustard, ½ 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. 300 lb. lots, 2c per lb. less.	
Vinegar, doz.	2.40

## P. BURNS & CO. LTD.

### Shamrock Products.

Ayrshire, Rolled shoulders, per lb.	.23
Bacon, Shamrock, 6-8 per lb.	.41
Baked Ham, with dressing, per lb.	.43
Shamrock, Handy Pats, 1 lb. cartons	.52
Cheese, Canadian large, per lb.	.22
Cheese, Canadian, twin, per lb.	22½
Shortening Carnation, No. 5, 12 cases	16¾
Shortening Carnation, No. 3, 20 cases	.17
Cooked Ham, Shamrock, per lb.	.42
Dominion Hams, 12-16 lbs.	.30
Dominion Bacon, 10 lbs. per lb.	.34
Dominion Bacon, 12,14 lbs. per lb.	.33
Dominion shoulders, boned and rolled	.23
Dripping, beef, 4-lb bricks	.13
Hams, Shamrock, per lb.	.32
Hams, boned and rolled, per lb.	.34
Head Cheese, 5-lb tins each	.55
Jellied Tongues, per tin, 6 lbs. approx.	.36
Lard, No. 5 12 to case	19¼
Lard, No. 3, 20 to case	19¼
Lard, cartons, 15 lbs.	.18
Lard, No. 1, cartons, 30 lbs.	.18
Mince-meat, kits, 25-lb., net, per lb.	12¾
Meat Loaf, per lb.	.19
Pork pies, per doz.	.40
Pork, roast legs with dressing, per lb.	.43
Selected fowl, per lb. fresh frozen	.27
Selected Chicken, per lb., fresh frozen	.38

## THE ROYAL CROWN SOAPS LTD.

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

### Terms Nett 30 Days.

Crown Oatmeal, 24 6s box of 144	4.80
Klondyke (wrapped), box of 25	6.10
Klondyke (unwrapped), box of 25	5.95
English Blue Mottled, box of 20	6.07
Linen (unwrapped), box of 100	3.50
Liquid Ammonia, 2 doz. qts., box of 24	4.00

Mechanic's Pine Tar, box of 100	5.45
Mechanic's Pine Tar, box of 50	2.75
Olive Castile, cakes, box of 200	4.65
Primrose (wrapped), box of 25	4.70
Royal Crown Lye, box of 48	5.25
Pendray's Powdered Amonia, box 24	3.85
Special prices on 5, 10, 25 and 100 boxes	
Pendray's Water Glass, Egg Preserver—Cases, 24 tons per case	4.60
Royal Laundry Flakes, in bbls. (Special price on contract)	.11
Royal Crown Soap, 6s 144s	5.45
Royal Crown Powder, box 24 only	5.57
Royal Crown Powder, 1lb. box of 50	4.00
Royal Crown Cleanser, 48 sifter tins	3.70
Royal Crown Powdered Ammonia, 1 lb	3.85
White Wonder, box of 100	5.95
White Swan Soap, 100	4.00
White Swan Naptha, box of 100	4.90
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

<b>Coffee (Vacuum Pack)—</b>	
1 lb. Tins, per lb.	.60
<b>Tea (Red Label)—</b>	
1 lb. packages, per lb.	.60
½ lb. packages, per lb.	.61
2½ lb. packages, per lb.	.58
5 lb. packages, per lb.	.57
<b>Tea (Japan)—</b>	
1 lb. packages, per lb.	.60
½ lb. packages, per lb.	.61
2½ lb. packages, per lb.	.58

<b>Baking Powder—</b>	
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	11.80

## THE CANADA STARCH CO. LTD.

<b>Laundry Starches—</b>	
Canada Laundry Starch, 40-lb. box	.09
White Gloss, 1-lb. pkgs.	.9¼
Acme Gloss, 1-lb. pkgs.	.9¼
No. 1 White, 100-lb. kegs	.9¼
Edwardsburg Silver Gloss, 1-lb. pkgs. 40-lb.	.11¼
Edwardsburg Silver Gloss 3/8-fancy tin canisters, 48-lbs.	.13¼
Edwardsburg Silver Gloss, 100-lb. kegs	.10¼
Celluloid Starch (boxes of 45-pkgs per case)	4.60
<b>Cullinary Starches—</b>	
<b>Benson's Celebrated Prepared Corn</b>	
40-lb. boxes, per lb.	.11
Canada Corn Starch 40-lb. boxes, per lb.	.9¼
Challenge Corn Starch 40-lb boxes per lb.	.9¼
Casco Potato Flour 40-lb. boxes, lb.	.18

<b>Mazola Oil—</b>	
Mazola Oil, 1s	7.85
" " 2s	7.65
" " 4s	12.00
" " 8s	12.85

<b>Corn Syrup—</b>	
Crown 2s, 24 to case	33.55
5s, 12 to case	4.10
10s 6 to case	2.70
20s, 3 to case	2.60
Lilly 2s, 24 to case	34.65
5s, 12 to case	4.00
10s, 6 to case	4.50
Karo, 2s 24 to case	3.55
5s, 12 to case	4.10
10s, 6 to case	2.70

# "EASYKUT" CANDIED PEEL

*Buy it by the Brand*

<b>CANDIED PEELS</b>		<b>CUT PEELS</b>	
10 lb. and 50 lb. boxes 1 lb. Cartons.		25 lb. and 50 lb. boxes for Bakery trade	
<b>CUT MIXED PEEL</b>			
Jumble Pack—1 lb. and ½ lb. Cartons Individual Pack—1 lb. Cartons			
<b>ALSO PACKERS OF</b>			
Glace Cherries	Glace Pineapple	Ground Almonds	Almond Paste

Order now from your jobber for Fall delivery and ensure prompt shipment.

## WILLIAM ROBINSON LIMITED

VANCOUVER, B. C.

*A Sign of Satisfactory Service*



Your Customers have confidence in  
SHELLY'S "Mark of Excellence"

**CANADIAN BAKERIES LIMITED**



**"How to Increase Your Sales of Eagle Brand"**

Send for this attractive 6-Color Display Card. It is FREE. Address:

*The Borden Co. Limited*  
MONTREAL

sugar growing interests in the country who remained adamant to any lowering of the tariff on the Cuban product.

The low world price of sugar is discouraging sugar production in Australia and production this year is estimated at 504,000 short tons, as compared with the record crop of 585,000 short tons produced in 1925-26.

**Brazil Nuts.**—Early reports indicated a crop of 22,000 tons, which proved, however, to be incorrect, as we are now advised that the crop is about over and will be the smallest crop harvested in recent years. Arrivals to May 31 were as follows: Para, 5,275 tons. Manaos, 7,974 tons; total, 13,249 tons.

At the outside, arrivals from now to the end of the season, which will be over by the end of June, will not exceed 1,700 tons, making a grand total for the crop of 14,949 tons.

Of the quantity sold to date, 6,000 tons were purchased for shipment to Europe and 7,250 tons for shipment to the United States.

The total crop this year will be less than half of the last crop and will be smaller than the 1925 crop, which amounted to 16,000 tons. However, in 1925 there were approximately 5,000 tons carried over from the preceding year, whereas this year the carryover was less than 1,000 tons, and the carryover has already been disposed of.

**Dried Fruits.**—Trade in dried fruits is of moderate proportions. Interest has centred in the offering of new crop California raisins on the part of independents. These have been priced attractively enough to bring out a fair amount of buying interest. With the exception of a weaker tone in peaches the balance of the list of California fruits is about maintained. In the case of peaches the various grades of Muirs are about a pound lower, while yellows can be bought at a concession of about  $\frac{3}{4}$  a pound under the prices of a week ago. California reports have indicated serious damage to some crops by reason of the cold weather of the early spring. The estimated tonnages of fruit that will move during 1927 have been substantially curtailed and it can be stated with a fair degree of accuracy that tree fruit shipments including peaches, plums, pears and apricots, will be much smaller in volume than last year.

**Kraft Cheese.**—New display racks distributed by the company are now available to the trade. These racks hold 24 half pound cartons, and cost the retailer \$4.92 filled complete. Contents, 16  $\frac{1}{2}$ lb. packets, "Canadian"; 4  $\frac{1}{2}$ lb. packets "Pimento"; 2  $\frac{1}{2}$ lb. "Swiss"; 2  $\frac{1}{2}$ lb. "Limberger."

**"Kay."**—A new product put up by the makers of Kraft Cheese is now available to the trade, and in addition to cheese contains Olives, Pimentos, Sweet Pickle relish, and sells for \$2.40 a dozen 6 oz. jars. Olde English and Limberger is now packed by Kraft in 6 oz. jars at \$2.40 dozen.

**"Airy Fairy" Cake Flour** is now on the market, stocked by all jobbers, costing \$4.75 less 10 per cent., and retails for 45 cents a package.

**Venus Salmon Sandwich Spread** is finding favor. Made from best salmon (all bone, skin, sinew, etc., removed) and its preferred use without butter is increasing sales. Packed in 41 2 oz. containers—48 to the case, and can be obtained from all wholesale grocers.

**Squirrel Brand Peanut Butter** announce a new and more attractive label, featuring the Squirrel in an orange background on the kiddies pail.

## TOMATO WEEK CONTEST.

The following are winners in the Western region of those merchants who entered the Window Display contest staged by the "Canadian Grocer," during "Canned Tomato Week," April 30 to May 7.

**Zone 2—Class A—Winnipeg, Regina, Saskatoon, Edmonton, Calgary, Vancouver, Victoria.**

1st prize, Ralph C. Harrison, R. H. Williams & Son, Ltd., Regina, Sask.

2nd prize, J. A. Campbell, Campbell Grocery, Ltd., Winnipeg, Man.

3rd prize, Harry Couling, Couling's Grocery, Vancouver, B.C.

**Zone. 2—Class B—Rest of Western Provinces**

1st prize, McKinnon's, Limited, Weyburn, Sask.

2nd prize, Cranbrook District Co-operative Society, Cranbrook, B. C.

3rd prize, Smellie Bros, Ltd., Russell, Man.

Judges: Samuel Villa, secretary, Canadian Wholesale Grocers' Association; A. G. Frame, acting secretary, Retail Merchants' Association, and R. T. Huston, "Canadian Grocer."

## A MACDONALD COMPETITION.

Judges have awarded prizes and honorable mention to the following grocers who entered the window display contest, sponsored by the A. MacDonald Company, Vancouver branch.

**Royal Purple Window Display Contest, April 30—May 7th, 1927.**

1, A. J. Porter, Lynn Creek, P.O.

2, D. Wilson, 1712 Commercial Drive.

3, A. Barron, 714, 6th St. New Westminster.

3, Hooper & Sons, West Vancouver.

3, J. Paterson, 16th and Main.

3, A. G. Thornton, 2705 Main Street.

3, W. A. White, 4517 Kingsway.

Honorable mention—B. & K. Economy, 5677 Victoria Road; A. Curnew, 444—6th Street, New Westminster; W. D. Dobie, 1666 Robson Street; Ideal Cash Grocery, 3307 Patterson Avenue; Malpas & Wilson, Nanaimo, B.C.; J. H. Summers, Sussex and Imperial Streets; F. W. Walford, 980 Granville Street.

## NEW BISCUIT COMPANY UNDER WAY.

A new company headed by Harvey Shaw, formerly manager of the Northwest Biscuit Co., Edmonton, has been organized to start a biscuit plant at Calgary. The new company is taking over the premises recently occupied by Neilson's on 4th Street E., and 11th Avenue as a biscuit factory. The price paid for the warehouse is reported to be about \$50,000.

The company, of which Mr. Shaw will be president and general manager, will be controlled by former officials of the Northwest Biscuit Company. About a year ago this company joined a merger of biscuit manufacturers which included the D. S. Perrin Biscuit Company, McCormick Manufacturing Company, Paulin-Chambers, Ltd., and others under the title of the Canada Biscuit Company.

With a capital of \$250,000, the new company will be known as the Independent Biscuit Company and will operate under a Dominion charter. There will be about 100 workers employed and the plant will open about September.

### B. C. PRODUCTS WEEK.

Each spring demonstrations are held in Vancouver store windows of goods manufactured in this province, the intention being to acquaint passers-by with the variety and excellence of articles being turned out by British Columbia manufacturers.

This year the effort made was greater than in previous seasons, and through the co-operation of the retail trade, a large number of store windows in the province featured B. C. made goods.

It has been suggested (although we do not hold this view) that the mere display of B. C. made goods for one week is of little value, and beyond creating a temporary tie-up of pedestrian traffic, accomplishes nothing.

The main object of impressing the consumer with the advisability of purchasing these goods is attained by newspaper advertising, and well-organized displays, and will go far towards augmenting the payrolls of British Columbia.

The public is invited to patronize locally manufactured products (always provided price and quality compare favorably with the imported article), in order that work may be constantly provided for future citizens of British Columbia.

This, an increasing number of the consuming public are showing their willingness to do, but the price to the trade is of equal importance, and if the retail merchant's interest is to be aroused he must be assured a margin of profit commensurate to that usually attached to the imported article.

In the recent "B. C." Products Week," retail merchants themselves and their association proved defini-

tely their willingness to assist in creating a demand for the home manufactured article.

There is a psychological conundrum, which baffles solution in connection with the purchase of goods by the populace of that city in which the goods are manufactured, but there is no question that our manufacturers turn out products comparable with the best in the land, and were manufacturing costs more reasonable and taxation less burdensome, these products would enjoy a wider distribution in local stores. But high overhead expense attacks both the manufacturer and the retailer, so that the problem of increasing sales of B.C. made goods should not rest wholly upon a patriotic desire on the part of the merchant to safeguard future generations.

### DAVID SPENCER LTD. BUYS SOMMERS' STOCK

#### Granville Street Premises to Be Closed—Big Sale Forecast.

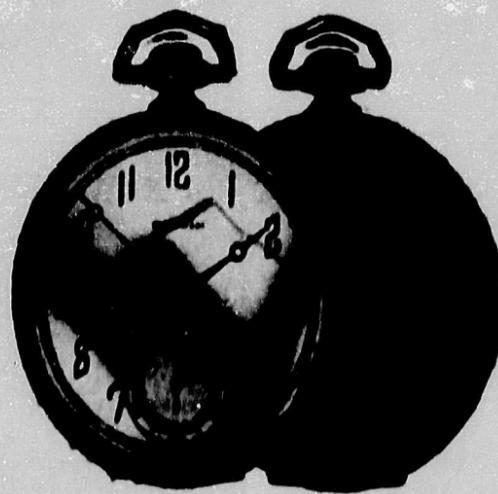
David Spencer Limited has purchased the stock, equipment and goodwill of Sommers Ltd., Granville Street. The store is being closed and the stock and fixtures will be removed to Spencer's department store.

As soon as removal of the stock is effected a special sale will be inaugurated. The stock was especially purchased for this season's demand.

Sommers Ltd. was one of the largest women's specialty stores in the city. The establishment was opened shortly before the sale of the Gordon Drysdale stock to the Hudson's Bay Company, and catered to the same class of trade as did the Drysdale firm.

# WALTHAM WATCHES

*The Scientifically Built Watch*



Waltham Watches are made by the world's most skilful watchmakers, and only the finest materials are used in their manufacture.

The Waltham Watch Co. guarantees without reserve the material and workmanship of its timepieces.

## WESTERN WHOLESALE JEWELERS

301 CORDOVA STREET WEST

VANCOUVER, B.C.

# Drygoods and Footwear

## POSITION OF CANADIAN TEXTILES

Following the annual reports of some of the leading cotton textile companies of the country, statements show that there will be need for the strictest economy for the balance of the season. In his address at the annual meeting of Canadian Cottons Limited, president C. R. Hosmer, said that it was quite evident that the keenest competition would continue through this year, from both Great Britain and the United States, and that it had been noticed that Germany, Italy, Belgium and Czechoslovakia were making determined efforts to obtain a foothold in the Canadian market. The situation could only be met, he added, by keeping the plants in a high state of efficiency and by practising the strictest economy in every department of the business. In the fiscal year ended March 31, 1927, the earnings of Canadian Cottons, Limited, were equivalent to 9.00 per cent. on the common stock, as compared with 8.99 per cent. in 1925-26, and 8.08 in 1924-25.

The annual report of Dominion Textile Company, Limited, for the same period, showed earnings equivalent to \$7.36 per share of common stock, as compared with \$6.48 in 1925-26, and \$5.22 in 1924-25. This is the best showing which the company has made since 1919. While the sales total was lower because of the reduction of approximately 17 per cent. in the average sale value of the company's products, an increase of 9.9 per cent. in the yardage and weight of the goods sold was reported. The Canadian Woollen and Knit Goods Manufacturers' Association has issued a statement denying the suggestion that the Association is asking for abolition of the British Preference. "We believe that the Canadian market should be partitioned between the Canadian and English manufacturers," the statement reads, "and that the present British preference should be maintained or increased, so that woollen goods not bought in Canada will be bought in England, but we also believe that the rates of duty should be adjusted to give our industry a chance to develop in Canada."

## RETAIL TREND HITS BROAD SILK LEVELS

### Poor Weather Contracts Duplicate Buying

The broadsilk market continues to labor under the handicap of a poor retail demand, and this actively is reflected in the thrown silk and raw silk markets. Good prints, especially those in small design, are able to command attractive prices but otherwise this division is undergoing a period of "special quotations" and "shading" to force sales. On plain goods, the market is slow, although one official for a prominent house professed optimism on the ground that stocks must be fairly well liquidated by now and any retail demand might spruce up quotations to some extent. The season's results, however, are bound to be unsatisfactory.

## THE COTTON SITUATION

By J. J. Manning

It now appears that cotton mills will curtail production very little during the two months left of the cotton crop year. This is in marked contrast with the situation a year ago, and also with the preceding five years. Mills are comfortably sold ahead for June and July, and many of them well through August, especially on print cloths, bag, sheetings, narrow drills, shade cloths, tire fabrics, towellings and many other lines.

Stocks are much lower than a year ago in mill hands and in wholesaling distributing channels. While mills generally have pretty well run out of the cheapest cotton they bought in the course of the past ten months, they still have in hand enough cotton on the average to carry them through the next two months at prices somewhat under the current levels of price. The month of May on the whole proved fairly good an unfinished cotton goods lines. It was spotty to the extent that some lines were in very light demand while others bought substantially in excess of the rate of output, notably on print cloths, bag sheetings, and shade cloths for manufacturing purposes.

### Prices Stiffened.

Cloth prices advanced somewhat during the month on unfinished cloths, stimulated in part by the cotton advance and in part by sales. Pressure to advance was constant from manufacturing channels due to the narrowing margins resulting from the slow rise in comparison with the uplift in cotton. A great many sales were made for contract delivery at the low prices before it became possible to put advances through.

### Cotton Not High.

Manufacturers concede that cotton is not high in relation to values that hold on silk, wool and other textiles. It is pointed out that resistance to price is being felt in wool and silk goods channels, and it is already apparent to merchants that resistance to cloth advances, in cotton goods, is well defined and powerful. This does not seem to be warranted by statistics, but it is a factor that will have much weight in determining the steadiness of cotton goods production in the last third of this year.

### Material is Plentiful.

Relatively speaking, cotton is more abundant in spinning centres than it has been for a long time. Cotton exports have not represented the same ratio of mill consumption that has been seen in the United States, and is breaking all previous records. For two months at least the ratio of domestic production will not drop as it has in recent years because of the unfilled orders in hand. Beyond that period, much is going to depend upon the course of prices. If they rule high there is going to be some contraction of production in the last quarter of the year, as merchants see the outlook at this time.

# 5 TIPS

on the

## SUMMER MARKET

All indications point to a tendency on the part of both men and women buyers of summer hosiery to demand greater style and longer wear.

The retailers who will cash in biggest on this buying market will follow these five tips closely. They will sell their customers on the need of:

- 1—*The Tapering Toe.*
- 2—*Double Sole.*
- 3—*4-Ply Heel.*
- 4—*Narrowed Ankle.*
- 5—*Elastic-Knit Top.*

In other words they will sell Circle-Bar, the well advertised hosiery with the five features that give so much longer wear. Write now for particulars on how you can make this summer the most profitable hosiery-selling season you have had yet.

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

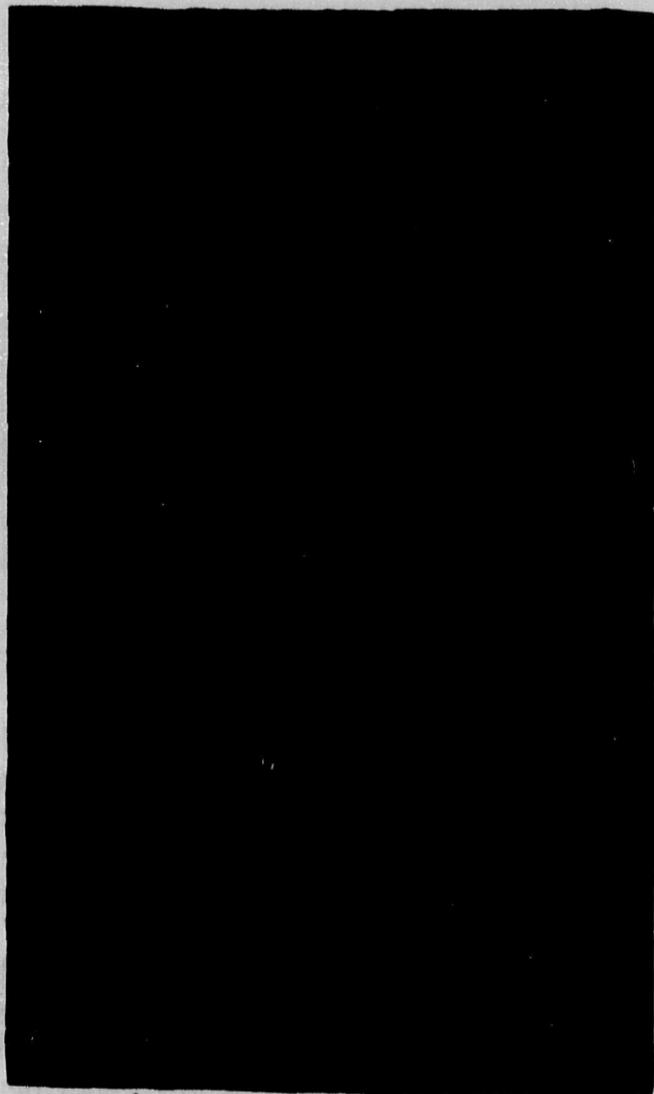
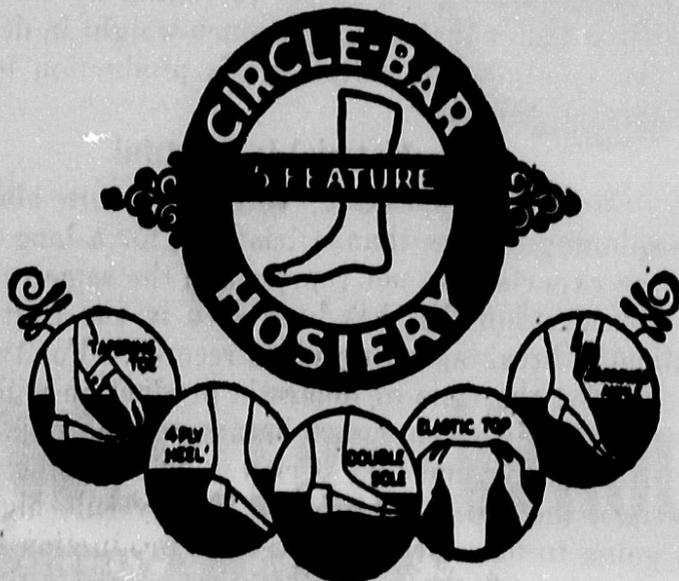
## Circle-Bar Knitting Company

LIMITED

KINCARDINE

ONTARIO

Mills at Kincardine and Owen Sound



**CHECK OVER HOSIERY BRANDS.****Cut Down Overlapping Lines and Standardize on Best Sellers to Make Hosiery a Profit Producer.**

Hosiery today is a big line in many stores. It is both style and a staple section of stock; and incidentally is perhaps the most competitive merchandise in the average store. Hosiery is not confined to the druggists or women's wear store. Shoemen handle it. Men's wear shops at times put in a line of hosiery to attract women shopping for male relatives. Mail order firms push hosiery hard, and the direct-to-customer salesman regards hosiery as his main standby.

All ready-to-wear merchants handle hosiery, but many of them show neither a working profit nor an increase in sales volume, which is usually more the fault of the system than the merchandise.

To remedy this state of affairs, check the stock once a month, and see if you are not carrying too many lines and too many prices. If you have four or five makes all at about the same price, the chances are that one line will almost outsell all the others put together. So eliminate the slow sellers, and concentrate the quick moving brand. Select the known line of hosiery at prices that suit the public in your district.

The main point to keep in mind is to buy the line of hosiery that carries the least sales resistance will satisfy your trade, and upon which you can make the most money. Some stores which have started a system of standardizing hosiery stock have consistently showed increases in sales and profits month after month as a direct result of this policy.

In addition to stocking the lines the people want at prices they are willing to pay, hosiery must be merchandised. One store gained unusually good results by rearranging the hosiery section and using aisle tables for display—at regular—not special—prices.

**Higher Prices Will Stimulate Hosiery Business Through June.**

With a fair break in the weather June hosiery business is expected to be active, not only because of increased demand for seasonable merchandise, but also by reason of the trend toward higher prices in division of the market.

May, as a rule, was not as good a month as April, although there were some exceptions.

"The necessity for higher prices in many classes of cotton hosiery is gradually becoming appreciated among the buying trade as cotton continues its slow but steady march upward. A number of mills have put into effect advances averaging 5c an mercerized half-hose, for instance, and their selling agents declare that some wholesalers have been reasonable about paying this increase.

It is not to be questioned, however, that many jobbers will fight tooth and nail the moderate advances on cotton goods that are inevitable. At the moment, though, it looks as if raw material and yarn markets will continue toward higher levels and the advances now asked on hosiery will seem ridiculously conservative within a few months.

**SHOE COLORS FOR FALL.**

Co-operating with the Textile Color Card Association Committees of the National Boot & Shoe Manufacturers' Association and the National Shoe Retailers' Association have selected six outstanding shoe colors for the fall of 1927.

The selected shades are:

Brierwood—a rich mahogany shade.

Andorra—a warm deep toned brown, and

Whippet—a neutral shade bordering on a medium fawn.

In addition, owing to their continued popularity Stroller Tan, a rust shade; Sauterne, a light gold-tinted tan, and Plaza Grey, a medium tone, have been retained and will be featured among the leading shoe colors for fall.

In selecting these colors the committee has had in mind the necessity of harmonizing shoe colors with the new garment shades that will be promoted for the fall and winter season by the woollen, silk and millinery industries.

Preliminary samples of the six shoe colors have been supplied to all shoe and leather members of the Textile Color Card Association, as well as to the members of the Tanners' Council, in order to facilitate the early preparation of the shades by the tanners, and the promotion of the colors by the shoe manufacturers and retailers.

Both the Textile Color Card Association and the National Shoe Manufacturers' and Shoe Retailers will issue cards showing the selected colors. The shades will also be incorporated in the official 1927 Fall Hosiery Card, which is published jointly by the Textile Color Card Association and the National Association of Hosiery and underwear manufacturers to establish the color relationship between hosiery and shoes.

**STRIPED BATHING SUITS BECOMING POPULAR FOR THE MALE FRATERNITY**

For the past two years efforts have been made to introduce the striped bathing suit, mostly two-piece suits, with striped shirt and plain hose, but so far without much success. There is now a distinct tendency towards this suit, which will undoubtedly affect sales this season.

It must be remembered that bathing suits are not purchased every year by men and boys who indulge in aquatic sports. It would be safe to say that the average suit does its owner for several seasons, and the proportion of new suits seen each year is not very large.

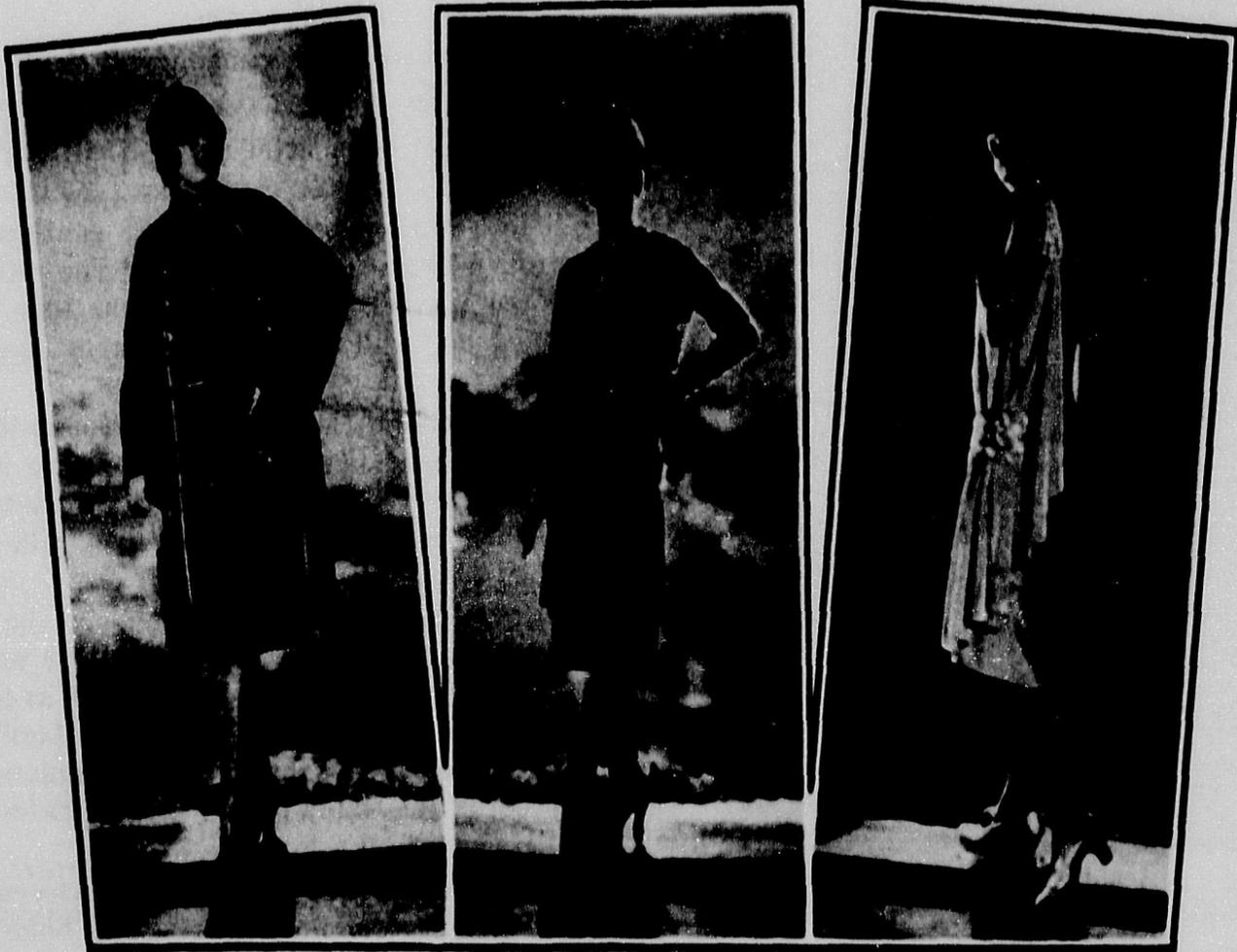
New styles in bathing suits are a long time making an impression, even though they constitute the majority of sales in any one season, so that what is being worn by the majority is not a safe index to what will be in greatest demand.

Many are of the opinion that the striped suits will be a big factor in the sales this year, even though a majority of swimmers continue to wear plain suits, and the opinion has also been expressed that so many retailers will feature them that they will go bigger than in previous years.

### More Will be Shown.

Canadian knit goods makers report that retailers have been ordering sufficient stripes to make a showing, particularly in better class goods, and a knit goods

authority in the United States reports that buyers of men's bathing suits in the New York stores evidently hold unanimous belief that striped effects in bathing apparel the going to be sold and worn more generally the coming season than ever before.



### A SUMMER WARDROBE

These are styles that come from Paris for the pleasant days of summer. The silk ensemble you will recognize, of course, as being one of the smartest of warm weather styles, and this version is most practical, since it may be worn for street, business, luncheon and afternoon. The coat of the original was of brown crepe, not too dark, and the dress had a skirt of the same fabric with a blouse of printed brown and tan. Printed silks are most particularly fashionable, both in small and large patterns, so that's a new point in favor of this triensemble.

The sport dress shows another way for two fabrics to be combined successfully. The blouse is a rayon stripe, the skirt plain crepe with a flounce whose pleats are placed in practical fashion on each side. The little bows for trimming and the collarless V neckline tell their own story of smartness.

The evening gown, designed by Worths, is a marvel of simplicity and charm. Its only trimming is the series of folds made by the pleating of an irregular drape on one side. This is held by a bead ornament, and beaded banding is used for the shoulderstraps. Soft crepe or georgette, in one of the lovely evening colors, make it a party dress that is equal to any occasion.

### Save the Surface.

Rector: "I trust that you are moderate in the use of liquor."

New Parishioner: "If you're referring to the color of my nose, you're mistaken, it's like my gas meter."

Rector: "How is that?"

New Parishioner: "It registers more than I consume."

"PRIDE OF THE WEST"

## LUMBER JACK SHIRTS



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

Made by

**Mackay Smith, Blair & Co., Limited**  
VANCOUVER, B. C.

Wholesale Dry Goods, Men's Furnishings  
Notions.

# Head of B.C. Branch, Canadian Manufacturers' Association Addresses Calgary Convention

**Edwin Tolmin Envisages Large Development of Sister Provinces.**

Claiming that the future of Alberta and British Columbia was interdependent in commercial development, Mr. Tolmin stressed the shifting westward of the wheat producing areas of Canada, showing that Alberta had increased four-fold her wheat production, while Manitoba showed a decline. His address in part is as follows:

"More and more does it become evident that British Columbia and Alberta are complementary. Their natural resources are different. What one lacks, the other in large measure is able to supply.

"To us all it is of particular importance that the wheat producing areas of the prairies are moving westward nearer to the Pacific Coast. There are certain facts that stand out today in regard to the grain production and movement in Canada that demand attention, and to Alberta and British Columbia the great and significant feature is that in the inter-relationship of the two provinces they are becoming more and more direct beneficiaries from the great wheat industry.

"It is almost startling to realize that on government authority Alberta has wheat growing areas for a potential wheat crop of 500,000,000 bushels annually.

"In the five-year period from 1911 to 1915, Manitoba had an average of 2,830,000 acres under wheat, Saskatchewan 6,617,000 and Alberta 1,650,000 acres under wheat.

"Last year the areas under wheat in the three provinces show Manitoba with 2,210,737, Saskatchewan with 13,277,859, and Alberta 6,275,193 acres.

"Manitoba in that period, you will notice, showed a decline. Saskatchewan doubled her area and Alberta quadrupled it.

### **Vastly Important to B. C.**

"To us in the two western provinces this increase in Alberta is a great augury for greater things. To British Columbia it is of vast importance because all of Alberta's export grain is tributary to the Pacific Coast ports by virtue of the fact that the cost of transportation to the world markets from the wheat fields is less via Vancouver than by any other route.

"In the winter season, it must also be noted, the great grain shed of the prairie is pushed further east. When the waters of the Great Lakes are frozen and the grain movement eastward stopped, more than one-third of Saskatchewan's crop is also tributary to Vancouver if economy of transportation is considered.

### **Alberta's Arable Land.**

"While Alberta, with more than six million acres under wheat last year, had a crop of over one hundred million bushels, there are bigger things yet to come. The federal government estimates that there are 21,000,000 more acres of arable land available in the province for cultivation and capable of producing approximately 400,000,000 bushels of wheat annually. It is on the basis of such authentic figures that I say we are almost astounded when we realize that the day will come when this province alone will produce more wheat than is at present grown in all of Canada, or

roughly, between four and five hundred million bushels.

"To you who are living in Alberta, such a prospect must beget a lively sense of coming greatness.

"To the Coast cities, sitting as the gateway of the eastern world, the satisfaction at such an outlook is none the less pleasing. No matter what temporary handicaps are at present arresting the wheat movement westward, it is inevitable from the economic and geographic laws that they shall be swept away.

### **Shipments Will Increase.**

"I hesitate to make any rash predictions, but it seems reasonable to me in light of developments to expect that for every bushel of wheat going to the Orient at the present time, at least ten bushels will go eventually. Wheat flour is more or less a luxury in China and Japan, because it is higher in price than rice. It is bought in large quantities only when the price is low or there is a scarcity of rice. The demand for wheaten flour has fluctuated from 76,756,000 bushels of wheat imported by China and Japan from all sources in 1923-24, when the price was low and the rice scarce, to 18,728,000 bushels the following year, when conditions were reversed. Of these amounts Canada in the first instance furnished over 12,000,000 bushels, and in the second only a little over 3,000,000.

"The whole progress of western civilization is full of examples of this very thing. It is all a question of education and the education of the Orient has already begun. Japan has ambitions to be the big millers of the Orient, and with the enterprise that characterises the business methods of that nation there is significance in that ambition to Western Canada.

Taking the long view of the position that Alberta and British Columbia are one as between themselves and their proximity to the markets of the East, there is every reason for confidence in the future.

### **Million for Vancouver.**

Mr. Tolmin detailed the volume of construction going on in Vancouver, particularly the large departmental store buildings, the harbor works, like piers and wharves and elevators, and interpreted them as significant of the confidence of the bigger financial interests in the immediate future of the Pacific Coast. He enumerated the value of the wealth from the British Columbia mines amounting to \$70,000,000 annually; forests, \$85,000,000; fisheries \$25,000,000, and manufacturing, \$190,000,000, with a manufacturing payroll of \$160,000,000.

"It is those figures," he continued, "that explain the buoyancy of the West and the optimism of its people. The figures are great under any circumstances, but vastly intensified when it is recalled that Vancouver is only a growth of four decades. The city, as we know it today, with a population in Greater Vancouver of approximately 255,000 people, is the product of that short period. Its population is doubling every fifteen years, and on that basis it is safe to predict an assemblage of souls numbering one million by the end of the next thirty years."

# Store Holdups--How to Guard Against Them

By H. R. SIMPSON.

Holdups and burglaries always have been—probably always will be—numerous in large cities.

There was a time when the merchant could dismiss as negligible holdup and burglary risks. Now, however, even in rural districts, the peril is present.

An unprecedented wave of crime, in which the youth figures with unsavory prominence, is with us. Holdups are of such common occurrence in many large cities that, frequently, news of them is not published, or, if so, in very small space.

What are merchants doing to meet this crime tendency?

An investigation by this writer has uncovered many protective plans. They are here put down in numbered order.

1. Reducing risks through having on premises a minimum of money. Many stores fix a cash register maximum, usually twenty-five dollars to fifty dollars. Stores possessing burglar-proof safes have amounts in excess of the limit placed there. Other stores make frequent deposits at the bank.

More and more, daily bank deposits are coming to be the rule. Some of the chains—which, for peculiar reasons of organization are particularly susceptible—make deposits several times a day, and in some cases hourly.

2. Arrangements with banks for deposit at special times. Because of heavy Saturday business, crooks regard Saturday night and Monday morning as particularly favorable times for holdups. Money not needed in the store for the conduct of business should be brought under the safety of a banking institution at the earliest feasible moment.

3. The most convenient bank — ordinarily the nearest—should be chosen.

4. Personal care of money is a dangerous practice. Here is referred to the practice of some merchants of carrying home, for safe keeping, large sums.

5. Place the safe in a conspicuous place in the front of the store. This will distinctly discourage burglars.

6. Held up, don't attempt to beat the bandit. From time to time, the cases in which a merchant or store manager has "bested" a holdup man are reported. Nevertheless, no merchant should plan on arms encounters. Chain stores consider that possession of a revolver greatly increases risks to manager and employees. Further, a duel may lead to killing of innocent customers or bystanders. The revolver is not, ordinarily, the strongest solution of the problem.

7. Careful selection of employees is very important. This is especially true when employees are in charge of the store at time favorable to holdups. The average employee is not so careful in management of money as is the merchant himself. Employees should be picked with absolute reliability

8. Carrying of holdup and burglary insurance is an obvious protective measure. Rates vary a great deal with the individual risk, the city, and so on. In cities of 150,000, or up, \$11 a thousand for insurance upon contents of safe is said to be the average rate. Robbery within the store is insured against at an average rate of \$5 a thousand.

9. Be irregular in habits involving money. This precaution is especially necessary in depositing it.

10. Anchored safes cannot be carried off.

11. Here and there is a store which does without safes altogether, thus forcing, as it were, frequent depositing.

12. Holdups around closing time are especially numerous. Location greatly increases the danger. It is the isolated, secluded, store which is marked by professional crooks. They like to run as little risk from interruption by customers as possible. Location may impress upon a merchant the necessity of special protective measures. Thus, if it is not convenient for him to deposit frequently, he may be able to arrange for collection by his bank.

13. Special arrangement should be made for periods as during the holidays—when receipts jump far above the average, and when the chance that large amounts will be on hand in the store increases. Special deposit arrangements should be made at such times.

Police and detective officials say that holdups and burglaries pushed through by crooks in collusion with employees are comparatively few in number. Metropolitan districts are far more subject to holdups than smaller places. Stores of few employees are more subject than those with quite a number. Closing hours and the early hours of Monday morning, the especially favored times.

All these facts reflect the crooks position to pick for his enterprises the most favorable conditions. Any merchant, studying his store for conditions favorable to holdups, then protecting himself against these, is working along the right lines. The time for such protective work is the present.

Practices which keep the amount of money in the store small, automatically limit losses should they occur.

Some stores and neighborhoods and trades have extraordinary records for holdups. One chain store was held up three times in the same day, each time by a different holdup man! Filling stations have been enormously important with the bandits. In fact, certain strings of filling stations, held up many times, find it difficult to keep employees any length of time. There are many merchants who have been held up two times or more.

And while there are many heroic cases of managers and sales people contending with the bandit and besting him, the advice of authorities—the police—is to be off the fight stuff when a robber appears. For protective measures the store may begin long before the moment of peril.

## It Pays to Put Up a Good Front

**Getting More People Into the Store is the Principal Function of Your Windows—And You Can Get More With a Modernized Store Front—Careful Check Proves an Average Increase of 35 Per Cent in Volume Following Remodelling of Display Windows and Entrance.**

Many retail dealers who are doing a fair volume of business annually, could materially increase trade by improving the fronts of their stores. These dealers are getting along with shabby store fronts because they think they cannot afford improvements. Perhaps they look upon the remodelling of windows and entrances as an expense which cannot be easily recovered.

It has been proved, however, that a new front is not an expense, but an investment, something that pays returns from the first day, in increased volume, until it has paid for itself and established an actual margin of profit.

It is an old adage, but a true one, that the way to save money is to make more money."

Analyze for a moment the purpose of installing a new front. It figures out something like this: How much more can be made by installing it? How much business is lost because of an unattractive front? How much does the present front cost you, repairs and upkeep?

### Show More to Sell More.

Figures have been compiled which show that the immediate and future increase in business resulting from a re-modelling of the store's front, has been on an average of 35 per cent. It is only natural that trade will be more readily drawn by attractively arranged displays in wide deep windows, and that people will more readily enter a store with an attractive entrance.

Of course, too much money can be expended on improving a front, but even a slight improvement will often bring good returns.

It costs a good deal of money to patch up the old front, and then after tinkering, puttying and painting as well as replacing rotted sills, no appreciable improvement in appearance is secured.

The most attractive window will not draw trade unless the glass is kept clean and transparent. The old-fashioned window does not usually provide for a circulation of air, with the result that the window "sweats" in summer and frosts over in the winter. This collection of moisture tends to wet the goods and rot the floor of the window the year round.

### Select the Right Firm.

Many of the most prosperous chain stores do not install expensive fronts, but in each case the front is attractive and individual, and gives the manager an opportunity to make use of every inch of window space. The independent dealer cannot afford to allow his competitors to improve the exterior appearance of their stores without seriously considering the question of improving the appearance of his own.

There are a number of reputable companies manufacturing modern store fronts, which, as part of their service, furnish estimates on the basis of a rough sketch or photograph of the present front of the store. Of course, full particulars regarding dimensions, location of columns, steps, etc., should be given.

It should be remarked, however, that making a definite decision to remodel the store front is only the preliminary step. Of equal moment is the decision—

who will do the job and do it right? Which firm can be depended upon to put in a completely modern store front that will "fit in" with your premises, and will be installed properly, safely and economically?

Any contractor can tear out the front of the store and put something in its place, but what you want is the "right" something, not a front only one degree better than what was there before.

Plate glass is heavy and difficult to handle. It can be set into place so that it looks right, but if it is not in absolute snug contact with the moulding all the way, it causes distortion, and this will most likely lead to a crack or break when you least expect it. A heavy wind or sudden vibration will cause an improperly set plate glass window to crack. Then there is the expense, annoyance and loss of business all over again until it is replaced. This is an argument for engaging the right firm in the first place.

### Use Metal Mouldings.

Another small but vital feature that a reliable firm of store front specialists will adopt is the self-adjusting system of setting. There is no need to use leverage in raising the great sheet to remove the lifting straps, and to risk chipping or breaking the glass. These firms use a type of block which allows the glass to be automatically brought into position and to maintain direct close contact with the moulding all around.

And touching upon mouldings, make your own comparisons of windows in your vicinity. Notice the old fashioned unsightly heavy wood moulding, and compare it with the modern metal construction which is stronger, quicker installed, capable of a much greater variety of treatment, and is fire, rot, dust, and waterproof, as well as adding distinction to any store exterior.

It is possible today to create any type of store front, from the simple square window and entrances, to the more elaborate arcade, with island windows and the latest of fittings to give the ultimate limit in display space for the frontage.

Metal store front mouldings are made in almost any finish, including solid bronze, nickel, statutory, copper, oxidized copper, statuary bronze, brass and very antique, so that a merchant who has decided to "put up a good front" has an unlimited choice of design and finish—if he wisely selects the right firm in the first place to do the job.

### ORANGE CROP HEAVIER.

California's 1927 orange crop will be much larger than the 1926 yield, according to the estimate included in the San Francisco Federal Reserve Bank's monthly review of business conditions. A preliminary estimate of the 1927 Valencia orange crop is given as 13,848,588 boxes, which compares with a yield of 11,200,000 boxes during 1926.

The 1926-27 naval orange crop is now estimated by the California Fruit Growers' Exchange at 12,154,236 boxes, compared with 10,100,000 boxes produced in 1925-26.

Shipments of California oranges and lemons during March, 1927, according to the bank's report, totalled 6,798 cars and 1,170 cars, respectively, compared with 5,614 cars and 1,283 cars shipped during March, 1926.

**R. M. A. NEWS-BULLETIN****PROVINCIAL, BRANCH AND TRADE SECTION ACTIVITIES****NANAIMO BRANCH HOLDS ANNUAL MEETING.****Officers Elected for Ensuing Year.**

The annual general meeting of the Nanaimo branch of the Retail Merchants' Association was held on Monday, June 6th, 1927, in the Board of Trade Rooms, at 8. p.m.

Present: President F. Fletcher, in the chair, Messrs. R. T. Wilson, Ormond, Anderson, Murphy, Nicholson, Nash, Partington, Dakin, Richards, Herdman, Clements, Booth, Monk, Sampson, Knarston, Cowman, and the Secretary.

The minutes of last annual meeting held on June 7th, 1926, were, on motion of Mr. Ormond, seconded by Mr. Anderson, adopted as read.

**Report of the President.**

Gentlemen,—I have pleasure in presenting my report covering the work of this association for the year ending May 31st, 1927.

During the year we held altogether 16 meetings, 12 of which were the usual monthly meetings, one executive, two special, and one of the Grocers' Section.

The average attendance at the regular meetings was 15, and whilst it is an improvement on last year, it is not a good average by any means, and I would like to urge upon the members the necessity of attending as many of the meetings as they possibly can.

This has been a very busy year and many matters have been dealt with including: Trade License By-laws, Turn Over Tax, Freight Shipments from Vancouver, Electric Light Rates, Freight at E. & N. Station, Wholesalers Charging Cartage, Grocery and Butcher Accounts under the same heading as board and lodging for garnishee purposes, Wholesalers Calling on Cafes, City Council Buying from Wholesalers, ours of Peddlers, Telephone Rates, Endless Chain Sales and others.

I wish to thank you for the honour of electing me as your president, and I hope my successor will have the splendid co-operation shown to him as you have given to me.

The report of the Secretary was read, and on motion of Mr. Knarston, seconded by Mr. Nash, received and adopted.

The financial statement was read, received and referred to a committee consisting of Messrs. Whittingham and Cowman, for audit, on motion of Mr. J. B. Nicholson, seconded by Mr. Ormond.

The election of officers then took place resulting as follows: President, V. Monk; 1st vice-president, W. H. Anderson; 2nd vice-president, J. F. Edge Partington; treasurer J. C. Dakin; secretary, P. Cowman; executive committee, A. Nash, D. H. Beckley, G. E. Clements.

**BUTCHERS' SECTION.**

The regular monthly meeting of this section was held on May 9th, Mr. R. L. Parker in the chair.

The meeting discussed present trading conditions at length, and it was decided to appoint a special merchandising committee to interview the packers and other manufacturers. The following committee was appointed: Messrs. George Jackson (chairman), W. A. Strutt, E. Baker, R. Newman and R. L. Parker.

The appointment of Mr. George Jackson as judge for market sheep at the Vancouver Exhibition Live Stock Show was unanimously confirmed.

The Chairman reported that the South Vancouver Early Closing By-law had been passed by the South Vancouver Municipal Council.

It was agreed to hold the monthly general meetings in future on the first Monday in each month.

**AUTOMOTIVE SECTION.**

The regular monthly meeting of this section was held on May 18th, Mr. R. Chamberlain in the chair.

The question of licensing mechanics was further gone into and representatives of the Mechanics' Union addressed the meeting. The matter was referred to a special committee to deal with.

Messrs. Hemphill and Fox, of the "Runtru" Wheel Alignment Company were guests of the evening, and Mr. Hemphill gave a very instructive lecture on wheel alignment which was thoroughly enjoyed by all members present.

**INDEPENDENT SERVICE STATION OWNERS' DIVISION.**

The regular monthly meeting of this Division was held on May 18th, Mr. Frank Willis in the chair.

The Secretary read a very interesting letter from Mr. Morris, secretary of the Pacific Coast Independent Service Station Owners regarding the gasoline price war in California.

Representatives of the Castrol Oil explained the policy of their company, and after discussion, it was decided to allow the present prices to remain the same for six months.

It was suggested that the Secretary arrange for a speaker on trade questions at each general meeting of the section.

The Secretary reported that the membership drive to date had resulted in the enrollment of fifty new members.

## New Price Maintenance Bill Suggested in the United States

**A** DETERMINED attempt will be made to secure action by Congress on a price maintenance bill at its next session, and the trade is being sounded out on a substitute that has been proposed for the Capper-Kelly bill. The proposed bill has been drafted following hearings by the committee on the Capper-Kelly measure, and is expected to meet any objections aroused by provisions of the original bill.

The purpose of the proposed legislation is to enable the producer or owner of an article sold under a distinctive trade mark, brand, or name, to offer his article to the public at a specified price. So completely are the reputation and good will of such producer or owner, identified with each article which bears his trade-mark, that it is deemed essential to his business success that, on the one hand, the resale price be kept down to such reasonable level as will cause the public to purchase his article rather than that of a competitor, and that, on the other hand, it be not forced so low that dealers will refuse to handle his wares because they cannot sell them at a fair profit.

It is to his interest to build and maintain for his article. But the greater the reputation of his article, the greater the temptation for competitive dealers to advertise cut-rate sales in his product at such abnormally low prices as to induce the public to doubt the fairness of the standard price or the excellence of the article. Under the present law he is helpless to prevent such practice.

### Law Forbids Contracts.

The best way to protect him is to enable him to protect himself by making contracts as the result of certain decisions of the Supreme Court and of certain statutes which have been interpreted so as to include him within the terms of general rules intended to prevent competitors from combining to monopolize the market and enhance prices.

One purpose of the legislation discussed is to free such owner or producer from these oppressive rules and to authorize him to control the resale price of his own brands, unless he has a monopoly, or is engaging in other unfair trade methods. Another purpose is to protect legitimate retail dealers from unfair and destructive competition from powerful combinations.

The proposed legislation does not permit competitors as between themselves to fix by contract, resale prices upon articles sold by them in the same market; neither does it permit the producer or owner of an article not identified by trade-mark, brand, or name, or of an article which is not competitive with other articles (whether or not such article bears a trade-mark brand or name) to fix by contract the resale price of such article. Any such contract is now illegal, and will continue to be illegal after the proposed legislation is enacted.

### Present Statutes Unjust.

It is pointed out that the present law is harsh and unfair, and that as a result of being placed in the same category with those who seek by combination to mon-

opolize the market, a trade-mark proprietor or a producer or owner, who seeks by contract with his dealer to prevent his goods from being sold at unfair prices, becomes liable to fine and imprisonment as a violator of the anti-trust acts.

Also to the payment of threefold damages to any person who shall be injured in his business or property by reason of such contract. His contract may also be declared unenforceable as being in restraint of trade and against public policy, and he may be ordered by the Federal Trade Commission to cease and desist from the practice of making such contracts as an unfair method of competition under the Federal Trade Commission Act.

The fact that a producer's prices are reasonable does not relieve him from the prohibition and penalties of the law. On the other hand, if he is financially able to maintain distributing agencies and carry consigned stocks of his own throughout the country, he avoids the necessity for making resale price contracts and, without reference to the reasonableness of his price, is enabled to maintain resale prices lawfully. This gives him a great advantage over his less fortunate competitors.

### Clarifies Capper-Kelly Bill.

Sections 1 and 2 of the proposed substitute for the Capper-Kelly bill contain the general provisions of the former measure, with a rearrangement which is intended to clarify and simplify the language, to avoid leaving to interpretation the question of what contracts "constitute transactions" of interstate and foreign commerce, and to permit the producer or owner to control the resale price until it reaches the consumer.

The proposed substitute as well as the original bill seek to protect the vendee by permitting sales, under certain conditions, at less than the prices agreed upon, such as closing out stock of the commodity for the purpose of discontinuing dealing in it, when it is damaged or has deteriorated in quality, the public to be notified of such fact, or when it is sold by a receiver, trustee or other officer acting under the orders of a court.

### FIELD WORK BY SPECIAL REPRESENTATIVE MATTHEWS, B.M.A.

Special representative Matthews has been busily engaged visiting the trade at Island points during the past two weeks, and reports a generally optimistic attitude prevailing among the merchants at the following centres visited: Nanaimo, Courtenay, Cumberland, Qualicum, Duncan, Ladysmith and Victoria.

### A Puzzle for Perkins.

When Perkins met an old friend in the city who persuaded him to remain in town for the evening, he wired to his wife: "Missed the six-thirty train. Don't keep supper waiting. Shall be home late."

It was very late when he did arrive home, and his wife met him at the door.

"Did you get my message?" he asked.

"Yes," she said, "but I would like you to explain why you sent a message at four-twenty-eight telling me you had missed the six-thirty train?"

# Time-Tested and Proved Popular

*These Canadian-made Jars are  
"Best Sellers"*

For fifty years Canadian housewives have used jars made by the Dominion Glass Company. Today they are more popular than ever, for they are both high in quality and of Canadian Manufacture.

The sale of home products helps build prosperity for you and for your customers. Canadian women realize this, and they prefer Canadian products every time, provided they are equal in quality to the foreign-made.

## PERFECT SEAL

AND

## GEM

"Made-in-Canada"

These two are the finest jars on the market, and they are made in Canada. Order them by name from your wholesaler.

# DOMINION GLASS CO. LIMITED

MONTREAL



The **PERFECT SEAL** Jar

A widely known and popular jar  
with the housewife.

# HARDWARE, OIL *and* PAINTS

## HARDWARE MARKETS AT A GLANCE.

### Jobbers Expect Good June Volume—Prices Firm Collections Fair.

Conditions in the hardware trade in general are excellent, and while the unusually wet weather during May curtailed sales of summer lines, there has been a decided improvement in this business since the first of June. Still warmer weather would stimulate sales of many commodities and would help the paint and varnish trade greatly at this time, as an unusual amount of exterior work has been planned.

Jobbers are fairly well pleased with sorting business at this time and special mention is made of the many repeat orders that are being received for sports goods, fishing tackle and camp supplies of every kind. It is apparent that the hardware retailer has made some very definite progress in specializing on these lines. Screen doors and windows, screen wire cloth of all kinds, refrigerators, and other strictly summer lines have had a good sale.

Hardware jobbers are very optimistic. They believe that June will be a big sales month of seasonable merchandise, more than offsetting the loss through retarded business during the past cold, rainy weather. Staple goods are selling very steadily; building is good with the natural reflection in a constant demand for finishing hardware and other supplies. Prices generally appear to be firm and collections are fair.

**Wire.**—Fence wire is moving well with ample stocks on hand. Prices have not changed.

**Nails** are selling well now, with the building programme under way. Stocks are being kept well assorted by dealers. Prices seem firm and steady.

**Steel Sheets**—Call for this line is better; stocks are well filled. Prices are firm.

**Sash Cord and Weights.**—Call for cord and weights is on the increase. Dealers are buying more freely. Prices have not changed.

**Lawn Mowers.**—Sales are improving steadily in this line. Stocks are well filled, with prices unchanged.

**Wire Cloth.**—Retail sales are increasing rapidly. Dealers have their stocks well filled and prices are steady.

**Glass and Putty.**—These lines are selling very well. Stocks are being kept up; prices are unchanged.

**Prepared Roofing.**—The demand is moderate. Prices are unchanged.

**Rope.**—Prices are holding. Jobbers are getting quite a few pick up orders.

**Oil and Gasoline Stoves.**—Oil stoves are moving well, and gasoline stoves show a pick up.

**Ice Cream Freezers.**—A slightly better call for freezers is noted. Stocks are well filled, with prices unchanged.

**Automobile Accessories.**—The continued cool weather is retarding sales, but the outlook is good for summer months.

**Automobile Tires.**—Demand is steadily increasing as touring is becoming more popular. Stocks seem to be well filled and prices show no change.

**Paints and Oils.**—Sales of paints, oils and varnishes have increased, and the volume at present is fair. Turpentine and oil have advanced.

**Screen Doors and Windows.**—Demand is showing a steady increase. Dealers are ready for call with good stocks on hand. Prices have not changed.

**Hose.**—So far this season there is little use for lawn hose. Retail sales are slow compared with a like period of last year. Stocks are well filled with prices unchanged.

**Galvanized Ware.**—Heavy galvanized pails for contractors use are selling fairly well. Other lines are meeting with improved sales. Prices are unchanged.

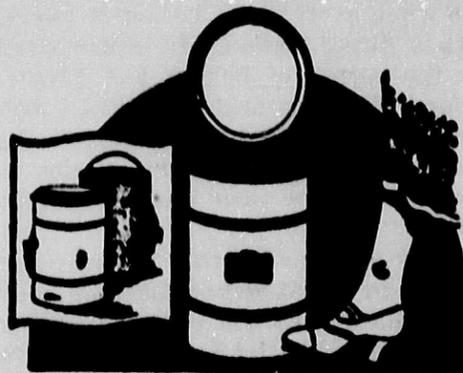
**Poultry Netting.**—This line is selling very well; stocks are being watched and replenished by dealers. Prices have not changed.

**Lamps and Lanterns.**—Demand is beginning to develop for gasoline lamps and lanterns. Stocks are in good condition with prices steady.

**Files.**—Files are selling at a fair rate with stocks well filled. Prices the unchanged from last quotations.

## WASTE RECEPTACLES

**Sanette.**—A labor saving and sanitary indoor receptacle for refuse. A slight pressure of the foot pedal opens the cover and it closes automatically, sealing the refuse in an odorless container. Outer container stands 14 inches high and is en-



ished inside and out with snow-white enamel. Inner pail is made of heavy galvanized steel and is light but durable. Capacity 12 quarts; packed in individual cartons; shipping weight each 9 lbs.

### Easier.

"When I was twenty I made up my mind to get rich!"  
"But you never became rich."  
"No, I decided it was easier to change my mind."

**CONFEDERATION HOLIDAY.**

**R. M. A. Advises Provincial Secretaries**

C. Dallas, Esq., Vancouver, B. C.

Dear Sir,—Considerable doubt appears to exist as to whether or not stores are to be closed on July 2nd, owing to the fact that it has been declared a Statutory Holiday by Act of Parliament.

In order that this matter might be cleared up, we would advise that it is optional with the merchants as to whether or not they keep open on July 2nd, provided that there is no municipal by-law governing Statutory Holidays, and no special by-law passed in reference to closing on July 2nd.

The Statutory Holiday affects only banks, legal papers, legal documents, etc., when, if they come due on that date, the due date is advanced to the first day following the public holiday, which has not been declared a holiday by Act of Parliament.

Hoping that this information will clear up all misunderstanding and relieve all doubt as to what is to be done on July 2nd, and that you may be able to answer any inquiries which may be made in this connection, we remain,

Yours very truly,

THE RETAIL MERCHANTS' ASSOCIATION OF CANADA

Per N. B. DOUGLAS

Secretary-Manager.

**CROSS-CANADA TOUR.**

A Confederation Year event of special interest will be the cross-Canada tour which is being arranged by the Canadian Chamber of Commerce and will be joined by a number of members of the British Parliament, as well as by leaders in Canada's agricultural, industrial, commercial, educational, and economic life. The trip will be made in a special train from Halifax and the delegates will attend the convention of the Canadian Chamber of Commerce in Vancouver on September 12, 13 and 14. Several years ago a cross-Canada tour was arranged by the Montreal Board of Trade, but the tour this year will be of much wider interest, more especially on account of the presence of the British Parliamentarians. Good progress has been made towards completing the organization for the Canadian Chamber of Commerce, which will occupy a place in Canada comparable to that of the Chamber of Commerce of the United States or the Association of British Chambers of Commerce in Great Britain. Already about 100 boards of trade and chambers of commerce, including practically all the larger organizations in the Dominion, have joined the new National chamber. It is understood that adequate financing of the Canadian Chamber of Commerce during the organization period has been assured by private subscriptions, but it is confidently hoped within a few years to make the Chamber self-supporting.

**PIONEER GAS MAN ON VACATION.**

One of the first to see opportunity ahead in the growing automobile industry was Winslow A. Noble, who for the past sixteen years has been serving motorists in this city. Sixteen years ago when every street corner in Vancouver was not decorated with a filling station, Mr. Noble after due consideration chose the corner of Pender and Abbott Street as a suitable location. With his nephew, Wilbert Noble this pioneer established one of the first curb pumps in Vancouver, and in the days of the jitney "Noble's" gas station was a popular rendezvous where many a yarn was exchanged while tanks were being filled.

Winslow Noble has decided that sixteen years is a sufficiently long a time to spend in one location, and has sold his interest to his nephew, who will continue to operate the Central Gas Station, where service is the foremost consideration. Mr. Winslow, senior, has left for an extended trip to his home in Ontario.

**BUTCHERS' PICNIC.**

Arrangements have been made for the annual picnic of the Butchers Section R. M. A., to be held at Mahon Park, North Vancouver, on Wednesday, July 20. Tickets, \$1.00.

**TRADE NOTES IN BRITISH COLUMBIA**

T. M. Edmonton has commenced a flour and feed store in Creston.

David M. McBeath has sold out his general store at Port Langley.

J. W. Cooper has commenced a bakery and confectionery business at Grand Forks.

It is reported that A. Woodcock has discontinued his butcher business at Nanaimo.

The assets of George F. Hart, general storekeeper at Pouce Coupe have been sold by trustee.

E. C. Dawson has commenced a gents. furnishing business at Smithers.

Photo Arts Limited have succeeded the Dominion Arts Supply Limited in Vancouver.

Ocean Store Co., Ltd., have commenced a confectionery business in Vancouver.

Chas. E. Read has sold out his drug business in Vancouver.

A branch of Richard Romer Limited, has been opened at 509 Granville Street, Vancouver.

Ross Bakery is now operating at 4543 Dunbar Street, Vancouver.

Creditors are in possession of the boot and shoe business of Mutrie & Son, Victoria. Stock reported sold to Jas. Maynard.

The men's furnishings business of Woodlook and Rutherford, is now operated by R. W. Rutherford.

R. Cummings and Son have sold out their meat business at Murrayville to Jones and Arnold.

Mrs. Florence Kollmar has sold out her millinery business at Trail to Mrs. M. L. Kerr.

Clifford's Bake Shop Ltd., Vancouver, is now known as the Golden Rule Bakery, Ltd.

Shaughnessy Novelty Shop, Vancouver.—Mortgagee understood to be in possession.

Carpenteria Company, Victoria (non-incorporated).—Dissolved partnership; Leslie Dash continues.

C. W. Williams is reported to have sold out his grocery business in Vancouver.

J. J. Harrington & Co. of Fernie, are reported discontinuing their boot and shoe business at that point and moving to Trail.

The branch store of David Spencer & Co., Ltd., Nanaimo, was burglarized early in the month. \$5,000 reported stolen, covered by theft insurance.

Rae Shoe Company is commencing in New Westminster.

C. H. Mitchell is reported to have sold out his grocery business in Port Hammond.

Advice has been received that Noble Binns has sold out his stock of hardware at Trail to the Trail Mercantile Company Ltd.

T. R. Caldbeck, Vancouver, is reported to have sold out his grocery business to W. J. Reid.

Lee & Fleming is the new style of the grocery store in Vancouver; formerly operated by James Fleming.

William Jacobs has sold out his grocery business in Vancouver to A. Miller.

MacDonald's Pharmacy Limited, Vernon—J. V. Macdonald reported to have disposed of interest to L. R. Clarke.

People's Cash Hardware, Victoria.—Stock sold and business discontinued.

"Pop, I got in trouble at school today, and it's your fault."

"How's that, son?"

"Remember when I asked you how much a million dollars was?"

"Yes, I remember."

"Well, 'Helluva lot' isn't the right answer."



**Bruises      Sores**  
**Rheumatism**

Soothe the sore muscles or ligaments by rubbing in Minard's Liniment. It penetrates, relieves and heals. It eases inflammation and restores the injured part to health.

Splendid for cuts and sores. It sterilizes and heals quickly.

**J. A. TEPOORTEN**  
LIMITED

**WHOLESALE DRUGS**

PATENT MEDICINES DRUGISTS' SUNDRIES  
PHARMACEUTICAL PREPARATIONS

308 Water St.      Vancouver, B. C.

The use of the long-distance telephone service by a business house suggests alertness.

**BRITISH COLUMBIA  
TELEPHONE COMPANY**



**DON'T FORGET**

Your CONVENTION in OMAHA  
Is from June 20th to 23rd

Ask your local chairman for reservations—NOW

Compliments of

**The Fleischmann Company**

YEAST

SERVICE

**WHOLESALE GROCERS OF QUEBEC PLAN WAR ON CHAIN STORES.**

The success of chain stores in Canada has had such a detrimental effect on the retail provision trade generally and through their declining purchasing power on the wholesale dealers from whom they buy, that a determined movement to recover lost ground will be launched by the wholesale provision trade of Montreal.

It is learned on good authority that the wholesale provision merchants of Montreal are planning to open no fewer than 150 retail grocery stores in that city in the effort to recapture their trade.

This move is seen here as an interesting commentary on the report that negotiations are under way for the purchase of Dominion Stores, Ltd., by the Atlantic and Pacific Stores.

It is well known here that the retail grocery trade has suffered so severely that on account of failures and diminished buying power the travellers of local wholesale houses have been in despair over the impossibility of keeping up their business to the average of past years. The falling off in business has resulted in the wholesale merchants getting together with the result that they are ready to launch a determined war on the existing chain stores.

**BRODER CANNING COMPANY EXTENDS OPERATIONS**

Further evidence of the development of the Broder Canning Company, comes in the announcement that this company has leased the basement of the Ranler Brewing Company at Kamloops. Canning machinery is to be installed immediately in order to take care of this season's fruit and vegetable crop. It is rumoured that the B. C. Dry Belt Farmers' Exchange is associated with the enterprise.

**SALADA TEA COMPANY ENLARGE BOSTON PREMISES**

J. Spalding Black, advertising manager for Salada Tea Company, King Street West, Toronto, advises that the company's business in the United States and Canada shows a remarkable increase, so much so that in the former territory it has been found necessary to enlarge the Boston plant by a million dollar extension. This Boston building is now one of the finest industrial buildings on the North American continent, and the largest building in the world devoted solely to the merchandising of tea.

**AWARDED EXTRA PRIZE IN TOMATO WEEK CONTEST**

Thompson's Grocery, 451 Cook Street, Victoria, has been awarded a special prize by the A. MacDonald Company's Vancouver branch in the recent contest for the best display of canned tomatoes during "Canned Tomato Week." The photograph of this window was unfortunately late in arriving before the judges, who have unhesitatingly awarded a special prize for excellence and originality.

**UNITED KINGDOM BISCUIT PRICES MORE THAN DOUBLED.**

In answer to a question in Parliament recently the president of the Board of Trade submitted figures showing prices in 1913 and at the present time on about twenty-nine different varieties of biscuits, indicating an increase ranging from 100 per cent. in the case of a few varieties up to 200 per cent. for others. The times commodity price index number, based on the average of 1913, as 100, was 147.3 on February 28, 1927, for food prices generally.

W. R. Drynan, general manager of Canadian Cannery, was recently a visitor in the city on the company's business from Hamilton.

Tees & Perse have moved into larger premises at 1063 Hamilton Street, Vancouver.

JUST TRY  
**WESTERN GLASS**  
FOR COMPLETE SATISFACTION

"New Customers will appreciate the degree of dependability and service."

POLISHED PLATE GLASS  
MIRRORS :: WINDOW GLASS

**Western Glass Co. Ltd.**  
158 Cordova St. West, Vancouver  
SEY. 8687

Scales, Slicers, Cutters and Cabinets—New, Rebuilt and Second Hand.  
Cash or Terms.

**The Scale Shop Ltd.**  
Sey. 2881  
365 Cordova St. W., facing Homer.

BULLETINS PRICE LISTS  
SPECIAL SALE  
ANNOUNCEMENTS

Multigraphed, Mimeographed  
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Mail Campaigns Handled Efficiently  
**Wrigley Directorias, Ltd.**  
198 W. Hastings. Phone Sey. 1008

**VANART**  
FOR FLAVORING  
CAKES CUSTARDS  
LIKE VANILLA ONLY NICER

W. A. JAMESON COFFEE CO.  
Victoria—Vancouver

T. D. STARK Telephone  
F. W. STERLING Sey. 8357

**STARK & STERLING**  
MANUFACTURERS' AGENTS  
1150 Hamilton Street  
VANCOUVER, B. C.

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



"A Profitable Line to Handle."  
Samples and Prices furnished all Jobbers  
Telephone Seymour 7121

**Dominion Sales Company**  
433 RICHARDS St., VANCOUVER  
(Boxed 36's—5c. "Ad" cards supplied)



Phone: High. 3800

**IDEAL CONE COMPANY**

Manufacturers of  
**ICE CREAM CONES**  
Purest Made Cost Less  
335 PRINCESS AVE.  
Vancouver.

Design Reg.

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. 5011.

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

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

#### STORE EQUIPMENT & SUPPLIES.

Bartram Paper Products Co., Ltd., 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.

**'Connors,**   
**BRUNSWICK**  
 BRAND  
**SARDINES**



**SALES!**

Judge the popularity of Brunswick Brand Sardines by their sales—15,000,000 tins each year!

No other brand of sardines on the market offers grocers such quick sales, such a rapid and constant turnover.

They are the most popular sardines in Canada. Profit by their popularity. Feature them in your window and on your counter.

**CUNNORS BROS., LIMITED**  
**BLACK'S HARBOUR, N. B.**

Largest sardine packers in the British Empire.



ORDER ALWAYS  
 BY BRAND

Say—  
 "Brookfield, please."



**A DEPENDABLE BRAND**

*Is your surest Guarantee of Quality!*

**SWIFT'S**

**"BROOKFIELD"**

**BRAND**

*Butter : Eggs : Cheese*

Enjoy a nation-wide demand based on our unflinching adherence to the highest standards of Quality.

**SWIFT CANADIAN COMPANY LIMITED**  
 CANADA

**T**HERE'S always a demand for silk lisle hosiery with the appearance and quality of "Silkoline." "Silkoline" Hosiery for women has a large and steady sale with many retailers because it is lustrous and durable to a high degree. It is knit from a special two-ply silk lisle yarn. Its lustre and softness are retained throughout repeated washings. It has high, spliced heel and double sole, is reinforced at the heel and toes. Made in black and popular colors.

Order from your wholesaler. One of the dependable "Sunshine Hosiery" styles.

Chipman, Holton Knitting Company, Limited  
Hamilton, Ontario

*Mills at Hamilton and Welland*

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

**SILKOLINE**

