

# HONEST VALUES-FAIR PRICES

IF YOUR CLOTHES are to reflect your personality and are to fit exactly, they must be built to fit your figure.

Ready made clothes are modelled for the multitude—our hand-tailored clothes are designed for the individual.

Exclusive Designs  
in  
High Class Tailoring  
**HORACE C. BROWN**  
83 Germain Street  
Phone M. 1328

## SOME OF THE WORK DONE BY THE R. M. A.

### GRADING OF APPLES AND OTHER FRUITS, AND FRUIT CONTAINERS.

A bill, known as "An Act to Regulate the Sale and Inspection of Fruit and Fruit Containers" was passed this session, which provides for the regulation of apples and other fruits and fruit containers. A joint conference of the Producers, Wholesalers and Retailers was held and our Association suggested several amendments in connection with the retail side of the question, which were acted upon.

### GRADING AND MARKING OF EGGS.

During the last year a series of conferences has been held at the instance of the Deputy Minister of Agriculture, and representatives of the wholesalers, retailers and consumers attended the same. Our Association took an active part in the revision of the Egg Regulation.

### ALCOHOL IN PROPRIETARY MEDICINES.

We petitioned the Dominion Government to refuse a license for the manufacture of any preparation carrying an excessive proportion of alcohol which might be used for beverage purposes.

### IMPORTED PRINTED AND LITHOGRAPHED MATTER.

We secured an Order-in-Council providing that all printed and lithographed matter be marked with the name of the country of origin. This was done at the request of our Printers and Publishers' Section.

### SCIENTIFIC AND INDUSTRIAL RESEARCH.

A conference on Scientific and Industrial Research was arranged by the Canadian Manufacturers' Association, and our Association was invited to attend and present the views of the retail trade, which we did.

### OFFICERS OF CORPORATIONS RESPONSIBLE.

We secured an amendment to the Criminal Code making the officers of corporations responsible for their acts in the same way as are individuals.

### SELLING OF VEGETABLES BY WEIGHT.

We were successful in having legislation passed permitting vegetables to be sold by weight.

### GOLD AND SILVER MARKING ACT.

When this Act was first introduced we secured amendments to it which were necessary for the protection of the retail jewelry trade.

### WEIGHT OF A BAG OF POTATOES.

We had the Dominion law changed so that a bag of potatoes would weigh 90 lbs. throughout Canada.

### FALSE ADVERTISING.

We secured legislation making it a criminal offence to misrepresent goods in advertising, and we have prosecuted a number of firms for falsely advertising their goods. We are seeking amendments to strengthen the Act and have requested the Government to appoint an officer to administer it.

### LORD'S DAY ACT.

We prepared an amendment to the Lord's Day Act making the purchaser of goods on the Sabbath Day equally guilty with the seller.

### RAILWAY EMPLOYEES' WAGES.

We assisted the Railway Employees' Association in securing legislation enabling them to be paid semi-monthly throughout Canada.

### EMPLOYMENT BUREAUX.

We made representations to the Government that because of the establishment of Government Employment Bureaux, privately owned Employment Bureaux, properly conducted, should not be abolished.

### THEFT OF AUTOMOBILES.

We assisted in having the Criminal Code amended making the punishment more severe in the theft of automobiles.

### SALE OF FIREARMS.

We assisted in securing legislation giving greater protection in the sale of firearms.

### GRADING OF VEGETABLES.

We co-operated with the Dominion Government in having legislation placed on the Statutes regarding the grading of root vegetables.

### Tells Of Convention



W. G. DEWOLFE,  
Mayor of St. Stephen, ex-provincial president New Brunswick Board, R. M. A. Represented New Brunswick at Dominion Convention held in Vancouver last August. Mayor DeWolfe will read report of Dominion Convention before local meeting on Wednesday. Mayor DeWolfe is second vice-president of Dominion Board.

### WHY THE R. M. A? The Answer

- 1.—Retail merchants are organized to promote, protect and raise the standard of the retail trade of Canada.
- 2.—Retail merchants are united to stand by the cause of honest and fair trading.
- 3.—Retail merchants are co-operating to perform in an efficient manner a necessary service in every community.
- 4.—Retail merchants are working together to protect themselves and their customers against unfair municipal, provincial and Dominion legislation.
- 5.—Retail merchants are spending some of their time and some of their money to improve their business methods.
- 6.—Retail merchants are standing together against unfair trade practices. They stand for a square deal for every Canadian citizen. He is entitled to no more and should receive no less.
- 7.—Retail merchants are organized to adopt services which will enable them to reduce their overhead expenses and thus deliver goods to the consumer at the lowest possible price.
- 8.—Retail merchants are organized for an exchange through their credit bureau of credit information so that credit will only be extended to customers who are worthy of receiving it.
- 9.—Retail merchants are organized in an effort to secure an equitable distribution of all forms of taxation.
- 10.—Retail merchants form the largest commercial class in the world. The importance of the retail trade is so great that the Dominion Government should recognize the value of the service performed by the retail merchants and establish as soon as possible a department of the government to study and develop the retail trade of Canada.
- 11.—"A Nation of Shopkeepers." This sneer thrust at Great Britain was the greatest compliment ever paid to merchants. Because they have been honest "shopkeepers" is the reason why Great Britain holds the high place she does among the greatest nations of the world.
- 12.—Retail merchants are organized to develop retail merchandising so that it will be universally recognized as a profession requiring education, training and study.
- 13.—Retail merchants are organized to encourage commercial education in schools, colleges and universities in order that all business may be conducted efficiently and the maximum of service rendered to the public.

## "We Stand For Quality, Not For Cheapness" Approved Fall Fashions in Splendid Variety at London House

We are confident you will be gratified with our styles and prices on personal investigation.

<b>DRESSES</b> Crepe and Satins Fashion the Smartest of Them Prices \$25.00 to \$55.00		<b>DRESSES</b> Tricotine and Wool Crepes For Business Wear Smart styles developed of balbriggan cloth or wool crepes, many of which would make a successful mode for business and general utility wear. The shades are those most wanted for fall with browns and navy the favorites. Step in tomorrow and see them. Prices \$10.00 to \$27.50
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<b>COATS</b> Beautiful Fur Trimmed Models of The Finer Kinds Fashioned of fine needle point, jewel tone, bolivia, suedine, etc., in richest Autumn colorings. Such furs as Isabella fox, mandel, cone and seal form their luxurious trimmings. Prices \$34.75 to \$115.00	<b>COATS</b> Fur Trimmed at \$29.75—Some Under Smart utility and dressy coats with features decidedly new and smart of velour, duvetyn, marvella, in rich browns, rust, fawn, greens and shades of blue. Two Outstanding Prices \$19.75 to \$29.75
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<b>HOSIERY</b> Novelty Block Check Silk and Wool \$1.25 The newest for fall, novelty weaves in two color tones as thrush, cordovan, powder, gray, brown and black, double heel, toe and sole.	<b>GLOVES</b> Chamois-Suede—New Shades—Prices 79c. to \$1.25 New ways in cuff treatment shows the flare with scalloped edge, with embroidered or pointed backs, in contrast.	<b>BAGS</b> The "Underarm" Style—Prices \$2.25 up New grained leathers in fawn, brown, gray, navy and self stripe patent leather in black, neatly lined and fitted.
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**London House**  
F. W. DANIEL & CO. HEAD KING ST.

## THE PURE FOOD STORE

16 GERMAIN STREET  
For more than 21 years we have been catering to the good tastes and needs of our customers in the line of Food.

If it's something good to eat —our slogan is—

## "GO TO GRASS"

If its to be had, we have it or will get it.

Service, Quality and Courteous treatment is our motto.

Our Phones Are M. 1566, 1567

## M. E. GRASS

## Fall and Winter Millinery

GENUINE

## Fur Velours

Large Assortment of

## Newest Shapes

Colors

Black, Brown, Navy, Copper, Pansy, Fawn, Terrapin, Pheasant, Powder Blue, etc.

**FRANK SKINNER**  
60 King Street



LET

## Wall Paper

BRIGHTEN YOUR HOME

IT WORKS MIRACLES

At its sweep, gloom melts into cheer and brightness—rooms look warm or cool.

It creates a friendly, chummy atmosphere where one may welcome his or her guests—an atmosphere as joyful as the days of spring.

Your home may be made as inviting—talk with us.

**Geo. Nixon** - 88 - King Street

## Play Safe The Rule In F & V Advertising

Every vital point of style description, and general construction is clearly set forth in descriptions of Footwear featured by Francis & Vaughan.

We have nothing to hide. Our goods can stand the spotlight. So everything that counts is told in detail throughout our advertising. The public know exactly what they will get.

As the ads. can only cover a part of a large stock, it is easy to keep to the idea of making the actual offerings better than the published promise. We never advertise specials unless we have a fair quantity. A disappointed visitor is the last thing we wish. Conservative advertising is the only kind that pays in the long run.

**FRANCIS & VAUGHAN**  
19 KING STREET