

THE AUGUST

RETAILER

BRITISH COLUMBIA, ALBERTA, YUKON

VOL. XIX, No. 12

VANCOUVER, B.C.

AUGUST, 1927

New Features.

Live Articles by Trade Leaders.

Dominion Convention R.M.A.—St. John, N.B.

Announcement

THE SEPTEMBER ISSUE
— OF —
THE B.C. RETAILER
WILL BE
Annual Fall Number

Authentic

Information
of Interest
to
The Retail Trade.

QUALITY
GOODS



ATTRACTIVE
PACKAGES



Glace Pineapple

6 lb. Boxes.

12 oz. Cartons, 24 to Case.

Almond Paste

14 oz. Cartons, 24 to Case.

8 oz. Cartons, 48 to Case.

Ground Almonds

8 oz. Cartons, 24 to Case

4 oz. Cartons, 48 to Case

Glace Cherries

8 oz. Cartons, 24 to Case

WILLIAM ROBINSON LIMITED

VANCOUVER, B. C.

PAPER BAGS

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

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

“STANDARD” “MANILLA”
“BUCKSKIN” “LIGHT KRAFT”
“HEAVY KRAFT”

“BUILT UP TO A STANDARD—ALWAYS”

J. C. WILSON, LIMITED

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

The New
Concentrated
SOAP

==
A Million Bubbles
In Every
Package



- 24 -
Large Packages
to the Case

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

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

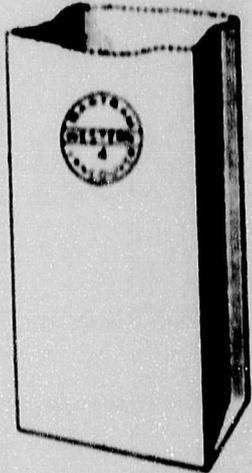
A BRITISH COLUMBIA PRODUCT

THE ROYAL CROWN SOAPS, LTD.

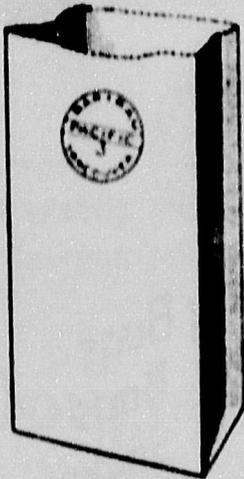
DISTRIBUTORS FOR B. C.

BE CAREFUL TO ALWAYS SPECIFY THE B. C. BRANDS

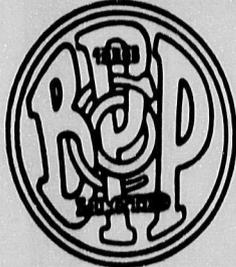
PAPER BAGS



Light Manila

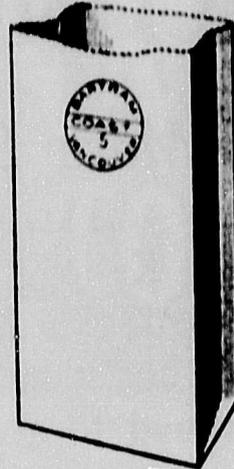


Light Kraft

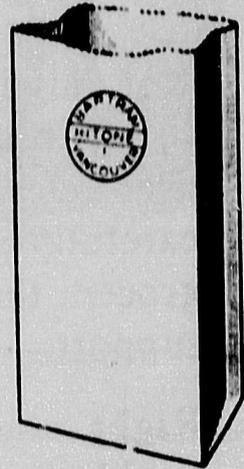


AN 100% B. C. PRODUCT.

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



Heavy Kraft



Broad Stripe
White Sulphite

Manufactured in British Columbia by

Bartram Paper Products Co. Ltd.

VANCOUVER, B. C.

Sole Agents for British Columbia:

The Norfolk Paper Co., Ltd.

VANCOUVER, B. C.

136 WATER STREET

Phone Seymour 7868 and 7869

Only the Best—for Profitable Customers

PROFITABLE customers whose preference is for nationally known food products are always worth while cultivating. For them, the best is none too good. The surest way to cultivate the business of these customers is to stock country-wide leaders like Carnation, the world's largest selling brand of evaporated milk.

Day after day customers are being favorably influenced towards Carnation by a blanket of national advertising.

Order Carnation from Your Jobber

Carnation Milk Products Co. Limited
Aylmer Ontario

Carnation Milk

"From Contented Cows"

PRODUCED IN CANADA

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



MORE ADVERTISING

to make More Sales

Not only is the Kellogg advertising campaign the biggest ever released, but it has been carefully planned to give the grocers the proper seasonable support.

Right now daily newspapers, weekly newspapers, magazines and trade papers are carrying specially-written advertisements featuring the "hot weather" appeal of

Kellogg's

CORN FLAKES

Grocers who prominently display Kellogg's Corn Flakes on their counters and in their windows and who keep a good stock on hand will undoubtedly make most sales.

*Window
and counter
displays
supplied on
request by*



Kellogg Company of Canada, Ltd.
LONDON, ONTARIO.



Are You Getting Full Value for Your Money?

When purchasing goods for your store, you always specify the best.

Are you as particular when ordering your Paper Bags?

'CONTINENTAL' Paper Bags

are superior because—

- quality is always maintained.
- they are faultless in manufacture.
- they have larger reinforced bottoms.

SPECIFY CONTINENTAL ALWAYS.

Manufactured by

**THE CONTINENTAL PAPER PRODUCTS
LIMITED**

OTTAWA

CANADA

Manufacturers of Paper Bags of
every description.

"Using a 'CONTINENTAL' Bag is Bag Insurance."

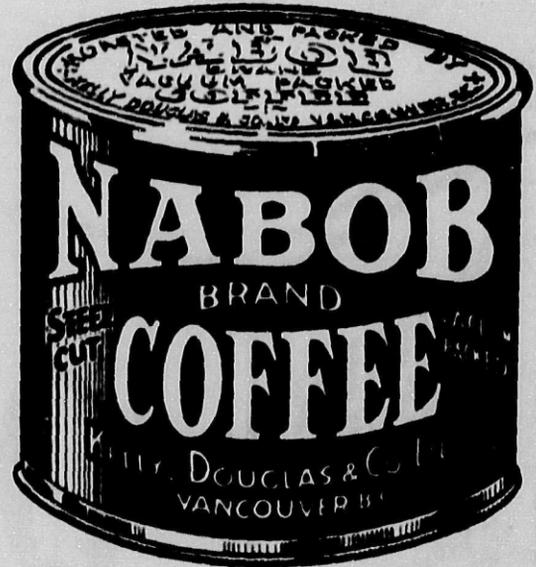
Representatives:

SMITH, DAVIDSON & WRIGHT, LTD.

Vancouver, Victoria, Edmonton, Calgary

NABOB

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



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

WILSON BROTHERS

Wholesale Grocers

VICTORIA, B. C.

British Columbia Agents for

BLUE GRASS BELLE CIDER VINEGAR

BARRELS
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



**QUAKER
TOASTED
CORN FLAKES**

In serving Quaker Corn Flakes it is desirable to place them in a moderately heated oven for a few moments. This restores the crispness and adds to the deliciousness.

Quaker Corn Flakes are usually served simply with cream and sugar. Some prefer to add the cream a little at a time so that the flakes remain crisp until eaten. Fruits and fruit juices blend delightfully and may be substituted for cream if desired.

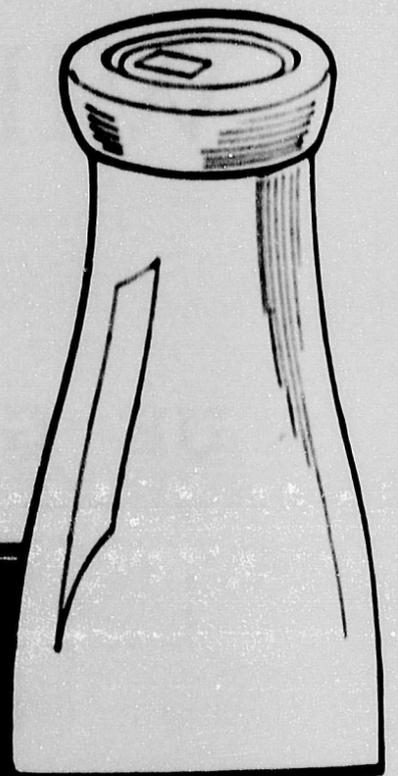
Prepared by Quaker Oats Company



QUAKER

TOASTED

CORN FLAKES



GIANT SELLING STRIDES

QUAKER CORN FLAKES are increasing in sales faster than any other Corn Flakes. They are in demand everywhere.

New sales records prove the genuine popularity of **QUAKER CORN FLAKES**. Your customers like their delicious crispness and toasty flavor. They're not going to be satisfied with anything else. When they specify Quaker Corn Flakes--be sure you are able to serve them. Otherwise they will go elsewhere.

Have enough **QUAKER CORN FLAKES** on hand to meet a still greater demand. Bigger advertising is running in many publications. If you will make a special effort by displaying **QUAKER CORN FLAKES**, you will get most advantage from this advertising.

**WE GUARANTEE
THE QUALITY**

Our red seal guarantee appears on every package of **QUAKER CORN FLAKES**. It states that we will refund the purchase price to any person who does not agree that this is the best flavoured corn flake ever used. That's plain enough. That demonstrates our faith in Quaker Corn Flakes.

**The Quaker Oats Company
SASKATOON.**

The RETAILER

*"The Paper
the Retailer
Reads"*

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

Published 20th of every month.

NINETEENTH YEAR

GENERAL MERCHANDISE
GROCERIES, DRYGOODS,
HARDWARE, FOOTWEAR.

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

The following represent R. M. A. Branches

in the Province of British Columbia:—

Armstrong A. Smith, Pres.
Cranbrook..... H. R. Hinton, Sec.
Fernle Norman Suddaby,
Pres.
Kamloops..... A. C. Taylor, Pres.
Lytton..... B. Rebagliati, Sec.
Nanaimo..... N. Wright, Sec.
New Westminster....
and Fraser Valley... D. Stuart, Sec.
Revelstoke..... F. G. Bews, Sec.
Vancouver..... G. F. Matthews, Sec.

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

SUBSCRIPTION RATE: One Dollar Per Year, payable in advance.

Advertising Rates on Application.

When space reserved final forms close 12th of month.

Publishers: PROGRESS PUBLISHING CO. LTD.
Suite 101-2 Merchants' Exchange Building
VANCOUVER, B. C.

Telephone Sey. 3861
Editor, J. S. Morrison

Cable Address—Shipping—All Codes
W. N. Code, Business Manager

F. Tattersall, Advt. Manager

Entered at Ottawa as Second-class matter

Vol. XIX., No. 12

VANCOUVER, B. C.

August, 1927

Beet Sugar Industry in Southern Alberta

Government Investigates Soil and Moisture Requirements of This Crop.

The sugar beet industry, in so far as production is concerned, is in its infancy in Canada. Of the 415,000 tons of sugar consumed in this country in 1925, only 10 per cent. was Canadian beet sugar.

Although beet growing was introduced in Alberta in 1903, first operations did not prove altogether successful owing to competition in the sugar market and the inability to secure sufficient acreage tributary to the factory. It was not until 1924 that the erection of a modern refining plant in the heart of the irrigated areas of southern Alberta again revived the young industry. This factory with a grinding capacity of 1,000 tons of beets per day, can utilize the crop from about 11,000 acres.

In 1925 some 5,400 acres were seeded to beets, producing 41,500 tons from which 3,500 tons of sugar were manufactured. The following year, while the acreage and tonnage were slightly less the sugar content of the beets was higher and 4,800 tons of sugar was produced. The price paid the grower in 1925 was \$5.75 per ton; in 1926, \$6.25 per ton; and for the coming season \$7 per ton has been guaranteed. This steady increase in price, which is most encouraging to the growers, is attributable in a large degree to the consistent increase in the sugar content of the beets grown, but is partly due to the general advance in the price of sugar. The sugar content of the 1926 crop reached the satisfactory average of 16.43 per cent.

From data collected during the short period of operation in Alberta it is estimated that the cost of

producing an acre of beets is approximately \$60. An average yield of sugar beets is about 10 tons per acre but with proper cultivation, a fertile soil and efficient irrigation this can be considerably exceeded, more than 20 tons per acre having been grown under favorable conditions.

The beet is a heavy soil feeder. A 15-ton crop removes from the soil more mineral plant food than a 60-bushel crop of corn, a 50-bushel crop of wheat and a 300-bushel crop of potatoes. It is, therefore, essential that such crop rotation and cultural methods be adopted as will maintain an adequate food supply. At the same time this crop requires a moist soil at all times, but particularly during July and August, when the plants requirements are greatest. From 18 to 20 inches of water during the growing season is required to produce the highest yields and such an amount in southern Alberta can usually be obtained only when the natural precipitation is augmented by judicious irrigation.

The by-products of the industry are pulp, which when dried is much sought after as fodder for cattle; filter cake which is a potential fertilizer; and molasses which can be used for the production of industrial alcohol, cattle food, fertilizers, etc. In Europe an important branch of industrial chemistry has been built up around the industry, but in Alberta the tendency is to link up beet growing with stock raising.

The Dominion Water Board and Reclamation service of the Department of the Interior has for sev-

eral years conducted extensive research work at their "Duty of Water" experimental station at Brooks with a view to obtaining definite data regarding the particular soil and moisture requirements of this crop. The

demand for the results of these investigations is evidence of the great interest being taken by farmers in successful beet cultivation on varying soil types under irrigation.

The Buyer's Point of View

The Haymarket Stores, London, England, Speak Highly of Canadian Produce.

The Haymarket Stores, London, England, hold the largest assortment of Canadian goods in the United Kingdom, and their views of qualities and the possibilities of further extending the markets are of exceptional value.

It may be mentioned that Canadian officials and exporters are fully conversant of the close association of the Haymarket Stores with the progressive movement in connection with marketing Canadian products in England, and there is a constant stream of visitors from the Dominion to the great establishment.

During an interview with Mr. T. W. King, C.B.E., general manager of the Haymarket Stores on the subject of Canadian produce and its competitive position in Old Country trade, Mr. King said that the broadening of the demands for Empire produce in preference to foreign foodstuffs were noteworthy. The volume of sales was expanding steadily. The Haymarket Stores had given their first window display of Canadian goods early in 1924, and subsequently held a "Canada Week" during which produce of every kind supplied by the Dominion was shown. Then came their great exhibit at Wembley, which was followed up by successive window displays and other special exhibits in the Stores. During May, for example, they held a special exhibit of Empire Health Foods at which the cookery was scientifically demonstrated and the public shown the high merits of such preparations—every article being of Empire origin. Canada's cereals, etc., figured prominently. In addition to all this special display work there is on view constantly a wide range of Canadian canned fish, canned vegetables and fruits; cereal preparations, bacon, honey, bottled fruits, confectionery, etc., the largest and finest range of Canadian products in London.

As an indication of the way in which sales of Canadian produce had risen in recent years, Mr. King pointed out that of the total canned goods disposed of by the Haymarket Stores Canada's share was below ten per cent. a few years back, whereas today it was well over 50 per cent. There was every indication that this movement would continue.

Mr. F. W. Crothall, manager of the grocery and provisions section, said that the qualities of Canadian canned goods were entirely satisfactory. Canadian standard quality was equal to American standard grade, and Canadian choice quite up to American choice. Respecting Canadian canned salmon, he thought this was very dear compared with Alaskan pack. The price was probably due to shortage, but was rendering the Canadian a luxury article. It was very much better than Alaskan, however.

It is interesting to recall that Mr. Crothall was re-

sponsible for the first importations of Canadian macaroni and canned tomatoes into Britain, and this step proved highly successful. Not only have sales steadily risen ever since, but others started importing these goods. The Canadian macaroni is better than Italian. It is retailed at the Haymarket Stores at 6½d. per one pound packet and sells as "best"; the Italian is "second." The tinned tomatoes retail at 8½d. per tin.

Canned Fruits.

There are large sales of Canadian choice berries—canned red raspberries, blackberries, loganberries, and blueberries. The quality is excellent and they are popular with the public. The blueberries sell at 10½d. per tin. Dessert pears at 10½d. per tin are A.1. The latter are packed by Canadian Cannery Ltd. They equal American packs.

"Compared grade for grade with American brands, Canadian canned goods show no difference in price or quality. To compare American "fancy" with Canadian "standard" however, is obviously unfair."

Honey.

British Columbia honey is of fine flavor and is on a par with New Zealand honey. The clover honey from Quebec is of a different type and is rather paler and of less flavor, but is good.

Dairy Products.

Particular mention must be made of Kraft cheese, which is very popular. The sales have expanded very considerably. Canadian cheese is of high quality and sells well generally.

Canadian bacon is most excellent.

The Haymarket Stores are now introducing a full range of Canadian pickles and Canadian packed selected imported olives supplied by Libby, Chatham, Ontario.

Another development which met with striking success in London has been the successful marketing of canned soup and beans packed by W. Clark, Ltd., of Montreal.

Moir's Canadian chocolates packed in very attractive boxes are displayed in the confectionery section and are very excellent.

ROWNTREES OPEN VANCOUVER OFFICE

The old-established British firm of Rowntrees Limited have opened an office at 152 Alexander Street, Vancouver, in charge of Mr. A. N. Dyer, late of Western Grocers Limited. Mr. Dyer announces that the policy of the company will be to continue selling to the trade through the wholesaler.

DIFIFCULTIES IN THE TARIFF SITUATION.

The fate of the applications which have been before the Canadian Minister of Finance and the Advisory Board on Tar ff and Taxation for increased tariff protection against imports from the United Kingdom is still in doubt.

The two more important of the applications are those of the Woollen and Knit Goods Manufacturers Association, and the Shoe Manufacturers Association of Canada. Both these industries have put forward evidence that in respect of certain of their products they are operating under substantial hand caps with manufacturers in Great Britain. Their applications have influential support, and some concessions may quite probably be made to them by the government.

The decision in this connection will be a most difficult one for the Administration, for sentimental as well as economic considerations must be taken into the reckoning. The British preference in Canada's tariff is regarded to some extent as a contribution to the Mother Country which compensates in a measure for the failure of the Dominion to share the expense of naval defence.

There is a strong and widespread desire in Canada to avoid any action which might add to the economic difficulties of the United Kingdom at the present time. This then is the issue which will confront the Minister of Finance and the government when the applications involving the British preference come up for consideration—whether to heed the pleas of Canadian industries for a "Canada First" policy, or to refuse further protection to the Canadian applicants out of consideration for the economic problems and difficulties of the Mother Country.

This decision may be largely influenced by economic developments during the latter part of this year. If the general business situation in Canada continues to be satisfactory there will be not a little support for the "let-well-alone policy."

On the other hand, if there should be seriously unfavorable developments by reason of crop or other conditions the case for additional protection for Canadian industries would be strengthened considerably.

The divergence of tariff views in this country offers an interesting study. It is not alone the western agrarians who are opposed to increases in tariff duties, for many Canadian manufacturing interests which have developed export business in an increasing volume entertain the fear that further restrictions of imports into the Dominion would react on that export trade.

Canada's economic interests are more largely international than ever before, and the movement for freer trade which was promoted by the recent International Economic Conference at Geneva may also have some influence on the tariff policy of this country.

ELECTRICITY TINTED

The coloring of oranges and lemons by electric heaters under conditions recommended by the United States Department of Agriculture is said to have been found so satisfactory in California that the plan is being followed extensively wherever current is available. We understand that a non-glowing heater of 400 or 600 watts' rating is used and usually three applications of heat are sufficient to impart the desired hue.

A FREE DEAL WITH SOME NEW TRIMMINGS

Chain Stores in Double Role Act as Wholesalers and Retailers.

A new type of deal has been evolved by some manufacturers which is new only in the respect that it wears a different dress. Fundamentally it is the same as the other types of free deals, except that the wholesale grocer in this new type of deal does not figure in the so-called advantage.

A manufacturer launches a new special sale promotion deal of the following nature. He tells the retail grocer that if he buys so many cases of the manufacturer's product and if the retailer will mail his jobber's invoice to the manufacturer showing that he has made the purchase, a check will be sent to the retailer equal to the full jobbing price of one case. That is fine, so far. But what about the wholesaler? He does not participate at all.

But the chain store, which is considered by the manufacturer also as a wholesaler, is given the same deal as the retailer so that the chain owns for every case it purchases, the equivalent of a case free. The wholesaler does not.

This is not a secret rebate. The manufacturer is playing one minute that the chain store is a wholesaler and the next that it is a retailer; the final result being that the chain store reaps the benefit the whole sale grocer does not get.

Now, if the chain store is a wholesaler—fine. But, by this complex method, if it is both, the business and economic injustice of such special deals is certainly apparent in that they are discriminatory and unfair. Certainly, when the deal is over, the chain store has ample stock at a less figure openly bought and in addition any secret rebates the chain may enjoy which the jobber does not have; even if the manufacturer does not permit the chain to obtain a surplus stock on the deal basis, the chain nevertheless enjoys a discriminatory advantage.

This type of "free" deals seems to us unsound from an economic and business standpoint. It strongly tends to load the retailer with stocks, retarding his turnover and freezing his investment. Moreover, in many instances, the minimum the retailer is required to take, in order to avail himself of the scheme is so much greater than the amount a prudent retailer, who is a good merchandiser, would purchase, that the actual effect of the deal is greatly to reduce the buying power of the individual retailer, who takes advantage of the deal. Indeed, in actual operation, many deals of this particular kind amount merely to tricks or devices by which the chain store is given a decided advantage over all other customers of the manufacturer, although the manufacturer's announcement, of course, states that the deal is open to all his retail customers. Such a deal, taken by the individual retailer from one manufacturer has the practical effect of preventing that retailer, for a considerable period, from buying from competitors.

The jobber will also find it difficult to move his floor stocks, since the manufacturer has, in effect, lowered the price.

A "free" deal or scheme is a camouflaged reduction in price. If a manufacturer wants to decline his prices, as he has every right to do, let him do it openly.

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

NO SPASMS

The advertising of Clark's Prepared Foods is continued year in and year out, and has been for many years.

Customers for these excellent foods are being brought to you all the time by these creative announcements. By linking your store displays with Clark's National advertising and mentioning Clark's in your own newspaper ads., you are attracting to your store the greatest number of Clark consumers.

W. CLARK Limited, Montreal

Establishments at
Montreal, P. Q.,



St. Remi, P.Q.,
and Harrow, Ont.

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



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.

Tea Production in Formosa

By WILLIAM H. UKERS, Editor, "Tea and Coffee Journal."

Nearly everything grows on the island of Formosa, but we know it best as the place which produces the delectable Formosa Oolong tea, so long a favorite with our people. Lying off the east coast of China, away to the south of Japan and linked to it by the far strung Liu-Kiu Island, Formosa is the "Beautiful Island" of the Portuguese discoverers. The Japanese, present rulers of the island, call it Taiwan.

The Island lies in the semi-tropic zone, extending over 97 miles from east to west and 244 miles from north to south. It is situated between 24° 45' and 25° 38' north latitude and between 120° and 122° 15' east longitude, about on a line with Mexico and Cuba. The Tropic of Cancer passes through the middle of the island, near Kagi. Consequently, snow is unknown except on high mountain-tops for a short while in winter. The highest temperature is 95° and the lowest 45° F., the charming verdure of the mountains and fields being enjoyed all the year round.

The best approach to Formosa is from Japan, and the trip consumes three or four days.

Formosa Oolong Tea.

The export of Formosa oolong tea began with an experiment made in 1866 by an Englishman, John Dodd, with 5,000 pounds of tea which he sent to Amoy and thence to the United States through the agency of the English house, Tait & Co.

The preparation of Formosa oolong is of two kinds, the first process being performed in the tea-producing districts and the second taking place in the tea-refining establishments at Daitotei.

Preliminary Process.

Tea prepared in the producing districts is called crude tea, and, since the quality of the finished product depends entirely upon the nature of the crude leaf, this process is an exceedingly important one. The work is done entirely by hand, the result depending upon the skill of the laborer, a skill acquired only after years of practice. This manipulation is a real, fine art, carried by expert workers to a perfection absolutely beyond imitation.

The gathered leaves are scattered on a canvas mat, or placed in shallow bamboo baskets, each holding two pounds, and exposed to the sun to wither or dry. In a short time they are taken into a room where they are spread on shelves and undergo further withering and fermenting for about half an hour.

Then the leaves are transferred to a large bamboo basket, around which stand several workmen, who turn the leaves rapidly for a time. Again the leaves are distributed in baskets, and left to ferment. By this time the leaves have become soft, and as a result of the fermentation their color has changed to a reddish brown around the edge, and they have developed a delightful fragrance. The skill required in the proper manufacture of the tea is manifested in bringing the leaves to exactly the proper degree of fermentation, which is considerably less than that brought about in the manufacture of black tea. Oolongs may be properly called semi-fermented teas.

The leaves are then fired over a wood fire, in pans or baskets and later they are refired. After this they are placed upon matting and rolled, a considerable pressure being applied, in order to break the fiber and cell of the leaf. This process causes the omission of gummy and pithy substances, and when continued for eight to ten minutes makes the leaves rather sticky. The tea is now placed in bamboo trays and the moisture evaporated in three stages, in vessels called poelan, over carefully regulated charcoal fires.

This completes the local preparation, and the crude tea thus obtained is packed in tea bags and sent down the Tamsui River in junks to the Daitotei market. The entire series of operations necessary to produce the crude tea, or raw leaf, is said to require seven to eight hours, depending upon the season. The crude tea represents an average of 25 per cent. of the weight of the green leaves.

Second Process.

After the tea merchant of Daitotei buy this crude tea from the producers, they submit it to a second and final mode of preparation.

First, the dust and foreign matters are separated from the leaves by means of baskets, and the tea is sieved into several grades. Then it is placed in bamboo baskets and Chinese girls pick out the exhausted leaves. After this, the tea is classified according to quality, and when sorted goes through the final process of refining over a charcoal fire, losing thus 10 per cent. to 15 per cent. of its weight. This completes the second process, and the tea is ready to pack into cases or chests, lined with tea lead. The capacity of these chests is not uniform, some containing 20 to 30 cattie, others 7½ to 15 cattie. The larger size is called a "half-chest," the smaller a "box."

From Daitotei the chests of tea are sent by tram to the harbour of Keelung, a distance of about seven miles, whence it is shipped to foreign markets.

Origin and Development of Formosa Tea.

Formosa oolong tea was originally produced in imitation of the Chinese oolong of the Kokien to satisfy the taste of the many Fokienese who migrated thence and settled in Taiwan. The trade knows it as semi-fermented tea; i.e., one possessing some of the characteristics of black tea with certain cup qualities of green tea and therefore resemble a blend of the two.

In taste and flavor it is quite different from the Chinese oolong, which acquired its name "oolong" from the Fokienese "wu-lung" signifying "black-dragon."

The original oolong plants have been perpetuated by propagating new ones from the "layers," the growers fearing that if raised from seed they would change their species. By "layers" is meant the bending of the branches so as to lay them under the earth, where they are anchored by means of bamboo staples until they take root and thus start new trees. I saw many nurseries where this curious practice was being carried on.

The principal tea gardens are in the northern end of the island in the prefectures and Taihoku and Shinchiku. As in Japan, they are mostly owned by small

farmers, chiefly Chinese although there has recently entered into the situation on a large scale the powerful Mitsui Gomei Kaisha, Ltd., a Japanese concern owning 84,000 acres of land suitable for tea and an allied company known as the Formosa Industrial Co., owning 20,000 acres. The former is now operating the Kapanzan Taihyo, Tairyō, Kizan and Nanto estates, having 4,800 acres in tea and an estimated crop of 2,600,000 pounds expected shortly to be increased to 8,400 acres with crop possibilities of 4,600,000 pounds; and the latter operating the Anpeiching, Sansa, and Naiwan estates, having 360 acres in tea and an estimated crop of 200,000 pounds, capable of being increased to 4,100 acres with crop possibilities of 2,200,000 pounds. This represents one of the biggest industrial developments in the Japanese Empire.

In addition to the oolong tea manufactured and shipped largely to the United States, Formosa manufactures large quantities of pouchong, a variety highly scented with jasmine, tuberose, and japonica (camellia) flowers, for shipment to China, Dutch East Indies, Straits Settlements, and the Philippines. The tea leaves are heaped up in closed chambers after mixing with the flowers, which soon impart their perfumes, as tea quickly absorbs any foreign odor (wherefore, Mr. Dealer, keep it air tight), and after the scenting is completed the flowers are picked out. Two-thirds of Formosa's tea crop is oolong tea and one-third pouchong.

A Modern Tea Factory.

One is surprised to find a completely equipped modern tea factory at Taiuyo. It is not uncommon to find model tea factories anywhere in Ceylon, India, or Java. One rather expects them in countries where railways penetrate and good roads abound. But it is not at all to be expected in wild Formosa, where the only approach is the push-car tram and the distances interminable. However, there it is with fermentation rooms, withering mats, tea rollers, firing machines, mixers, cutters, and grading machines complete, a tribute to the spirit of progress which is typical of the colonial administration of Formosa and in line with the great faith which the Mitsui Co. has in the future of Formosa oolong tea.

The annual production of tea in Formosa is about 27,000,000 pounds. There are about 113,000 acres under cultivation. It is thought there are sufficient tea lands to increase the output of the island five times if necessary.

WHOLESALE PROMOTE IDEA OF PATRONIZING THE "HOME-OWNED" RETAIL STORE

Readers of the "Retailer" are well aware of the great awakening on the part of wholesale grocers to the need for protecting their retail customers and carrying on plans for aiding the "independent" retailer in his fight against other systems. But one angle of this is just now attracting a lot of attention that has not been commonly discussed.

This is the scheme of promoting the "home-owned" store idea as means for encouraging the public to patronize stores owned in their own community, rather than those owned by alien proprietors—in plain language, chain store organizations. Strange to say, it is not being viewed in the same way by all friends of the

retailers, and an interesting controversy is the result. Briefly stated the scheme is to set up certain standards for good storekeeping, and permit any retailer adopting such methods to carry a sign on his store with suitable designation. There is supplementary advertising locally to popularize the plan in the community; the effect being something like a boycott on the "outsider" store system.

But the plan is being opposed by some very practical leading wholesalers in the belief that the correction of the retailers' weaknesses in the face of chain competition requires something more tangible and fundamental than a home-brewed prejudice, and that when the chains meet it with prices and other features of local service, the home-owned coterie will find the designation just the opposite of what is intended.

While the "Retailer" believes wholeheartedly in the idea of the "Home-owned" store as the only basis upon which every community throughout this country can attain the fullest measure of prosperity, we do not believe any amateurish capitalization of the idea is going to result in material benefit.

To merely ask that locally-owned stores be patronized because they are such is never going to get very far. It is just one phase of the situation to be considered, and where dependence is wholly placed upon that feature without justifying it in other ways, is merely a waste of time and money. What is really needed is an intelligent campaign that is all embracing, covering every angle of the situation.

Meeting chain store and mail order competition is a big problem, and it must be done thoroughly to prove successful. Unless so minded the campaign should never be started.

NEW WHOLESALE HOUSE OPENED IN EDMONTON.

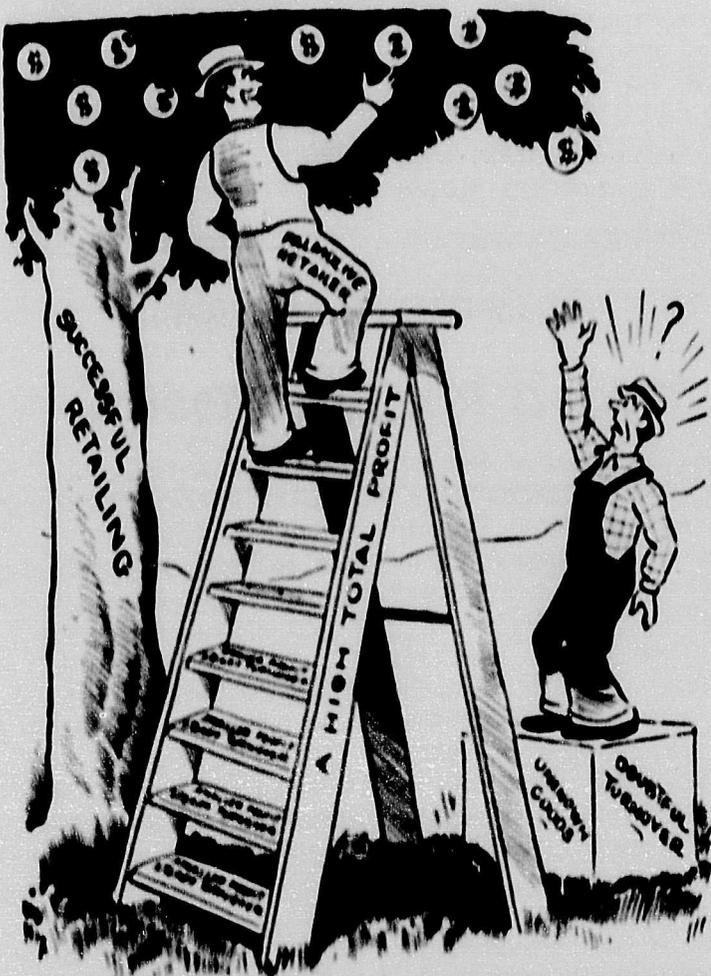
A new wholesale grocery company opened in Edmonton on August 1st, having been organized by H. H. Cooper and to be known as the H. H. Cooper Company. It has a capitalization of \$200,000 and is operating under a Dominion charter. Three floors of the Tees & Persse building at the corner of 107th Street and 103 Avenue are being occupied.

This new company has taken over Webb's, Limited, wholesale grocers, who have been in business here for the last 12 years. Heading the new company is H. H. Cooper, formerly Edmonton manager of Macdonald's Consolidated, who is president and managing director. Other members of the staff will include H. Fazaekerly, former buyer and manager of the fruit department of Macdonald's Consolidated; G. Mowat, who was credit manager with the Macdonald company, along with several others who held positions in the old firm, together with a number of the present officers and employees of Webb's Limited. The new company will handle wholesale groceries, fruits and vegetables.

Monastic Effect.

"Couldn't you let that skirt down a little, Mary Louise. It's hardly an inch below your garters."

"For heaven's sake, mother. Do you want me to look like a monk?"



THE BOX MAY BE HIGHER THAN A SINGLE STEP, BUT IT CAN'T COMPARE WITH THE WHOLE LADDER!

Uncertain *Big Profit* or *Sure Little Profits*

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

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

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

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

How it is done

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

This advertising creates a continual demand for Palmolive with the public—your customers.

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

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

THE PALMOLIVE COMPANY OF CANADA,
LIMITED

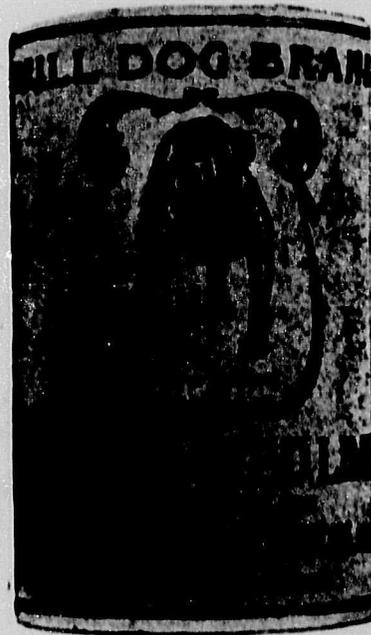
MONTREAL TORONTO WINNIPEG

Made in Canada.

3747-C

Larry says—

When customers get exclusive—off by themselves exchanging notes and recipes—you can still bust into the conversation with that raisins-for-salads suggestion. The pass-word is simply: "Have you ever added Sun-Maid Nectars to a salad?" And the result is often a sale right then and there of Sun-Maid Nectars—not mentioning lettuce, mayonnaise and everything else that salads call for.



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.

CUSTOMS LAWS.

The stricter enforcement of the Canadian Customs laws by the Department of National Revenue and the strengthening of the Canadian Customs administration generally may prove of benefit to reputable business houses in the United Kingdom and other countries selling goods in the Dominion. The investigation by the Customs Inquiry Commission have not disclosed any very large volume of commercial smuggling, but there has been considerable evidence of undervaluation for duty by the use of fraudulent invoices. The goods which have passed through the Customs at improperly low valuations and on which less than the correct amount of duty has been paid have been distributed in the Dominion in unfair competition with the better element in the Canadian wholesale and retail trade, and also to the detriment of reputable interests in the Canadian market.

The measures which are being taken to ensure proper valuation of imports, and uniform appraisals of similar goods at all Canadian ports of entry should curtail such unfair competition, without any hardship to the legitimate trade. The plans of the Minister of National Revenue in connection with the strengthening of the appraisal service are believed to include an effort to cope with the "dumping" problem. Proximity to the Canadian market has been one of the more important factors which have enabled the United States manufacturing firms and wholesale houses to export largely to Canada. While the major part of this trade is beyond suspicion, nevertheless there have been large and more or less regular shipments to the Dominion of "distress goods" at prices which in many in-

stances have been less than replacement cost. This condition will be difficult to combat, but any action which may be taken by the Canadian authorities to protect Canadian industry against competition from such "distress" stocks from the United States may at the same time afford a somewhat better opportunity for exporters to market staple lines of merchandise in the Dominion.

CANADIAN PACKERS COMBINE

Four Important Dominion Meat Concerns Form \$10,000,000 Company.

Amalgamation of four of the most important meat packers of eastern Canada to form Canada Packers, Ltd., was recently reported from Toronto.

The new company will have an authorized capital of \$10,000,000 of 7 per cent. cumulative preferred stock, of which \$6,750,000 will be issued, and 200,000 shares of common stock without par value. It is said that the new concern will start with total assets of about \$16,000,000, including fixed and net liquid assets. The four companies merged to form the concern are the Harris Abattoir Co., Ltd., Gunn's, Ltd., the Canadian Packing Co. Ltd., and William Davis Co., Ltd.

It is expected that Canada Packers, with a production estimated to constitute over 50 per cent. of the eastern output, will co-operate with other packers in eliminating reported destructive buying competition.

This is the second important Canadian merger to be announced recently, creation of Canadian Newsprint Ltd., to control approximately three-fourths of the Canadian newsprint production having been reported recently.

Banking!

A few clerk, dictating a few days ago, was in doubt as to the use of a certain phrase, so he said to the stenographer: "Do you retire a loan?" and the wistful eyed one interrupted rather lazily: "No I sleep with mama."

And Remember ~

- ~no matter what your volume
- ~no matter where you sell goods
- ~no matter what your class of trade

DEL MONTE can help your canned fruit business

1. The most intensively advertised brand of canned fruits in the field. Steady, persistent support in leading Canadian and United States magazines.
2. Strong campaigns on the whole fruit line—with special emphasis on such staples as Peaches, Apricots, Pineapple and Pears.
3. Real quality in the product itself—to hold the increased business advertising builds.

*Women, more than ever before, are
insisting on the brands they know*

DEL MONTE brings you their business



DEL MONTE SLICED PEACHES

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

GROCERIES & PROVISIONS

Grocery Market Report

Sugar.—The local market registered another decline of 10c per hundred pounds on July 21st, making the present basis \$6.75 per hundred. Indications are that a steady market may be looked for, and merchants would do well to stock for present requirements only.

Rolled Oats.—The oat crop in Eastern Canada, we are informed, is not up to the usual standard this season, and therefore in view of the advance already put into effect by some of the manufacturers we are assured of higher prices, particularly on package oats.

Jam.—Local jam manufacturers have just put into effect an advance of approximately 25c per case, on No. 1 pure jam, and our prediction is, as already stated in a previous issue, that further advances may be expected.

Canned Lobster.—A shipment of new pack lobster arrived in the city a few days ago, and was welcomed by both wholesaler and retailer alike. The market was bare and a considerable quantity will go into consumption immediately.

Macaroni.—Merchants will do well to be prepared for an advance in paste of all kinds. The high level at which flour continues is sure to reflect in higher prices in any product of which it forms the basis.

Turtle Soup (Atoll Brand).—This is a new arrival on this market, and is a genuine turtle soup packed by the Australian Turtle Co. Ltd., Brisbane, Australia. It is packed in cases containing 36 lb. tins and is quoted at a price of \$7.20 per case.

Counter Twine.—This very necessary commodity has been sold on the local market at a price ranging around 25c per pound for the past few months. This is the lowest that twine has been offered since 1914. The terrific floods of the past spring in the Southern States has, however, damaged the cotton crop considerably and an advance of .08½c per lb. is now being quoted, which will make today's price 33½c.

Spices.—To give any detailed information regarding the spice market it would be necessary to deal not only with the surplus stocks of the different world markets but also with the crops of each particular spice. In an endeavor to accumulate some reliable information we find the following:

Ginger.—Jamaica is the only country offering any new crop at present time.

Allspice is now being offered at greatly advanced prices.

Chillies.—All lines have advanced approximately 50 per cent. over a week ago. Japan Birdseye No. 1 being practically unprocureable.

And so we could go on through the list and prove

conclusively that spices in general have a strong tendency to advance in the not far distant future.

Australian Raisins and Sultanas met with such favor on this market last season that available supplies were very soon disposed of. A shipment of exceptional quality has already reached the city of Australian 2 Crown Lexii raisins in 56 lb. boxes, and is being offered at a price of .09½ cents per pound.

Wholesalers are also offering for arrival about September 1st Australian 3 Crown Sultanas, both small and large, at a price of 15c per pound.

California Black Cooking Figs.—A shipment of new crop ungraded black cooking figs has reached the city and is being quoted at a price of 8¼c per pound, which is considerably lower than last year's prices.

There has been a steady increase in the demand for black figs the past few years.

Salt.—This market is steady and dealers are favoring Canadian products.

Sardines.—We have received advices from Norway that fishing is at a standstill, and prospects are not favorable for a large pack.

Canned Milk.—Milk is steady with supplies increasing.

Hawaiian Pineapple.—Opening prices have been named a little lower than last year. Market is apparently firm, with heavy purchasing.

Olive Oil.—Market is firm and higher; prospects favor increase in price.

Canada Dry.—Prices are reported down \$1.20 a case on pints (50 bottles to the case). Complete prices are: 1 case lots, \$8.75; 5 case lots, \$8.65; 10 case lots, \$8.50.

On account of the continued good demand on Splits this is now obtainable and a decrease in price \$3.25 a case is noted. Complete prices are: 1 case lots, \$11.40; 5 case lots, \$11.40; 10 case lots, \$11.25.

It is interesting to note that this Canadian company owes its success to a prescription of a Toronto physician who originally prescribed it for patients when coming out of ether. Their slogan is a good one "The Champagne of Ginger Ales."

California Walnuts.—A California posting estimates the walnut crop this season at 40,000 tons, against 15,000 tons last year and 36,000 tons in 1925, which was the previous record breaking yield.

California Apricots.—The probable tonnage of apricots in California is officially placed at 182,000 tons. Last year the total crop was 176,000 tons. In 1925 only 150,000 tons were harvested. During June 279 cars of fresh fruit were shipped of this year's crop. Fresno County last year shipped only four and one-half cars of fresh apricots. Harvesting and drying are occupying the attention of many growers. The season will soon be concluded.

DISPLAY THE
"Mark of Excellence"
IN YOUR STORE



— Shelly's 4X Bakery —
CANADIAN BAKERIES LIMITED



The confidence created in the mind of your customers of your entire line of goods is appreciably increased by your recommendation of articles that have been proven to be of the highest quality.

MAGIC BAKING POWDER
CONTAINS NO ALUM

E. W. GILLET COMPANY LIMITED
VANCOUVER, CANADA

A Quality Product !



Dr. Middleton's
IRONIZED
TRADE MARK REGISTERED
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.

*Have a Mass Display Always
In Easy Sight*

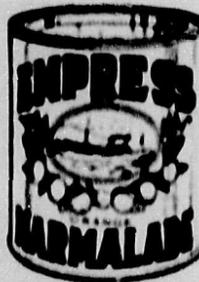
EMPRESS

Fine, Full-Flavored

**JAMS and
MARMALADES**

*It is the Surest Way to
Greater Turnover and
Satisfied Customers*

EMPRESS MFG. CO. LTD.
VANCOUVER
BRITISH COLUMBIA




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. GILLET CO. LTD.

| | |
|---|----------|
| Royal Yeast— | Per case |
| 3 doz. pkgs. in case | 2.30 |
| Pure Flake Lye— | |
| 4 doz. in case | 5.95 |
| 5 cases | 5.90 |
| 10 cases, 4 doz. in case | 3.85 |
| Magic Baking Powder— | |
| 4 oz. 4 doz. | 5.70 |
| 6 oz. 4 doz. | 7.65 |
| 8 oz. 4 doz. | 9.20 |
| 12 oz. 4 doz. | 12.50 |
| 2½ lb. 1 doz. | 9.65 |
| 5 lb. ½ doz. | 5.95 |
| 6½ 5 case lots. | |
| Magic Soda, Case No. 1— | |
| 1 case (60-lb. packages) | 5.25 |
| 5 cases or more | 5.15 |
| Bi-Carbonate of Soda— | |
| 112 lb. kegs, per keg | 7.10 |
| 400 lb. barrels, per barrel | 23.00 |
| Caustic Soda (Granulated)— | Per lb. |
| 10 lb. Canister (100 lbs. in case) | 15¼ |
| 100 lbs. iron drums | 12¼ |
| Cream of Tartar— | per doz. |
| ¼ lb. paper pkgs. (8 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) | 3.35 |
| 1 lb. cans screw covers (3 doz. in case) | 6.25 |
| 5 lb. square canisters, ½ doz. in case) | .54 |
| 10 lb. wooden cases | .41 |
| 25 lb. wooden pallets | .41 |
| 100 lb. lined kegs | .38 |
| 360 lb. lined barrels | .37 |

KELLY, DOUGLAS & O., LTD.

Nabob Products.

| | |
|---------------------------------|-------|
| Allapice, 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. | 3.85 |
| Cream of Tartar, ½s. tins | 2.55 |
| Cream of Tartar ¼s. | 1.30 |
| Ginger, small, doz. | .90 |
| Extracts, 1½ oz. doz. | 1.90 |
| Extracts, 2 oz. doz. | 2.75 |
| 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. | 1.35 |
| Castor Oil, 4 oz. doz. | 2.20 |
| Epsom Salts, ¼s. doz. | .60 |
| Fruit Colors, 2 oz. doz. | 2.25 |
| Icings (chocolate, Rose, Pink, Lemon Vanilla, White, Almond, Orange) doz. | 1.15 |
| Jelly Powder, doz. | .70 |
| Lemonade Powder, doz. | 2.25 |
| Mustard, 1s doz. | 3.50 |
| Mustard, ½s. doz. | 4.50 |
| Mustard, ¼s. doz. | 2.40 |
| Mustard, ⅛ doz. | 1.40 |
| Sulphur, ¼s. doz. | .65 |
| Tea, Green Label, ¼s. 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. | .24 |
| Bacon, Shamrock, 6-8 per lb. | .41 |
| Baked Ham, with dressing, per lb. | .41 |
| Shamrock, Handy Pats, 1 lb. cartons | .41 |
| Cheese Canadian, large, per lb. | .23½ |
| Cheese, Canadian, twin, per lb. | .24 |
| Shortening Carnation, No. 5, 12 cases | 16¼ |
| Shortening Carnation, No. 3, 20 cases | .17 |
| Cooked Ham, Shamrock, per lbs | .40 |
| Dominion Hams, 12-16 lbs. | .29 |
| Dominion Bacon, 10 lbs. per lb. | .34 |
| Dominion Bacon, 12,14 lbs. per lb. | .33 |
| Dominion shoulders, boned and rolled | .24 |
| Dripping, beef, 4-lb bricks | .12 |
| Hams, Shamrock, per lb. | .31 |
| Hams, boned and rolled, per lb. | .33 |
| Head Cheese, 5-lb tins each | .55 |
| Jellied Tongues, per tin, 10lbs. approx. | .44 |
| Lard, No. 5 12 to case | .19¼ |
| Lard, No. 3, 20 to case | .19¼ |
| Lard, cartons, 15 lbs. | .18 |
| Lard, No. 1, cartons, 30 lbs. | .18 |
| Mince meat, kits, 25-lb., net, per lb | .12½ |
| Meat Loaf, per lb. | .19 |
| Pork pies, per doz. | .50 |
| Pork roast legs with dressing, per lb. | .41 |
| Selected fowl, per lb. fresh killed | .24 |
| 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 | 3.45 |
| Mechanic's Pine Tar, box of 50 | 2.75 |
| Olive Castile, cakes, box of 200 | 4.65 |
| Primrose (wrapped), box of 25 | 4.70 |
| Royal Crown Lye, box of 48 | 4.80 |
| Pendray's Powdered Amonia, box 24 | 3.85 |
| Special prices on 5, 10, 25 and 100 boxes | |
| Pendray's Water Glass, Egg Preserver— | |
| Cases, 24 tons per case | 4.60 |
| Royal Laundry Flakes, in bbls. | .11 |
| (Special price on contract) | |
| Royal Crown Soap, 6s 144s | 3.45 |
| Royal Crown Powder, box 24 only | 5.57 |
| 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 | 4.50 |
| White Swan Soap, 100 | 4.00 |
| White Swan Naptha, box of 100 | 3.90 |
| White Swan Washing Powder, box 24 | 5.50 |
| "Jif" Suds in a Jiffy, box of 24 | 4.80 |
| Floating Castile, 25s | 3.75 |
| Wonder Laundry Flakes, 25 lb. | 2.75 |

G. F. & J. GALT LIMITED

BLUE RIBBON GOODS

| | |
|--------------------------|-----|
| Coffee (Vacuum Pack)— | |
| 1 lb. Tins, per lb. | .60 |
| Tea (Red Label)— | |
| 1 lb. packages, per lb. | .60 |
| ½ lb. packages, per lb. | .60 |
| 2½ lb. packages, per lb. | .53 |
| 5 lb. packages, per lb. | .57 |
| Tea (Japan)— | |
| 1 lb. packages, per lb. | .60 |
| ½ lb. packages, per lb. | .61 |
| 2½ lb. packages, per lb. | .58 |

Baking Powder—

| | |
|--------------------------|-------|
| 12 oz. Tins, 4 doz. case | 10.00 |
| 16 oz. Tins, 4 doz. case | 11.20 |
| 3 lb. Tins, 1 doz. case | 7.45 |
| 5 lb. Tins, 1 doz. case | 11.90 |

THE CANADA STARCH CO. LTD.

Laundry Starches—

| | |
|---|------|
| Canada Laundry Starch, 40-lb. box | .09 |
| White Gloss, 1-lb. pkgs. | .9¼ |
| Acme Gloss, 1-lb. pkgs. | .9¼ |
| No. 1 White, 100-lb. kegs | .9¼ |
| Edwardsburg Silver Gloss, 1-lb. pkgs. 40-lb. | .11¼ |
| Edwardsburg Silver Gloss 3/8-fancy tin canisters, 48-lbs. | .12¼ |
| Edwardsburg Silver Gloss, 100-lb. kegs | .10¼ |
| Celluloid Starch (boxes of 45-pkgs per case) | 4.60 |

Culinary Starches—

| | |
|---|-----|
| Benson's Celebrated Prepared Corn 40-lb. boxes, per lb. | .11 |
| Canada Corn Starch 40-lb. boxes, per lb. | .9¼ |
| Challenge Corn Starch 40-lb boxes per lb. | .9¼ |
| Casco Potato Flour 40-lb. boxes, lb. | .18 |

Mazola Oil—

| | |
|----------------|-------|
| Mazola Oil, 1s | 7.95 |
| " " 2s | 7.45 |
| " " 4s | 13.60 |
| " " 8s | 12.85 |

Corn Syrups—

| | |
|----------------------|-------|
| Crown 2s, 24 to case | 33.55 |
| 5s, 12 to case | 4.10 |
| 10s 6 to case | 3.70 |
| 20s, 3 to case | 3.60 |
| Lilly 2s, 24 to case | 34.65 |
| 5s, 12 to case | 4.60 |
| 10s, 6 to case | 4.30 |
| Karo, 2s 24 to case | 3.55 |
| 5s, 12 to case | 4.10 |
| 10s, 6 to case | 3.70 |

RECIPROCITY PAYS

The readers of this journal should show **SPECIAL** courtesies to the salesmen and representatives of our advertisers.

More than that, you men should extend a **PREFERENCE** to the lines advertised consistently in your paper.

Many successful retail merchants make it a practice to check their stocks monthly with the list of advertisers in the "RETAILER." More retail merchants should certainly do so. Firms farsighted enough to help us raise the standards of retail business deserve your wholehearted support. Loyalty isn't a one-sided proposition. Reciprocity pays good dividends. Are you earning them?

MONEY MAKERS

A money-making line is one that turns over quickly.

Quick-moving goods and reasonable profits pay you more in the long run than slow-moving goods and "long" profits.

Satisfied customers are also good business.

HEINZ

57

MERGER OF CANADIAN WALLPAPER INDUSTRIES.

Negotiations which have been under way for some time, have now been completed for the acquisition by Wallpaper Manufacturers, Limited, of an important interest in the four leading Canadian companies engaged in the wallpaper industry.

A new company, Canadian Wallpaper Manufacturers, Limited, with capitalization of \$3,725,000, will unite the existing firms, which are The Reg. N. Boxer Co., Limited; The Watson, Foster Co., Limited; Stauntons, Limited; and Colin McArthur & Co., Inc.; operating in New Toronto, Toronto and Montreal. The operations of these companies will continue, but they will have the benefit of the economies arising from consolidation and centralized management and of the technical knowledge and experience of the parent British company. The shareholders of the existing companies retain a substantial stock interest in the new concern and there will be no public financing.

Plans of the new company include the manufacture of complete lines of wallpaper in Canadian mills, including some of the higher grades of wallpaper which have hitherto been imported, and a further improvement in quality of Canadian wallpapers which already enjoy an enviable reputation. The export trade now carried on will, it is hoped, be further developed.

John T. Chasney, who concluded the negotiations on behalf of the British Company, is vice-president of the Canadian company. The company's offices are in the Metropolitan Building, Toronto.

ARE ENLARGING CALGARY BISCUIT FACTORY

The Independent Biscuit Co., Limited, recently organized in Calgary, under the managership of Harvey Shaw, are remodelling and adding a fourth floor to the three-storey building, 66 x 114 feet, which they have taken over in that city. They are installing one reel oven and one travelling oven and are equipping the plant with the latest machinery so that it will be as up-to-date as any in Canada.

The company will employ about 100 people at the start and will have branches in Edmonton, Saskatoon, Regina, Moose Jaw, Vancouver and Victoria, the organization being about the same as the old Northwest Biscuit Co.

NATIONAL BISCUIT EXPANDS.

The National Biscuit Company of Canada, Ltd., recently purchased outright the Telfer Biscuit Company, Ltd., Toronto. The latter will continue to operate as the Telfer Biscuit Company, Ltd., without change of personnel, Mr. W. H. G. MacEachern, general manager for the past two years, continuing in that capacity.

The Telfer Bakery is the only biscuit or baking concern in Canada in which the National Biscuit Company is interested, directly or indirectly.

Canadians will be employed in all the activities of the company and the products of Canadian farms and mills used to the fullest extent.

The latest machinery is being installed immediately, and the most modern and efficient baking methods put into operation.

TEA MARKET.

A prominent London tea broker gives the following report in a circular on the statistical position of the market: Stocks at the end of June at 145,000,000 are approximately 9,250,000 less than last year, a figure which is 3,000,000 under the lowest point, touched on July 1. Northern Indian shipments to the United Kingdom at the end of June show a falling off of 6,500,000. With only a small increase of about 1,000,000 from Ceylon and other producing countries showing smaller shipments, stocks at the end of the present month should show a further decline of 5,000,000 to 6,000,000, if consumption and export figures continue on the same scale.

Considerable interest is being paid to the Indian crop. Different estimates place the shortage from nine to twelve million pounds this year.

According to reports from different houses in London estimates for the current season are conservatively based on a total crop of 1,410,000 pounds, which, given reasonably favorable weather, is likely to be largely exceeded, so that, in view of the improved prices now obtainable in the London market, and the strong statistical position of tea generally, there is every reason to anticipate favorable results of the working for the current year.

Notwithstanding an increase in world's production of 30,000,000 in 1926, which caused a drop in the market towards the end of last year, the world's consumption, more particularly in outside markets, more than absorbed this increase.

Canned Foods.

A large part of the current trading in canned foods is for the actual needs of the moment, and this phase of the market indicates a healthy summer demand for jobbing parcels of nearly every sort. Some of the packs which were in heavy surplus as to carry-over are not so active now, as previous purchases have supplied distributors with enough to take care of current outlets, since sizable blocks were acquired instead of taking new packs. Outside of these products, the size and the frequency of the buying orders indicate that jobbers are not overstocked with the general line of staples. Local and interior dealers are in the market most of the time and they often require prompt shipments, indicating that there is real need for replacement. There is less haggling about prices, and brands are substituted when those which are preferred are not easily discovered. Retail outlets are good, and while no particular drive is being made by grocers, they are moving canned foods in seasonable volume.

Nut Market.

The demand throughout the list is not important as pressing needs are not urgent and there is no desire to cover now for early fall outlets. Consumption is light, as it usually is during hot weather. As a general rule, stocks of shelled and unshelled nuts are not heavy. California walnuts are so closely sold up that quotations are nominal. California almonds are held steady as there is less than normal competition from imported types. Filberts are not being sacrificed but are mostly a spot proposition since

foreign markets are held so firm that they do not attract much attention. There have been no further developments in Brazil nuts.

THE GROWTH OF "PACKAGE GOODS" POPULARITY.

By John Spaulding Black, Advertising Manager, "Salada Tea."

It is hard to realize the change that has taken place in the distribution of foodstuffs in the last twenty-five years, because we have adjusted ourselves to each change as it came and have taken it for granted, without further thought. One important feature in the swing from bulk to packaged goods—from uncertain quality to standardized quality—from many differing prices to one generally accepted fair price. Of course, I am speaking generally here, and with reference only to certain commodities that have been affected in this way. But the change that has taken place in the merchandising of a few commodities illustrates the tendency resulting from modern economic conditions.

The elimination of waste has been an urgent necessity to the public, retailer, the manufacturer and the producer. Waste effort, waste time, waste material, waste space. All parties have contributed their share and co-operated to this end, but I believe the manufacturer was the first to initiate the policy of standardization and elimination of waste on a large scale, possibly only with the help of widespread advertising. Quality was standardized, methods of distribution, production and manufacture was standardized, as were prices to the public, to the merchant and to the jobber. The public were acquainted with the superiority of products produced under these conditions, and soon came to look for and demand uniform and reliable quality at certain prices. A great saving and benefit resulted to all concerned.

A few of the benefits that standardization brought about are sometimes lost sight of in the heat of an argument over the smaller gross profit allowed a package goods compared with bulk. Take the case of tea as a fair example—\$23,000,000 was spent by the public, I roughly estimate, last year on the purchase of tea.

Tea is not an inconsiderable item in a grocery store, and is one that goes far to advertise a merchant's reputation if he supplies to his customers really reliable tea that does not vary in quality or flavor from year to year. And this is where standardization and uniform packaged teas have made it possible for merchants to hold their own business, despite the inroads of peddlers by supplying good tea at a reasonable price. The ease and economy to the grocer in handling standardized package teas are very apparent. No expense has to be borne on account of shrinkage, waste, overweight, wrapping, string and the greatest of all, selling expense. These items would differ greatly according to the merchant and the local circumstances, but 5c per pound would be a conservative figure to cover these charges I believe, on the average. The margin on bulk tea is and must be larger than on package tea, because there are these expenses the grocers are put to in selling bulk tea. The actual profit and the wisdom of selling bulk tea is something that every grocer must decide for himself. The phenomenal and consistent growth of package tea in the favor of the public is a fact. It is not chance or advertising that is responsible. The public have found they get better value, better tea and more uniform quality in branded packages than in bulk. Most merchants are free from prejudice and view the case with common sense. It lifts a burden of expense and responsibility from the grocer to be able to supply his trade with a widely known and demanded trade-marked article on a margin that makes satisfactory profits possible with rapid and easy stock turns, at a minimum of effort and expense.

DRESSED POULTRY FROM THE UNITED STATES

Under the authority of Section 47 (a) of the Customs Act and Order-in-Council No. 1283 dated 15th July, 1927, the Minister of National Revenue hereby values dressed poultry as follows: Turkeys, 40c per lb.; chickens, 35c per lb.; fowl, 28c per lb.; geese, 20c per lb.; ducks, 32c per lb.

The above minimum values shall be applicable to shipments when sold at the point of production. Where goods are sold f.o.b. intermediate distributing points, full transportation costs, including line haul charges, refrigeration, heating, etc., from point of production to distributing point, shall be added.

DOMINION BOARD R. M. A. CONVENES

Saint John, N.B.—The annual meeting of the Dominion Board, Retail Merchants' Association of Canada, was held here July 25 to 28. President J. A. Banfield, of Winnipeg, in his address and report for the year stated that methods of retailing had been transformed and no longer was it merely the barter of merchandise. Prospective developments of the future in retailing called for serious consideration. He showed charts giving the cost of operation in various lines of retail trade, indicating that the average operating expense in the hardware business was 17.9 per



J. T. Crowder, elected President of the Retail Merchants' Association of Canada.

cent. He urged merchants to mark up their prices in such a way that the gross margin was figured on the selling price rather than on cost.

Reference was made to the price differential granted to some merchants, and he stated that something must be done to enable the average retailer to meet this.

Volume of sales was increasing but never before was it so hard for retailers to make profits. The effect of mass production was reflected in prosperity of the towns and villages. This point was evident from observations in a tour of the country, but it was also found that expenses were increasing and the margin of profit was decreasing.

In his report N. B. Douglas, secretary manager said merchandising in general was in a chaotic condition through competition, varied business methods and lack of one standard. He expressed the belief that retailers will need to have price protection from manufacturers insuring a fair margin of profit; will need to have co-operative buying or will have to get away from overhead cost of wholesalers' service and credit charges. He stated that retailers will have to educate the public as to the unfair position of the average retailer or the government will be asked to make a study of the distribution system in fairness to all. He outlined efforts made to have mail order firms taxed, referred to smuggling and efforts to check it and of means to combat sending out to unsolicit-

ed merchandise through mails. Affiliation with the R. M. A. of the National Shoe Retailers Association was said to be under consideration by a joint committee.

Reports from the secretaries of the various provinces were read as follows: George Matthews, British Columbia; George Hougham, Alberta; W. L. McQuar-



J. A. Banfield, retiring President.

rie, Saskatchewan; A. R. Ivey, Manitoba; A. G. Frame, Ontario; M. LaPointe, Quebec; Miss F. P. Alward, New Brunswick; J. Cuthbertson, Doyle, Nova Scotia; and B. R. Helman, Prince Edward Island.

A fight was expected between J. A. Banfield and J. T. Crowder for the presidency, but the former withdrew and the latter was elected president.

CANADA DRY PROFITS INCREASE.

Canada Dry Ginger Ale, Inc., reports for six months ended June 30, 1927, net income of \$1,273,528 after interest, depreciation and Federal taxes, equivalent to \$2.82 a share earned on 540,694 shares of no par stock. This compares with \$846,406, or \$1.92 a share on 439,177 shares outstanding in first half of 1926. Net income for the June quarter was \$765,419 after above charges, equal to \$1.70 a share on 450,694 shares of stock, comparing with \$508,108, or \$1.10 a share, on 458,495 shares in preceding quarter, and \$497,603, or \$1.13 a share on 439,177 shares in second quarter of previous year.

MERGER OF PIANO MANUFACTURING FIRMS ARRANGED.

By an arrangement recently effected the Nordheimer Piano and Music Co., Limited, and Heintzmann & Co., Limited, Toronto, will be merged under the name of the latter on January 1 next. The two companies are among the oldest business houses in Canada, the former having been founded by Abraham and Samuel Nordheimer in 1840, and the latter by Theodore A. Heintzmann in 1850. Both companies have built up a fine reputation for the quality of their products.

The two businesses will continue under the present management until the end of the year.

GOOD WORKMANSHIP IN PACKAGE WRAPPING

Telling several sins in package wrapping a clerk should not commit is one way of getting at what consists in skill in this phase of one's work. Paper should not be wasted. When paper is wasted, there is nearly always waste labor, also. Tearing off too little paper, struggling with the package to make it go and the inadequate paper then failing, maybe getting the package wrapped only to have the customer discover its insecurity and ask for further wrapping, is inefficiency no self-respecting clerk will long let himself be discovered in.

Tearing off a corner from the roll, for a small package, is an inefficient habit frequently observed. The next clerk tears it off even, then tears again, to get the width of paper he needs. Get in the habit of tearing off pieces the full width.

If bags are used, pick the right size. This is particularly necessary where the customer is buying by weight. Two pounds in a three pound bag make the quantity seem smaller to the buyer; he may be unjustly suspicious of short weight.

Wrap packages so that the store's advertisement will be in sight on the wrapping paper. This may be incidental advertising, but it is valuable just the same. On street cars, walking along the street, other people will observe milady's bundle—and where she bought it. If milady is a person of some social standing, she will be a walking testimonial for the store at such times.

Don't start to wrap purchases until you are certain the customer has purchased all she wants. Have a thought for the vehicle in which the customer will travel home. Is it the family flivver? Then a small box may be just the thing—satisfactory to the customer and time-saving for the clerk. When you have a difficult to-wrap article, always taken into consideration the customer's conveyance. Some very difficult to-wrap things it is possible to take to the customer's car unwrapped.

Has the customer in his arms small unwrapped articles purchased at other stores? Maybe he doesn't deserve the accommodation, but offer to wrap these up with his purchases of you. He'll appreciate the favor, and rich reward in good-will will accrue.

Use enough string to hold the package firmly tight. See that your string is crossed evenly.

Learn how to judge accurately the quantity of wrapping paper needed. Taking too much or too little is not necessary. A competent clerk need rarely make any such error.

The proprietor of the store probably supplies you with more than one weight of paper and more than one quality of string or cord. Generally speaking, the heavier the article wrapped, the heavier the paper and string need to be. Adapt paper and twine to the article; not to is to be wasteful or inefficient.

Don't see how many articles you can manage to sell unwrapped. You can work a surprising number into the customer's hands, if you set out to—it's a fact easily demonstrated. Do you want to though? You know what happens again and again when a person tries to carry a number of blocks several unwrapped packages of different shapes and sizes. She drops some, always with annoyance and often with actual damage. Some of her feelings are bound to go back to the store which didn't wrap for her.

Let your first guide be the customer's own interest. Strive to give her the assistance in wrapping you would like if in her place.

How quickly can you wrap a package? Done so fast that the package is improperly wrapped and poorly wrapped is not efficiency; go slow enough to do the job well. Still, wrapping is a job for swift hands and fingers. No clerk is an expert until he can put speed into his wrapping. Check yourself up by your side-kicks in the store and other stores. If you're a laggard, practice for speed.

"WE ASK THEM—YOU ANSWER."

By JOHN C. CUTTING.

1.—What food did Capt. Charles Lindberg carry on his non-stop flight from New York City to Paris, and do you know of any reason why ham sandwiches are not delicious for any meal, regardless of whether you're a "high-flyer" or not?

2.—Do you consider a substantial meat diet helpful in achieving feats of physical prowess, and have you ever heard of Gertrude Ederle?

3.—Give the name of any boy in Vancouver, Canada, who wouldn't like to lead the National League in batting for six years, and have you ever heard of Rogers Hornsby refusing to eat a steak?

4.—What simple food is served to invalids and convalescents, and is not beef and lamb broth appetizing and nourishing for healthy humans?

5.—What nation of the Far East is seeking to change its soldier ration from an exclusive vegetable diet to include some meat, and do you enjoy looking at Japanese prints?

6.—Name any retailer in British Columbia—anywhere—who can derive 25 per cent. profit on his selling price by adding 25 per cent. to his cost price.

8.—What natural factor beyond human control must packers and dealers absorb, respectively, in selling meats, and will a Palm Beach suit shrink if rained on?

9.—Should dealers keep records of their business, and why are the newspaper columns of classified advertising choked with markets for sale?

10.—What meats are in great demand now, and when customers ask for them are you Ready-to-Serve?

11.—Now YOU ask one.

NATIONAL CASH REGISTER CO.

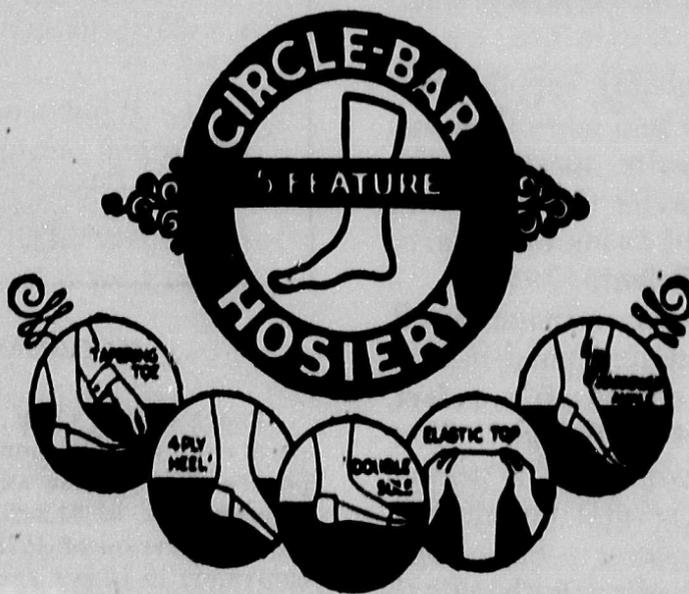
The National Cash Register Co. reports consolidated net profits for the six months ended June 30, 1927, after all expenses, depreciation and taxes, including reserve for current federal taxes, of \$3,302,166.16 compared with \$3,167,580.70 for the same period of 1926. The profits for the six months are equivalent to \$3 per share on the total outstanding common A stock, double the dividend requirement for the period. Dividends on this stock are being paid at the rate of \$3 per annum.



*THE CIRCLE-BAR line of hosiery is the
shortest distance between tell and sell . . .
it reduces sales resistance, accelerates buying
and pyramids profits.*

Write for full particulars--Today.

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



**CIRCLE-BAR
KNITTING CO., LTD.**

Kincardine, Ontario
Mills at Kincardine and
Owen Sound.

Drygoods and Footwear

Trimming Well to the Fore in New Season's Modes

Braid Tinsel Effects, and Fur Novelties Appear in New Fall Lines.

The fall and winter of 1927 will be a big season for braids and trimmings, and the popularity of rhinestone decorations and tinsel effects will continue in popularity.

In new apparel creations the wide use of every style and color in braids, and fur edgings, and fur inserted bands are noted in the newest models.

Clipped calfskin is now a popular novelty, and many varieties of tinsel braids with or without silk combinations.

It is foreseen that the fall season will open with very wide, heavy flat braids on light broadcloth, and various forms of wool dresses. In the exclusive trade, light weight broadcloth in plain colors, will lead and exhibit varying widths of wide hercules or military braids in groups in the costumes.

New belts on fashionable outfits are of the same braid used in embellishing a dress or cloak, and even wool and loose-weaved sport suits of silk, of the untrimmed variety, display a braid belt some two inches in width, with a braid tie of narrower width fastening the open-neck collar.

In the cloak trade it is observed that braids are to be used in place of tucks or folds, to outline fullness over the hips as well as to trim fronts, collars and sleeves, and the front edges of long cloaks exhibit a wide braid facing, or group of several widths of braid, not often similar in color and style to the plainer braids used for trimming the garment.

Full Skirt's Effect.

The incoming of full skirts has had another effect on braids. Not only do they bring in a wide variety of trimming, but with two-piece morning and afternoon and sport suits appear tendencies to crosswise effects in vestees, blouses and jumpers, which exhibit, from neck to hip, alternate crosswise bands of wide braid and the silk or wool dress materials exactly matching in color.

A wide braid, buckled or fastened, constitutes the loose belt which now encircles a garment midway between the natural and the recent elongated waist line.

Simple coat suits, trimmed on the collar, sleeves and coat edge and above the skirt hem with flat braids in a single width or group of two widths, maintain the present vogue for matching dress goods with braids of the same hue, while dresses also carry out this style, and use as many as eleven rows of braid, of varying widths, around sleeves, and seventeen around the dress from the shoulder to below the waist. Such dresses are caught in, a couple of inches below the last row of braid, by a braid belt or slightly wider style.

It is to be noticed that black satin garments use a great deal of silver and black tinsel braid both for trimmings and as a broad sash, showing below an irregular bolero effect and facing ends of satin drapery at one side.

Interest in Ombres.

Just as felt hats often show bands of braid to match that used on ensemble costume of wool, so velvet and satin hats show trimmings of tinsel braid to correspond with that employed on such apparel. But, while the season will begin with ensemble effects in dresses and their braid trimmings, there is also a marked interest in ombre effects, as, for instance, several shades of ocher and beige braid on a broadcloth of beige, or rows of ombre braid used on a gown which matches one of the tones.

More elaborate gowns show a tendency toward rich color effects and contrasts in braid trimmings, and as plain-surfaced goods of a single color grow with winter demands, the use of rich-hued contrasting braids will increase to relieve their monotony.

That decorative vestees will be considerably worn is demonstrated by the fact that blacks and white flat braid in varying widths connected by fagotting is on the market in widths adapted to the length of a vestee or sweater, and these crosswise stripes lend an effective finish to an all-white or black costume. Sometimes they appear with a white skirt and black coat, and sometimes with a black satin coat and a skirt of wide, flat braid, connected by fagotting and hanging like a pleated skirt.

Even the ubiquitous scarf and shawl is either furnished in braid stripes or is more or less trimmed with braids of a sort to harmonize, either in matched color or contrast with the hat or costume with which it will be worn.

TANNING IN CANADA.

According to Canadian tanners, the industry is getting on its feet again for the first time since 1920. At present there is an actual dearth in available hides, which accounts for the sharp increase in hide prices which predicates a corresponding increase in the price of leather when tannery stocks now on hand have to be replaced.

The present year, it is stated, is the first time since 1920 when tanners have not had to compete with accumulated supplies of war-time leather. Conditions in the United States largely govern the Canadian market.

It is estimated the total hides on hand, raw, in process and finished is 10,845,000, as against 17,309,000 at the end of 1923, a decrease of 6,464,000 hides.

Dry Goods Market Report

Primary cotton goods markets are in a stage of advancing prices on many lines where attention had not been given to the rising cost of cotton. It is now believed among agents that high cotton for the coming season is a reasonable certainty, and mills are insistent upon preparations being made now to provide proper prices on which goods may be based for late delivery.

Advances initiated on colored coarse yarn cottons, flannels, blankets, chambrays, gingham, bleached cottons and many other lines are spreading steadily. Buyers are watching developments without being interested enough to come forward in any marked way to cover late requirements to forestall higher values. They are fairly well provided in many cases into and through September.

Prints and Ginghams.

Advances made on printed lines have not become general as yet and buyers do not appear to consider a price advance as anything to worry about. In any case few of them are ready to place orders at old prices with a view to covering late requirements. To some extent this may be due to the constant color and design changes made necessary in meeting market demands. The low end of gingham has become stronger to the extent that some lines are now being advanced following any fair sized sale. The higher end is attracting little attention although manufacturers using gingham as a raw material will soon be ready to operate. Prices on gingham are far under a fair market parity, and advances are generally expected whenever mills are ready to accept business for later delivery.

Wide Sheeting Curtailment.

The wide sheeting situation is such that a little curtailment of production at the present time could readily place the market in a position where prices could be advanced to a basis of profit. The facts are pretty well known to mills and agents and it remains to be seen to what extent relief can be afforded previous to further difficulties in getting prices to a parity the market should be able to support.

Raw Silk Steady.

Raw silk markets reported as steady in Yokohama. In the local trade moderate buying continued on about as low level as any quoted in three years. Should any sharp turn occur in the buying of silk fabrics it is conceded that current raw silk values would soon change. Buyers of silk goods are purchasing moderately for fall. The heavy qualities are still being cut up for coating purposes quite freely and silks for coat linings are being used more freely.

More business has been developing in draperies and bedspreads of rayon content for future delivery. Incidentally, it is stated that more interest is being shown by some buyers of white cotton goods. Many mills went so freely into the rayon lines that low grades are plentiful and irregular in price. Consumers appear to be renewing their interest again in the all white goods that can be laundered at little cost compared with the cleaning of costlier goods. The very fine qualities of rayon draperies are beginning to sell much better to retail buyers looking ahead to fall sales in August and to normal fall business.

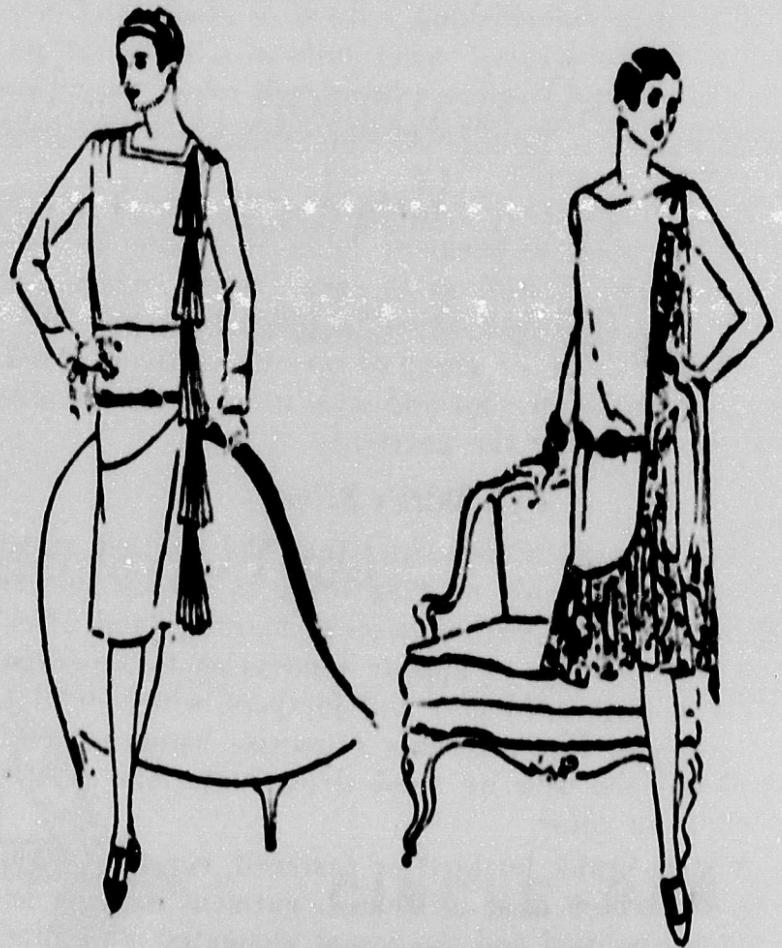
"THE MODE" As Seen By Jeanette

Beach pajamas are no longer a novelty, and very chic is the ensemble of beach coat matching the bathing suit. When this is worn the suit is usually a bright affair of printed silk worn over a knitted one-piece wool suit. At the upper edge of the narrow width turn as elaborate or simple a material as you wish. Some of the prettiest have a six inch border of contrasting variety, are worn, and a close-fitting rubber cap.

The woman who goes in for fads finds the rubber necklace, bracelets, a rubber boutonniere and even a rubber scarf all give a novel appearance to the beach garb.

When your vacation is to be taken on the water the simplest low-heeled shoes, a snug felt hat worn with a plain wool sports frock or a sweater and plained skirt are most comfortable under the top coat. A semi-formal evening dress is used for dinner on the larger steamers.

Of course if you go in for golf or tennis your going-away bag will hold the convenient outfit you like to wear for these sports; simple togs these, that take up very little room.



SMART MODELS FROM PARIS.

Left—A smart frock for late summer wear is this dress of satin Felicia. An interesting attempt at a different type of waist line is made by the use of a seam several inches above the belt, which is placed in the normal position at the hip line. The dress is trimmed with plaited jabots at the side.

Right—The vogue for printed evening gowns, which is the latest Paris novelty, is well exemplified in this chiffon in a Stehlsliks design called "Leafy Bower." It is combined with plain chiffon. The tailored belt of moire with pearl buckle is a notable feature. The skirt has a circular flounce which starts at the shoulder and jabots down.

By the way, why not adapt the latest idea in summer wraps to your own needs? It is simply made, and oh, so very smart looking. An oblong of crepe or silk or satin that measures across its shortest side just the length of your frock from neck to hem is needed—it's a tiny bit longer in the other direction and may be down a fold of about eight inches, sew two sets of snaps to each side about six inches apart. This forms sleeves through which your arms may slip when you don the wrap; the rest of the material drapes about your figure in the smart, nonchalant manner so popular, your arms holding it in place.

Colors for fall have already been announced by those who make these important decisions. If there is anything in a name such shades as "flash," a medium orange red; "muskmelon," pale yellow; "Araby," terra cotta, and "blue aster," which explains itself, will all be popular. There are "dragon's blood" and "beeswax" to add to the list, the latter a curious mustard shade; "twine," which is the very tint of its namesake; and many charming rosy browns such as "Spanish cedar" and "gingerspice" — all alluring enough to make us wish it were time for planning autumn frocks.

Jeauette

SOLID COLOR TREND IN KNIT OUTERWEAR

Two-piece suits of fancy tops with solid color skirts promise to be the outstanding trend in women's knitted outerwear line for fall and winter.

This development comes logically after the importance of the similar combination of fancy sweaters and tops with silk skirts of fine color; for the present summer season.

This fashion note, according to officials of several large houses, permits many variations of fabrics. Browns, tans and autumnal reds are emphasized as the favored colors. Grey, not expected to compete markedly with vogue browns and reds, is looked upon as a "dark horse" and the first weeks of retail turnover will probably determine whether or not grey will enjoy a good season or drop to the ranks of other staples.

Solid Colors Wanted in Sweaters.

In sweaters, the returning popularity of solid colors, already noted in men's lines, is repeated in women's goods. Lightweight cashmeres will be featured, also Angoras of both imported and domestic weaves. Only a light nap is used and several unusual red and brown tones are promised. Novel flannel combinations will be shown in two-piece lines, of fancy jacquard tops, with skirts of solid color. An innovation is the use of elastic belts for skirts instead of the shoulder strap arrangement of other seasons.

In bringing out the two-piece effect, the knitters are simply transplanting the summer trend to terms of winter. Skirts of crepe have been used with fancy tops of loose weave and circular and flat designs. For winter the light weight jerseys of solid color will supplant the silk skirt with novelty having free play in the tops. This trend also embraces the use of plaid

flannel skirts with black velvet jackets, the plaid being repeated in the lapel and trimming.

In the quieter ranges, the three-piece cardigan ensemble is emphasized, this type being specially adaptable for the brown and red shades.

EASTERN RETAILERS ELECTED TO EXECUTIVE OF R. M. A.

Three men's apparel retailers were elected executive officers of the Ontario Provincial Board of the Retail Merchants' Association of Canada, at their annual meeting held recently in Toronto. These are R. F. Fitzpatrick, clothier, Toronto, first vice-president; F. C. McConkey, merchant tailor, Toronto, second vice-president; and J. C. Begg, clothier, Hamilton, third vice-president.

Another item of interest to the clothing trade in connection with this meeting was that it went on record as favoring the complete abolition of the sales tax on wearing apparel and passed a resolution to this effect. This resolution will be forwarded to the Dominion Board so that the whole Dominion Association can be lined up to have this tax removed at the next session of Parliament. The resolution in this respect reads:

Abolish Sales Tax.

"Whereas the public press has reported that the net earnings for the fiscal year exceeded the amount anticipated by the Honorable Mr. Robb, Minister of Finance;

"And whereas there is every indication that the year 1927 will be one of increasing prosperity, thereby undoubtedly permitting the Minister of Finance to again reduce taxation;

"Therefore, be it Resolved that this twenty-seventh annual convention of the Ontario Provincial Board of the Retail Merchants' Association of Canada, goes on record as favoring the total abolition of the sales tax on wearing apparel;

"And that this matter be referred to the Dominion Convention, to be included in the legislation programme for the coming session;

"And that a copy of this Resolution be forwarded to the Dominion Secretary and Ontario's representative on the Dominion Executive Council."

Presenting the Secretary's report, A. G. Frame, acting secretary, announced the result of negotiations with the National Association of Shoe Retailers, with a view to effecting an affiliation between that body and the Retail Merchants' Association. The proposal made is that the two bodies be merged and that the shoe retailers operate as a section of the Retail Merchants' Association, in the same manner as the Ontario Retail Clothiers' and Men's Furnishings section.

It was also announced that the Toronto Cleaners' and Pressers' Association had affiliated with the Retailers' Association, forty members of this business being already members of the R. M. A.

Not So Bad.

Floorwalker—I can't do a thing with Cohen; he has been in three departments and all he does is go to sleep.

The Boss—Why not put him in the pyjama department and put a sign on him. "Even the man that sells our night clothes can't keep awake."

Review of Canada's Footwear Trade

Despite Post-War Slump in 1920 and 1921, Industry Shows Healthy Increase.

Canada's manufacture of footwear is increasing. The footwear industry is divided into two main branches. The largest branch is that devoted to the production of leather footwear, but a rapidly-growing industry is that which turns out rubber shoes. The latter is the more recent of the two branches, and is developing with the greatest rapidity. Canada imports both leather and rubber footwear, but of the latter she exports much more than she imports, while of the former the balance is on the other side. Both branches of the industry are growing steadily, though both were heavily hit by the post-war slump in 1920 and 1921.

A typical view of the situation is that which is given by the trade returns for March. In that month the output of leather boots and shoes in Canada was 1,787,581 pairs. The imports of leather footwear in that month were 102,945 pairs; the exports were very small, amounting to only 3,455 pairs. Of rubber footwear the production figures are not available. The export of rubber footwear for the month of March was 619,001 pairs, while the import was only 1,783 pairs.

The two chief sources of Canada's imports of leather footwear are the United Kingdom and the United States. On the total, the United States has a big lead, but in some particular lines business done with the United Kingdom is greater. Of men's boots and shoes with leather uppers there were imported into Canada in March 17,590 pairs from the United Kingdom and 23,308 pairs from the United States. The articles bought in the United Kingdom, however, were higher in value, the total value of imports being \$70,581 from the United Kingdom and \$45,358 from the United States. Of women's boots and shoes of the same style there were imported from the United Kingdom 4,766 pairs with a value of \$10,706, while the imports from the United States were much greater, being 32,016 pairs with a value of \$133,815.

In children's boots and shoes the import is small, but the United Kingdom leads. In the month under review there were purchased from the United Kingdom 3,192 pairs of children's shoes valued at \$3,238, while the imports from the United States were 2,831 pair, with a value of \$3,088. Boots and shoes with canvas uppers came very largely from the United States, while those with felt uppers come almost entirely from the United Kingdom. Of those with canvas uppers there came from the United Kingdom in March 855 pairs with a value of \$1,016 and from the United States 10,189 pairs with a value of \$6,712. On the other hand, of the shoes with felt uppers the imports from the United Kingdom were 2,263 pairs with a value of \$1,732, while similar imports from the United States numbered only 37 pairs with a value of \$22. The total value of imports of leather footwear from the United Kingdom in the month of March was \$90,261, and from the United States \$201,920. The value of imports of leather footwear from all countries in that month was \$305,080.

Of rubber boots and shoes the largest export trade is done in canvas shoes with rubber soles,

though there is a smaller amount of business in boots and shoes entirely of rubber. Of canvas shoes with rubber soles in the month of March the exports were 587,268 pairs with a value of \$424,663. This trade in canvas shoes is widespread and includes over sixty different markets. First place is held by the United Kingdom which took 237,745 pairs at a value of \$174,125. Second place was held by Argentina with 85,047 pairs valued at \$51,180, while Denmark came third with 60,230 pairs with a value of \$45,932. Of boots and shoes of rubber the exports in the month of March were 31,733 pairs worth \$56,803. Of this article the largest purchaser was New Zealand, which took 14,704 pairs at a value of \$27,492. The United Kingdom came second and Newfoundland third, the former buying 6,161 and the latter 4,033.

In 1925 the output of leather boots and shoes totalled 17,316,565 pairs with a value of \$40,022,515. In the same year the value of the output of the rubber footwear industry was \$24,857,505. Looking back over the last five years the output of leather boots and shoes in 1925 showed a substantial increase from 1921, when the production was 15,046,985 pairs; but the peak production of the period was that of 1923 at 18,124,894 pairs. In the rubber footwear industry there has been a great increase in activity since 1921. In that year, which felt the effect of the post-war slump, the value of the production was only \$13,851,744 as compared with \$25,594,451 at the high prices of 1920.

FALL HOSIERY COLORS CONFIRMED BY TEXTILE COLOR CARD ASSOCIATION.

**Evening Tints Favor Rose and Pink to Harmonize With
Pink and Rose Shades on Fall, 1927, Fabric Color
Card—Day Shades Show Tendency to Golden
and Darker Colors.**

The hosiery colors issued for Fall, 1927, by the Textile Color Card Association, in co-operation with the National Association of Hosiery and Underwear Manufacturers, comprise delicate shades for evening and darker tones for daytime wear.

The new evening tints are Opera Pink—a faint rose which harmonizes with Debutante Pink on the Fall, 1927, card; Opal Mauve—a pale violet, and Vanity—an illusive, nude shade with a dusty mauve cast, adaptable to daytime and evening wear.

Mirage is a shade admirably suited to blend with afternoon gowns—a subtle greyish beige. Yosemite has a decidedly golden lustre appropriate for autumn. Bronze Nude is a medium brown with a gold sheen. Season suggests the light greyish tan of the ocean beach, and Manon is a medium brownish grey. Merida—named for a city in Mexico—is a soft cafe-au-lait color, while Beechnut is a shade darker. Rifle is a dull slate grey.

Other colors repeated from former cards because of their popularity are Harvest, Moonlight, French Nude, Grain, Dove Grey, Evenglow, Blue Fox, Aloma and Beige.

Also incorporated in the hosiery card are the shoe

colors, giving the additional service of a combined shoe, hosiery and leather card, and a composite picture of the colors featured by these related industries. The six Fall shoe colors chosen by the allied shoe and leather companies appointed by the Tanners' Council, National Boot and Shoe Manufacturers' Association and the National Shoe Retailers' Association, in cooperation with the Textile Color Card Association, are "Brierwood," a rich mahogany; Andorra, a warm, deep-toned brown, and Whippet, a neutral shade bordering on a medium fawn. The well-known Stroller Tan, a rust shade; Sauterne, a light gold-tinted tan, and Plaza Grey, a pleasing medium tone, have been retained and will again be featured.

**U. S. VISITORS MAY STILL
PURCHASE \$100 GOODS HERE.**

A MERICAN visitors to Canada may still make purchases in Canada up to \$100 and take them back across the border without being taxed by the United States customs.

Actually the practice is now irregular since the rule allowing the exemption has been rescinded by the United States treasury. But its spirit still prevails.

This clarification of the situation was obtained from United States customs and consular officials following the statement that the purchasing privilege accorded American citizens by their own government had been officially abrogated.

"After the rescinding order was put through the treasury, we were advised to suspend it for thirty days. At the end of that time we were told to disregard it. We have always allowed American citizens to carry \$100 worth of personal goods through our office," a Custom official stated.

The American vice-consul stated that, whatever practice was in force here, the same would apply in all other Canadian cities.

LINENS AND BLANKETS PROMINENTLY DISPLAYED GET TOURIST BUSINESS.

Much is being said about how to get, and maintain a tourist business in this country. On the other side of the line, retail merchants' associations are criticising the direct efforts made by Canadian merchants to get the trade of the American tourists. It is now a common occurrence to see large placards in store windows and other prominent places, announcing the fact that American tourists are allowed to take \$100 worth of goods, duty free, back to their own country with them. Whether it was the prominent display of these cards, or other direct efforts to get this American trade, last

year, this rule was rescinded, but even then customs officials were advised to disregard the notice to rescind, and only recently, the ruling was changed, giving Canada the status of "abroad" in order to allow the ruling to remain in force.

Many claim that the Canadian merchant is quite justified in taking whatever honest means he can, to get trade, while others feel, that such things as signs, folders, and other appeals, are somewhat undignified and that display alone should be resorted to, to get the tourist business. Whichever faction is right, a great deal of missionary work has already been done, and most American tourists are well informed of the fact, that better class of table linens, woollen blankers and English crockery can be purchased in Canada at an advantageous price.

**HANDKERCHIEFS TO MATCH COSTUME THE
VOGUE.**

At the present moment, the most popular item in the handkerchief world, is the colored silk or linen handkerchief, to match the costume. Printed linen handkerchiefs have been selling exceedingly well in the States, but in Canada, there seems to be little favor for these lines. Large department stores have been selling their stocks of printed linen handkerchiefs at half-price, for the simple reason that there has not been a large demand for them.

Lace handkerchiefs with linen centres seem to be the favorite for gifts at present, and these seem more popular than they have been for some time, while plain white linen kerchiefs with spoke hemstitching, double hemstitching and hand rolled hems are also selling well in the better class of goods. The fine white linen handkerchief with grey embroidery, and grey embroidered borders is receiving a considerable amount of attention, but not as much as during the Christmas season last year.

**CAN YOU TURN FIRE PROTECTION INTO
IMMEDIATE PROFIT.**

In nearly every city, Fire Prevention Week is featured and some fire prevention work is carried on by various agencies throughout the year. That is all very fine. Much good is certainly accomplished.

Many business men are inclined to voice, or at least think, this query: If fire prevention work is to any degree effective, who profits? Do I profit?

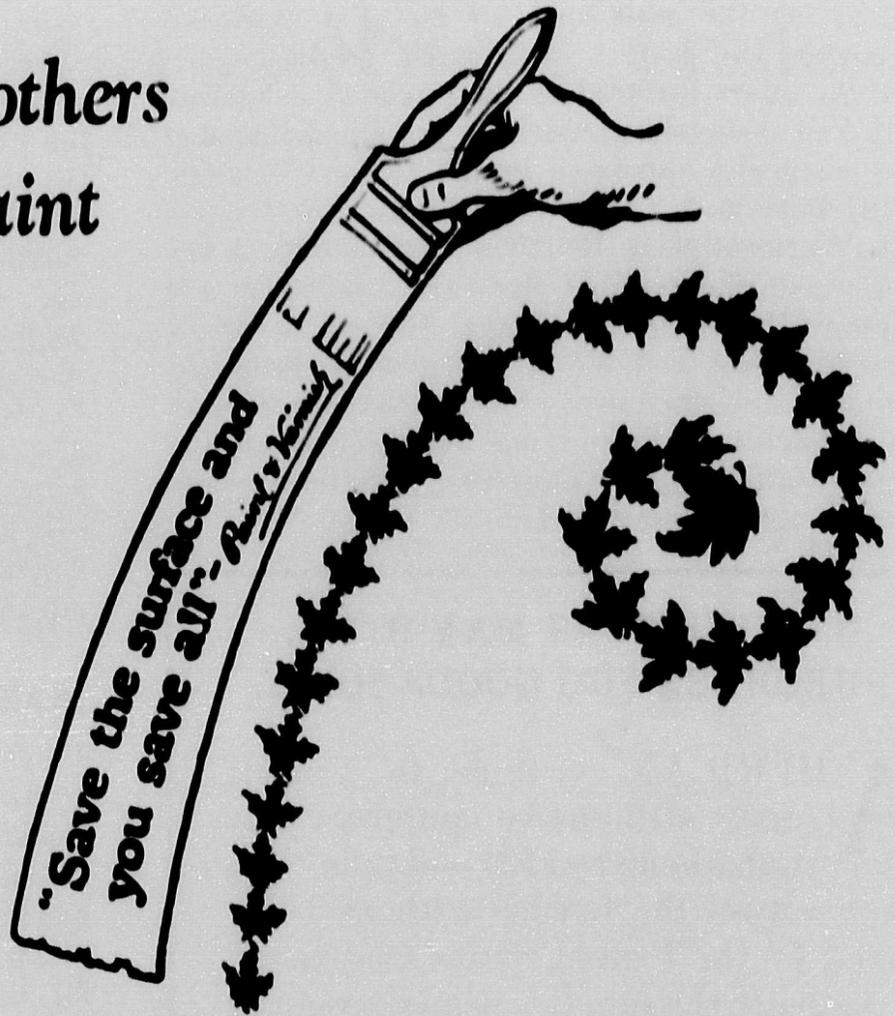
Here is the answer: The public in general and the property owner in particular get a tremendous benefit whenever property, which is wealth, is concerned. Most certainly everybody profits when fire prevention work is effective.

If you are insured in a mutual company, you get a further benefit from fire prevention work, if fire prevention is effective in the group with which you are insured.

Mutual insurance pays its fire losses, pays its operation expenses, and maintains a surplus fund as a factor of safety. Mutual insurance returns the balance of premiums paid to the policy holders. The savings amount to approximately 25 per cent of standard rates.

Through the Insurance Department of the Retail Merchants' Association this principle is intelligently applied to the needs of the retailer.

Paint for Fall and others
' will "Fall" for Paint



PEOPLE are more convinced by what they see than what they hear. Also they are imitative. To show them an attractive paint job is better than to tell them about one. Your freshly painted store front helps to sell, not only more paint and varnish, but every other line you carry. It entices customers in. A painted store smiles, a neglected store frowns. The smile wins.



Subscribed by Paint, Varnish
and Allied Interests

HARDWARE, OIL *and* PAINTS



The Idea Behind "Save the Surface" Campaign Property Protection and Improvement

PAINT THIS FALL has become a popular merchandising slogan, and the activity already becoming evident in the paint trade in every section of Canada is but additional proof of the ever-increasing effectiveness of the "Save the Surface" campaign, which paint and varnish manufacturers have so successfully conducted for some years past. This sort of co-operative advertising is of inestimable value to the hardware merchant, who sells paint and varnish and every other surface protection of merit.

"Save the Surface" suggests in the first instance, **PROTECTION**, and the people of Canada have been educated through the medium of this campaign to desire this kind of protection.

With the increasing prosperity of our Dominion, people have more money to spend for this kind of protection, and realize the reasonableness of the advertising. While the "Save the Surface" campaign grows more effective with time and experience, and while plans for the future years will be on a more elaborate scale, all that has been done up to this time represents a foundation on which the dealer can build a greater paint and varnish business than he ever imagined possible. The home, be it urban or rural, provides what might be considered the best field for paint or varnish preparations. Home owners in every community know that paint and varnish prevents deterioration. They know that it adds greatly to the appearance of that home, and if deterioration is thereby prevented, and the appearance improved the value of that home is materially added to.

Most of the homes in Canada are on streets or highways that are teeming with automotive traffic. The owner is therefore more particular about the appearance of his home. He also travels by automobile, through rural communities, villages, towns and cities, and returns with a new idea in mind as to how his home could be improved. The interiors of these homes are getting more attention than formerly, for visitors are more frequent now than before the automobile be-

came so popular, and then too protection for the interior is equally as important as protection for the exterior. About the home there are other things and possessions that require the same paint protection, garages, the car, the barn, the implement shed and the implements therein.

In every community there are public institutions in which the ratepayers, home owners of that community, are interested. It may be a hospital, where paint, lacquer, and varnish can be used, and should be used unsparingly on practically every inch of floor, ceiling, walls and equipment. Cleanliness and protection are essentials here, and the use of proper paint and varnish preparations assures this very thing. In these communities there are churches, schools, theatres, town halls and other public structures such as bridges that claim interest in the matter of protection.

Surely the seven words that form the "Save the Surface" Campaign form a policy of insurance against deterioration that has a genuine appeal in every community—"Save the Surface and You Save All."

Many of the home owners are employed in offices, factories, power plants, stores, and other business and industrial establishments. They know that paint and varnish is an aid to both production and morale. The dark dingy store is not very attractive to say the least, and probably a great many people keep as much away from such places as possible. Production in factories that are void of the element of brightness and cleanliness that can be obtained by the use of paint, in almost every instance, cannot be at a maximum as to quality and quantity. The mere idea in the mind of the mechanic or operator that those who control that plant give no thought to the matter of protection and bright cheerful surroundings, keeps him from putting forth his best effort. The office that is spic and span and is kept that way by the frequent use of paint and varnish, is occupied by a staff of bright, alert employees, while all those who are obliged to frequent such offices are at once favorably impressed.

The progressive hardware merchant in every com-

munity in Canada must first of all be a keen enthusiast in the matter of paint protection, and must set an example for his community. His store, his home and every other building that he possesses should be an example of the best results that can be obtained by the use of all the many preparations that have been mentioned. If that is the case the prospects for bigger paint sales in that community are indeed bright. There are hundreds or thousands of potential paint and varnish customers in every community who are being or have been educated as to the value of "surface protection," and they can be induced to use twice or possibly ten times the amount of paint that they have previously used. This fall is the logical time to start a bigger "Save the Surface" campaign in your community. Conditions are more favorable than ever before in the history of our Dominion. An era of prosperity is evident. It promises to be of greater proportions than all the "good times" that have gone before. Better products, and products for many purposes not previously obtainable, are plentiful. The "Save the Surface Campaign" has influenced thought. It has established as a nationwide axiom a truth—save the surface and you save all. Get back of this campaign with every ounce of effort at your command—for Bigger Paint Sales This Fall—for Bigger Profits From This Department of Your Business. It can be done.

HARDWARE MARKETS AT A GLANCE

Good Hot Weather Demand.—Vancouver Replacement Orders Are Heavy.

The hardware trade in Vancouver territory continues to be typical of hot weather, with a very heavy demand for electric fans, ice cream freezers, etc. Preserving and canning supplies are also moving well. There is somewhat of a lack of real activity in other lines. Prices are steady and firm all down the line, and there is little indication of pending fluctuations.

Paints and Oils.—The demand for mixed paint and supplies is good. Prices are unchanged.

Sash Pulleys.—Prices are firm and a satisfactory volume of orders are being received.

Game Traps.—Orders for future shipment are being placed by local retailers.

Galvanized Sprinklers.—Demand for this commodity has opened up considerably in the past two weeks.

Electric Fans.—This item has been moving at a brisk pace during the past two weeks, and sales this season are expected to be fully up to last year's level.

Glass and Putty.—Sales are running quite normal. Prices are unchanged.

Files.—There is a good movement in mill files.

Scythes and Snaths.—Requirements for scythes and snaths are comparatively heavy, and the trade is well pleased with turnover in these lines.

Vacuum Bottles, Jugs and Jars.—Trading in these lines continues to be active and satisfactory.

Swings.—Demand for porch and lawn swings has been good jobbers state.

Builders' Hardware.—Demand is only moderate, although there is considerable estimating being done for building work which may develop good sized requirements.

Cow Sprays and Sprayers.—Demand for these lines continues active and jobbers report business as satisfactory.

Baseball Goods. have been more in demand than for many seasons past. New interest seems to be taken in all sections.

Automobile Tires and Accessories.—Tire sales are good, having increased the past week or two. With vacation and touring season on, retailers are doing a good business in tires.

Batteries.—Radio batteries are in moderate demand. Prices are unchanged.

Binder Twine.—Sales are holding up quite well, although there is usually a falling off in demand at this time of the year.

Ice Cream Freezers.—These are in fair and steady demand.

Nails and Wire.—The demand is only fair. Prices are well maintained.

Corrugated Roofing.—This item continues quite active.

Poultry Netting and Wire Cloth.—Wire cloth is still in fair demand, but call for poultry netting is about over for the season.

Camp Stoves and Camp Furniture.—Tourist demand is very brisk, showing greater activity each successive season.

Hunting Togs.—Dealers are placing fall orders now in good volume.

Wrenches.—Sales are especially good on agricultural wrenches. Prices are steady.

Lawn Mowers.—Sales are showing up well in volume in this line. Dealers still have good stocks. Prices are unchanged.

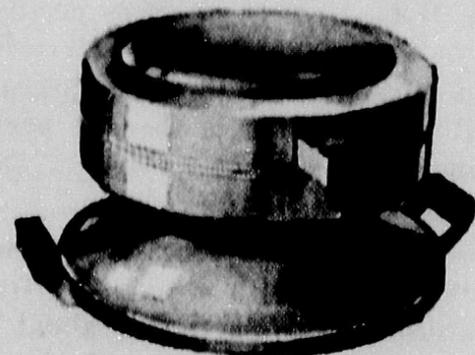
Electrical Merchandise.—No change, and market is steady. Demand for heating appliances and fans is good. Sales of electric irons steady.

Golf Goods.—A very fast growing demand with ever increasing new customers justifies dealers carrying golf goods in stock. Present prices are attractively low.

Lamps and Lanterns.—Sales are steady and of good volume. Stocks are well filled and prices firm.

Tin.—Demand is steady and stocks ample. Prices are steady.

NEW GOODS.



ELECTRIC WAFFLE IRON.

Made of cold rolled steel, heavily nicked and highly polished. Grids are cast of special alloy and do not require grease except the first time used. They are special hollow construction and will bake waffles in one minute after being brought to the proper temperature.

HARDWARE PRICES CURRENT

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

AMMUNITION. Loaded Shot Shells.

| | |
|---|---------|
| Dominion: | M |
| Canuck. | |
| 12 G x 26 x 1 1/4 ch. | \$13.50 |
| 12 G x 28 x 1 1/4 ch. | 42.50 |
| Imperial. | |
| 12 G x 26 x 1 1/4 ch. | 51.00 |
| 12 x 28 1 1/4 ch. | 51.00 |
| American. | |
| U.M.C. Nitro Club 12 G x 26 x 1 1/4 ch. | 52.85 |
| Peters High Gun | 52.85 |
| U.M.C. Arrow 12 G x 26 x 1 1/4 ch. | 59.25 |
| Peters Premier | 59.25 |

Metallic Ammunition.

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

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

AXES—Boys' Axes, 1 1/4 lbs. \$12.60 to \$13.20 doz.; double bit axes, unhandled, \$22.20 to \$25.20 doz.; hunters axes, \$12.00 doz.; single bit axes, unhandled, \$16.20 to \$18.00 doz.

BARS—Crow, \$11.00 per 100 lbs.

BELTING—Lace, rawhide sides, \$1.45; cut 5/16 at \$2.45 per 100 feet, 3/4 at \$3.10 per 100 feet, 1/2 at \$4.50 per 100 feet.

BOLTS, CARRIAGE—(in full packages), 1/2 and smaller up to 6-in. long, less 33 1/3 off list; over 6 1/2 in. 27 1/2 off list. Note new larger, all lengths, less 20 off list. Note new list prices in effect.

BOLTS, MACHINE—1/2 and smaller up to 4-in long, less 45 off list; over 4-in less 33 off list; 1/2 17 1/2 and 3/4 less, 30 off list. Note new list prices in effect.

BOLTS, STOVE—Less 33 off list.

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

BOARD, Beaver—Per 1,000 to 5,000 feet, \$51.00 per 1,000 feet.

BOILERS, RANGES—30 gals. \$9.50 each.

BUILDING PAPER—Tarred, \$4 to \$1.84 per roll, according to quality; plain \$1.16 to \$5c per roll.

BUTTS—Plated, \$41, antique copper and dull brass finish 3 1/4 x 3 1/4 per pair 30c; 3 1/4 x 3 1/4 per pair, 24c; 4 1/4 x 4 1/4 per pair, 67c.

BUTTS—Wrought steel, No. 804, 2 1/4 x 2 1/4, \$1.45 per doz.; 3 1/4 x 3 1/4 \$2.95 per doz.; 4 1/4 x 4 1/4, \$4.00 per doz.

CARPET FELT—16 oz. 50-lb \$2.75 roll.

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

CHAIN—Coil B, electric weld, 2-16, \$19.50 per 100 lbs; 3/4, \$18.40 per 100 lbs. 5-16, \$15.50 per 100 lbs.

CHAIN—Logging, 5-16 x 14, \$3.00 each; 3/4 x 14, \$2.75 each.

CHOPPERS FOOD—Universal No. 6, \$22.20 doz.; Universal No. 1, \$27.00 doz.; Universal No. 2, \$28.60 doz.; Universal No. 3, \$42.80 doz. Home, No. 65, \$2.80 each; Home, No. 65, \$2.75 each.

CHURNS, BARREL—No. 6, \$10.70 each; No. 1, \$11.10 each; No. 2, \$11.80 each; No. 3, \$12.75 each.

CLEVIS, MALLEABLE—Per lb. 16 1/4c

CLOTHES LINE WIRE—50c a hundred feet.

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

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

IRON BAND—Per 100-lbs.—1 1/2-in. \$4.00; 1 1/4-in. \$4.00; 1-in. \$4.00.

IRON, BLACK SHEET—per 100lbs.—16 gauge, \$4.70; 24 gauge \$5.50; 18-20 gauge, \$5.20; 25 gauge, \$5.75.

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

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

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

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

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

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

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

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

PICKS—Clay, 6-7 lbs. \$8.40 doz.

PINE TAR—1 gal. \$1.10 each; 1/2 gal. 35c each; 1/4 gal. 22c each.

PLASTER OF PARIS—\$1.60 per 100 lbs.

RIVETS AND BURRS—Black carriage, 5th burrs 57c; No. 2 assorted copper rivets No. 2, 31c lb; assorted copper rivets and burrs 61c; No. 3 assorted copper burrs and burrs 31c per lb. No. 2 copper burrs 37c per lb; Coppered rivets 26c per lb. Coppered burrs 37c per lb.

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

RADIO RECEIVING SETS—The new Thermodyne TF5, \$135.00 less 30 per cent.; the New Thermodyne TF6, \$215.00 less 30 percent.; Algonquin, \$95.00 less 33 1-3; Trans Atlantic, \$72.50 less 33 1-3; Premier Ensemble, \$48 less 33 1-3.

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

BATTERIES—No. 766, \$1.90; each; No. 767, \$3.65.

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

SAWS, BUCK—Happy Medium, \$16.50 doz. Happy Idea \$16.50 doz; Disatons No. 6 \$16.50 doz.

SCREWS—Bright flat head 70/10 off list; bright round head, 67 2/10 off list; brass flat head 66/10 off list; brass round head 60/10 off list.

SCREW CAPS—60 off list.

SCREWS, SET—60 off list.

SHOVELS AND SPADES—Oids or Fox, \$11.50 per doz. 1/2 Jones or Bulldog \$13.70 per doz.

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

All above in black finish.

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

PAINTS AND OILS. Brandram-Henderson

| | | |
|----------------------------------|------------|--------|
| B-H "English" ordinary colors | Per Gallon | \$4.25 |
| B-H "English" white | | 4.60 |
| B-H Exterior Oil Shingle Stain— | | |
| Ordinary colors, in 4 gal. cans | | \$1.60 |
| Greens and Greys, in 4 gal. cans | | 2.00 |
| B-H Anchor Shingle Stain— | | |
| Ordinary colors, in 4 gal cans | | 1.35 |
| Greens and Greys, in 4 gal. cans | | 1.50 |

PAINTS

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

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

| | | |
|------------------------|---------|--------|
| LINSEED OIL— | Gallon. | |
| Raw, 1 to 2 barrels | | \$1.13 |
| Bolled, 1 to 2 barrels | | 1.18 |

| | | |
|---------------------|--------------|---------|
| LEAD, WHITE IN OIL— | Per 100 lbs. | |
| 1,000 lbs. to 1 ton | | \$13.41 |
| Less | | 18.78 |
| Brandram's Genuine | | 14.00 |

| | | |
|---------------|---------|--------|
| TURPENTINE— | Gallon. | |
| 1 barrel lots | | \$1.20 |

| | | |
|------------------|--------|---------|
| VARNISHES— | Gallon | |
| Elastic, No. 1 | | \$ 8.30 |
| Elastic, No. 2 | | 7.40 |
| IV Linoleum | | 6.80 |
| IV Marine Spar | | 7.10 |
| IV Furniture | | 8.65 |
| IV Pale Hard Oil | | 4.65 |

Less 33 1-3 per cent.

ROGERS BRUSHING LACJUER.—1 gal., \$9.85; 1/2 gal., \$5.18; 1/4 gal., \$2.71; 1/8 gal., \$1.48; 1-16th gal., 87c.; 1-32nd gal., 57c. Less 40 per cent.

Automotive Price List

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

ACCELERATORS FOOT—Wireless Ford at \$1.75 each.

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

BATTERIES—Hot Shot \$2.96 each.

BOOTS—Tire 4-in. \$1.25 each.

BUMPERS—Hoover Twinbar, \$10.60 each.

CAPS—Radiator, \$1.00 each.

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

CARRIES—Luggage, collapsible \$2.25 each.

CEMENT—Radiator, 1/2 lb Wonder Worker \$5.40 doz.

CHAINS—Weed 30x3 1/4 \$6.35 each; 32x3 1/4 \$7.00 each; 31x4 \$7.70 each; 33x4 \$8.20 each; 34x4 \$9.00 each. Less 30%.

RID O SKID—30x3 1/4 \$2.75 pair; 32x3 1/4 \$3.95 pair; 34x3 1/4 \$4.10 pair; 30x4 \$3.95 pair; 33x4 \$4.50 pair. Less 30%.

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

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

DEFLECTORS—Wind adjustable \$15.30 pair.

ENAMEL—1/2 pt, Jet Lac \$6.00 doz.; 5-oz. Wonder Worker \$4.80 doz.; Martin Senour Quick Drying, 1/64 13c each; 1/32 19c each; 1/16 31c each; 1/8 54c each; 1/4 96c each; 1/2 \$1.70 each.

HORNS—Electric \$5.75 each.

JACKS—No. 300 \$2.00 each; No. 4 \$2.25 each; No. 41 \$2.00 each.

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

MIRRORS—Rear view \$2.00 each.

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

PATCHES BLOW OUT—Locktite, No. 3 \$9.00 doz; No. 3 \$4.00 doz; No. 6, \$2.00 doz.

PLATES—Step \$2.00 each.

PLUGS—Spark Champion 68c each; A. C. Titan 63c each; Hal-Fl. 59c each.

THE TINLESS CAN.

The Problem of Corrosion of Tin Cans as Affecting Food Products Situation.

Tin cans are made of tin plate. Tin plate is rolled sheet steel, usually Bessemer grade, coated with tin. This action on goods packed, stored or canned in these containers is complicated by the large number of factors entering into the hot dipping. Due to increasing prices of tin metal and the invention of the "tinning machine," the amount of tin used per unit of area of tin plate, has considerably decreased in the last decade or so. It is understood at the beginning that it is an exceedingly difficult matter to form a perfectly continuous coating of tin over the iron base metal. Millscale inclusions rolled into the sheet will cause imperfections and holes in the final tin sheet. Unclean steel plates will be imperfectly coated and numerous other factors will work or tend against the production of a steel plate base covered with an absolutely continuous covering of tin which has no pin holes or uncovered iron spots.

Causes of Corrosion.

It is commonly conceded that when tin plate is exposed to atmospheric influence, corrosion takes place most rapidly at those points where iron is exposed. Small electrolytic cells are set up, and the corrosion of the iron plate is actually accelerated by the presence of the tin. Due to their position in the single potential scale of metals, when in contact with an electrolyte, iron and tin will function as a battery, iron being the anode and tin the cathode. The tendency will, therefore, be for the iron either to oxidize or disintegrate and for corrosion to be accelerated. Corrosion can proceed so far as to actually cause holes to form in the tin plate at those points at which we have uncovered iron.

No Substitute for Tin Available.

Although this would seem to justify the conclusion that the tin can leaves much to be desired as a perfect container for preserving foods, it is well to remember that there is not available at the present time as good a substitute which has all the commercial features of the tin can. Glass containers would eliminate corrosion, but they are not suitable or adaptable for cheap shipping and transportation. Paper containers will not ordinarily stand processing of foods. Metal containers other than those made of tin plate, bring along their own corrosion problems. They are also more costly. Tin cans are relatively cheap because of the quantity in which they are made and consumed.

Commercially, it is to be observed, that even with defects the tin can is more or less adapted to a great many different food products. Food product losses due to can failures bulk very large in actual money, although the percentage of cans failing is low. An estimate of the size of the industry can be gained from the statement that each one of us is responsible, directly or indirectly, for the destruction of a can per day every day in the year through our consumption of the contained food products.

A factor to be considered in tin cans and their use is the thought that in many cases the use of tin in cans is decorative. At other times it is, or should be protective.

In the electroplating of metal coatings on base metals, extensive experience has shown that the most important factor in the production of corrosion resistant platings is the preparation of the base metal. The best preparation of the base metal is usually obtained not by chemical, but by mechanical surfacing methods. By analogy it should follow that the best preparation of a metal surface which is to be coated by hot dipping in a bath of another metal would be a mechanically produced surface.

Samples of mechanically surfaced tin plate on examination were found to be more continuous as far as the tin coating was concerned. The amount of tin was considerably more than that on canner's plate. Tin cans made of mechanically surfaced plate were used for canning foods in experimental lots. They showed up to better advantage than cans made of ordinary tin plate.

Conclusions.

Investigation has shown that preserved food products have corrosion effects on the tin plate of tin cans. The corrosion effects are of three varieties—discoloration, perforation and etching.

Discoloration is largely the result of sulphide formation. It is objectionable from the aesthetic viewpoint. Perforation is the result of electrolytic action. It causes the loss of both the container and the enclosed food products. The peculiar phenomenon of potential reversal and its effect on perforation has been noted and described. Etching is the result of chemical solution of the tin of the tin plate. It increases the tin content of the food. Tin salts are not harmful to the human system; they are non-poisonous. Tin is not cumulative in metabolism.

Heavier tin coatings on tin plate would not eliminate discoloration, but the effect would be reduced. Perforation would be delayed by heavier coatings. Etching would not be affected.

Lacquering or enamelling of cans practically eliminate discoloration, but perforation is accelerated. Etching is eliminated practically by this method.

Paper liners in cans of food products which discolor badly have been of considerable commercial aid. Those papers containing zinc are objectionable, as zinc compounds in foods are harmful to the human system. Parchment papers without zinc salts have been used successfully, particularly in the case of sea foods. The paper liners in use effect the potentials generated in cans between iron and tin electrodes. The mechanism of the action of parchment paper liners is not quite clear.

BREAD AND CANNED GOODS HAVE BROUGHT GREATER FREEDOM TO HOUSEWIVES.

Play Prominent Part in 20 Billion Dollar Annual Grocery Bill and Are Two of 17 Items Comprising 76 Per Cent. of American Food Bill.

A recent compilation of food statistics made by a prominent New York brokerage house shows that over twenty billion dollars is spent annually for groceries by American housewives. In a list of 17 items which comprise 76 per cent. of the American food bill are to be found milk, wheat flour, sugar, potatoes, eggs, wheat bread, ice cream, coffee, canned vegetables, apples, canned fruits, pork, fish, chickens and other meats.

At least twelve of these seventeen items are grocery products and there are grocers who sell even more than twelve of these prime movers. The remaining 24 per cent. which is spent for food is scattered over a thousand different items, a representative proportion of which is to be found on the grocer's shelves. Included in this category are also products which have an influence on the buying habits of the American housewife. Such a small but necessary staple commodity as yeast, for example, is purchased daily in grocery stores by thousands of housewives who use it as a health food for themselves and their families and forms a vital part of the grocer's service which housewives look for and appreciate.

It is estimated that the average wage earner spends 43 per cent. of his income on food, the majority of which is purchased at his corner grocer's. Five billion cans of food a year are being sold by grocers averaging about 185 cans per year per family.

These figures do much to support the contention that the grocery today is the most important store in the community as well as an instrumental factor in changing the housewife from a "cook to a can-opener." In this respect it must be said that the change has played an important part in allowing the housewife to come out of the kitchen and devote more time to her other interests.

A recent article in the Advertising and Selling Magazine also comments on this fact, saying:

"If the American woman is now a 'can-opener,' she isn't eating any less fresh vegetables or goods than formerly. What she is now doing is to provide her family with fruits and vegetables all the year around as well as with a more varied diet generally via the tin can route. A generation ago few people had fruits and vegetables during long winter and spring."

Bread, another of the seventeen main items included in the 76 per cent. estimate has also played a prominent part in taking the housewife out of the kitchen. A survey made by the Fleischmann Company shows that but six per cent. of the American housewives do their own bread baking at home, so satisfied are they with the superior merits of the bread which they can purchase at their corner grocery.



**Bruises Sores
Rheumatism**

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

**J. A. TEPOORTEN
LIMITED**

WHOLESALE DRUGS

PATENT MEDICINES DRUGISTS' SUNDRIES
PHARMACEUTICAL PREPARATIONS

308 Water St. Vancouver, B. C.

Coast-Okanagan Telephone Service

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

**BRITISH COLUMBIA
TELEPHONE COMPANY**



Grocery Store Manager says:

"For the past three years," writes Mr. Sherman Ackerman, Roselle Park, New Jersey, "I have suffered from constipation. After taking all sorts of treatments, a friend of mine recommended Fleischmann's Yeast and it has cured me.

"Now, I highly recommend Fleischmann's Yeast to all my customers and they have come back and told me of the wonderful results it has brought them."

You can bring YOUR customers back to YOUR store by recommending Fleischmann's Yeast for Health. And they will become regular customers with healthy appetites—who need and buy more of your groceries.

The Fleischmann Company

YEAST

SERVICE

TRADE NOTES IN BRITISH COLUMBIA

F. H. Briscoe has sold out his printing and publishing business at Armstrong to J. E. Jamieson.

A. & A. Co. Ltd., Vancouver Grocery and meat business, have opened a branch at 2995 Granville Street.

The Bank of Toronto has opened a branch at 3735—10th Ave. West, Vancouver.

Canadian Motors Ltd. have commenced operations in Vancouver.

Purdy's Cafe Limited, Granville Street, Vancouver, are applying for change of name to Purdy's Limited.

Tenders reported advertised for purchase of Electrical Fixture Manufacturing Department of Rankin & Cherrill, Vancouver.

Robertson, Godson, Co., Ltd. Vancouver, are reported to have sold to Metals Limited (wholesale plumbers supplies).

Russell Wilson Motor Co. Ltd. Vancouver—Balliffs sale advertised.

J. S. Smith, Vancouver (Imperial Ladies' Wear) has assigned; J. S. Flanagan custodian.

E. Trott, grocer, Vancouver. C.C.M.T.A. Ltd. granted power of attorney.

Zlotnick, Morris, jeweler, Vancouver, has assigned, Prudential Trust Co. Ltd. liquidators.

Sydney Fry has commenced the "Princess Bakery" at Victoria.

Foster's Fur Store of Victoria have opened a branch in Vancouver.

Robert Russell, hardware merchant, of Victoria, has sold out.

L. R. Turner has discontinued his grocery business at Mayne Island.

The London Outfitting Co., Vancouver, is reported sold out to R. H. Stewart Co., Ltd.

R. P. Jenkinson succeeds Mitchell C. Anderson, grocer, Victoria.

Thompson & Fowie have sold their grocery stock at Nanaimo to William Brown.

C. C. M. T. A. Ltd. have appointed trustees in connection with the winding up of R. L. Booth's business at Quesnel (grocer).

T. H. Ingram has been appointed custodian of Chanticleer Shops, Ltd., Vancouver.

DEVELOPMENT OF THE PEACH

The grocer who thinks that this world has lost all its interest in romances will change his mind if he'll just tell a customer or two a few of the interesting sidelights on the Blue Ribbon Peaches on his shelves.

Confucius, writing five hundred years B.C., mentions the To or Toa which later became the "Persian Apple" or "Persica," and finally "Peach." The early Latins called the peach "Persica" after Persia, the land from which this delicious fruit came. China may have had peaches first, but to Persia with her trade routes toward the Mediterranean goes the credit for giving this luscious fruit to the Western world.

Described early as the "Persian Apple," the peach is wholly unlike the apple in the respect that it does not keep well in its fresh state. The old world peach was at its best a watery fruit that would dry into a hard, tasteless, fuzzy mass.

It is only a dozen years ago that the California Peach and Fig Growers' Association found means whereby the unsightly fuzz could be removed from the peach. Any grocer who has been in business since 1917 will remember the sensation that was created when this big co-operative association brought out the first "practically peeled peaches."

The flavor of peaches is most unusual. It is not approached by any other dried or fresh fruit. The Blue Ribbon Peaches are all thoroughly ripened on the trees, which gives them that full, luscious tartness that adds so much to otherwise ordinary food. The acid tartness changes to a basic or alkaline reaction when it is absorbed into the blood; so peaches, as do Sun-Maid Raisins and Blue Ribbon figs, have a tendency to counteract the acidity produced by a diet too heavy in proteins and starches.

The Fine Quality of
WESTERN GLASS
attracts customers.

POLISHED PLATE GLASS
MIRRORS :: WINDOW GLASS

The Dependability of Our Service
is Available to All Merchants.

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
Multi-graphed, Mimeographed
Addressed, Mailed.

Mail Campaigns Handled Efficiently
Wrigley Directories, 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. 3880



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.



REPUTATION!

There must be something unusually good about a product that can reach an annual sales-total of 15,000,000 tins each year.

That's where Brunswick Sardines are now —where their reputation as a fine, wholesome sardine, economically priced has placed them, and is keeping them.

Grocers! Profit by this popularity.

Largest sardine packers
in the British Empire.

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

'Connors, 
BRUNSWICK
BRAND
SARDINES



SWIFT'S "PREMIUM" SUMMER SPECIALTIES

For the Picnic Basket



Now is the Season to stock a good full line of our Summer Cooked Meat Specialties, including our "Premium" Cooked Hams, both round and flat style. Your trade will find any of our Summer Specialties ideal for Sandwiches and other Picnic purposes. Ready to serve. Absolutely delicious and satisfying. You will find these products a winner with your trade, and a profit-maker for yourself.

**ALL OUR PRODUCTS ARE GOVERNMENT
INSPECTED.**

SWIFT CANADIAN COMPANY LIMITED

SCHOOL BOYS' SOCIETY
YOUTHFUL MEN
COURAGE
HONOR

THE
SOCIETY
OF
YOUTHFUL
MEN
OF
THE
UNITED
STATES
OF
AMERICA

ONE OF THE
SOCIETIES
OF THE
UNITED STATES
OF AMERICA

ROCK RIB[®] HERCULES

Hosiery for Boys

